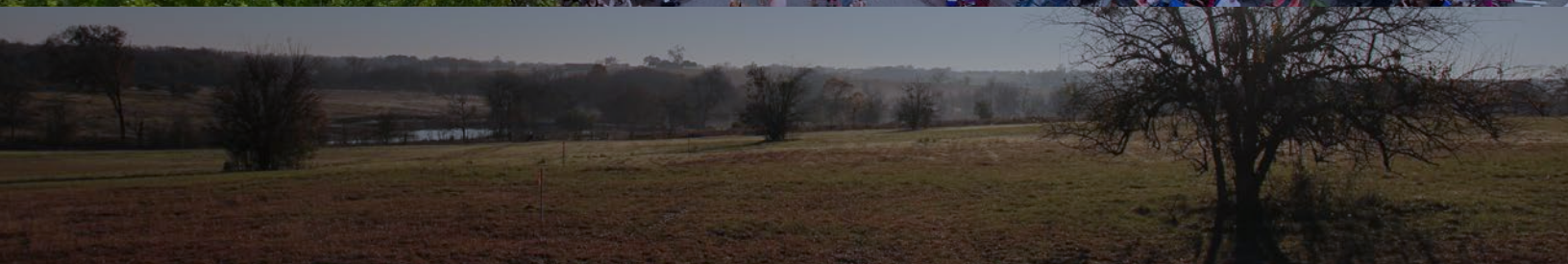
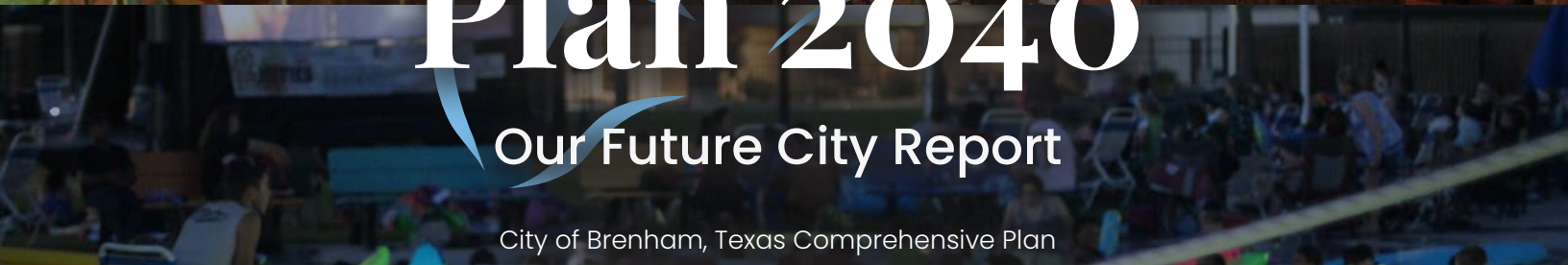




# Historic Past, Bold Future Plan 2040

Our Future City Report

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



# Acknowledgments

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## 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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# Contents



Introduction .....	2
Land Use .....	10
Growth Capacity .....	40
Economic Outlook .....	54
Transportation .....	66
Parks and Recreation .....	78
Implementation .....	94
Appendix A: Implementation Action Agenda.....	104
Appendix B: Plan 2040 Survey Responses .....	120
Appendix C: Plan 2040: Brenham Comprehensive Plan Priorities .....	124
Appendix D: Ordinance No. O-19-033.....	126

# Introduction

Plan 2040, the Brenham Comprehensive Plan, is intended to guide future development, redevelopment, and community enhancement efforts over the next 20 years through 2040. It serves as a framework for thoughtful community discussion on the real and perceived challenges facing Brenham currently, as well as the upcoming opportunities that will shape its future. Through long-range planning efforts, the community can accommodate its projected growth and revitalization in a manner that preserves its history, culture, and overall quality of life for current and future residents.

## Plan 2040 Focus Areas:

- ▶ Land Use and Development (Pgs. 10-39)
- ▶ Growth Capacity (Pgs. 40-53)
- ▶ Economic Opportunity (Pgs. 54-65)
- ▶ Transportation (Pgs. 66-77)
- ▶ Parks and Recreation (Pgs. 78-93)

Plan 2040 resulted from a 12-month planning and citizen involvement process. The plan's findings and recommendations focus on the physical and economic aspects of the community's projected growth and development in the coming years. It provides guiding principles, goals, and strategic action priorities that will help City officials and staff in determining the location, financing, and sequencing of public improvements; administering development regulations; and guiding reinvestment efforts. The plan also provides a basis for coordinating the actions of many different functions and interests within and outside of municipal government.



## Purpose

A comprehensive plan is usually the most important policy document a local government prepares and maintains. This is because the plan:

- ▶ Lays out a “big picture” vision regarding the future growth and enhancement of the community.
- ▶ Considers at once the entire geographic area of the community, including areas where new development and redevelopment may occur.
- ▶ Assesses near- and longer-term needs and desires across a variety of inter-related topics that represent the key “building blocks” of a community (e.g., land use, transportation, urban design, economic development, redevelopment, housing, neighborhoods, parks and recreation, utility infrastructure, public facilities and services, cultural facilities, etc.).

Through a comprehensive plan, a community determines how best to accommodate and manage its projected growth, as well as the redevelopment of older neighborhoods and commercial and industrial areas. Plan 2040 is aimed at ensuring that ongoing development and redevelopment will proceed in an orderly, well-planned manner so that public facilities and services can keep pace with growing demands and residents’ quality of life will be enhanced.

By clarifying and stating the City’s intentions regarding the area’s physical development and infrastructure investment, the plan also creates a greater level of predictability for residents, land owners, developers, and potential investors.

## Why Plan?

Local planning allows Brenham to better control its future rather than simply react to change. Planning enables the City to manage future growth and development actively as opposed to reacting to development and redevelopment on a case-by-case basis without adequate and necessary

consideration of community-wide issues. The process for developing Plan 2040 involved major community discussions about Brenham’s priorities and the community capability to provide the necessary public services and facilities to support these priorities. This leads to pivotal discussions about what is “best” for the community and how everything from taxes to quality of life will be affected.

Comprehensive planning provides an opportunity for the City’s elected and appointed officials to step back from pressing, day-to-day issues and clarify their ideas on the kind of community they are trying to create and maintain. Through the plan development process, they can look broadly at programs for neighborhoods, housing, economic development, and provision of public infrastructure and facilities and how these efforts may relate to one another. The plan ultimately represents a “big picture” of the community and its near-term and longer-range future. Bottom line, the essential reasons for long-range planning include to:

- ▶ Provide a balance of land uses and services throughout the community to meet the needs and desires of the population.
- ▶ Ensure adequate public facilities to meet the demands of future development and redevelopment.
- ▶ Achieve and maintain a development pattern that reflects the values of the community, and which ensures a balanced tax base between residential and non-residential development.
- ▶ Ensure the long-term protection and enhancement of the perception and image of the community.
- ▶ Involve local citizens in the decision-making process, provide a transparent planning process, and reach consensus on the future vision for Brenham.

## Use of This Plan

A comprehensive plan, when embraced by the community and its leadership, has the potential to take a community to a whole new level in terms of livability and tangible accomplishments.

The plan is ultimately a guidance document for City officials and staff, who must make decisions on a daily basis that will determine the future direction, financial health, and “look and feel” of the community. These decisions are carried out through:

- ▶ 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.

## Planning Authority

Unlike in some other states, municipalities in Texas are not mandated by state government to prepare and maintain local long-range, or comprehensive plans.

Section 213 of the Texas Local Government 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 plan:

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.

Brenham’s most recently completed Comprehensive Plan was Envision 2020, approved in 2008.

Along with state statutes, the City of Brenham operates under an adopted City Charter as a home-rule city. The City of Brenham’s Code of Ordinances Appendix A, Zoning, Part V, Section 2, lays out the power and duties of the Planning and Zoning Commission:

- (2) “To undertake an annual review of the comprehensive plan and the zoning ordinance and





# What Brenham Residents Had to Say

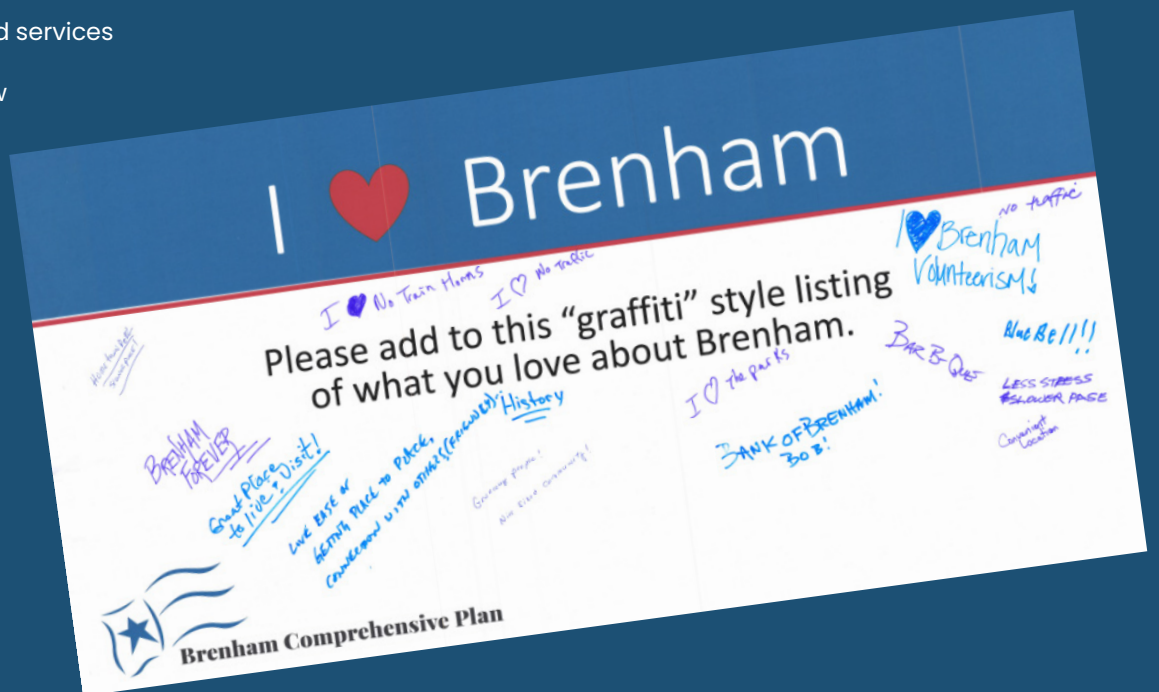
Community and leadership engagement activities during the Plan 2040 Comprehensive Plan process included:

- ▶ Three joint workshops with City Council, Planning and Zoning Commission, and the Board of Adjustments.
- ▶ Discussions with representatives of City departments.
- ▶ Informal listening sessions with four groups of 15-20 persons.
- ▶ In-depth listening session with Blinn College.
- ▶ A Town Hall Meeting on Brenham’s Future, including a community survey.
- ▶ A series of meetings with a Comprehensive Plan Advisory Committee.
- ▶ A public open house on the Existing City (Brenham Today) Report.
- ▶ A second Town Hall Meeting that focused on the emerging draft future land use map.
- ▶ A second public open house on the draft plan, focusing on implementation priorities.



The initial Town Hall Meeting on Brenham’s Future included a community survey that identified the following top five community priorities. These were further refined during the planning process.

1. Downtown investment/enhancement
2. Diverse employment opportunities
3. Police/fire/ambulance services
4. More shopping and services
5. Improve traffic flow



# SMALL TOWN FEEL — WHAT DOES IT MEAN?

Throughout the Plan 2040 process, “small town feel” was mentioned as a valued component of Brenham’s identity. The challenge is that “small town feel” and “a sense of community” can mean different things to different people, and they remain abstract concepts unless clarified. Attendees at the second Town Hall were given an opportunity to describe what “small town feel” means in the Brenham context. Based on responses, the highly valued “small town feel” that exists in Brenham stems from the following:

“When you enter a business, restaurant, or meeting, people smile, engage you in conversation and you have a sense of belonging”

“Neighbors helping neighbors”

“Welcoming and Friendly”

“Strong Neighborhood pride”

“Walkability, safety, parks”

“Slower pace”

“Ease of getting things done”

“Locally owned businesses”

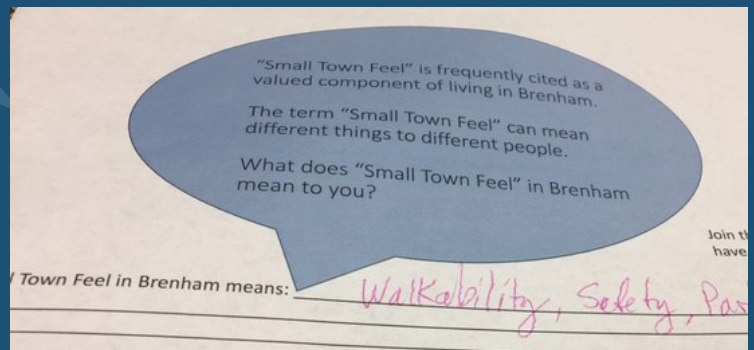
“Space for the many talents, ideas, and businesses/organization that exist from the residents”

“Accessible and dedicated governing with its own ideal standard of living”

“People care enough to show up and participate”

“You can run into people you know when conducting errands in town”

“One stop shopping for service needs”



no less than every five (5) years develop a written report and recommendation thereon, which shall be filed with the city council.”

## Our Future City

While the Brenham Today Existing City Report provides background and insights about Brenham as it is today, this Future City portion of Plan 2040 focuses on Brenham as it intends to be in the years ahead. These aspirations are presented in topic areas that are central to Brenham’s physical growth and development as listed on page 2. Each topical section highlights key issues and considerations followed by a Framework for Action portion. A final section on plan implementation considerations, priorities, and procedures rounds out the Future City portion of the plan.

Through the process of preparing Plan 2040 for Brenham, the set of six overarching guiding principles below was developed. A guiding principle expresses a basic value or operating policy that will apply regardless of the course of action ultimately chosen.

**GP1.** Brenham will emphasize **QUALITY** as it grows, ensuring growth is managed in a way that adds value to the City, while also strengthening existing neighborhoods and commercial areas.

**GP2.** Brenham will be **ADAPTABLE** by focusing on developing and sustaining a diverse economy that attracts and retains individuals and families to put down roots in the community, while providing a robust range of housing to accommodate people in all stages of life.

**GP3.** Brenham will be **AUTHENTIC** by continuing to focus on those elements that differentiate Brenham such as its historic downtown, natural assets, Blinn College, and its “small town feel” as a benefit for both current and future residents to enjoy.

**GP4.** Brenham will be **ACTIVE** by enabling healthy living through offering quality and safe City parks and recreational opportunities, by prioritizing the ability to walk and bicycle safely, and by committing to maintain high levels of public safety services.

**GP5.** Brenham will be **COLLABORATIVE** by pursuing and maintaining partnerships in all arenas, including housing, transportation, infrastructure, economic development, emergency response, and arts and culture.

In addition to the overarching guiding principles, a list of top issues to address within the Comprehensive Plan was compiled, in no particular priority order, based on the Existing City findings, input from the Comprehensive Plan Advisory Committee, joint workshops with City elected and appointed officials, and results of varied public engagement activities to date. These top issues are reflected in the strategic action priorities throughout the plan.

### 1. Growth and Revitalization Strategies

- Focus on implications of growth for the City, including identifying logical areas for growth, including compatible infill development and greenfield development (based on land and infrastructure availability, financial implications for City, etc.).
- Ways to make in-city living more appealing and manage the extent of growth in Brenham’s extraterritorial jurisdiction.
- Revitalization of older housing stock and preservation of historic homes/neighborhoods.
- Strategies for revitalization of aged commercial corridors.
- Potential for a wider variety of housing and commercial types, including mixed-use, in appropriate locations.
- Growth that is orderly, well-managed, and maintains the identity and characteristics that make Brenham unique.

## 2. Focusing on Economic Essentials and a Strong Tax Base

- Ability to attract professionals to live and work in Brenham, and for youth to stay in Brenham, by having a wide range of employment opportunities as well as housing and lifestyle amenities.
- Ongoing focus on drawing more and higher-level retail investment to address resident desires and bolster the City’s tax base.
- Higher utilization of industrial land, especially areas that are already “shovel-ready”.
- Workforce supply and skills to meet the needs of current and prospective employers and area industries.
- Desire for continued strong medical and hospital presence, including specialists.
- Potential for unique Brenham elements including Blinn College and the Brenham Municipal Airport to act as economic drivers.
- Continue to strengthen Brenham’s tourism industry and support preservation of Brenham’s history.
- Reinforcing Brenham’s small-town identity while also highlighting its proximity and links to other nearby cities and major Texas metropolitan areas.

## 3. Housing Costs and Options Inside the City

- Affordability at various levels of buyer and renter income.
- New, quality home construction to support workforce attraction/retention needs.
- More in-city residential rooftops to support greater retail investment.

- Housing quantity at various price points to provide more supply and options for those aiming to buy or rent.
- Diversity of dwelling types/sizes for buyers and renters at various life-cycle stages.
- Appropriate supply and quality of housing intended primarily for Blinn students.
- Managing the potential effects of greater rental activity in neighborhoods.

## 4. Attention to Brenham’s Infrastructure

- Priority focus on identifying additional long-term water supply opportunities.
- Continued investment in City-owned utility infrastructure maintenance and upgrades, balanced with the infrastructure needs posed by new development.
- Emphasis on improving safety at high-crash locations and improving cross-town connectivity.
- Greater focus on pedestrian/cyclist circulation and safety, especially for crossing major streets.
- Fiber and other technology upgrades to ensure the area’s economic competitiveness.
- Strategies for reducing flooding risk, including regional storm water management, low-impact development, and multi-purpose open space, including greenways and trails.

## 5. An Even More Livable Brenham

- Build upon success of Downtown revitalization with continued focus on Downtown enhancement.
- Seek to maintain Brenham’s cherished “small town feel” even while growing and evolving.
- Support a healthy and active community through continued support for existing and new park and recreation amenities, including

potential for new pedestrian and cycling opportunities.

- Ongoing focus on public safety services and maintaining a low crime rate.
- Desire for sidewalk installation in strategic locations to make neighborhoods and key destinations more walkable.
- Desire for more and better-quality shopping and leisure/entertainment options.
- Enhance Brenham’s physical appearance, including at gateways to the City and along major corridors.

## 6. New and Improved Implementation Tools to Advance Plan Priorities

- Formal multi-year Capital Improvements Program and process for project definition/prioritization.
- Updated development regulations and standards, including the potential for residential design and compatibility standards and a better framework for accommodating residential and mixed-use development in and around downtown as well as continuing to streamline development review process.
- City Department specific master plans, including Airport Master Plan and Fire Department Master Plan.

The **goals** in this plan will ultimately be attained through a multitude of specific actions. Many of the initiatives highlighted in Plan 2040 cut across – and are supported by – multiple elements within the plan. The implementation section of the plan contains an Action Agenda (see Pg. 98) -- a list of key action strategies derived from the various plan elements. The implementation section also highlights specific roles, responsibilities, and methods of implementation to execute priority plan recommendations. Equally important are formalized procedures for the ongoing monitoring and reporting of successes achieved, difficulties encountered, and new opportunities and challenges that have emerged since plan adoption.





# Land Use and Development

This plan section establishes the necessary policy guidance to enable the City of Brenham to plan effectively for future development and redevelopment. Sound land use planning is essential to ensure that the city is prepared not only to serve anticipated public infrastructure and service needs, but also to create and maintain a desired community character.

Land use considerations are integrated with all other components of the Comprehensive Plan. For instance, the transportation network provides access to land, which influences the type and intensity of development. The provision or lack of public utilities can also dictate the location, amount and timing of development. Similarly, proximity to parks and public facilities promotes public health and safety at specific locations and, as a result, affects the development potential of an area. Site design and development character shape community aesthetics and, thus, the perceptions held by area residents and those considering investment in Brenham. Additionally, Brenham’s location between two large metropolitan areas and assets such as the historic downtown area will be a continuing draw for development.

## By the Numbers

A Future Land Use Map is intended to show the general pattern of uses anticipated and/or desired in and around the community in the years ahead. The map indicates the type of use that is expected to predominate in an area based on what is already on the ground and will likely remain or possibly evolve over time, as well as projected new development. The Future Land Use Map can be found on Page 29.

With the caveat that all the cited figures are approximations for general planning purposes, acreage data indicates the following break-down of existing versus future land uses within the city limits, based on the Future Land Use Map:

Future Land Use Category	Percent of Existing Land Use (in city limits)	Percent of Future Land Use (in city limits)
Residential (across all types)	21.4	38.9
Commercial	7.6	18.3
Industrial	5.8	12.9
Mixed-Use	<1	14.3

The Future Land Use Map (see Pg. 29) focuses growth within the city, increasing residential, commercial, and industrial uses to respond to the key focuses of housing supply growth, increase in primary job opportunities, and increase in retail opportunities within the city.

How does Brenham’s future land use designations compare to other cities in the region and other cities of comparable size? Although it is not always possible to compare directly due to differences in category designations, in general Brenham has a higher percentage of future land designated in industrial and mixed-uses than the selected cities. Drawing conclusions from comparisons between cities should be made with caution due to widely varying existing land use patterns in cities, special uses (such as colleges or lakes) within cities that account for large land areas, differing priorities of cities, etc.

Future Land Use Category	Brenham	Bryan	College Station	Bastrop	Marble Falls
Residential (across all types)	38.9	34	50.1	58	59.1
Commercial	18.3	15.7	10.6	19	11
Industrial	12.9	7	n/a	5	7.7
Mixed-Use	14.3	5.9	1.4	7	<1

## Legacy of Past Planning

Envision 2020, Brenham’s 2008 Comprehensive Plan, included the following still relevant land use goals:

- ▶ Establish guidelines to protect established neighborhoods
- ▶ Continue support of housing assistance programs
- ▶ Conduct an historic asset survey for entire city
- ▶ Consider incentive policies to support historic preservation
- ▶ Foster a diverse downtown with a healthy mix of business and residential uses

## Key Issues and Considerations

Through the Existing City and Plan Direction phases of the comprehensive planning effort, a set of six strategic priorities were identified based on input from the Comprehensive Plan Advisory Committee, joint workshops with City elected and appointed officials, results of public engagement activities, and consultant team input. Four of the six strategic items are most relevant to the Land Use and Development portion of the Comprehensive Plan, along with the specific related issues under each:

### Growth and Revitalization Strategies

- Focus on implications of growth for the city, including identifying logical areas for growth, including compatible infill development and greenfield development (based on land and infrastructure availability, financial implications for City, etc.).

- Ways to make in-city living more appealing and manage the extent of growth in Brenham’s extraterritorial jurisdiction (ETJ).
- Revitalization of older housing stock and preservation of historic homes/neighborhoods.
- Strategies for revitalization of aged commercial corridors.
- Potential for a wider variety of housing and commercial types, including mixed-use, in appropriate locations.
- Growth that is orderly, well-managed, and maintains the identity and characteristics that make Brenham unique.

### Focusing on Economic Essentials and a Strong Tax Base

- Ability to attract professionals to live and work in Brenham, and for youth to stay in Brenham, by having a wide range of employment opportunities as well as housing and lifestyle amenities.
- Ongoing focus on drawing more and higher-level retail investment to address resident desires and bolster the City’s tax base.

### Housing Costs and Options Inside the City

- Affordability at various levels of buyer and renter income.
- New, quality home construction to support workforce attraction/retention needs.
- More in-city residential rooftops to support greater retail investment.

- Housing quantity at various price points to provide more supply and options for those aiming to buy or rent.
- Diversity of dwelling types/sizes for buyers and renters at various life-cycle stages.
- Appropriate supply and quality of housing intended primarily for Blinn students.
- Managing the potential effects of greater rental activity in neighborhoods.

### New and Improved Implementation Tools to Advance Plan Priorities

- Updated development regulations and standards, including the potential for residential design and compatibility standards and a better framework for accommodating residential and mixed-use development in and around downtown as well as continuing to streamline development review process.
- Special area and neighborhood planning as a follow-up to city-wide planning.

## Framework for Action

The Land Use and Development Framework for Action is organized in three tiers: (1) Guiding Principles, (2) Goals, and (3) Strategic Action Priorities. These topics are intended to coordinate with and support the other aspects of the Comprehensive Plan. The Strategic Action Priorities convey tangible actions that will, over time, lead to achievement of the Goals in line with the Guiding Principles.

## Guiding Principles

The Comprehensive Plan includes a set of five overall guiding principles, several of which relate most directly to land use and development:

- GP1.** Brenham will emphasize QUALITY as it grows, ensuring growth is managed in a way that adds value to the city, while also strengthening existing neighborhoods and commercial areas.
- GP2.** Brenham will be ADAPTABLE by focusing on developing and sustaining a diverse economy that attracts and retains individuals and families to put down roots in the community, while providing a robust range of housing to accommodate people in all stages of life.

### GOALS – LAND USE AND DEVELOPMENT

- GLUD1.** An increased housing supply within the city limits, capturing an increased amount of county and regional growth within the city.
- GLUD2.** A wider variety of housing types available within the city, including rental options and options affordable across the income spectrum and for various “life cycle” stages.
- GLUD3.** Older housing stock is revitalized, ensuring safe housing conditions for all residents.
- GLUD4.** Historic homes and neighborhoods are preserved.
- GLUD5.** The city grows in logical areas and in a manner that supports the fiscal sustainability of the City into the future including through infill development.
- GLUD6.** Aged commercial corridors experience redevelopment and revitalization, providing increased retail and entertainment options within the city.



# Strategic Action Priorities



## PROGRAMS AND INITIATIVES

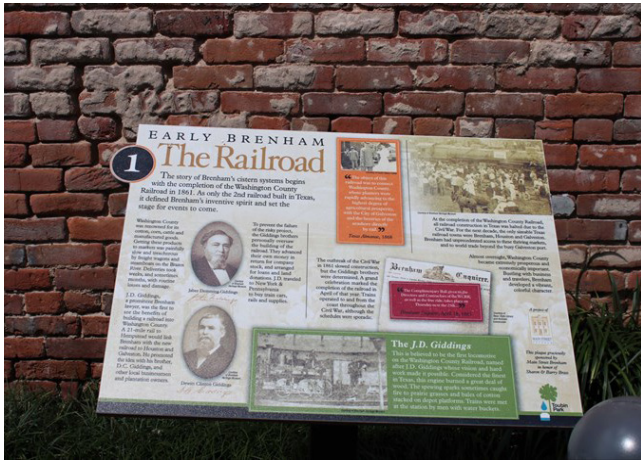
1. Examine the potential to develop incentives for new housing development (including multi-family, rental, and for-sale housing). This may include financial incentives (such as property tax abatements, fee waivers, public infrastructure funding, etc.), use of Chapter 380/381 agreements, non-financial incentives such as expedited development reviews, or creation of special districts for financing infrastructure and other improvements. Guidelines for any new incentives should be created, as was completed for the City's retail incentive guidelines.

In general, any potential public action must recognize the role of upfront development costs while still ensuring that expectations for quality dwellings, neighborhoods, and amenities are not lowered. For municipal governments themselves – or entities they establish to engage and collaborate with the private real estate and development communities (e.g., non-profit development corporations) – some options are “at arm’s length” (e.g., tax or other financial incentives, cost-sharing arrangements for utility infrastructure and/or streets) while other strategies require very direct involvement (e.g., land acquisition/assembly, direct provision of street or utility infrastructure, neighborhood park improvements, etc.). Some Texas cities have extended the use of Public Improvement Districts (PIDs) to new residential development, enabling private development to deliver new, desirable housing units at a lower price point.

2. Develop tools to help existing and potential future residents understand if they live within the City of Brenham's city limits. Engagement efforts revealed that many people are generally unaware of where the city begins and ends and believe that

a significant amount of the unincorporated area around Brenham is within the city limits.

3. Attract a wider range of residential developers to build within the city. There is currently a limited number of developers that have pursued development of new housing within the city.
  - Seek and arrange information meetings with a range of developers to provide them information about Brenham's development process.
  - Prepare information to make available on the City's website, with specific information available for prospective buyers/renters and for builders. The information should detail both the process and provide prospective buyers/renters with information on resources to find housing (whether through local realtors, online listings, etc.)
  - Use GIS to maintain an inventory of vacant properties that are City-owned and available for development.
4. Continue active code compliance efforts with a focus on measurable results. Produce annual report on the status of substandard buildings in conjunction with the Building Standards Commission.
  - Produce educational materials for homeowners detailing homeowners versus City maintenance responsibilities. Materials should include resources identified for those who need assistance in meeting their responsibilities.
  - Ensure homeowners, tenants, and landlords are aware of resources available through various state and federal programs, such as weatherization programs to improve energy efficiency.
  - Provide adequate funding for the Building Standards Commission to order repairs/demolition with a prioritization for properties that pose hazards to life, health, or safety. Continue or expand volunteer program that assists elderly residents with home repairs.



5. Develop a City historic landmark branding/signage that can be placed (voluntarily) in front of historic homes and other landmarks, including those that are of local relevance but not on the national register.
6. Develop beautification programs to enhance Brenham's image, including adopt-a-block or adopt-a-street programs, community garden programs focused on vacant lots, home and yard maintenance assistance programs for seniors, and/or public art programs.
7. Expand focus on home ownership resources. Advertise home ownership programs with information about available resources for first-time home buyers, loan programs, and other resources.



## REGULATIONS AND STANDARDS

8. Continue efforts to streamline development process. Review development processes to ensure that City permitting and approval processes do not unnecessarily hinder development and promote variety in housing types. Ensure development process is easy to understand,



## PARTNERSHIPS AND COORDINATION

12. Work with local and regional not-for-profit groups, such as Washington County Habitat for Humanity, to increase supply of affordable housing within Brenham.
13. Create a roundtable of local property owners

transparent, and resulting in desired outcomes.

- Review development regulations to ensure existing, stable neighborhoods are protected.
- Update development, zoning and subdivision regulations to ensure consistency with Plan 2040.

9. Ensure that existing development regulations allow for, and make easy, the choice to develop mixed-use developments in appropriate locations.
10. Create mixed-use development guidelines, and potentially incentives, to clarify how and where the City would like to see mixed-use developments occur.
11. Promote voluntary historic home guidelines to help homeowners that live in a historic home or neighborhood understand appropriate home redevelopment guidelines.



**On the demand side of the housing market**, any public action must be aimed at making a home purchase viable upfront and in the early years of ownership (e.g., down payment assistance, property tax relief, utilities assistance, payment of Homeowner Association fees, etc.), especially for first-time home buyers.

and residents living in the existing historic districts to gauge the desire, pros and cons, of the City establishing official historic districts within the City's zoning framework.



- Encourage Blinn to develop a Brenham Campus Master Plan that would identify future capital project needs and locations, including future on-campus housing.
- Ensure that off-campus, private housing that caters to students is held to the same high code compliance and neighborhood compatibility standards as the rest of the city.



## MORE TARGETED PLANNING/STUDY

18. Pursue market-based corridor studies for specific commercial corridors, beginning with Market

14. Develop a historic home resource center (digital or in person) that provides guidance to homeowners of historic homes. Designate a staff person to answer questions about historic home renovation and historic districts.
15. Partner with local employers to better understand what price points and housing types are needed for local workforce (such as high amenity rental housing, mid-range housing, executive level housing, etc.).
16. Work with landlords to ensure they understand the homeowner's maintenance responsibilities versus the City's responsibilities and that they are held to code compliance standards set by the City.
17. Continue active partnership with Blinn College to understand enrollment projections and potential student housing needs. [See also – Blinn College section, Pg. 64]

## Annexation

The ability of cities within Texas to annex has changed dramatically in recent years. Brenham should monitor any new state level legislation that could place additional restrictions or procedural changes for future annexations and ensure that any annexations adhere to recent legislative changes.

Brenham has in the past slowly and steadily annexed increasing portions of its ETJ into its city limits. Where it makes sense to do so (where city services can easily be extended and potential revenues will be beneficial to the city), the City should consider annexation as another method of increasing in-city residential rooftops. In addition, properties outside the City requesting city services should be brought into the City in order to receive service through voluntary or owner requested annexation.

# What is a Planned Development District (PDD)?



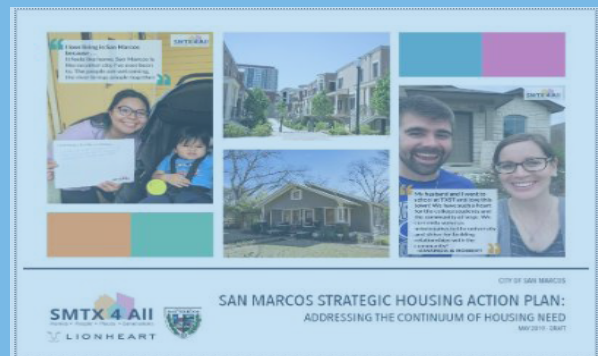
A Planned Development District can be an attractive option for developers because it allows for additional flexibility versus traditional zoning districts. As the City's Zoning Ordinance states, "The Planned Development District accommodates new or innovative concepts in land use utilization not permitted by other standard zoning districts of the City of Brenham." This flexibility allows special conditions or restrictions which would not otherwise allow the development to occur. The purpose is to "promote more efficient use of land and public services, encourage creative and innovative site design, and provide an increased level of amenities and aesthetic enhancement." Each Planned Development District must go through an approval process including a detailed development plan. The minimum acreage of a Planned Development District is one acre. See also Pg. 27.

Street. The market-based corridor study examines the specific market context along the corridor, identifies potential redevelopment opportunities and catalyst sites and completes development proformas for the catalyst sites.

19. Continue annexation studies and planning to examine potential for annexation into city limits of certain areas within City's ETJ as a method of increasing in-city residential rooftops and gaining more predictability over development outcomes with properties required to adhere to City's adopted development standards.
20. Conduct a Housing Action Plan to better understand the gaps and opportunities in the local and regional housing market and what current market conditions can support.
21. Conduct neighborhood-level plans for area around Blinn College and area around future Brenham Family Park.

# What is a Housing Action Plan?

A Housing Action Plan (HAP) is a holistic approach to addressing housing challenges within a city. As opposed to housing studies that focus solely on one housing issue, such as affordability, an HAP examines the full range of housing challenges in a community, which are often interrelated.



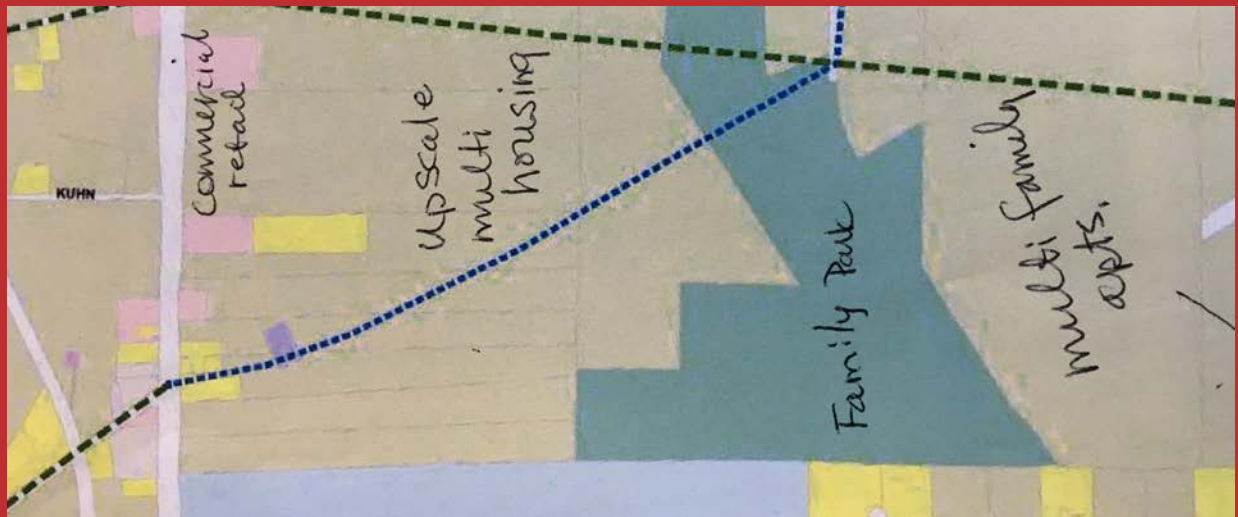


Image: One Town Hall participant's preferred land uses around Future Brenham Family Park area.

## Future Brenham Family Park – Special Area Plan

The area around the future Brenham Family Park is one of the primary large developable tracts within Brenham and there is significant public investment that will be made to the Brenham Family Park over the coming years. The Future Land Use Map (see Pg. 29) designates the currently undeveloped area around the Future Brenham Family Park as Planned Development. This designation encourages a master-planned development that will go through a planned development process in coordination with the City.

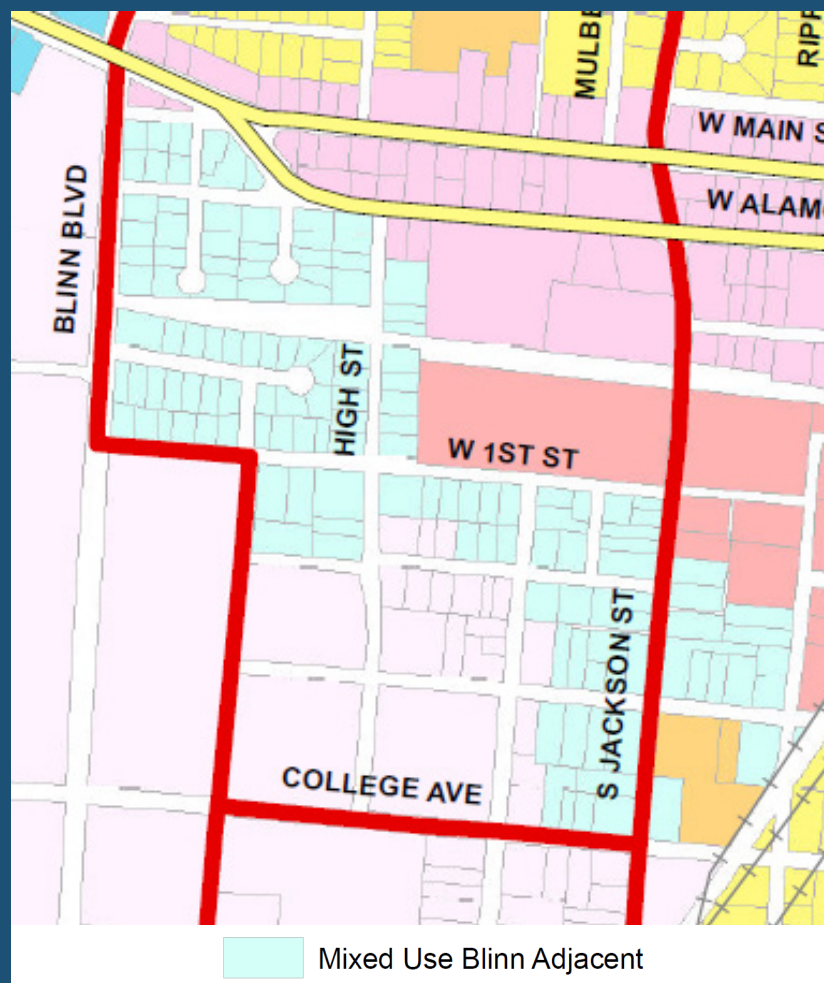
Development of a Special Area Plan in advance of receiving a development proposal can help establish the vision that is desired for the area which in turn can help guide more predictable development outcomes. During the Plan 2040 planning process, attendees at a Town Hall meeting were asked what type of land uses would be most appropriate for the area. Responses varied widely, from preference of a mixed-use “live, work, play” style development, to low-density large lot estate residential. The lack of current consensus from residents regarding the preferred type of future development suggests that a Special Area Plan will be beneficial. The Special Area Plan may address the following elements:

- ▶ Coordinating public and private improvements and infrastructure
- ▶ Developing a unified vision for the future development of the area
- ▶ Integration of future development with the Brenham Family Park
- ▶ Integration with thoroughfare system, including pedestrian and bicycle infrastructure
- ▶ Conceptual renderings of development options

## Blinn College Area Plan

The area northeast of Blinn College (between Blinn College and Downtown Brenham) has been designated as Mixed Use Blinn Adjacent on the Future Land Use Map (see Pg. 29).

This area is currently primarily single-family residential with many properties utilized as off-campus student housing. With the potential future student enrollment increases at Blinn College and the already limited housing supply and market within Brenham, this area may experience increased development pressure in the future. A neighborhood-level plan can examine the potential market demand for different housing types and other land uses in this area and methods to ensure compatibility between existing neighborhoods and any new development. Transportation linkages between Blinn College and Downtown could also be a focus of the plan.



## Future Land Use Map

A Future Land Use Map is intended to show the general pattern of uses anticipated and/or desired in and around the community in the years ahead. The map indicates the type of use that is expected to predominate in an area based on what is already on the ground and will likely remain or possibly evolve over time, as well as projected new development. Additionally, it is recognized that other complementary uses will also remain or emerge in each area of the city along with the predominant use types (e.g., small-scale, neighborhood-oriented retail uses near the edges of largely residential areas).

Specific locations are not yet known in some cases, such as for some future public facilities (e.g., schools, fire stations, parks, etc.), as well as places of worship, that often locate in or near primarily residential areas. Some uses are highly market-driven, with their timing and particular location dictated by the extent and pace of other types of development. This includes the typical trend of retail uses following residential “rooftops” – and typically locating at key roadway intersections. The extent, location, and developer interest in pursuing multi-family development can be difficult to predict ahead of housing market trends and cycles.

The remainder of this section describes the land use categories shown on the City of Brenham Future Land Use Map:

- ▶ Rural/Undeveloped Areas
- ▶ Parks/Recreation
- ▶ Estate Residential
- ▶ Single-Family Residential
- ▶ Multi-Family Residential
- ▶ Commercial
- ▶ Corridor Mixed Use
- ▶ Mixed Use – Blinn Adjacent
- ▶ Mixed Use - Downtown Adjacent
- ▶ Downtown Area
- ▶ Planned Development
- ▶ Industrial
- ▶ Local Public Facilities

The descriptions indicate the types of development anticipated in each category. Also described is the intended character of the areas in which these land uses occur. Specific standards for land development based on these designations are articulated through the City’s implementation of regulations (zoning and subdivision) as they currently exist and may be further amended over time based on this planning guidance. The Future Land Use Map may also be amended over time, with criteria listed on Pg. 35.



## Rural/ Undeveloped Areas



This designation consists of lands that are sparsely developed, with mainly natural areas and very low-density residential as the primary uses. It is unusual to find extensive undeveloped areas within the city limits, except in areas that have been annexed for eventual development or that are not suitable for future development. Floodplain areas may also retain their rural character over the long term given their unsuitability for any intensive land development.

### Development Types

- ▶ Agricultural uses
- ▶ Residential homesteads
- ▶ Public/institutional uses
- ▶ Parks and public spaces, nature preserves, and passive recreation areas

### Characteristics

- ▶ Rural character from wide open landscapes, with minimal sense of enclosure and views to the horizon unbroken by buildings in most places.
- ▶ Scattered residential development on relatively large acreages, resulting in very high open space ratios and very low site coverage, and providing greater detachment from neighboring dwellings than in estate residential areas.
- ▶ Typically no centralized water or sanitary sewer service available. Much greater reliance on

natural drainage systems, except where altered significantly by agricultural operations or regional storm water management projects and/or infrastructure.

- ▶ Potential for conservation developments that further concentrate the overall development footprint through cluster designs, with increased open space set-aside to maintain the overall rural character and buffer adjacent properties. May also make alternative community wastewater treatment methods feasible to eliminate the need for individual on-site septic systems.

## Parks / Recreation and Open Space



This designation includes the locations of City-owned and maintained public parks, designed for both active and passive recreational enjoyment as well as open space.

### Development Types

- ▶ Public parks and open space
- ▶ Public trails
- ▶ Joint City-school park areas
- ▶ Public recreation areas

### Characteristics

- ▶ Public parkland theoretically will remain so in perpetuity compared to other public property and buildings that can transition to private ownership at some point.



- ▶ Park design, intensity of development, and planned uses/activities should match area character (e.g., public squares/plazas in urban downtowns relative to nature parks for passive recreation in less developed areas).

## Estate Residential



This designation is for areas that, due to public service limitations and/or prevailing rural character, should have limited development activity other than large-lot residential. Such areas provide a transition between a city's rural fringe and more urbanized in-city development patterns and intensities. Lots in this category typically range from one to three or more acres, which provides substantial openness and separation between individual dwellings.

### Development Types

- ▶ Detached residential dwellings
- ▶ Subdivisions planned with large acreages that are clearly set apart from other dwellings
- ▶ Public/institutional uses (including certain public assembly uses such as places of worship)
- ▶ Parks and public spaces

### Characteristics

- ▶ Transition between rural areas and in-city development.
- ▶ Larger lots (typically one acre or larger), especially where required by public health regulations to allow for both individual water wells and on-site septic systems on properties where centralized

water and/or wastewater service is not available or feasible.

- ▶ One-acre lots are usually adequate in wooded areas to achieve visual screening of homes from streets and adjacent dwellings. Three-to five-acre lots may be needed in more open areas with less vegetation.

## Single-Family Residential



This designation covers areas with predominantly single-family residential uses at typical in-city densities (Brenham's minimum lot size requirement of 7,000 square feet means typically 5-6 dwelling units per acre.)

### Development Types

- ▶ Detached residential dwellings
- ▶ Townhomes and patio homes
- ▶ Duplexes
- ▶ Manufactured home park
- ▶ Planned development, potentially with a mix of housing types and varying minimum lot sizes, subject to compatibility and open space standards
- ▶ Public/institutional uses
- ▶ Parks and public spaces

### Characteristics

- ▶ Residential neighborhoods with less openness

and separation between dwellings compared to residential areas with larger lots.

- ▶ With typically smaller lot sizes and limited open space, these areas may be most ripe for walkable neighborhood parks or trail amenities.
- ▶ Potential for auto-oriented character, especially where driveways and front-loading garages dominate the front yard and building facades of homes. This can be offset by “anti-monotony” architectural standards, landscaping and limitations on “cookie cutter” subdivision layouts characterized by straight streets and uniform lot sizes and arrangement.
- ▶ Where possible, housing development should be located adjacent to local streets rather than collectors or arterials to minimize congestion/traffic and safety concerns.
- ▶ Neighborhood-scale commercial uses are expected to emerge over time and should be encouraged on corner sites or other locations within (or near the edge of) Single-Family Residential areas that are best suited to accommodate such uses while ensuring compatibility with nearby residential uses.

## Multi-Family Residential

This designation involves areas devoted primarily to structures with multiple residential units, at a greater intensity (i.e., units per building or acre) than found in single-family residential. Current City regulations allow 21–24 units per acre. Higher intensities may be appropriate in certain locations. Site design and open space standards may be applied to offset the relative density of this residential type, to ensure adequate recreational space on the site for residents, and to provide buffering and screening between this and less intensive residential uses. This use category can also provide a transition from primarily residential to mainly non-residential areas.



### Development Types

- ▶ Multi-unit attached residential in concentrated development, whether for rent (apartments) or ownership (condominiums)
- ▶ Public/institutional uses
- ▶ Parks and public spaces

### Characteristics

- ▶ Auto-oriented character typically due to the extent of off-street parking needed. However, the auto-oriented appearance can be softened by perimeter and on-site landscaping, minimum spacing between buildings, site coverage limits, and on-site recreation or open space criteria.
- ▶ Multi-family residential can blend in with single-family residential areas if such standards and associated buffering requirements are set appropriately within the context of attached residential and/or single-family detached residential uses in the vicinity.
- ▶ May be limited to two or three stories, with setbacks and/or buffering also increased near less intensive residential uses for compatibility.
- ▶ May locate near medical facilities, parks and public services, and shopping areas.
- ▶ Appropriate to locate on collector or arterial streets.

# Commercial



This designation is for properties in commercial retail, office and service uses, primarily along portions of major roadway corridors within the community for high visibility and accessibility, but also in other locations to accommodate neighborhood-focused businesses. Regional-level commercial uses include typical “big-box” developments that will draw patrons from a wide area, while neighborhood-focused businesses include smaller footprint sites that cater to serving a smaller area.

## Development Types

- ▶ “Strip” commercial centers along major roadways, with a range of uses, including those on high-profile “pad” sites along the roadway frontage
- ▶ “Big-box” commercial stores (e.g., grocery, appliances, clothing, etc.)
- ▶ Restaurant chains including various “fast food” and casual dining establishments
- ▶ Automobile service related enterprises (e.g., gas stations, automobile service/repair, car washes)
- ▶ Offices
- ▶ Hotels and motels
- ▶ Mixed-use developments
- ▶ Public/institutional uses
- ▶ Parks and public spaces

## Characteristics

- ▶ Commercial areas with an auto-oriented character that have significant portions of development sites devoted to vehicular access drives, circulation routes, surface parking, and loading/delivery areas, making pavement the most prominent visual feature. This can be offset by enhanced building design, landscaping, reduced site coverage, well-designed signage, etc.
- ▶ Buildings typically set back toward rear of site to accommodate expansive parking areas in front, closest to passing traffic, resulting in less emphasis on architectural design in many cases.
- ▶ Development desire to maximize signage (number, size) to capitalize on site visibility to passing traffic.
- ▶ Regional level commercial is appropriate to locate along major roadways, including freeways, arterials, and some collectors if compatible with the surrounding development.

# Corridor Mixed Use

This designation is for properties in commercial retail, office and service uses along and near a high-profile roadway corridor where mixed-use development outcomes are desired and encouraged. The mix of uses may include residential, especially to provide additional housing options and forms within the community. Major public and/or institutional facilities may also serve as development anchors within the area. Where non-residential and mixed-use developments in Corridor Mixed Use areas are adjacent to residential neighborhoods, site and design standards involving building scale, placement and appearance should be triggered to ensure compatibility.

## Development Types

- ▶ Planned development to accommodate custom site designs or a mixture of uses



- ▶ Wide range of commercial retail and service uses, at varying scales and development intensities depending on the site
- ▶ Office (involving large and/or multi-story buildings or small-scale office uses depending on the site)
- ▶ Live/work units
- ▶ Multi-unit attached residential as a component of mixed-use development, whether for rent (apartments) or ownership (condominiums, townhomes, row houses, etc.)
- ▶ Public/institutional uses (including certain public assembly uses such as places of worship)
- ▶ Parks and public spaces

### Characteristics

The intent of a Corridor Mixed Use area may be to achieve a more urban character outcome, although this may be difficult to achieve in a setting where most business patrons, employees and visitors to the area will still reach their destinations by private vehicle. Site design and development criteria may at least be set to soften the auto-oriented development character found along most busy roadway corridors, as well as to enhance walkability and safety for pedestrians and cyclists. Site design and development criteria (including architectural guidelines, landscaping requirements, setbacks, etc.) may also be used to improve continuity/compatibility between adjacent varying uses.

- ▶ Often not conducive for access or on-site circulation by pedestrians or cyclists. All of the Corridor Mixed Use areas in Brenham lead to Downtown, although the corridors are not currently conducive for pedestrians/cyclists as these areas re-develop emphasis for a more walkable context should be a priority with costs shared by the city and the developer.

## Mixed Use Blinn Adjacent



This designation is for properties in the area adjacent to Blinn College where mixed-use development outcomes are desired and encouraged, especially to provide additional housing options and forms within the area. Major public and/or institutional facilities may also serve as development anchors within the area. Where non-residential and mixed-use developments in mixed use areas are adjacent to residential neighborhoods, site and design standards involving building scale, placement and appearance should be triggered to ensure compatibility.

### Development Types

- ▶ Wide range of residential uses, at varying scales and development intensities depending on the site
- ▶ Neighborhood Commercial uses, at varying scales and development intensities depending on the site
- ▶ Low-density Office
- ▶ Live/work units
- ▶ Multi-unit attached residential as a component of mixed-use development, whether for rent (apartments) or ownership (condominiums, townhomes, row houses, etc.)
- ▶ Public/institutional uses (including certain public assembly uses such as places of worship)
- ▶ Parks and public spaces

## Characteristics

- ▶ Often a focus area for infill and redevelopment activity within the community, which may require customized development and design standards to ensure compatibility with the established area character. This may include controlling the scale of development where larger sites have been created through assembly of smaller parcels and may also include architectural and site development guidelines, landscaping, setbacks, etc.
- ▶ Where a more urban and walkable character is desired, may require development and design standards to avoid encroachment of uses designed with an auto-oriented character more suited to other areas of the community.

## Mixed Use Downtown Adjacent

This designation is for areas in and around an urban downtown core that accommodates a mix of uses. The mixed-use area typically provides a transition to other nearby neighborhoods and roadway corridors that are more uniform as areas primarily for single-family detached residential uses and commercial uses, respectively. The transition area is often supportive of the downtown core by accommodating complementary uses (e.g., attorney offices, restaurants, art galleries and other cultural venues, varied residential options, etc.) and retaining a high degree of walkability. The vicinity around a

core downtown usually also contains some of the community's most historic sites and districts, with historic homes still in residential use and others converted to shops, cafes, offices and other uses.

## Development Types

- ▶ Mixed uses, on single sites and within individual structures
- ▶ Attached residential types (e.g., townhomes, brownstones)
- ▶ Detached residential, often on relatively small and/or narrow lots in older neighborhood settings
- ▶ Live/work units
- ▶ Commercial retail and services
- ▶ Office
- ▶ Public/institutional uses (including certain public assembly uses such as places of worship)
- ▶ Parks and public spaces

## Characteristics

- ▶ Often a focus area for infill and redevelopment activity within the community, which may require customized development and design standards to ensure compatibility with the established area character. This may include controlling the scale of development where larger sites have been created through assembly of smaller parcels.
- ▶ Where a more urban and walkable character is desired, may require development and design standards to avoid encroachment of uses designed with an auto-oriented character more suited to other areas of the community.



# Downtown



This designation, in many cities, involves the most intensively developed area of the community in terms of the greatest coverage of sites with building footprints and the least amount of private development area devoted to off-street parking and landscaping. Instead, most parking is accommodated on-street and/or within public parking areas. This enables most streets and other public spaces to be framed by buildings with zero or minimal front setbacks, creating “architectural enclosure” versus the progressively more open feel in other character areas (auto-oriented, suburban, etc.). All of these elements, along with a mixed-use orientation, makes these areas of a city the most conducive for pedestrian activity and interaction. Public plazas and pocket parks can provide green space amid the urban environment and a place to gather and host community events.

## Development Types

- ▶ Mixed uses, on single sites and within individual structures
- ▶ Potential for residential space above commercial or office uses

- ▶ Attached residential types (e.g., townhomes, brownstones), and potential for detached residential on small lots in some cases
- ▶ Live/work units
- ▶ Commercial retail and services
- ▶ Office
- ▶ Entertainment uses (e.g., restaurants, pubs, live music venues, theater, cinema, etc.)
- ▶ Potential for parking structures and limited public or commercial surface parking areas in some downtowns
- ▶ Public/institutional uses (including certain public assembly uses such as places of worship)
- ▶ Parks and public spaces

## Characteristics

- ▶ Multi-story structures encouraged or required in some downtowns to bolster urban character, encourage vertical mixed-use, promote retail viability, support transit ridership, etc.
- ▶ Mostly on-street parking and minimal off-street surface parking (until the urban character begins to give way to auto-oriented site design in transition areas around downtowns).
- ▶ Streetscape enhancements in public ways usually emphasized given limited area for private on-site landscaping relative to other areas.
- ▶ May exclude some auto-oriented uses that, by their very nature, cannot achieve an urban character.
- ▶ Public/institutional uses should be designed to match the urban character.
- ▶ Alleys and rear-access garages can reinforce urban character on blocks with attached or detached residential dwellings.
- ▶ Often the only place in a community where multi-level parking structures may make sense and be financially viable.

# Planned Development



This designation is for relatively large tracts where the community aspires to see a master-planned development approach and outcome. As a result, this scale and potential multi-use style of land development is typically vetted and approved through a Planned Unit Development (PUD or PD) procedure as provided for in many municipal zoning ordinances, including in Brenham.

## Development Types

- ▶ Single-family detached dwellings
- ▶ Often some incorporation of small-lot dwellings, patio homes or townhomes to provide a mix of “life-cycle” housing options (and may also include designated senior housing, including an assisted living component)
- ▶ Sometimes a multi-family residential component in designated areas such as at the development perimeter or within or near a mixed-use “town center” node
- ▶ Sometimes neighborhood centers or other retail/service/office nodes, potentially to the scale of a “town center” or regional-scale retail center that will draw patronage beyond just the development’s residents
- ▶ Public/institutional uses
- ▶ Parks and public spaces, and often with an internal trail and/or greenway system to link neighborhoods and other destinations within the overall development

## Characteristics

- ▶ Typically involves a series of development “pods” with varying lot sizes and densities, home types/ styles, and resulting price points.
- ▶ Often reflects quality land planning that preserves and incorporates pre-existing natural features and other unique site elements, and provides a significant amount of permanent open space for recreation, buffering and aesthetic purposes.
- ▶ Given the site scale and level of land planning, often designed to incorporate natural and/or swale drainage, as well as sophisticated storm water retention/detention features that can also add development value as recreational and aesthetic assets.
- ▶ Given the above characteristics, some PDs include a “town center” component with an urban, mixed-use, pedestrian-oriented character, and some PDs range all the way to the estate and even rural end of the spectrum (e.g., large-lot, equestrian-oriented residential areas).

# Industrial



Depending on the standards applied through development regulations, an industrial area can allow for a wide range of uses, from office/warehouse to wholesale, product assembly, and manufacturing. Some communities aim for a more aesthetic business or industrial “park” environment, with specific standards for building arrangement and orientation, building materials and design, extensive landscaping, and especially full screening of loading and outdoor activity/storage areas, if such external activity is even

permitted. A campus feel may be further reinforced by private or public streetscape and design enhancements, including special signage at industrial area entries and key intersections, unified lighting design, water features, etc.

### Development Types

- ▶ Warehousing
- ▶ Manufacturing and/or processing/assembly
- ▶ Business parks
- ▶ Office uses accessory to a primary industrial use
- ▶ Retail sales and services, including heavy commercial uses (e.g., building supply)
- ▶ Public/institutional

### Characteristics

- ▶ Typically auto-oriented character, although master-planned business or industrial park developments may feature more open space and landscaping, regulated signage, enhanced screening, building design standards, etc.
- ▶ Potential for outdoor activity and storage, which may be screened where visible from public ways and residential areas in some instances.
- ▶ May involve significant truck traffic and should be located along major freeways and arterials.
- ▶ Should be located on sites with direct rail service where feasible.
- ▶ On-site large-scale moving equipment in some cases.
- ▶ Potential for environmental impacts that may affect the proximity and type of adjacent uses, including particulate emissions, noise, vibrations, smells, etc., plus the risk of fire or explosion depending on the materials handled or processed.
- ▶ Certain intensive publicly-owned uses are best sited within industrial areas (e.g., public works facilities, fleet maintenance, treatment plants, fire training).
- ▶ May operate "24/7," which also requires adequate separation and buffering from any nearby residential areas.

## Local Public Facilities



This designation is for public facility land uses and their vicinities that warrant special consideration. Such consideration is necessary either to: (1) protect a major community asset or other highly-valued use; or (2) buffer and protect nearby properties from potential adverse effects depending on the nature and operational aspects of the special use.

### Development Types

- ▶ Major educational campuses or clusters of education facilities (public, private and parochial)
- ▶ Cemeteries, whether publicly or privately owned
- ▶ Water and wastewater treatment facilities
- ▶ Other intensive public works sites and facilities, especially with outdoor activity and/or storage
- ▶ Sanitary landfills, active and/or closed sites

### Characteristics

- ▶ As with all public/institutional uses, a facility developed and operated by a government entity should be designed to match the prevailing character of its vicinity, for compatibility with the character and quality expectations placed upon private properties and developments.





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# Land Use Quantities on Future Land Use Map

Tallied in Table 1, Future Land Use Allocation, are the estimated acres within each land use designation shown on the Future Land Use Map. In more general terms, the map reflects that approximately 39 percent (2,759 acres) of the land within the current city limits would be devoted to residential uses relative to 18 percent in commercial uses (1,303 acres), 13 percent in industrial uses (917 acres), and 14.3 percent in mixed uses (1,015 acres, including the

downtown core, planned development, corridor mixed use, mixed use Blinn adjacent and mixed use downtown adjacent). If the 23 acres of land in highway and street rights-of-way, the 332 acres in parks and recreation uses, and the 741 acres identified as local public facilities are excluded, then the acreage by general categories are approximately:

- ▶ Residential: 38.9 percent
- ▶ Commercial: 18.3 percent
- ▶ Industrial: 12.9 percent
- ▶ Mixed Use: 14.3 percent

**TABLE 1 Future Land Use Allocation**

Future Land Use Designation	City Acres	Percentage	ETJ Acres	Percentage
Rural/Undeveloped	0.4	<1	7,788.8	64.1
Parks/Recreation	332.1	4.7	0.8	<1
Estate Residential	97.1	1.3	2,494.7	20.5
Single-Family Residential	2,393.7	33.8	693.8	5.7
Manufactured Homes	49.6	<1	9.1	<1
Multi-Family Residential	219.3	3.1	0.2	<1
Commercial	1,303	18.4	318.7	2.6
Mixed Use Blinn Adjacent	35.1	<1	0	0
Corridor Mixed Use	307	4.3	0	0
Mixed Use Downtown Adjacent	58.8	<1	0	0
Downtown Area	77.2	1	0	0
Industrial	917.7	12.9	822.8	6.8
Planned Development	537.7	7.6	0	0
Local Public Facilities	741.1	10.4	14.3	<1
<b>TOTAL (without Road Rights-of-Way)</b>	<b>7,069.3</b>	<b>100</b>	<b>12,143</b>	<b>100</b>
Road Rights-of-Way	1,212	n/a		

There are a total of 198 acres within the city that are in floodways or flood zones (as designated by the Federal Emergency Management Agency (FEMA)). These areas cross multiple future land use classes as seen in the Future Land Use Map with floodways and flood zones overlaid on it.

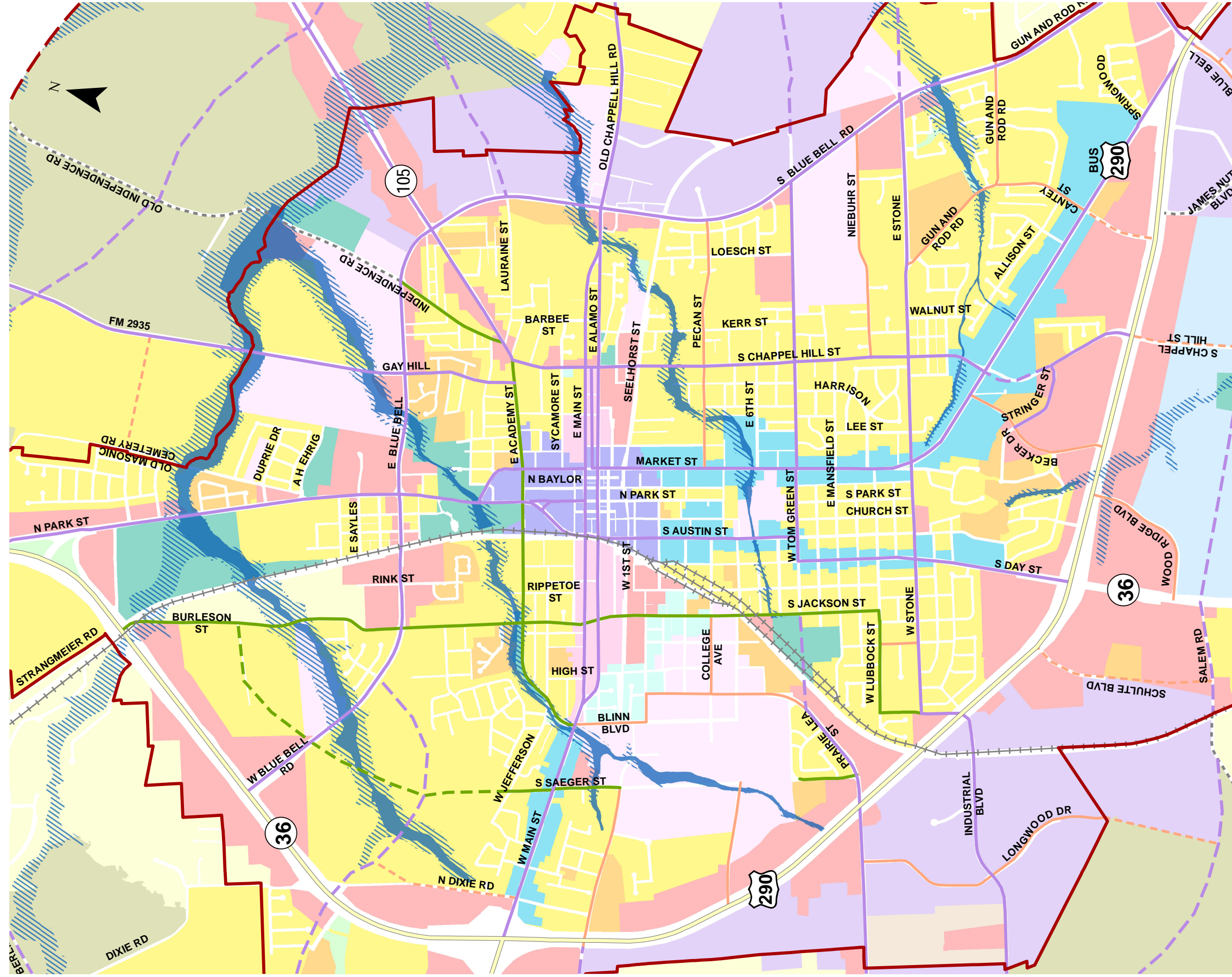
# Future Land Use Planning Versus Zoning

The side-by-side comparison below highlights the distinct purposes and uses of a Future Land Use Map relative to a zoning map.

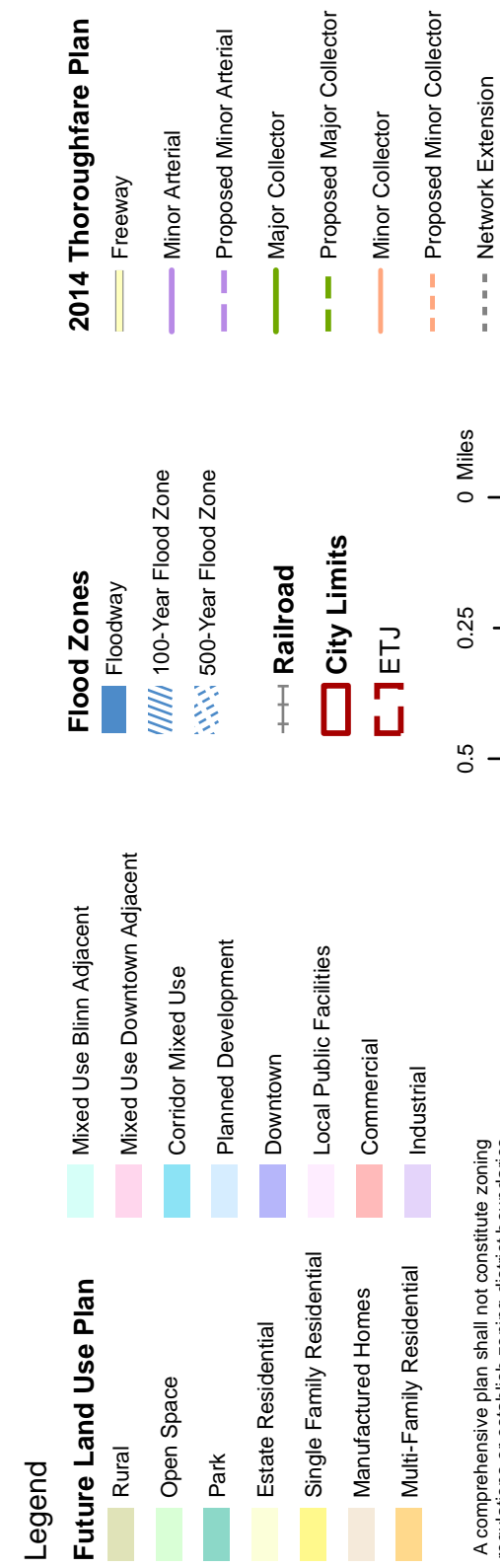
	Future Land Use Map	Zoning Map
<b>Purpose</b>	<ul style="list-style-type: none"> <li>▶ Outlook for the future use of land and the character of development in the community.</li> <li>▶ Macro level – generalized development patterns.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Basis for applying different land use regulations and development standards in different areas of the community (“zones”).</li> <li>▶ Micro level – site-specific focus.</li> </ul>
<b>Use</b>	<ul style="list-style-type: none"> <li>▶ Guidance for the City’s zoning map and related decisions (zone change requests, variance applications, etc.).</li> <li>▶ Baseline for monitoring consistency of actions and decisions with the Comprehensive Plan.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Regulating development as it is proposed, or as sites are positioned for the future with appropriate zoning (by the property owner or the City).</li> </ul>
<b>Inputs and Considerations</b>	<ul style="list-style-type: none"> <li>▶ Existing land use in the city.</li> <li>▶ The locational aspects of community planning priorities involving economic development, housing, infrastructure, parks and recreation, public facilities, etc.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Comprehensive Plan and Future Land Use map for general guidance.</li> <li>▶ Zoning decisions that differ substantially from the general development pattern depicted on the Future Land Use map should indicate the need for some map adjustments the next time the Comprehensive is revised.</li> </ul>

The City’s development ordinances are among the primary tools for implementing the Comprehensive Plan. The zoning regulations, in particular, play a significant role in establishing and protecting the physical character of the community. These regulations delineate land use districts and the types of uses permitted within them, along with standards for buildings and site improvements. As a result, the zoning regulations, and the City’s subdivision regulations where applicable, largely direct development outcomes. This is important as it provides a regulatory context in which local land use decisions may be made to foster a prosperous economy, a sustainable environment, and a high quality of life for residents.

Although the Comprehensive Plan and associated Future Land Use map provide only general planning guidance, their role is especially relevant since it can lead to rewrites and updates of the zoning regulations and zoning district map. It is only through the official zoning map and the ongoing zoning administration process that binding, legally enforceable decisions are made about property uses and compatibility on a case-by-case basis. Adoption of this Comprehensive Plan, including the Future Land Use map, does not mean that the City’s zoning approach or mapping will automatically change. Instead, the Future Land Use map provides a tool for ongoing evaluation of how land uses in certain parts of the community may evolve over time while some areas (e.g., established, stable neighborhoods) are likely to stay much as they are over the long term.



## Brenham, TX Floodway and Flood Zones with Future Land Use and Thoroughfares



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Provided in Table 2, Designations on Future Land Use Map Relative to Zoning Districts, is a comparison between the map categories relative to the current districts in Brenham’s zoning regulations.

**TABLE 2 Designations on Future Land Use Map Relative to Zoning Districts**

Designation	Most Closely Associated Zoning District(s)
<b>Rural/Undeveloped</b>	All districts (not regulated by zoning, rather by topography)
<b>Parks/Recreation</b>	All districts (not regulated by zoning)
<b>Estate Residential</b>	District R-1 – Single-Family Residential District
<b>Single-Family Residential</b>	<ul style="list-style-type: none"> <li>▶ District R-1 – Single-Family Residential District</li> <li>▶ District R-2 – Mixed Residential District</li> <li>▶ District B-1 – Local Business/Residential Mixed Use</li> <li>▶ District PD – Planned Development District</li> </ul>
<b>Multi-Family Residential</b>	<ul style="list-style-type: none"> <li>▶ District R-2 Mixed Residential District</li> <li>▶ District B-1 – Local Business/Residential Mixed Use District</li> <li>▶ District B-2 – Commercial, Research and Technology District</li> </ul>
<b>Commercial</b>	<ul style="list-style-type: none"> <li>▶ District B-1 – Local Business/Residential Mixed Use District</li> <li>▶ District B-2 – Commercial, Research and Technology District</li> <li>▶ District B-4 – Neighborhood Business District</li> </ul>
<b>Mixed Use, Mixed Use Downtown Adjacent and Corridor Mixed Use</b>	District B-1 – Local Business/Residential Mixed Use District
<b>Downtown</b>	<ul style="list-style-type: none"> <li>▶ District B-3 – Historical Central Business District</li> <li>▶ B-4 Downtown Business/Residential Overlay District</li> </ul>
<b>Industrial</b>	<ul style="list-style-type: none"> <li>▶ District I – Industrial</li> <li>▶ District B-2 – Commercial, Research and Technology District</li> </ul>
<b>Local Public Facilities</b>	All Districts (not regulated by zoning)

### Criteria for Proposed Amendments to the Future Land Use Map

Along with procedures for monitoring and periodically updating the Comprehensive Plan, another specific issue involves consideration of proposed amendments to the adopted Future Land Use Map. A first consideration is whether a map amendment is necessary immediately, such as in conjunction with a particular rezoning request? Or, can a potential adjustment to the Future Land Use Map wait so that it may be examined more holistically, along with any other map changes under consideration, through the next interim review and update of the entire Comprehensive Plan?

The items below should be reviewed and addressed, especially by the Planning and Zoning Commission, when a Future Land Use Map adjustment is proposed:

- ▶ **Scope of Amendment:** Is the proposed map change limited to one or a few parcels or would it affect a much larger area?
- ▶ **Change in Circumstances:** What specific conditions have changed sufficiently to render the current map designation(s) inappropriate or out-of-date (e.g., city’s population size and/or characteristics, area character and building form, property/structure conditions, infrastructure or

public services, market factors including need for more land in a particular designation, etc.)?

- ▶ **Consistency with Other Plans:** In addition to the Comprehensive Plan, is the proposed map change consistent with the intent and policy direction of any other applicable plans (utility infrastructure or drainage plans, parks master plan, etc.)?
- ▶ **Adequate Information:** Do City staff, the Planning and Zoning Commission, and/or City Council have enough and appropriate information to move ahead with a decision (e.g., utility capacity, potential traffic impacts, other public service implications, resident/stakeholder concerns and input)?
- ▶ **Stakeholder Input:** What points, concerns and insights have been raised by area residents, property owners, business owners, or others?

## Land Use Policies

The written policy statements below are intended as a supplement to the Future Land Use Map, which provides only a visual depiction of desired land use patterns and sound development practices. City officials and staff should use these statements as a guide and reference, particularly when making decisions regarding proposed development activity in the city limits and ETJ, and/or changes in zoning classifications within the city.

### City-wide Land Use Policies

1. Land uses should not detract from the enjoyment or value of neighboring properties.
2. Potential negative land use effects (noise, odor, dust, excessive light, traffic, etc.) should be considered in development review/approval and mitigated.
3. Adequate transportation access and circulation should be provided for uses that generate large numbers of trips. Pedestrian and bicycle access should be addressed where appropriate.

4. Well-planned mixed-use projects are encouraged where compatible with nearby development.
5. Floodplain areas should not be encroached upon by future development unless there is compliance with stringent floodplain management practices.
6. Environmentally sensitive areas should be protected, including wildlife habitat areas.

### Residential (All)

1. Residential areas should not be located next to industrial areas where avoidable.
2. Schools, parks and community facilities should be located close to or within residential neighborhoods.

### Single-Family Residential

1. Houses should have direct access to local residential streets but not to collector streets or thoroughfares.
2. Houses should not be adjacent to major highways.
3. New residential development should be buffered from incompatible land use.
4. Residential developments should include adequate area for parks and recreation facilities, schools and places of worship.

### Retail / Office

1. Neighborhood retail and service uses should be located at intersections of thoroughfares or collector streets or at the edge of logical neighborhood areas unless appropriately placed within a planned development.
2. Retail development should be clustered throughout the city and convenient to residential areas.
3. Buffers should separate retail/office uses and residential areas.
4. The downtown Brenham area and the Mixed Use Downtown Adjacent areas should be a focus for office, retail and service activities in appropriate locations relative to existing residential uses,



particularly through adaptive re-use of existing structures or redevelopment of vacant properties and second stories.

5. Office and professional uses should be compatible with nearby residential areas and other uses through appropriate building height limitations and adequate buffering and landscaping.
6. Low-intensity office and professional uses should provide a transition between more intense uses and residential areas.

### **Regional Commercial**

1. Commercial uses with more intensive operational or traffic characteristics should be located away from most residential areas.
2. Heavy commercial development should be concentrated in nodes at intersections and along major thoroughfares including arterials and freeways that are designed and constructed to accommodate higher traffic volumes.
3. Buffers should separate heavy commercial uses from any adjacent residential areas, especially where the commercial use involves visible display or outdoor storage of merchandise or materials.

### **Industrial**

1. Industrial development should not be directly adjacent to residential areas.
2. Industrial uses should be located in dedicated industrial development areas.
3. Industrial development should be separated from other uses by buffers.
4. Industrial development should have good access to arterials and highways.
5. Industrial development involving trucking operations should have good access to truck routes, designated hazardous material routes, and railroads.

### **Parks and Open Space**

1. Parks should be evenly distributed throughout the city and include larger community parks and smaller neighborhood parks.
2. Pedestrian connections should be provided between parks, schools, residential areas, and employment centers.
3. Parks and open space should be used to buffer incompatible land uses.
4. Natural features should be used as buffers or preserved open space between or around developed areas.
5. Community attractions that draw many external visitors should be in locations with good regional transportation access and visibility.

### **Local Public Facilities**

1. Local public facilities should be located in easily accessible areas within the community.
2. Local public facilities, depending on their scale and level of activity, should be located adjacent to arterial or collector streets to accommodate traffic.
3. Local public facilities should be well buffered from nearby residential areas.
4. The downtown area should continue to be enhanced as a preferred location for civic, cultural, entertainment and tourism activities.

## **Quality Neighborhood Design**

As with economic development, where municipal government helps to ensure a positive and supportive “business climate” for commercial and industrial investment, the City has an essential role in promoting adequate and affordable housing development in quality neighborhood settings. The City’s development and subdivision regulations help to ensure sound design practices, and the zoning

regulations determine the range of housing types that may be built in the community, and where and in what amounts. These are critical functions given the proportion of developed land in Brenham, as in most communities, that is devoted to residential use.

Effective land use planning and management also balances the convenience of shopping and services in close proximity to neighborhoods with the need to ensure compatible non-residential development near homes. Capital investments by the City and others in infrastructure, public facilities, and parks and trails provide the framework for private development to bring needed new dwellings to market. Furthermore, housing options and value are a key ingredient for economic development success – and that success, in turn, drives further housing demand, including for “move-up” homes when local income growth increases purchasing power and lifestyle aspirations.

Contemporary subdivision design too often overlooks the time-honored elements of what makes a neighborhood appealing and sustainable for the long term. Typical features of a quality neighborhood design include:

- ▶ Some focal point, whether a park or central green, school, community center, place of worship, or small-scale commercial activity, that enlivens the neighborhood and provides a gathering place.
- ▶ Equal importance of pedestrian and vehicular circulation. Street design accommodates, but also calms, necessary automobile traffic. Sidewalks along or away from streets, and/or a network of off-street trails, provide for pedestrian and bicycle circulation (especially for school children) and promote interconnectivity of adjacent neighborhoods.
- ▶ A variety of compatible dwelling types to address a range of needs among potential residents (based on age, income level, household size, etc.).
- ▶ Access to schools, recreation and daily conveniences within relatively close proximity to the neighborhood, if not within or at its edges (such as along bordering major streets).

- ▶ An effective street layout that provides multiple paths to external destinations (and critical access for emergency vehicles) while also discouraging non-local or cut-through traffic.
- ▶ Appealing streetscapes, whether achieved through street trees or other design elements, which “soften” an otherwise intensive atmosphere and draw residents to enjoy common areas of their neighborhood. This should include landscape designs consistent with local climate and vegetation.
- ▶ Compatibility of fringe or adjacent uses, or measures to buffer the neighborhood from incompatible development.
- ▶ Evident definition of the neighborhood “unit” through recognizable identity and edges, without going so far (through walls and other physical barriers) as to establish “fortress” neighborhoods.
- ▶ Set-aside of conservation areas, greenbelts or other open space as an amenity, to encourage leisure and healthful living, and to contribute to neighborhood buffering and definition.
- ▶ Use of local streets for parking to reduce the lot area that must be devoted to driveways and garages, and for the traffic calming benefits of on-street parking.
- ▶ Respect for historic sites and structures, and incorporation of such assets into neighborhood design.



# Land Use and Development Tools

This area of community planning is where Brenham is least in need of partners given the extensive authority and proven tools municipalities have to guide and set standards for land use and development. This flows from the “police power” which cities are granted under state law to safeguard the health and safety of their residents and community as stated in the initial Purpose statement of Texas Local Government Code Chapter 211, Municipal Zoning Authority:

**Sec. 211.001. PURPOSE.** *The powers granted under this subchapter are for the purpose of promoting the public health, safety, morals, or general welfare and protecting and preserving places and areas of historical, cultural, or architectural importance and significance.*

And in an initial section of Chapter 212, Municipal Regulation of Subdivisions and Property Development:

**Sec. 212.002. RULES.** *After a public hearing on the matter, the governing body of a municipality may adopt rules governing plats and subdivisions of land within the municipality’s jurisdiction to promote the health, safety, morals, or general welfare of the municipality and the safe, orderly, and healthful development of the municipality.*

The City of Brenham acts on this authority through its local development regulations, which include the following elements of the City Charter and City Code of Ordinances:

- ▶ City Charter Article 2 regarding the powers of the City.
- ▶ City Code Chapter 6 regarding buildings and structures.
- ▶ City Code Chapter 8.5 regarding flood damage prevention.
- ▶ City Code Chapter 10 regarding advisory boards and committees.



- ▶ City Code Chapter 14 regarding mobile homes, manufactured homes and manufactured home parks.
- ▶ City Code Chapter 16, regarding businesses regulations including provisions for adult oriented businesses.
- ▶ City Code Chapter 19 regarding parks and recreation.
- ▶ City Code Chapter 21 regarding signs.
- ▶ City Code Chapter 22 which includes provisions for streets and sidewalks.
- ▶ City Code Chapter 23 regarding regulation of subdivision activity and platting.
- ▶ City Code Appendix A which contains the City’s zoning regulations.



# Growth Capacity

This plan section focuses on the potential extent of growth in Brenham in the decades ahead, where this growth might occur, and the implications it could have for the City. Growth can bring many economic and community benefits but must be balanced with reinvestment in Brenham’s established neighborhoods and nonresidential areas through focused revitalization efforts. In turn, such efforts can facilitate absorbing more of the community’s projected population growth within existing developed areas.

Capital investments in public infrastructure such as utilities and streets signal the desired locations for growth and revitalization, help maintain a high quality of life for residents, and create a framework for land development. Local development regulations govern new subdivision activity, provide for the appropriate use of land through zoning, and set minimum standards for the nature and quality of development. The City can also choose to employ financing and special district mechanisms that advance the community’s economic development and growth management goals while supporting beneficial private development and reinvestment, as the City did with creation of Tax Increment Reinvestment Zone Number One in December 2018. Finally, effective oversight and management of ongoing growth and revitalization also depends on solid partnerships with other key public agencies, including Washington County and BISD, among others.

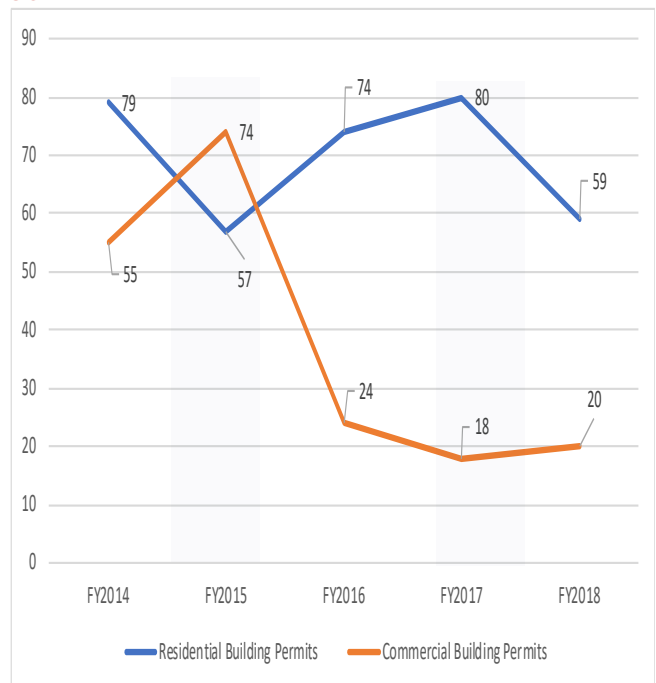
## By the Numbers:

Residential building permits – In fiscal year 2018, 59 new residential building permits were issued for the year totaling \$6.74 million with over 42 percent in the Ralston Creek Subdivision.

Commercial building permits – The City issued 20 new commercial building permits for FY18 totaling \$8.37 million including the new Coldwell Banker building, O’Malley Strand Engineering expansion, Texas Farm Credit building, two retail businesses, an aircraft hangar, commercial property development and one business expansion. In FY 2017, 18 commercial building permits were issued.

Building permits for the past five years are shown in the chart below. Building permits for residential properties were lower in FY2018 than in previous years.

**New Construction Building Permits by Fiscal Year**



## Legacy of Past Planning:

Envision 2020, Brenham's 2008 Comprehensive Plan, included the following still relevant growth capacity goal:

- ▶ Evaluate and expand civic facilities and utilities to meet expected growth

## Key Issues and Considerations:

Through the Existing City and Plan Direction phases of the comprehensive planning effort, a set of eight strategic priorities was identified based on input from the Comprehensive Plan Advisory Committee, joint workshops with City elected and appointed officials, results of varied public engagement activities, and consultant team input. Four of the eight strategic items are most relevant to the Growth Capacity portion of the Comprehensive Plan, along with the specific related issues under each:

## Growth and Revitalization Strategies

- Revitalization of older housing stock and preservation of historic homes/neighborhoods.
- Potential for a wider variety of housing and commercial types, including mixed-use, in appropriate locations.
- Growth that is orderly, well-managed, and maintains the identity and characteristics that make Brenham unique.
- Focus on implications of growth for the City, including identifying logical areas for growth, including compatible infill development and greenfield development (based on land and infrastructure availability, financial commitments and implications for City, etc.).

## Attention to Brenham's Infrastructure

- Priority focus on identifying additional long-term water supply opportunities.
- Continued investment in City-owned utility infrastructure maintenance and upgrades, balanced with the infrastructure needs posed by new development.

## Brenham Pet Adoption Center

Growth within cities can generate demand for new services. For example, in response to a growing need, the City of Brenham Animal Services Department recently opened the state-of-the-art Brenham Pet Adoption Center. In the past year the shelter facilitated 664 cat and dog adoptions.



- Fiber and other technology upgrades to ensure the area's economic competitiveness.
- Strategies for reducing flooding risk, including regional storm water management, low-impact development, and multi-purpose open space, including greenways and trails.

## An Even More Livable Brenham

- Build upon success of Downtown revitalization with continued focus on Downtown enhancement.
- Ongoing focus on public safety services and maintaining a low crime rate.

- Support a healthy and active community through continued support for existing and new park and recreation amenities, including potential for new pedestrian and cycling opportunities.

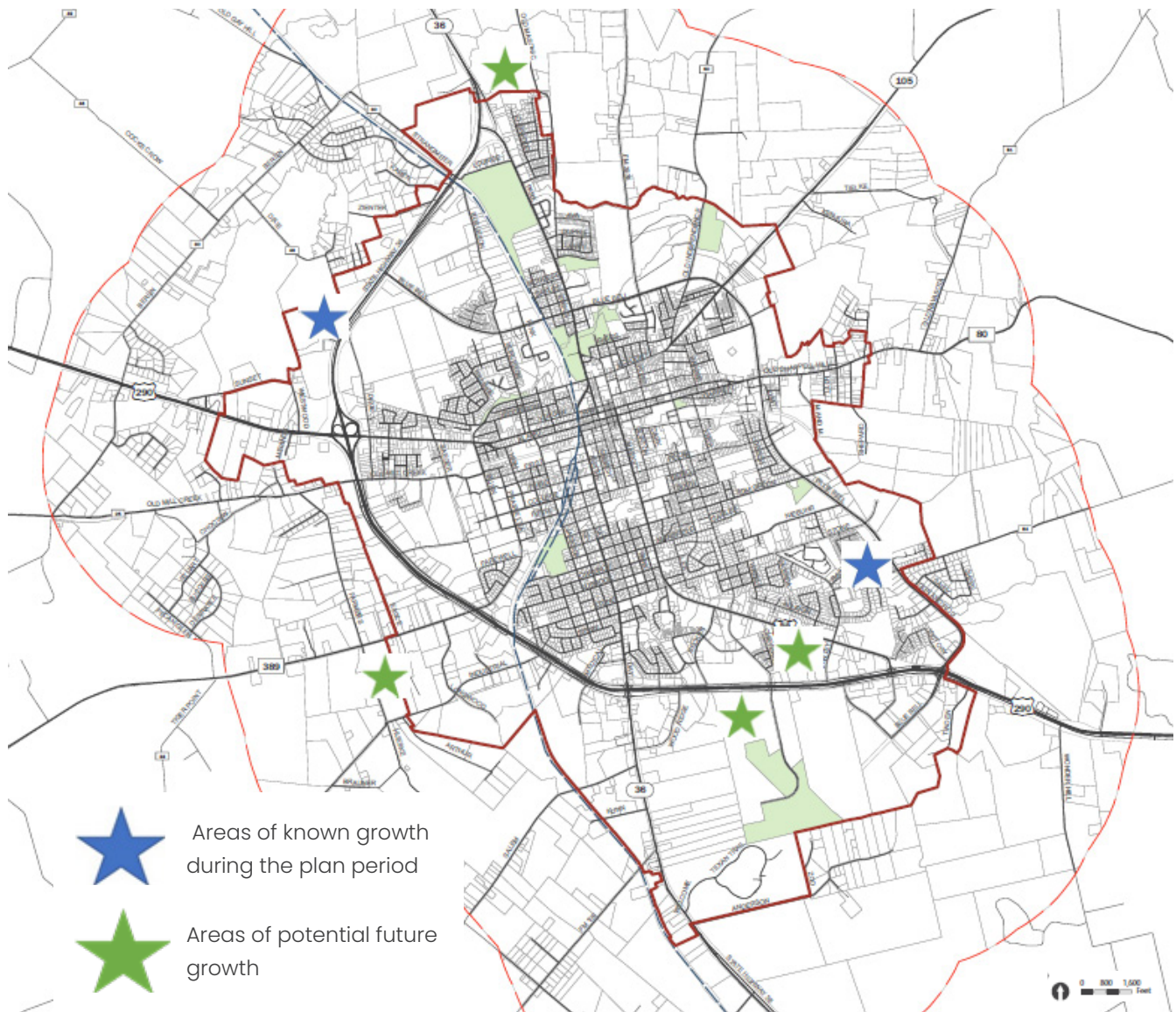
- Continued emphasis on partnerships (public/public, public/private, public/non-profit).

The map below highlights areas of growth during recent years, based on building permit data. The Ralston Creek subdivision has accounted for a large percent of residential building permits in recent years. The map also shows areas of future potential residential and commercial growth based on announced and potential future projects.

### New and Improved Implementation Tools to Advance Plan Priorities

- Formal multi-year Capital Improvements Program and process for project definition/prioritization.
- City Department specific master plans, including Airport Master Plan & Fire Department Master Plan.

### Growth Areas Map



# Framework for Action:

The Growth Capacity Framework for Action is organized in three tiers: (1) Guiding Principles, (2) Goals, and (3) Strategic Action Priorities. These topics are intended to coordinate with and support the other aspects of the Comprehensive Plan. The Strategic Action Priorities convey tangible actions that will, over time, lead to achievement of the Goals in line with the Guiding Principles.

## Guiding Principles

The Comprehensive Plan includes a set of five overall guiding principles, several of which relate most directly to growth capacity:

- GP1.** Brenham will emphasize **QUALITY** as it grows, ensuring growth is managed in a way that adds value to the City, while also strengthening existing neighborhoods and commercial areas.
- GP2.** Brenham will be **ACTIVE** by enabling healthy living through offering quality and safe City parks and recreational opportunities, by prioritizing the ability to walk and bicycle safely, and by committing to maintain high levels of public safety services.
- GP3.** Brenham will be **COLLABORATIVE** by pursuing and maintaining partnerships in all arenas, including housing, transportation, infrastructure, economic development, emergency response, and arts and culture.

## GOALS – GROWTH CAPACITY (GC)

- Goal GC 1.** Continued investment in maintenance and upgrades to City-owned utilities and facilities.
- Goal GC 2.** Continued budget support for public safety services to maintain responsiveness and levels of service as Brenham grows.

- Goal GC 3.** A growth pattern that provides for the long-term financial sustainability of the City, balancing infrastructure investment and other public service needs of new development with reinvestment/rehabilitation needs of existing developed areas.

# Strategic Action Priorities

## CAPITAL INVESTMENTS

1. Establish a more formalized Capital Improvement Plan (CIP) process for identifying, prioritizing and funding essential capital projects. The range of activities to incorporate into the CIP should go beyond street, drainage and utility infrastructure projects to include parks and trails, City buildings, land and right-of-way/easement acquisition, major vehicle and equipment purchases, and the planning and design studies that are often a precursor to significant initiatives and expenditures. Even aesthetic or tourism-related enhancements such as community gateway treatments, streetscape upgrades along corridors and installation of wayfinding signage qualify as capital projects.

Prioritization factors should include:

- Immediate public health and safety issues.
- Improvements dictated by state/federal mandates or as a permit condition.
- Geographic and/or socioeconomic fairness across the city.
- Public meetings and input (such as accomplished for this Comprehensive Plan update).
- Input from City staff and/or consultants on technical and financial readiness for particular projects.

- Inter-departmental working groups, especially to coordinate on sequencing considerations for or across multiple projects.
- Recommendations from City boards/commissions and subcommittees of City Council.

The City is in the process of developing a formalized Capital Improvement Plan process, with significant leg work completed and plans to have this adopted by FY2020.

2. Continue ongoing system maintenance and rehabilitation activities of City-owned utility systems, along with fiscally prudent capacity increases when and where needed, including:

**Water System:**

- Continue replacing water lines with PVC at a rate of approximately 5,000 linear feet per year through 2026.
- Following evaluation of the City’s water treatment plant (WTP), there will likely be an expansion, rehabilitation, or a potential additional treatment plant.
- Upsize and/or loop main water distribution lines and critical areas in the system.



**Wastewater System:**

- Rehabilitate the older portion of the wastewater treatment plant (WWTP), which is currently inactive.
- Begin replacing or slip lining concrete and clay tile sanitary sewer lines in approximately 2022.
- Evaluate the elevations and locations of existing lift stations. Potentially relocate and/or raise the top elevation of existing lift stations and examine the potential to eliminate the need for lift stations by extending gravity sanitary sewer.
- Upsize main collection lines and critical areas in the wastewater collection system.

**Gas System:**

- Brenham is currently served by a single gas gate station. The City should consider adding a gate station in the future for redundancy.
- Evaluate the gas system main locations and distribution system. Continue to look for ways to improve reliability and safety within the gas system.

**Storm Water System:**

- Construct regional detention facilities in the Southwest Industrial Business Park and Brenham Business Center. The BCDC awarded funds for this project in FY2020, with plans to bid the project in fall of 2019.
- Several undersized and/or damaged drainage facilities within the city are in need of rehabilitation. The City has also annexed areas with open ditch drainage that are in need of improvements.

**PROGRAMS AND INITIATIVES**

3. Consider participation in the Community Rating System (CRS) of the National Flood Insurance Program, a voluntary incentive program that encourages an enhanced level of community floodplain management. Participation in CRS can reduce local insurance premiums for homes and other structures.
4. Continue education efforts to meet the established water saving target of a minimum one percent reduction in gallons per capita per day (GCPD) per year for the next 10 years. The target is established in the 2016 Water Conservation Plan and is aligned with regional targets.
5. Encourage use of Low Impact Development techniques in both public and private development. As a range of techniques can be utilized to achieve low impact development it is important that the technique selected to mimic a site’s predevelopment hydrology is consistent with the character of the built environment. See more information about LID on Pg. 45.



# Low Impact Development

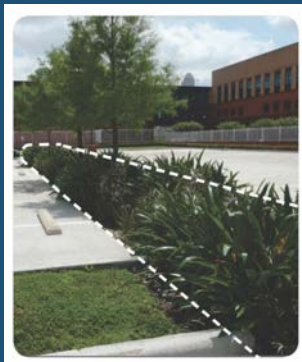
## What is LID?

LID practices mimic the natural processing of storm water runoff and can create more attractive communities.

Examples of LID techniques include:

### Vegetated Swale

A vegetated Swale is a wide shallow channel with vegetation covering the sides and bottom. Swales are designed to convey and treat stormwater, promote infiltration, remove pollutants, and reduce runoff velocity. Vegetated swales mimic natural systems better than traditional drainage ditches.



### Bioretention Cell/Rain Garden

Bioretention cells, or rain gardens, are vegetated depressions layered with engineered soil media that filter pollutants, increase the time water stays on the site, and provides stormwater storage. These systems usually have an underdrain to ensure the cell drains in a reasonable time period. Although they are applicable in most settings, rain gardens are best used on small sites, urban areas, suburban areas, and parking lots.



### Storm Water Planter Box

A stormwater planter box is a bioretention system enclosed in a concrete container that contains porous soil media and vegetation to capture, detain, and filter stormwater runoff. Stormwater planter boxes are lined, contain an underdrain, have various small to medium plantings, and are installed below or at grade level to a street, parking lot, or sidewalk.



### Pervious Pavement

Permeable pavement includes a wide range of materials, such as permeable stone pavers, porous asphalt, and porous concrete. These materials can be used as a substitute to conventional pavement on parking areas, roadways, playgrounds, and plazas.



### Rain Barrel

Rain barrels are small systems that guide runoff through a downspout into a barrel that usually holds less than 100 gallons.

Rain barrels are typically installed and maintained by single-family homes.



### Storm Water Wetlands

Constructed stormwater wetlands are manmade shallow-water ecosystems designed to treat and store stormwater runoff. These wetlands allow pollutants to settle out or to be treated by vegetation. Runoff is slowly discharged over one to three days. Wetlands provide plant and wildlife habitat and can be designed as a public amenity.

While constructed stormwater wetlands have limited applicability in highly urbanized settings, they are a desired technique on larger sites with relatively flat or gently sloping terrain. They are also well-suited to low-lying areas, such as along river corridors.





- 6. Continue funding support to maintain high-quality public safety services, including staff levels, facilities, and equipment at an adequate level to maintain public safety, especially with continued area growth and increasing service call volumes over time. The FY2019 adopted general fund expenditures allocates \$6.2 million to Police and Fire, representing 35 percent of total expenditures.
  - Maintain the Brenham Fire Department's Insurance Service Office (ISO) rating of 3, while continuing to strive to improve the rating to a coveted 1 (on a scale of 1 to 10), as detailed in the 2018-2025 Fire Department Comprehensive Review.

- Maintain the Brenham Police Department's status as a Texas Law Enforcement Best Practices Recognition Program Member.
- Accommodate changing population needs and threats through public safety personnel and equipment investment for specialized safety task force(s).
- Continue to expand recruitment efforts for additional volunteer firefighters.

## Second Fire Department Location

"The city recently purchased land for a second fire station on South Chappell Hill Street. If a station is constructed on the land purchased... This would drastically reduce response times, and bring them into ISO standard. The station is needed to provide quick and effective emergency services to the south side of the city where the majority of the residential and commercial growth is happening. With the current and future growth of the city the study showed that in the near future the city would also need a third fire station to cover the developments that is happening on the west side of the city." (2018 Fire Department Comprehensive Review)



Adding a second fire station location will likely be an important factor in the attraction of new industrial projects and developments within the city.

The map below shows potential locations of Stations Two and Three with a 1.5 mile radius around each (area of acceptable response time). Only Station One on the map currently exists, illustrating the extent of need in the south and west side growth areas.

### Brenham Fire Department 1.5 Mile Travel Distance from Fire Stations



- Continue efforts to add a second fire station with the ability to more quickly serve the south side of the city. The need for a second fire station has been documented since the 1980's. The 2018 Fire Department Comprehensive Review identifies 2020 as the target year for opening and staffing the second fire station.

- 8. As part of updating the City's development ordinances and standards, include provisions to incentivize environmentally friendly practices for ongoing operations and maintenance that reduce water and energy use, storm water runoff, and wastewater and solid waste generation.
- 9. Utilize the City's recently adopted B-4 Neighborhood Overlay District to encourage growth south of the current Downtown area.
- 10. Require or create incentives for use of water-saving, drought-tolerant vegetation in landscaping on private development sites.



## REGULATIONS AND STANDARDS

- 7. Ensure land use regulations and standards allow for the possibility of cluster development, particularly for areas designated as Estate or Rural on the Future Land Use Map, and for any area with development constraints.

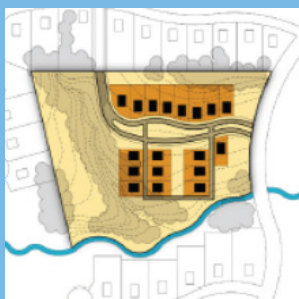
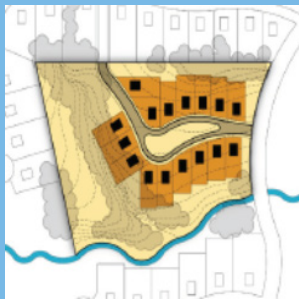
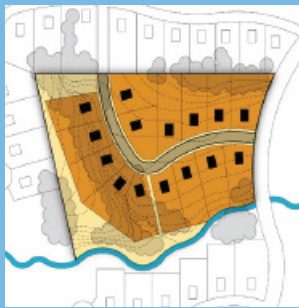


## PARTNERSHIPS AND COORDINATION

- 11. Continue regional water coordination and planning with the Brazos River Authority and Brazos G Regional Water Planning Group.

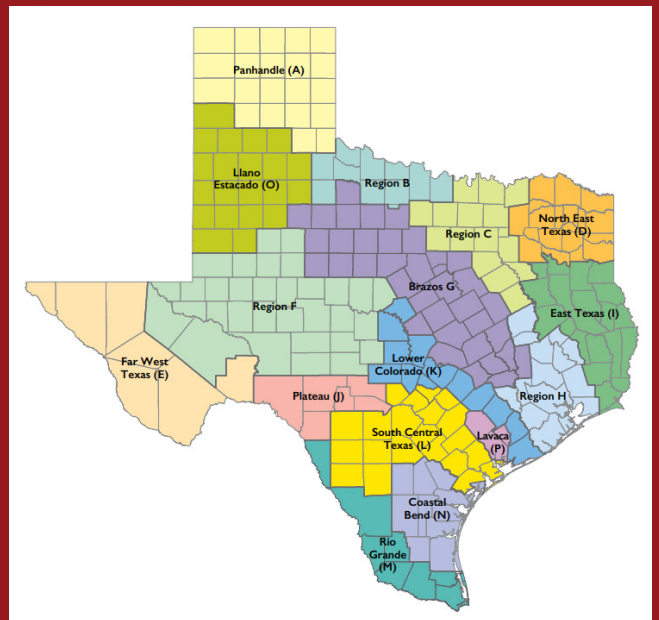
## Cluster Development

In cluster developments the reduction of lot size is offset by an increase in the percentage of open space, thereby holding density neutral. The open space may protect sensitive resources, preserve valued open space for parks and greenways, and be used to buffer adjacent development. The illustrations to the right show various clustering configurations and the resulting open space.



## Brazos G Regional Water Planning Group

The Texas Water Development Board has divided the state into 16 regional water planning areas. Brenham is located within what is known as the Brazos G Regional Water Planning Area. Each regional water planning area is responsible for identifying water supply needs and projects for their planning area.



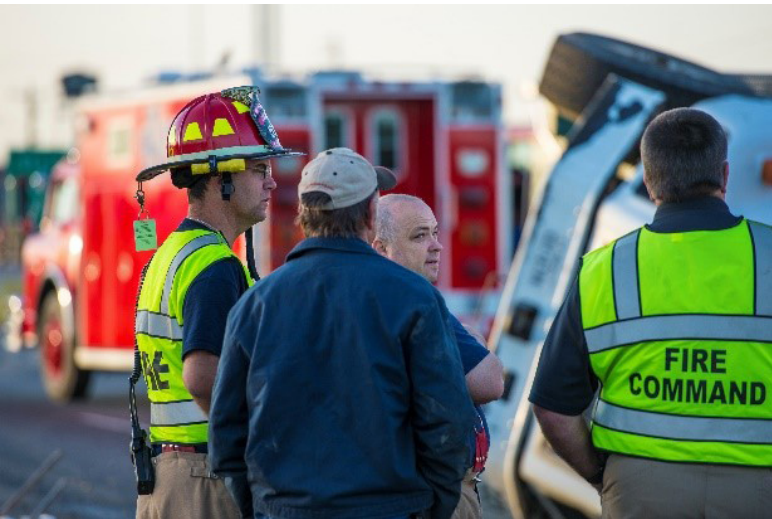
Source: [brazosgwater.org](http://brazosgwater.org)

- 12. Pursue a potential partnership with Blinn College and the Texas Target Cities community assistance program at Texas A&M University to involve a student team in multi-objective planning.
- 13. Continue emergency management coordination with local and regional partners.



### MORE TARGETED PLANNING/STUDY

- 14. Conduct a water treatment plant and water source evaluation. Although the City has received an Alternative Capacity Requirement approval from the Texas Commission on Environmental Quality (TCEQ), the City's water treatment plant (WTP) is aging and needs evaluation given Brenham's projected growth. The evaluation will look at the water source, treatment capacity, and condition of facilities. The water source evaluation seeks to identify potential additional water supply sources beyond Lake Somerville whether it be via groundwater or other surface water sources, the costs to do so, and any potential water quality issues.
- 15. Conduct Master Plans, such as the Drive to '25, for City departments and facilities, including the Fire and Police Departments. Master plan findings and recommendations are an essential input to a City's multi-year capital improvements planning and programming, as well as related grant pursuits that can leverage limited local dollars with external funding sources.



## Water Supply

The March 2018 "Drive to '25" plan notes that "The City of Brenham is a 100 percent surface water community. This was the trend back in the 1960's and probably up through the 1990's. However, this does bring some additional risk when it comes to future supply or the loss of supply. A city that is on groundwater would have multiple wells to rely on."

*Photo Source: kwhi.com*



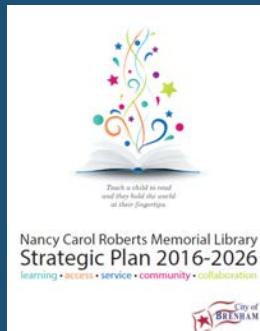
# Library Master Plan

The Nancy Carol Roberts Memorial Library Strategic Plan (2016-2026) identifies the need for library investments, such as the new library facility which opened in 2016.

“An investment in the new library facility is an investment in the community.

The planned resources will secure the library’s place in the community as a forward thinking and technologically advanced organization that encourages digital learning through cutting edge technology offerings.”

The library has been following the recommendations contained with the Library Strategic Plan, such as the creation of a Green Screen/Media Room that is free for anyone to record videos for job interviews, class projects, or other needs. Following construction of the Media Room the need for additional investment in sound quality was identified. With the help of the Fortnightly club the city has plans to install Acoustic Treatments to increase sound quality.



16. Continue annexation studies and planning to identify potential additional areas for incorporation into the city limits. Continue to monitor state level proposed legislation that could change the mechanisms and processes by which the City may be able to annex.

17. Continue “Drive to ‘25” Utility Planning. The “Drive to ‘25” plan, completed in 2018, provides a holistic examination of the current state of the City’s utilities, recent accomplishments, and needed improvements through the year 2025. Such planning ensures that the City-owned systems remain well maintained and pro-actively identifies needed upgrades and technology improvements.

- Track metrics of implementation of identified 2025 Strategic Initiatives

## 2025 Strategic Initiatives

The “Drive to ‘25” Plan identifies six strategic initiatives, each of which contains specific recommended actions, ranging from exploring the need for utility rate increases to modifying utility billing cycles.

- ▶ **SI 1** – Enhance Customer Confidence, Experience, and Understanding
- ▶ **SI 2** – Enhance Stakeholder Engagement
- ▶ **SI 3** – Optimize Infrastructure Performance and Increase Infrastructure Reliability
- ▶ **SI 4** – Enhance Operating Excellence through Innovation, Leveraging of Technology, and Business Process Improvements
- ▶ **SI 5** – Develop, Maintain, and Recruit a Diverse, Sustainable, High-Performing Workforce
- ▶ **SI 6** – Assure Long-Term Financial Stability and Integrity of Utility

18. Ensure the Hazard Mitigation Plan is kept up to date, through coordination with Washington County. Keeping the plan up to date ensures eligibility for Federal Emergency Management Agency (FEMA) Hazard Mitigation grants.

19. Conduct a Drainage Master Plan to examine storm water drainage needs, including identifying any potential regional storm water detention areas as well as examining the current storm water infrastructure system and drainage facilities and identifying any needed upgrades, particularly in areas of localized flooding.

# Population Outlook for Brenham

Population projections are an important component of a long-range planning process. They help determine and quantify the demands that will be placed on public facilities and services based on the potential pace and scale of the community's physical growth. Projections reflect local, regional, national and international trends and offer a basis to prepare for the future. However, forecasting population changes can be challenging, particularly for the long term, because it is often difficult to account for all circumstances that may arise. Therefore, it will be important for the City to monitor population and economic growth continually to account for both short- and longer-term shifts that can influence development activity and trends in the community and larger region.

## Alternative Growth Scenarios

Demographers caution that population projections become trickier as the geographic area gets smaller, making city-level population the most difficult to forecast. This is because local population change is strongly influenced by less predictable factors such as housing prices, availability of vacant land to develop, and annexation of additional territory, which may already have existing residents and results in an instant increase in the citywide total.

Given this context, the chart in this section provides a comparison of several potential scenarios for future population change in Brenham. The projections build on the latest U.S. Census figure of 16,968 for 2018 and identify potential population levels in five-year increments out to 2040.

### Projections Based on Varying Quantities and Rates of Growth

A population projection method extends historical trends to future years. Linear growth forecasts are "straight line" projections that result in the same

absolute number of new persons being added to the population in each period. This produces a declining rate of growth over time as the same amount is being added to an ever-expanding base (in the case of Brenham, adding 1,565 residents per decade). Exponential growth projections produce higher numbers than linear by assuming a constant rate of growth over time. This is similar to the power of compound growth in a savings account over time; the interest (i.e., growth) rate may not change, but it is being applied to an ever-expanding balance, resulting in larger and larger interest earnings over time. In the case of Brenham, the Exponential Growth scenario results in 539 more residents in 2040 relative to Linear Growth. The Exponential Growth line, labeled as "Steady Growth Rate" in the Brenham scenarios chart, is based on the 1.0 percent compound annual growth rate (CAGR) the city had from 2010 to 2018. The Exponential Growth line leads to a 2040 population of 20,950 while the Linear Growth line, labeled as "Steady Numeric Growth" on the chart, leads to a 2040 population of 20,411.

## County Step-Down

This method considers the trend in city share of the countywide population in past decades and prospects for its future share. It also draws upon population estimates and projections produced for all counties statewide by the Texas Demographic Center. The City of Brenham's share of Washington County's population was 47.3 percent in 1970, when the city had 8,922 residents relative to 18,846 in the entire county (including the city). By 2010, Brenham's share had decreased slightly to 46.6 percent of 33,718 persons county-wide and then increased slightly to 46.8 percent in 2018.

The County Step-Down line shows where the City of Brenham's population would be through 2040 (19,011) if it continued the trend of accounting for a slightly increased share of the county's population (48.1 percent by 2040, up from current 46.8 percent in 2018). Projections by the Texas Water Development Board for cities and counties statewide provide another basis for comparison, with Brenham shown at just under 20,000 residents in 2040.

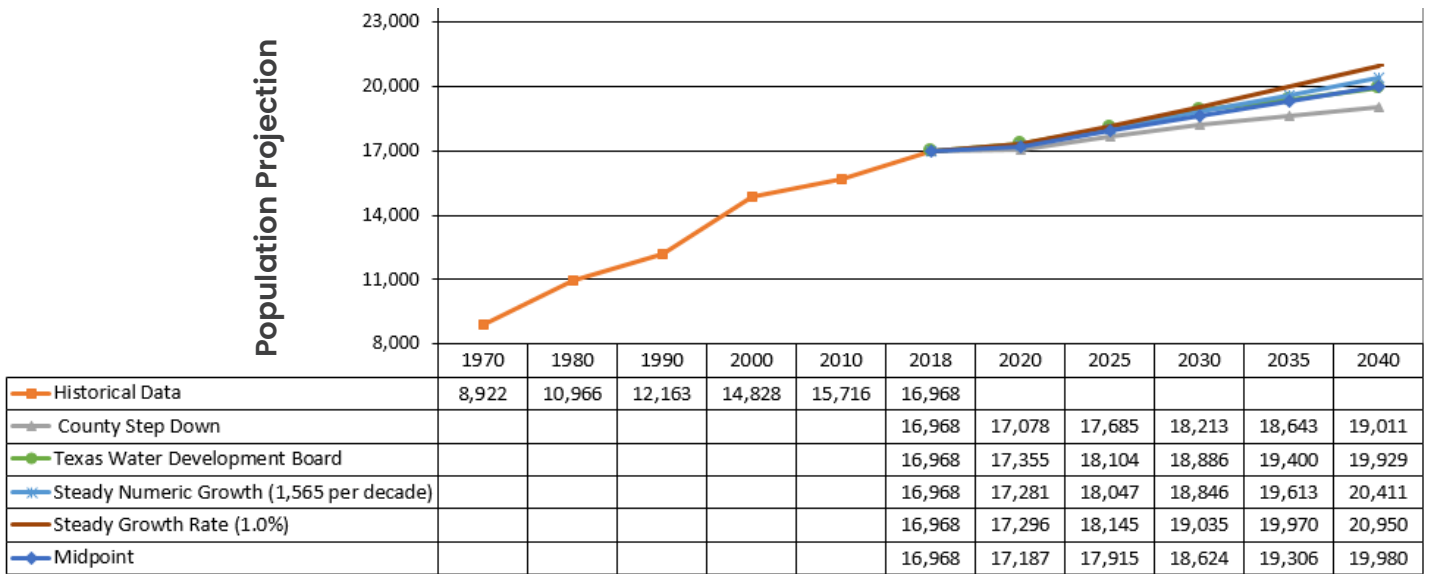


# Bottom Line

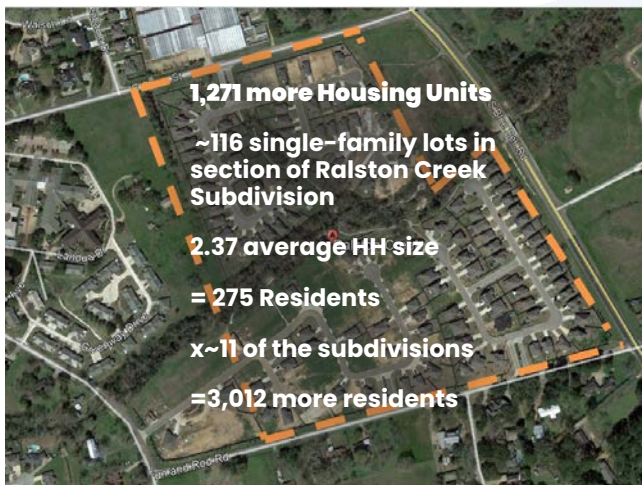
It is wise for cities to think in terms of a range of potential growth rather than an absolute number given the uncertainty of any small-area forecast that extends beyond a few years. **It is assumed for this Comprehensive Plan that Brenham's 2040 population will fall within a forecast range of 19,011 to 20,950 persons, which yields a midpoint of 19,980.**

As illustrated by the Midpoint Projection line in the scenarios chart, the midpoint of a potential growth

range to assume for this Comprehensive Plan – between the lower County Step-Down projection and the higher Steady Growth Rate projection – would put Brenham's population at approximately **17,187 in 2020; 18,624 in 2030; and 19,980 in 2040.** This would mean an **additional 3,012 residents from 2018** and implies that Brenham could add the equivalent of 17.7 percent of its current population by 2040. For perspective, Census 2010 reported an average household size in Brenham of 2.37 persons, meaning that 1,271 additional housing units would be needed to accommodate 3,012 added residents.



For comparison purposes, 1,271 additional housing units, when compared to the size of a section of the Ralston Creek Subdivision equates to:



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

The above projections are based on past population growth trends. If Brenham were to break from these trends and achieve a higher compound annual growth rate (CAGR), the future population would be higher than the above projections. The table above illustrates the population levels that would be achieved at various higher CAGRs than the recent 1.0 percent rate in Brenham from 2010 to 2018.

# Annexation Considerations

The City of Brenham has utilized annexation over the years. The Existing City report contains a map showing historical annexations in Brenham (See Pg. A.37). At the time of this plan the City is in the process of adopting a new annexation plan and is in the initial stages of annexation.

Compiled in the list below are five major factors that typically enter into decisions to annex certain areas sooner than later, or to defer annexation in some locations until later, if ever. Under each major factor are related considerations. Recent state legislation significantly limits the instances under which the City can initiate annexation, primarily led by utility demands and property owner requests. Other considerations include the potential degree of contention and opposition that particular annexation initiatives may provoke and the capacity of City officials and staff – especially in a smaller community – to devote the necessary time and effort that annexation proceedings require.

## FISCAL

- ▶ Value added relative to cost to serve (based on various factors including land use).

## SERVICE PROVISION

- ▶ Proximity to current incorporated area.
- ▶ Extent of existing population and development.
- ▶ Feasibility and realistic timing of service extension – and whether the City prefers to be the primary service provider.
- ▶ Already providing certain municipal services to area (and residents already benefiting from use of in-city streets, parks, etc.).
- ▶ Other service providers.

- ▶ Health and safety (housing/building conditions, sanitation, emergency response viability, etc.).

## GROWTH

- ▶ Proximity to current incorporated area.
- ▶ Available/developable land (including for schools, parks, other public facilities) without significant constraints or legacy issues (e.g., scattered and/or piecemeal development, brownfields, etc.).
- ▶ Market and development community interest and/or economic development potential.
- ▶ Already planned facility/service extensions.

## OTHER COMMUNITY OBJECTIVES

- ▶ Orderly growth progression and effective land use management in prime areas and along corridors.
- ▶ Land use compatibility and quality (including to protect nearby in-city neighborhoods and developed areas).
- ▶ Resource protection (e.g., floodplains, creek corridors, etc.).
- ▶ Asset protection and area planning (e.g., airport vicinity).
- ▶ Community image/aesthetics (e.g., gateways, corridors).
- ▶ Amenity acquisition or future potential.

## STATUTORY / STRATEGIC

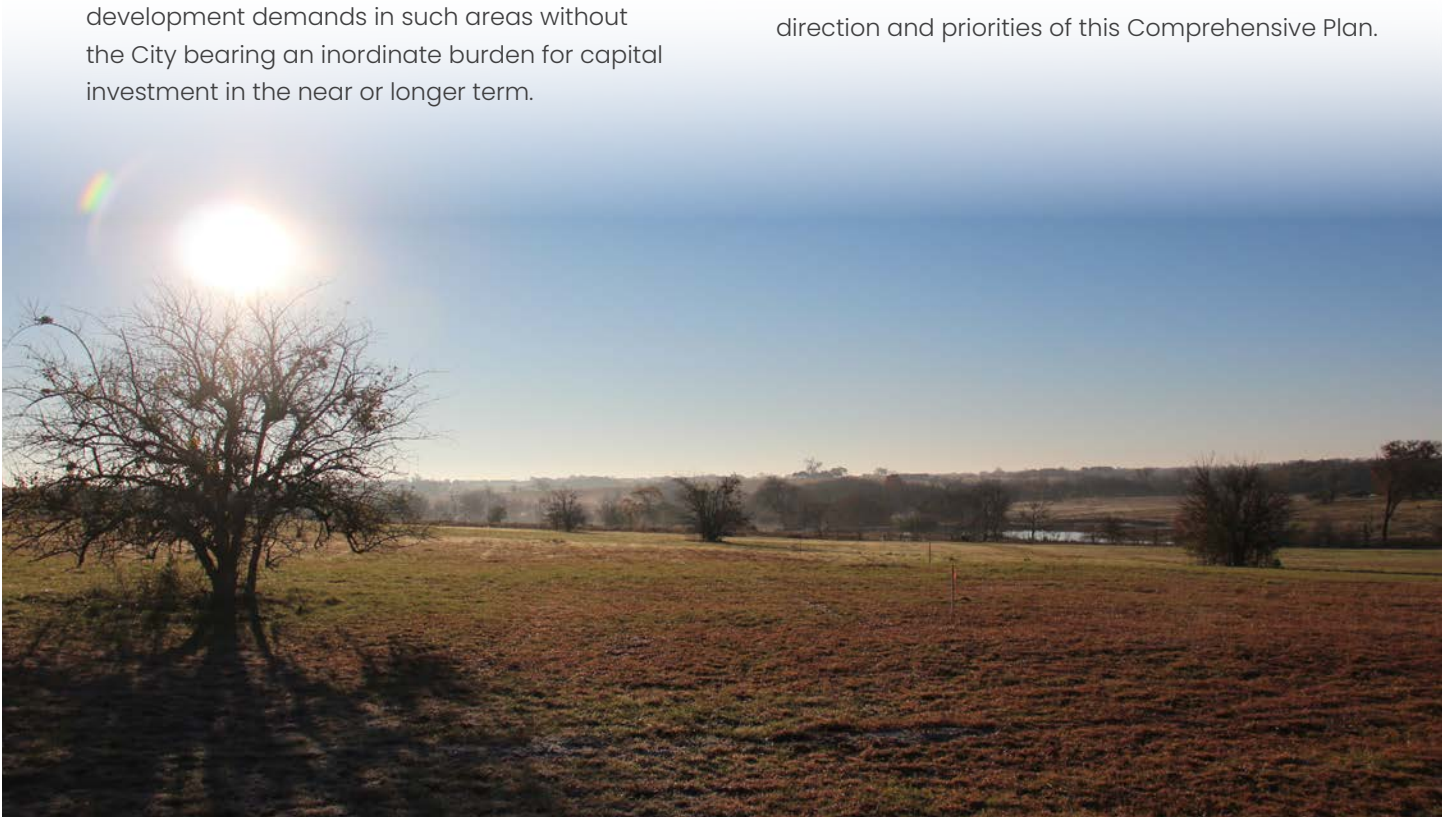
- ▶ Ease of and timeline for annexation under the provisions and procedures in Texas Local Government Code, Chapters 42 and 43 (as modified by 2017 Senate Bill 6, and any other future legislation).
- ▶ Strategic or “defensive” annexations to set the stage for future actions and/or prevent potential adverse actions by other nearby cities.



# Annexation Policies

The written policy statements below may be used by City officials and staff as a guide when making decisions regarding potential annexation activity or related growth guidance measures:

1. All annexation decisions should require a fiscal impact assessment to determine that the annexation is fiscally responsible from the perspective of City operations, maintenance, capital investments and debt.
2. The City should avoid strip and piecemeal annexations given the potential high cost of extending infrastructure and services in such situations. Annexations can be used in a strip or piecemeal nature to establish the contiguity necessary for eventual expansion into strategic areas if there is a long-term plan to annex the unincorporated, "passed over" land.
3. Wherever possible, existing infrastructure systems in areas proposed for annexation should have near or fully adequate capacities to accommodate current and projected development demands in such areas without the City bearing an inordinate burden for capital investment in the near or longer term.
4. To maximize the use and efficiency of existing City infrastructure, growth should first be directed toward vacant parcels and underutilized lands within the city limits before extensive development is considered or encouraged within future growth areas beyond the city limits.
5. The City should promote reuse and/or redevelopment of obsolete, vacant buildings and underutilized properties to maximize the efficiencies of existing infrastructure and municipal services, along with the overall community and tax base benefits of restoring such properties to productive use.
6. Annexation decisions should be consistent with the economic development objectives of the City.
7. The City should prioritize annexations in highly visible areas at community gateways and along key corridors to ensure sound regulation of the type, pattern and quality of development.
8. Along with financial and tangible considerations, the City should weigh the intangible benefits of annexation and the possible costs of inaction.
9. Annexation actions should be consistent with the direction and priorities of this Comprehensive Plan.





# Economic Outlook

Brenham is ideally located in the “Golden Triangle” between Houston, Austin/San Antonio and Dallas and can access these cities within 1-3 hours. As such Brenham is part of a broader regional economy. The City of Brenham can influence economic development in several arenas, whether involving infrastructure availability and capacity, the size and skills of the local workforce, public improvements, and development approvals and processes.

Increased economic activity grows the City’s tax base, allowing the City to provide the infrastructure and services desired by residents and businesses. In turn, the services, infrastructure and amenities the City provides are enticements that encourage further economic growth. Well-constructed economic development policies and incentives will provide City government the greatest opportunity to influence the quality, quantity and timing of development. Such policies will create the ability to shift some of the risk of funding public improvements to private sector partners and will afford the opportunity to ensure growth pays for itself.

## By the Numbers:

The City of Brenham’s Comprehensive Annual Financial Report (CAFR) for fiscal year 2018 noted the following regarding Brenham’s economic condition and outlook:

- ▶ Growth in Sales Tax Revenue – sales tax, which is the largest revenue source for funding general government operations and maintenance, was budgeted at a 4.3 percent growth rate in FY19 after stable performance in FY18.
- ▶ Strong Taxable Property Valuations – the City’s certified taxable property valuations for the 2018 tax year grew by 6.43 percent to just over \$1.276 billion. This growth included over \$16.5 million in new improvements.
- ▶ Unemployment for the County – the unemployment rate for Washington County in September 2018 was 3.6 percent compared to 3.8 percent one year ago, and was comparable to the State’s average unemployment rate of 3.7 percent.
- ▶ Strong Growth in Hotel Occupancy Tax Revenues – for FY18, hotel occupancy tax collections totaled \$671,998 which was 4 percent higher than the original budget of \$645,000 and 9 percent above FY17 actual collections. The first quarter of FY19 is trending ahead of budget and FY18 actual levels.

## Legacy of Past Planning:

Envision 2020, Brenham’s 2008 Comprehensive Plan, included the following still relevant economic goals:

- ▶ Increase visitation to downtown from existing tourism trade
- ▶ Avoid “in and out”, unsustainable businesses and short term tenures in downtown
- ▶ Incorporate Airport into economic development activities

## Key Issues and Considerations:

Through the Existing City and Plan Direction phases of the comprehensive planning effort, a set of eight strategic priorities was identified based on input from the Comprehensive Plan Advisory Committee, joint workshops with City elected and appointed officials, results of varied public engagement activities, and consultant team input. Five of the eight strategic items are most relevant to the Economic Outlook portion of the Comprehensive Plan, along with the specific related issues under each:

### Growth and Revitalization Strategies

- Strategies for revitalization of aged commercial corridors, particularly to support additional primary jobs within the city.

### Focusing on Economic Essentials and a Strong Tax Base

- Ability to attract professionals to live and work in Brenham, and for youth to stay in Brenham, by having a wide range of employment opportunities as well as housing and lifestyle amenities.
- Ongoing focus on drawing more and higher-level retail investment to address resident desires and bolster the City's tax base.
- Higher utilization of industrial land, especially areas



that are already “shovel-ready”.

- Workforce supply and skills to meet the needs of current and prospective employers and area industries.
- Desire for continued strong medical and hospital presence, including specialists.
- Potential for unique Brenham elements including Blinn College and the Brenham Municipal Airport to act as economic drivers.
- Continue to strengthen Brenham's tourism industry and support preservation of Brenham's history.
- Reinforcing Brenham's small-town identity while also highlighting its proximity and links to other nearby cities and major Texas metropolitan areas.

### Housing Costs and Options Inside the City

- A diversity of housing types to support workforce attraction/retention needs.
- More in-city residential rooftops to support greater retail investment.

### An Even More Livable Brenham

- Build upon success of Downtown revitalization with continued focus on Downtown enhancement.
- Desire for more and better-quality shopping and leisure/entertainment options.

### New and Improved Implementation Tools to Advance Plan Priorities

- Mechanisms for promoting economic development and facilitating redevelopment.
- Continued emphasis on partnerships (public/public, public/private, public/non-profit).

## Framework for Action:

The Economic Outlook Framework for Action is organized in three tiers: (1) Guiding Principles, (2) Goals, and (3) Strategic Action Priorities. These topics are intended to coordinate with and support the other aspects of the Comprehensive Plan. The Strategic Action Priorities convey tangible actions that will, over time, lead to achievement of the Goals in line with the Guiding Principles.

## Guiding Principles

The Comprehensive Plan includes a set of five overall guiding principles, several of which relate most directly to economic outlook:

- GP1.** Brenham will emphasize **QUALITY** as it grows, ensuring growth is managed in a way that adds value to the City, while also strengthening existing neighborhoods and commercial areas.
- GP2.** Brenham will be **ADAPTABLE** by focusing on developing and sustaining a diverse economy that attracts and retains individuals and families to put down roots in the community, while providing a robust range of housing to accommodate people in all stages of life.
- GP3.** Brenham will be **AUTHENTIC** by continuing to focus on those elements that differentiate Brenham such as its historic downtown, natural assets, Blinn College, and its “small town feel” as a benefit for both current and future residents to enjoy.
- GP4.** Brenham will be **COLLABORATIVE** by pursuing and maintaining partnerships in all arenas, including housing, transportation, infrastructure, economic development, emergency response, and arts and culture.

## ECONOMIC OPPORTUNITY (EO) GOALS

- Goal EO1.** An expanded retail base and mix within Brenham, to increase local spending, increase City revenues and respond to residents’ desire for more varied shopping opportunities.
- Goal EO2.** Recognition of the essential role of housing in economic development and the need to have adequate supply and mix of housing for employees.
- Goal EO3.** A continued focus on Brenham’s existing economic assets, including the municipal airport, two industrial parks, historic downtown, manufacturing base, medical establishments, and Blinn College.
- Goal EO4.** A diversified local economy as Brenham continues to attract new businesses while retaining and growing existing businesses
- Goal EO5.** A workforce that meets the needs of local employers and is supported by active workforce development programs in partnership with Blinn College and BISD.



# Strategic Action Priorities



## CAPITAL INVESTMENTS

1. Establish a more formalized capital improvements planning process, including a formal capital improvements program (CIP). CIP criteria may include ability of projects to advance the city's economic development goals.
2. Evaluate identified high-level projects for Tax Increment Reinvestment Zone (TIRZ) funding in terms of how they can leverage existing and planned capital investments.



## PROGRAMS AND INITIATIVES

3. Recruit tenants to the two established industrial parks, focusing on the strengths of the existing infrastructure, existing manufacturing base, workforce training programs, and geographic location.
4. Explore the potential for attracting additional lodging options within Brenham as well as conference and event space to attract leisure and business travelers year-round. Ensure that employers are aware of services offered by the City's Tourism Department that can help in identifying potential conference space.
5. Continue to highlight and support local businesses. Include highlighted local businesses in the new City newsletter for the community.
  - Establish a "Buy Brenham" buy local program to encourage more dollars to be spent locally and instill pride in local businesses.

# Texas Treasures

The Texas Treasure Award recognizes businesses that have been in operation in the same town for at least 50 years. The program is administered by the Texas Historical Commission.



There are many businesses that have been in Brenham for at least 50 years (since 1969 or earlier) and that may be eligible to become recognized as Texas Treasures. The list below may not encompass every eligible entity.

- ▶ Brenham Wholesale- 1905
  - ▶ Brenham National Bank- 1933
  - ▶ Schleider Furniture- 1902
  - ▶ Cattleman's Brenham Livestock Auction- 1938
  - ▶ Blue Bell- 1907
  - ▶ LaRoche GM Dealer- 1962
  - ▶ Brenham Heating and Air- 1955
  - ▶ Thielemann Construction- 1950
  - ▶ Tempur Sealy- 1950
  - ▶ Khoring Monuments- 1950
  - ▶ MIC Group- 1963
  - ▶ Brenham Memorial Chapel- 1956
  - ▶ Brenham Country Club- 1920
  - ▶ Brenham LP Gas- 1945
  - ▶ JH Faske Jewelry- 1944
  - ▶ Medical Arts Drug Co.- 1955
  - ▶ Botts Title Company- 1883
  - ▶ Germania Insurance- 1896
  - ▶ KTEX/KWHI- 1964 (first air date)
  - ▶ Brenham Banner Press-1866
  - ▶ Brenham Clinic- 1969
  - ▶ Washington Country Tractor- 1939
  - ▶ Bluebonnet Electric- 1939
  - ▶ Washington County Abstract Co.- 1963
  - ▶ Sidel and Schroeder- 1967
  - ▶ Hermann Furniture- 1876\*
  - ▶ Woodson Lumber- 1915\*
- \*Already Texas Treasures

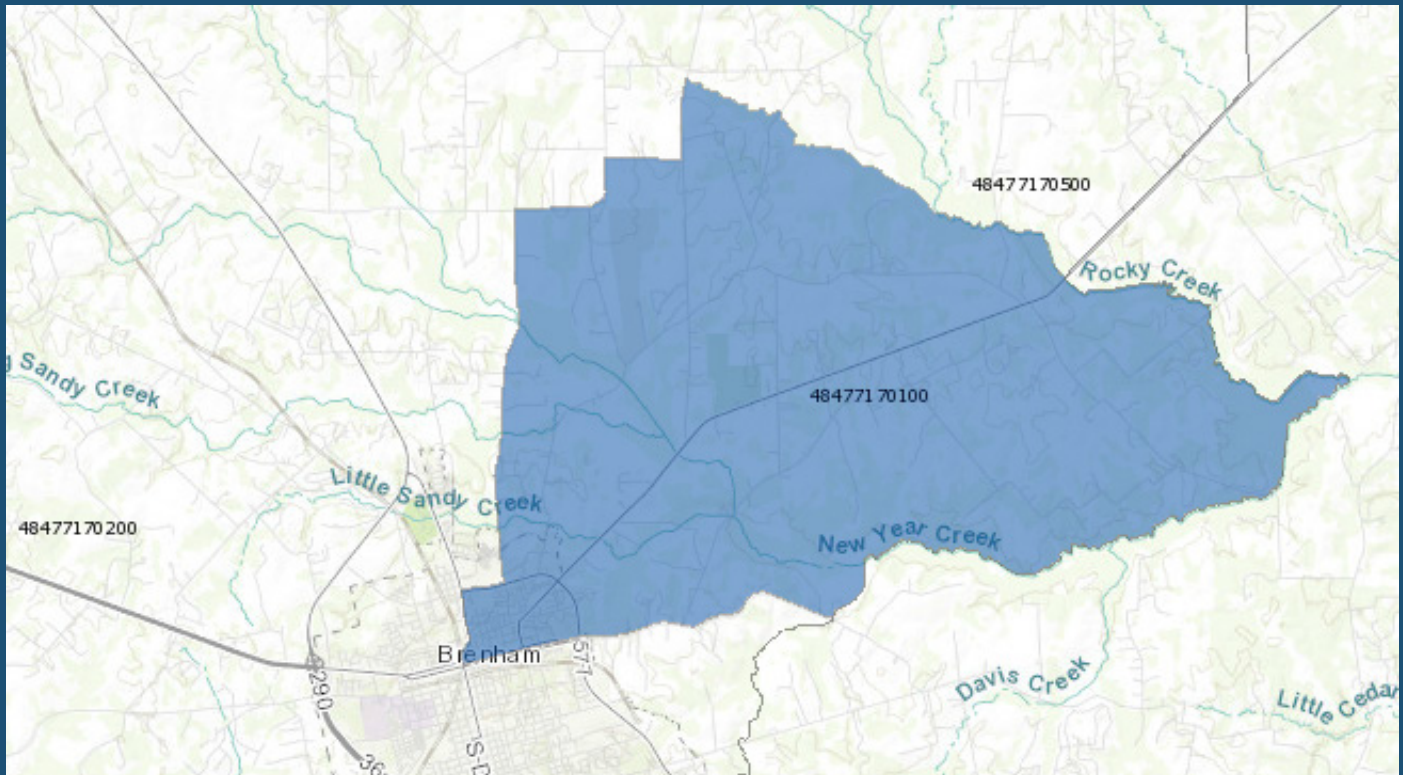
6. Evaluate the need for potential new or expanded wayfinding signage to Downtown Brenham from US 290, focusing on impacts of TxDOT redesign of cloverleaf interchange at US 290 and SH 36. Explore the potential for “Welcome to Brenham” gateway signage at major city entrances.



7. Utilize retail gap opportunity analysis to provide information to potential retail establishments that express an interest in Brenham.
8. Encourage investment in Brenham’s Opportunity Zone and monitor any changes to the program and its incentives.
9. Continue to support active event programming throughout the city, recognizing the positive impact on livability and economic development.
10. Build upon success of Downtown revitalization with continued focus on Downtown enhancement.

## Brenham’s Opportunity Zone

Opportunity Zones are designated areas that meet established criteria of economic distress where new investments may be eligible for preferential tax treatment. Opportunity zones are a newly created federal economic development tool. The Brenham area has one designated opportunity zone, shown in the map below.



# Brenham Events as an Economic Development Driver

Many festivals and events are held in Brenham throughout the year. Many of these events draw visitors into the city to participate and enjoy the happenings. The City sponsors 11 major events that occur throughout the year. Continuing to advertise and host such events will keep Brenham an active tourism destination. Such events also bring those that already live in Brenham out to participate in events within their community. The downtown bollard project, which restricts vehicle access through use of bollards, enhances public safety during events downtown.



## REGULATIONS AND STANDARDS

11. Update the City's development regulations and standards (including zoning and subdivision regulations) to coordinate all aspects of local development review and approval processes.
12. Utilize established Retail Incentive Guidelines and track effectiveness of any incentives offered to retail establishments.
13. Continue to utilize existing successful tax phase in policy to attract and retain businesses.
14. As new revenues become available through the newly established TIRZ, continue to flesh out the

high-level projects identified for use of future funds generated by the TIRZ in a market-based context. Utilize the newly created TIRZ, which encompasses many commercial corridors within the city, as one mechanism for revitalizing aged commercial corridors.

- Track investment within the TIRZ, including new development and redevelopment, and establish guidelines for TIRZ capital projects. As capital projects are the primary purpose of TIRZs, integrate TIRZ projects into the City's CIP process.

# Neighborhood Revitalization

Revitalization of existing neighborhoods and commercial corridors within the City of Brenham will be an ongoing focus. An example of a successful city-led neighborhood revitalization initiative is the City of Temple, Texas.

The goal of Temple's Neighborhood Revitalization Program is to "build healthy, safe, and vibrant neighborhoods using approaches that foster long-term, positive, and sustainable changes". The program's approach focuses on collaboration with community partners and building connections between the City's Code Compliance and Community Development programs.

Resources of the program include:

**Transform Temple** – The Transform Temple program is dedicated to targeted revitalization efforts. The Transform Temple team perform clean-ups and improvement projects and works with property owners to improve the appearance and safety of targeted areas.

**Temple Tool Library** – The Tool Library provides residents access to tools to maintain and improve their homes by offering a "lending library" of tools. Through a no cost membership, Temple residents can borrow tools that may otherwise be too costly for residents to purchase.



**Round Rock Tool Lending Center** – The inspiration for Temple's Tool Library, the City of Round Rock, Texas launched a Tool Lending Center in 2014. The Tool Lending Center is used for organized neighborhood cleanups and beautification projects. The tools in the Tool Lending Center were donated by a local home improvement store. Round Rock's Tool Lending Center received a national award from Neighborhoods USA.







## PARTNERSHIPS AND COORDINATION

15. Strengthen partnerships with local and regional economic development partners, to both attract new businesses and retain and grow existing

BVCOG creates the Comprehensive Economic Development Strategy, or CEDS, for the seven-county region that Brenham is a part of. The CEDS identifies current economic development projects. Brenham should take an active role in participating in the update of the CEDS, understanding and promoting small business funding opportunities available through BVCOG, and programs available through Workforce Solutions Brazos Valley, which has a local Brenham office.

businesses, including an active partnership with Brazos Valley Council of Governments (BVCOG).

16. Continue active dialogue and partnerships with local economic development partners and organizations and continue to clarify respective roles and responsibilities.
17. Develop a housing task force and partner with local employers to better understand what price points and housing types are needed for the local workforce (such as high amenity rental housing, mid-range housing, executive level housing, etc.).
18. Highlight small business assistance programs available through the Small Business Development Center at Blinn College.
19. Strengthen and grow partnerships with education and workforce training providers, including BISD, Blinn College, medical institutions, and others. [See Blinn College Spotlight on Pg. 64]
20. Partner with medical institutions to determine any workforce challenges they may be experiencing to reinforce Brenham’s desire for continued strong medical and hospital presence, including specialists.
21. Continue to support local entities highlighting Brenham and Washington County’s unique elements and tourism focus, including Brenham’s Main Street Program, and the Washington County Chamber of Commerce.



## Main Street Brenham Program – Recent Accomplishments

As noted in the FY2018 Comprehensive Financial Annual Report, the Main Street Brenham program continues to thrive with a strong volunteer base which organizes and supports many downtown festivals, events and tourism promotions. A vibrant downtown district has a positive impact upon economic development. Notable recent accomplishments include:

- ▶ Two downtown businesses were finalists in the Texas Downtown Association’s Presidents Awards: (1) Best Commercial Interior: Puppy Dawgs and Cat Tails and (2) Best Renovation: The Barnhill Center at the Historic Simon Theater.
- ▶ The Main Street Advisory Board was instrumental in designing a comprehensive wayfinding signage program for the City. The final phase of this project was completed in 2019.
- ▶ The City Council adopted design guidelines for the Brenham Downtown Historic District as recommended by the Main Street Advisory Board. The guidelines preserve historical character and assist property owners in maintaining and improving historic structures.
- ▶ The Board also developed an incentive grant program for Downtown Brenham property and business owners. This grant program includes exterior design improvements, sign grants and new business recruitment. To be eligible for incentive grant funding, owners are required to follow the design guidelines for the Brenham Downtown Historic District. The grants are funded by Main Street Brenham fundraising and matched with 4B sales tax revenues as allocated by the Brenham Community Development Corporation (BCDC) Board.

Source: FY2018 CAFR

In the fall of 2019 Main Street will celebrate its 20th anniversary of participating in the Main Street Program and continues to be recognized as a Nationally Certified Main Street Community.





## MORE TARGETED PLANNING/STUDY

22. Undertake an Airport Master Plan to identify strategies to capitalize upon Brenham Municipal Airport as an economic generator for the city.



23. Examine telecommunications infrastructure, including future broadband or fiber needs, in both Brenham and Washington County. Partner with major employers and institutions to establish a collaborative plan to address any technology deficiencies and explore state-level policies and programs to support these efforts.

24. Support Blinn College in any future Campus Master Planning efforts, including targets for increasing student enrollment.



25. Undertake a corridor planning effort along Market Street to identify potential catalyst projects and provide market-based analysis of strategies to revitalize the commercial corridor.

- The corridor plan process should include community discussions about the role of Market Street in the community, the vision for Market Street, and what uses, programming, and investments can support this vision.
- Based upon outcomes of corridor planning process, consider establishing a grant program to fund improvements such as landscaping, lighting, façade improvements, and parking solutions.

26. Upon completion of the Downtown Master Plan Update (currently underway), coordinate implementation of recommended improvements and policy updates. Involve the Main Street Board in monitoring and assessing implementation of the updated Downtown Master Plan.

27. Upon completion of the Strategic Action Plan for Tourism (currently underway), coordinate between Washington County and each of its communities to pursue implementation of recommended initiatives.

28. Explore potential methods of helping to defray costs of cost-prohibitive fire and life safety improvements required in older and historic properties to bring them into compliance with fire and life safety codes.

A Housing Action Plan, discussed on Pg. 16, will also be an important component of the City's economic development strategy. The ability of employers and employees to have a range of housing choices within the City will contribute to the economic strength of the City.

# A Vision for Market Street – What We Heard

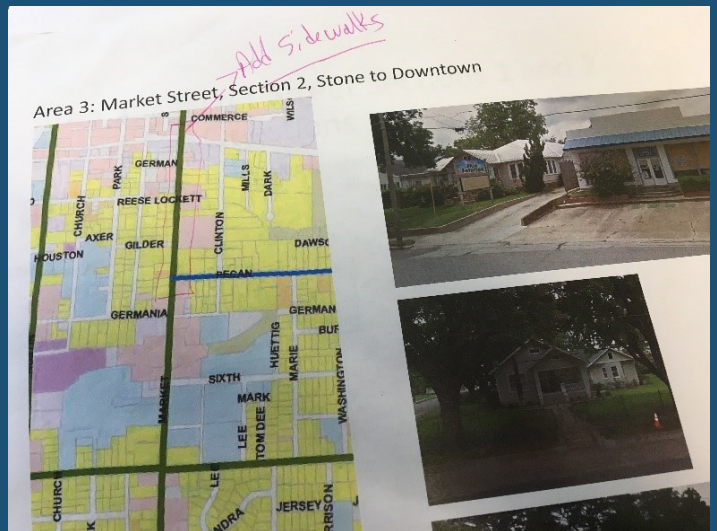
At the April 30, 2019 Town Hall Meeting an exercise was conducted asking what people’s vision for the future of Market Street is and what public investments they’d like to see along Market Street.

## What We Heard – Vision

- ▶ “Be a destination for out of town visitors”
- ▶ “More businesses”
- ▶ “Be an extension of downtown”
- ▶ “Need to update and improve image”
- ▶ “Planned, controlled facades for strip centers”
- ▶ “Become an area like downtown, but different enough to have an identity of its own”

## What We Heard – Desired Public Investments

- ▶ Sidewalks – on both sides of the street, particularly from Stone Street to Downtown
- ▶ Lighting
- ▶ Landscaping
- ▶ Signage, particularly at entry from US 290
- ▶ Curb and gutter storm drainage
- ▶ Improved access from US 290
- ▶ Grading of steep shoulders to make entry easier to business parking lots
- ▶ Underground utilities
- ▶ Trails to future Brenham Family Park
- ▶ Bicycle lanes
- ▶ Trees along sidewalk areas



# Blinn College – Brenham Campus

Blinn College would like enrollment at the Brenham Campus to increase to 5,000 students in the future, from a current enrollment of 2,736 in 2018–2019. Enrollment growth is projected to occur primarily through the introduction of new degree programs. Existing classroom space can accommodate this increase in students (although new classrooms are being planned and building renovations are desired). The core limiting factor to achieving the desired student enrollment increase is the limited student housing (both on and off-campus), as well as supporting student amenity needs (such as food services capacity). There are currently 1,765 on campus beds. This available housing would need to almost double to 3,000 beds to accommodate the 5,000–student enrollment goal and retain the existing ratio of on to off campus living.

## Strategic Action Priorities



### Targeted Planning/Studies

- Develop Campus Master Plan for Blinn’s Brenham Campus. Blinn should establish a Campus Master Plan advisory committee to help guide the planning process. Such a committee should include the City of Brenham. Elements that Blinn may consider for examination in the Campus Master Plan include:
  - Identify capacity to construct additional on-campus housing, such as potential for larger dorms when existing on-campus facilities reach the end of their life span.

- Determine renovation needs for aging facilities (safety, Americans with Disabilities Act (ADA) accessibility, technology, etc.)
- Conduct enrollment capacity projections.
- Identify parking needs, availability and utilization. Examine if certain city-owned internal campus streets should be designated as no parking to encourage higher utilization of campus lots.
- Examine strategies and projects to make the campus more pedestrian and bicyclist friendly. This may include pedestrian wayfinding, mid-block crossings (such as near the old football stadium and the new science building), designating bicycle routes and increasing bicycle parking availability (such as on Blinn Boulevard which has a wide right-of-way).
- Determine athletic facility needs.
- Identify additional signage needs, including on and off campus wayfinding and entry signage, such as signage from Highway 50/105 area. Examine potential for establishing a “grand entrance” to the campus.
- Identify any property expansion or acquisition needs (long-term).

# What is a Campus Master Plan?

A Campus Master Plan is similar to a comprehensive plan for a college. Such plans examine the long-term needs of the campus and can include assessments of existing facilities conditions, analysis of current and future space needs, and development of a land-use and infrastructure development plan, student housing plan, transportation and parking management plan, landscape and pedestrian circulation plan, project budgeting, and multiyear capital improvement plan. (Michael S. Rudden. 2008. Ten Reasons Why Colleges and Universities Undertake Campus Master Planning (And How to Align Your Campus Planning Effort to Best Address Them). Planning for Higher Education. 36(4):33–41.)



## Partnerships/Coordination

- ▶ Establish Blinn Housing Task Force.
  - Address private sector multi-family gap. Private dorms, through public/private partnerships, have in the past asked for occupancy guarantees from the college board, resulting in some of these deals falling through.
  - Explore housing needs and demands. For example, it is currently unknown where off campus students live – if they live in Brenham or commute in from elsewhere.
  - Identify appropriate locations for student housing and if zoning allows for these types of housing. Identify if there are appropriate incentives to creating private market student housing within preferred and logical areas. Incentives may include items such as pre-designed plans to streamline the permitting process.
- ▶ Set up standing quarterly meeting between Blinn College and City of Brenham to discuss and identify projects and items requiring collaboration.
- ▶ Continue coordination between Blinn College, BISD, and City of Brenham to discuss any shared athletic facility needs and planning.

Recent and upcoming projects on Blinn’s Brenham Campus include:

- ▶ New Monument Signs
- ▶ New Science, Technology, Engineering, and Innovation Building (S.T.E.I.)
- ▶ New Agriculture Building
- ▶ W.L. Moody Jr. Library Renovation (completed August 2019)
- ▶ Infrastructure improvements (upgraded lighting and sidewalks throughout campus).



Image: Conceptual Rendering of Monument Sign, courtesy Blinn College



# Transportation

This section focuses on current, near-term and long-range transportation needs and priorities in and around Brenham. Many of these are outward focused, involving regional partners and coordination, recognizing Brenham's role as one of many transportation partners in the region. Top roadway-related issues facing Brenham include improving safety and connectivity and relieving congestion.

## By the Numbers:

As detailed in the Brenham Today Existing City Report, Brenham has few traffic flow issues today 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. The highest traffic volumes occur along US 290. The TxDOT US 290/SH 36 project should help to alleviate some traffic flow issues at this interchange.

The Texas Department of Transportation's (TxDOT) Traffic Map reports annual average daily traffic (AADT) counts at selected locations on TxDOT maintained roads within Brenham. Comparison of the 2013 and 2016 maps for Brenham, which are the most historic and the most recent available respectively, identifies the following:

- ▶ Modest increases in traffic counts on US 290 (from 30,800 in 2013 to 33,956 in 2016) west of SH 36/Day. St. US 290 remains the highest volume traffic facility within the city.

- ▶ Reductions in traffic counts on Business SH 36 (South Day Street), just north of US 290 (from 18,779 in 2013 to 15,558 in 2016.)
- ▶ Reductions in traffic counts on Business 290 (South Market Street), south of West Germana Street, (from 10,412 in 2013 to 8,746 in 2016).

Future trip generators, based on the Future Land Use Map, include:

- ▶ New commercial developments along US 290, which is expected to remain the highest volume traffic facility.
- ▶ New commercial developments along SH 36.
- ▶ Brenham Family Park, which when developed may serve as a regional trip attractor, especially if a mix of complementary uses develop around it.
- ▶ Market Street, Day and Austin Streets, and West Main Street, identified as corridor mixed use on the Future Land Use Map.
- ▶ Downtown Brenham.
- ▶ Blinn College.
- ▶ Blue Bell Creameries.
- ▶ Industrial business parks (particularly for truck traffic).

Many of these are current trip generators and are expected to remain so into the future. Overall there are no significant traffic concerns based on projected population growth and development. However, each new development project should be evaluated for potential impacts on the road network. It is anticipated that the railroad will continue to be active

in the future and will continue to pose connectivity challenges for cross-town trips.

### Legacy of Past Planning:

Envision 2020, Brenham's 2008 Comprehensive Plan, included the following still relevant transportation goals:

- ▶ Develop a balanced transportation system capable of moving people and goods in a safe and efficient manner
- ▶ Ensure the thoroughfare system has adequate capacity for the development densities and land uses served
- ▶ Increase pedestrian safety and amenities

### Key Issues and Considerations:

Through the Existing City and Plan Direction phases of the comprehensive planning effort, a set of eight strategic priorities were identified based on input from the Comprehensive Plan Advisory Committee, joint workshops with City elected and appointed officials, results of varied public engagement activities, and consultant team input. Three of the eight strategic items are most relevant to the Transportation portion of the Comprehensive Plan, along with the specific related issues under each:

#### Attention to Brenham's Infrastructure

- Emphasis on improving safety at high-crash locations and improving cross-town connectivity.
- Greater focus on pedestrian/cyclist circulation and safety, especially for crossing major streets.

#### An Even More Livable Brenham

- Support a healthy and active community through continued support for existing and new park and recreation amenities, including potential for new pedestrian and cycling opportunities.
- Desire for sidewalk installation in strategic locations to make neighborhoods and key destinations more walkable.

### New and Improved Implementation Tools to Advance Plan Priorities

- Formal multi-year Capital Improvements Program and process for project definition/prioritization.
- Updated Thoroughfare Plan to provide a long-range roadway network outlook that addresses cross-town mobility while also providing parcel-level clarity.
- Continued emphasis on partnerships (public/public, public/private, public/non-profit).

### Framework for Action:

The Transportation Framework for Action is organized in three tiers: (1) Guiding Principles, (2) Goals, and (3) Strategic Action Priorities. These topics are intended to coordinate with and support the other aspects of the Comprehensive Plan. The Strategic Action Priorities convey tangible actions that will, over time, lead to achievement of the Goals in line with the Guiding Principles.

### Guiding Principles

The Comprehensive Plan includes a set of five overall guiding principles, several of which relate most directly to transportation:

- GP1.** Brenham will be ACTIVE by enabling healthy living through offering quality and safe City parks and recreational opportunities, by prioritizing the ability to walk and bicycle safely, and by committing to maintain high levels of public safety services.
- GP2.** Brenham will be COLLABORATIVE by pursuing and maintaining partnerships in all arenas, including housing, transportation, infrastructure, economic development, emergency response, and arts and culture.

## GOALS – TRANSPORTATION

- Goal T1.** Improved traffic flow, safety and cross-town connectivity.
- Goal T2.** Increased opportunities for Brenham’s residents and visitors to safely walk and bike within the city, whether for work, shopping or recreation.
- Goal T3.** A street system that is in good repair and is safe and inviting for all users (vehicles, bicyclists, and pedestrians), utilizing the “Complete Streets” concept whenever feasible.
- Goal T4.** Enhanced partnerships and collaborative relationships with the Texas Department of Transportation (TxDOT), Union Pacific Railroad, and other transportation partners.

## Strategic Action Priorities



### CAPITAL INVESTMENTS

1. Focused implementation of short to mid-term projects identified in the 2019 Thoroughfare Plan, and incorporated into a formalized Capital Improvements Program (CIP), including:

Proposed Project Location	Recommended Improvement or Activity
<b>Intersection of Academy Street and SH 105</b>	Reconfigure intersection to improve safety, reduce driver confusion, and mitigate congestion.
<b>SH 36 in commercial areas north and south of US 290</b>	Safety Improvements / Access Management to improve safety, reduce congestion, and provide more orderly movement of vehicles.

Proposed Project Location	Recommended Improvement or Activity
<b>Connect FM 389 to Tom Green Street</b>	Improve east/west connectivity by connecting Tom Green to FM 389.
<b>Market Street corridor from US 290 through downtown</b>	Develop and implement improvement plan.
<b>South Blue Bell Road to SH 36</b>	Continue South Blue Bell Road from current terminus to SH 36, improving connectivity in the south side.
<b>Intersection of Martin Luther King Jr. Parkway and Park Street (by Library)</b>	Intersection improvements to reduce congestion.
<b>Intersection of Stone and Day Streets</b>	Intersection improvements to reduce congestion.
<b>Intersection of Old Chappell Hill Road and Blue Bell Road</b>	Reconfigure intersection to allow easier vehicle movements, particularly for trucks.

In addition, other spot intersection signal improvements may provide congestion relief, for a minimal cost, including simple signal timing adjustments. Some of these include the intersections at Blue Bell Road and SH 105, US 290 Feeders, Market Street at Alamo Street, Austin at Alamo, and Main Street. Although the Texas Department of Transportation (TxDOT) controls and maintains ten streets within the city, it is recommended that the City take a proactive role in promoting each of these projects, and partnering with TxDOT to fund and construct improvements.

2. Conduct pro-active preventative maintenance on streets and sidewalks and schedule targeted reconstruction in locations with deteriorated street conditions.
  - Prioritize street repair projects in a transparent way and incorporate into a formalized Capital Improvements Program (CIP). The prioritization





of street repairs should be based on a street condition inventory which uses technology to determine the condition of sub-surfaces and surfaces.

3. Develop a sidewalk improvement program to repair, replace, or install new sidewalks, crosswalks, and curb cuts, in high pedestrian use areas adjacent to, and leading to and from schools, near and adjacent to public buildings and spaces (including parks) and other areas with the potential for high sidewalk usage.

## Sidewalks and Trails

In approaching sidewalks and trails, the first and foremost consideration should be pedestrian safety. A key for a well-utilized sidewalk or trail is that users feel safe while using the facility. Accessibility and routing are also important, and these issues are often related as many pedestrians will consider safety as they choose their routes. Pedestrian facilities are required by federal law to comply with the Americans with Disabilities Act (ADA) and this must be considered in design.

Sidewalk and pedestrian projects are separated into two major categories – retrofitting existing facilities and developing new facilities.

### Retrofitting Existing Facilities:

Some of the greatest needs in the city for safe and effective pedestrian travel will require installing sidewalks or trails on existing roadway corridors. Sometimes this involves filling “gaps” in a corridor to create a continuous pedestrian facility. Other times an entire corridor needs treatment to allow safe and accessible pedestrian travel. This includes both City-owned and TxDOT roadways.

In the case of spot development of parcels along existing corridors, the development code should require pedestrian facilities to be included along the property frontage, even if adjacent properties do not have it installed. Where development has already occurred without sidewalk installation, other funding sources will have to be obtained. These may include federal or state funding sources or the City may provide funds or make special assessments to property owners to participate

in sidewalk or trail installation through payment into a sidewalk fund.

While sidewalk and trail improvement projects can be installed as part of roadway improvement projects they can, and often should, be pursued independently of roadway projects. Any roadway project within the city should consider pedestrian facilities as part of the project’s scope.

Some existing corridors present a challenge to installing sidewalks and pedestrian features, often due to right-of-way constraints. Streets with open ditch drainage also present a challenge because ditches may need to be filled and piped, which can increase costs.

Despite challenges in obtaining funding and retrofitting corridors, these improvements can have a positive effect in promoting safety and accessibility.

### Future Facilities:

All new street development should include pedestrian accommodation, in the form of sidewalks and/or trails. The exact configuration may depend on the facility type (arterial, collector, local). Corridors should be developed with sufficient width to ensure adequate separation of pedestrian facilities from traffic lanes, for both interim and ultimate roadway configurations.

The development code should include street section requirements with various pedestrian treatments, and this will ensure that appropriate facilities are developed as the city develops, and that retrofits are minimal.

The Thoroughfare Plan will identify priority sidewalk implementation areas.



## PROGRAMS AND INITIATIVES

4. Encourage traffic demand management strategies to anticipate and mitigate traffic congestion. Traffic demand management is the use of techniques and policies to reduce the need for use of the roadway system, particularly by single-occupancy vehicles.
  - Educate and encourage the public regarding available transportation choices, including teleworking and carpooling.
  - Ensure adequate telecommunications infrastructure is in place (such as broadband internet) to enable teleworking as a transportation alternative to commuting. See Economic Opportunity section for more information regarding broadband planning.
5. Preserve traffic capacity by implementing access management and other Transportation Systems Management (TSM) provisions in the city. For predominantly commercial corridors within the city, consider the applicability and benefit of implementing access management improvements.
  - Additional TSM approaches may include signal improvements, special events management, and data collection.
6. Emphasize resiliency in future transportation network planning, including both redundancy in systems as well as protection from potential hazards and threats.
  - Continue discussions with TxDOT about the impact of evacuations from the Houston area on Brenham's transportation network and any needed improvements.
  - Work to expand the number of residents who are signed up to receive emergency alerts via the Everbridge notification system utilized by Brenham and Washington County. Vulnerable residents, such as the elderly, the mobility impaired, and residents lacking personal

## ACCESS MANAGEMENT PRINCIPLES

With projected growth the need for access management will increase. The following principles should guide and direct any future access management planning.

**Provide a Specialized Roadway System.** Design and manage roadways according to the primary functions that they are expected to serve. Roadway operations can be improved by achieving the proper balance between traffic flow and access to abutting property.

**Limit Direct Access to State Highways and Other Major Roadways.**

**Promote Intersection Hierarchy.** Roadways with high functional classifications (such as highways and arterials) should receive a higher application of access management techniques so that the roadway continues to perform according to the function it was designed to serve.

**Locate Signals to Favor Through Movements.** Failure to carefully locate access connections or median openings that may later become signalized can cause substantial increases in arterial travel times.

**Preserve the Functional Area of Intersections and Interchanges.** Access driveways located too close to intersections or interchange ramps can cause serious traffic conflicts that impair the function of the affected facilities.

**Limit the Number of Driveways and Other Conflict Points.** Simplifying the driving task by limiting the number of conflict points a motorist is faced with contributes to improved traffic operations and fewer collisions, as seen in the illustration to the right.

**Separate Driveways and Other Conflict Points.** Drivers need sufficient time to address one potential set of conflicts before facing another. Separating conflict areas helps to simplify the driving task and contributes to improved traffic operations and safety.

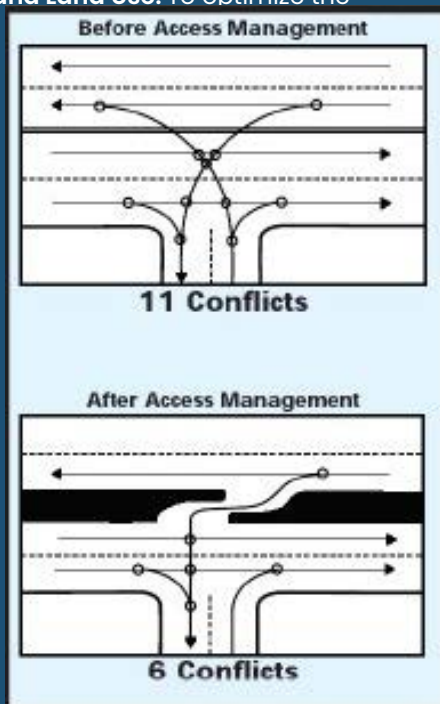
**Remove Turning Vehicles from Through Traffic Lanes.** Turning lanes allow drivers to decelerate gradually out of the through lane and wait in a protected area for an opportunity to complete a turn, thereby reducing the severity and duration of conflict between turning vehicles and through traffic.

**Use Non-Traversable Medians to Manage Left-Turn Movements.** Medians channel turning movements on major roadways to designated locations. Non-traversable medians and other techniques that minimize left-turns or reduce the driver workload can be especially effective in improving roadway safety.

**Provide a Supporting Local Street System and On-Site Circulation System.** Interconnected local street systems and on-site circulation systems provide alternative routes for bicyclists, pedestrians, and drivers alike.

**Match Driveway Design with Operational and Safety Needs.** Driveways accommodate a wide range of vehicle types, traffic volumes, and vehicle turning speeds. Consequently, driveway design should be tailored to meet the needs of the vehicles using the driveway.

**Coordinate Actively with Other Agencies Regarding Transportation and Land Use.** To optimize the benefits of access management, coordination and cooperation with all the appropriate transportation agencies is essential when introducing design techniques along a roadway or preparing an Access Management Plan.



(Source: FHWA)

transportation, need special evacuation and emergency planning attention, including potential coordination with the Brazos Transit District for use of buses.

7. Implement temporary, low-cost, tactical transportation improvements to demonstrate the need for and/or effectiveness of projects, such as those illustrated on Pg. 72.

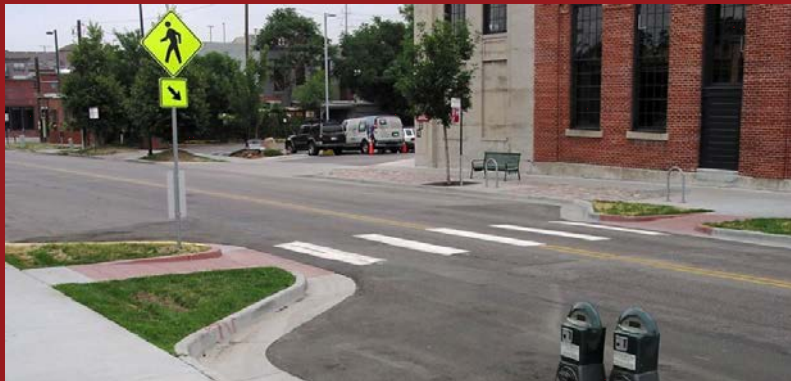


Photo Source: Brenham Banner Press  
Hurricane Rita Evacuation traffic bottleneck at the cloverleaf (intersection of US 290 and SH 36).

## COST-EFFECTIVE TRANSPORTATION IMPROVEMENTS WITH INSTANT IMPACT

Many of the strategies and projects discussed in this Comprehensive Plan are mid to long range in nature. Instant Impact is a strategy to demonstrate quickly and cost-effectively a temporary transportation improvement. Often instant impacts can help demonstrate the long-range feasibility of a project and increase public support and awareness for an improvement. For more information and a “how-to” guide on getting started with Instant Impacts, please view the Houston-Galveston Area Council’s Instant Impact Guide, available at [www.h-gac.com](http://www.h-gac.com).

**Crosswalks.** Paint crosswalks at intersections and in the middle of long streets to facilitate pedestrian mobility and increase motorist awareness.



**Curb Extension.** Add curb extensions at street corners. This extension of the sidewalk at intersections protects pedestrians by decreasing the distance to cross the street and slowing turning cars. Curb extensions can be marked with potted plants, potted trees, or traffic cones.

**Bike Lane.** Paint a bike lane on the street or delineate one with traffic cones. A comfortable bike lane is about six feet wide. Source: National Association of Transportation Officials



# Complete Streets

In communities across the country, a movement is growing to “complete” the streets. States, cities, and towns are requesting their planners and engineers to build roads that are safer, more accessible, and easier for everyone to travel on. In the process, they are creating better communities for people to live, play, work, and shop. Complete Streets are streets for everyone. Pedestrians, bicyclists, motorists, and public transportation users of all ages and abilities are able to safely move along and across a complete street.

According to the National Complete Streets Coalition, instituting a complete streets policy ensures that transportation planners and engineers consistently design and operate the entire roadway with all users in mind – including bicyclists, public transportation vehicles and riders, and pedestrians of all ages and abilities.

An ideal complete streets policy includes:

- ▶ A vision for how and why the community wants to complete its streets;
- ▶ Specifies that ‘all users’ includes pedestrians, bicyclists, and transit passengers of all ages and abilities, as well as trucks, buses, and automobiles;

- ▶ Applies to both new and retrofit projects, including design, planning, maintenance, and operations, for the entire right-of-way;
- ▶ Makes any exceptions specific and sets a clear procedure that requires high-level approval of exceptions;
- ▶ Encourages street connectivity and aims to create a comprehensive, integrated, connected network for all modes;
- ▶ Is adoptable by all agencies to cover all roads;
- ▶ Directs the use of the latest and best design criteria and guidelines while recognizing the need for flexibility in balancing user needs;
- ▶ Directs that complete streets solutions will complement the context of the community;
- ▶ Establishes performance standards with measurable outcomes; and
- ▶ Includes specific next steps for implementation of the policy.<sup>1</sup>

<sup>1</sup> Smart Growth America, National Complete Streets Coalition. <http://www.smartgrowthamerica.org/>

8. Integrate the “Complete Streets” concept into local transportation planning and projects. This concept recognizes that streets should be designed for use by all modes. Complete streets can take the form of built projects and policies.
  - Plan roadway projects to integrate all modes through appropriate design and facilities for private vehicles, public transit vehicles, pedestrians and cyclists.

- Provide a direct link on the City website to current Brazos Transit District operations and fare information.
- Work with the Brazos Transit District to have operations information available at City Hall, the library, the visitors center, businesses, and other strategic locations.

9. Continue to plan for future transportation technology advancements such as more widespread use of electric vehicles, automated vehicles, and ride sharing.

## Brenham's Electric Vehicle Charging Stations

In 2019 the City of Brenham installed three electric vehicle charging stations in the city (two at hotels and one on West Vulcan Street in Downtown). The stations are free and were installed by the City to “promote the use of alternative fuel vehicles as well as promote Brenham’s historic downtown”.

Source: May 6, 2019 KWHI news article.



### REGULATIONS AND STANDARDS

10. Update design and construction standards to reflect changes in the street classification system as applied on the 2019 Thoroughfare Plan. Ensure consistency between adopted design and construction standards, the Comprehensive Plan and the Thoroughfare Plan.



### PARTNERSHIPS AND COORDINATION

11. Continue active partnership and dialogue with the Texas Department of Transportation (TxDOT) to ensure that TxDOT projects and roadways reflect the City’s desires and needs.

- Advocate to advance state and regional funding for priority transportation projects.

12. Establish uniform street construction standards in partnership with Washington County that outlines street construction standards and potential cooperation for cost-share in construction projects that are mutually beneficial, particularly in the City’s extra-territorial jurisdiction (ETJ).

13. Work with BNSF Railroad to identify railroad crossings that need safety improvements, including those associated with industrial facilities for worker and visitor safety. At-grade crossings within the city should be a top priority, especially those crossings that do not have safety arms and/or warning lights.

- Investigate potential for construction of a second below/above grade crossing.

- Work closely with local media to educate the community on railroad crossing safety issues.

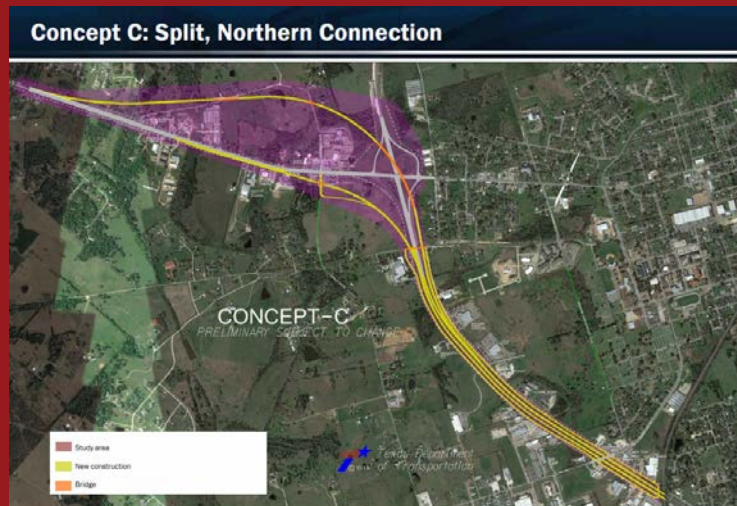
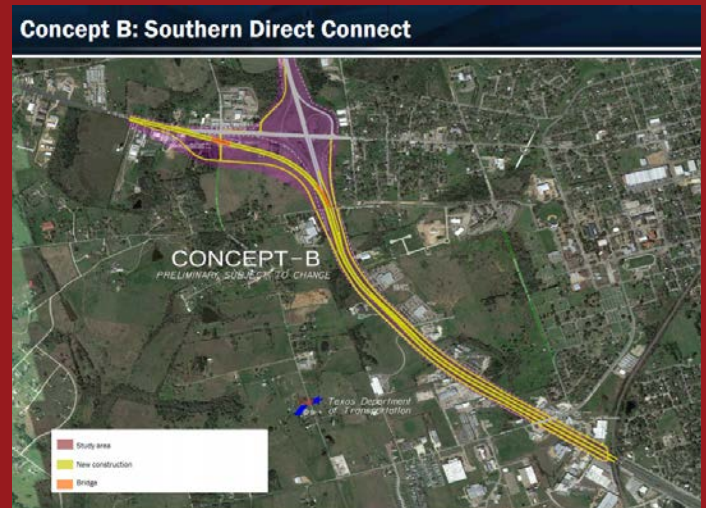


14. Consider establishing and hosting a formal quarterly meeting of key transportation related officials in Brenham to facilitate better coordination of transportation planning goals and projects, including the City of Brenham Public Works Department, Brazos Valley Council of Governments (BVCOG), the City of Brenham Police and Fire Departments, TxDOT, the Brenham Independent School District, Brazos Transit District, and Washington County.

# TxDOT US 290/SH 36 Interchange Project

TxDOT is currently developing design concepts to improve the intersection of US 290/SH 36 (the cloverleaf interchange). At the time of this plan specific alternatives have not been finalized. The cloverleaf interchange is one of the busiest roadways in Washington County. It serves not only as an important local connection, but also a regional and statewide connection. The goals of TxDOT's redesign project are to improve safety, reduce congestion, improve mobility, maintain connectivity, and provide continuous flow on US 290. All the design concepts include expanding the US 290/SH 36 connection from one to two lanes, completing conversion to one-way frontage roads, updating entrance and exit ramps, and accommodating bicyclists and pedestrians.

TxDOT has three preliminary design concepts.



(source: txdot.gov)

15. Explore public transportation needs and potential means to address them in coordination with Brazos Transit District and BVCOG. While there may not be enough existing potential ridership to support a fixed-route transit service, opportunities may exist to encourage additional ride-sharing, airport pick-ups, or changes to the existing Brazos Transit District service to better serve local needs.
16. Actively participate during regional transportation planning and funding processes to secure transportation funding and advance projects of regional significance. Brenham is located within the planning area of the Brazos Valley Council of Governments (BVCOG), which serves as the Regional Planning Organization for transportation planning in the region. Periodically BVCOG conducts regional transportation project prioritizations utilized for federal funding decisions.

- Consider participating on BVCOG’s Regional Transportation Planning Committee (RTPC) and/or attending RTPC’s quarterly meetings to increase awareness of regional transportation planning efforts and advocate for Brenham’s transportation needs. Each county in the BVCOG region is allowed four slots on the RTPC committee which are appointed by the respective County Judge.



**Brazos Valley Council of Governments**  
Partners in Regional Solutions

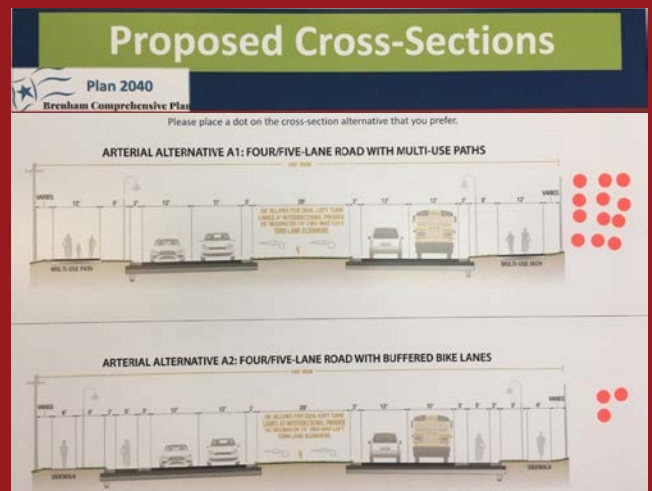


### MORE TARGETED PLANNING/STUDY

17. Keep pedestrian and bicycle components of Thoroughfare Plan up to date. Continue to examine potential improvements to promote safety and non-motorized mobility, as well as to enhance pedestrian and bicycle connectivity, particularly to schools, parks, and other nodes of activity.
18. Keep the newly created Thoroughfare Plan up to date, following a similar update schedule to that of the Comprehensive Plan.

## Cross-Sections

As part of the Thoroughfare Plan process, cross-sections will be developed that depict how roadways of varying right-of-way widths should be designed, including vehicle lanes, medians, and any paths, sidewalks, or bicycle facilities. At the final Plan 2040 Open House participants viewed proposed cross-sections for some roadway facilities and provided feedback. This initial feedback indicated a preference for multi-use paths.





# What the (Transportation Technology) Future May Hold

Perhaps in more than any other aspect of this Comprehensive Plan, potential breakthroughs in various transportation-related technologies could have a profound effect on basic daily commuting and travel activities, plus in other areas such as reduced parking needs. The challenge for community planning is that the nature and timing of such technological advances remains uncertain, although some possibilities and scenarios are becoming less abstract and “futuristic” all the time. This includes everything from vehicle design and materials to fuel options, lowered energy consumption and emissions, and future mobility infrastructure in general.

Although it will be decades before autonomous vehicles (AVs) are the dominant form of transportation, AVs will change our cities sooner rather than later. Between 2018 and 2021, 11 of the largest automakers plan to have fully autonomous vehicles available. Long-haul truck fleets are also in planning and development stages by various automakers.



Photos: Aspen Institute, Adweek.

A good deal of uncertainty exists about the changes that AVs will bring to cities and regions. As the Comprehensive Plan is a long-range plan, it is wise to begin to consider the policy, land use, and infrastructure implications of AV adoption, such as:

- ▶ Future roads may require less pavement width, making more room for bicycles, pedestrians, and green space within existing rights-of-way (following a complete streets philosophy).
- ▶ Traffic management systems, such as traffic signals and signs, may need to be changed. Sensors and other technology may need to be added to roadways.
- ▶ Forecasts are that most autonomous vehicles will also be electric vehicles. Electric vehicle infrastructure will need to be widely available.
- ▶ Land use patterns may shift for a variety of reasons, including that AVs may induce sprawl as people are able and/or willing to commute longer distances, and parking lot needs may be reduced.



# Parks and Recreation

This plan section emphasizes the essential contribution that parks, open space, and recreation facilities make to a healthy and sustainable community. Parks are integral parts of any city and often are among the public services most valued by residents and also enjoyed by visitors. Brenham offers well utilized parks and recreation facilities, that in addition to its historic assets and cultural facilities, contribute to the livability of Brenham. All aspects of this Comprehensive Plan shape the livability of Brenham, but this final plan section especially reinforces the quality of life its residents enjoy.

## Legacy of Past Planning:

Envision 2020, Brenham’s 2008 Comprehensive Plan, included the following still relevant parks and recreation goals:

- ▶ Protect and enhance community appearance
- ▶ Support the implementation of the Parks Master Plan
- ▶ Increase pedestrian safety and amenities

## Key Issues and Considerations:

Through the Existing City and Plan Direction phases of the comprehensive planning effort, a set of eight strategic priorities was identified based on input from the Comprehensive Plan Advisory Committee, joint workshops with City elected and appointed officials, results of varied public engagement activities, and consultant team input. Four of the eight strategic

items are most relevant to the Parks and Recreation portion of the Comprehensive Plan, along with the specific related issues under each:

### Focusing on Economic Essentials and a Strong Tax Base

- Continue to strengthen Brenham’s tourism industry and support preservation of Brenham’s history.

### Attention to Brenham’s Infrastructure

- Greater focus on pedestrian/cyclist circulation and safety, especially for crossing major streets.
- Strategies for reducing flooding risk, including regional storm water management, low-impact development, and multi-purpose open space, including greenways and trails.

### An Even More Livable Brenham

- Support a healthy and active community through continued support for existing and new park and recreation amenities, including potential for new pedestrian and cycling opportunities.
- Desire for sidewalk installation in strategic locations to make neighborhoods and key destinations more walkable.
- Enhance Brenham’s physical appearance, including at gateways to the city and along major corridors.

## New and Improved Implementation Tools to Advance Plan Priorities

- Continued emphasis on partnerships (public/public, public/private, public/non-profit).
- Special area and neighborhood planning in follow-up to city-wide planning.

## Framework for Action:

The Parks and Recreation Framework for Action is organized in three tiers: (1) Guiding Principles, (2) Goals, and (3) Strategic Action Priorities. These topics are intended to coordinate with and support the other aspects of the Comprehensive Plan. The Strategic Action Priorities convey tangible actions that will, over time, lead to achievement of the Goals in line with the Guiding Principles.

## Guiding Principles

The Comprehensive Plan includes a set of five overall guiding principles, several of which relate most directly to parks and recreation:

- GP1.** Brenham will be **AUTHENTIC** by continuing to focus on those elements that differentiate Brenham such as its historic downtown, natural assets, Blinn College, and its “small town feel” as a benefit for both current and future residents to enjoy.
- GP2.** Brenham will be **ACTIVE** by enabling healthy living through offering quality and safe City parks and recreational opportunities, by prioritizing the ability to walk and bicycle safely, and by committing to maintain high levels of public safety services.

## GOALS – PARKS AND RECREATION (PR)

- Goal PR 1.** A continued provision of high-quality park space and recreational programming to meet the needs of residents and visitors.
- Goal PR 2.** An emphasis on Brenham’s natural, historic, recreational, and cultural assets in marketing and economic development efforts.
- Goal PR 3.** A renewed focus on pedestrian and bicyclist access and safety within the city, including connecting to park and recreation sites, via trails, sidewalks, and on-street bicycle facilities.

## Strategic Action Priorities



### CAPITAL INVESTMENTS

1. Continue implementation of the 2015 Parks, Recreation and Open Spaces Master Plan and integrate projects into a formalized capital improvements planning process, prioritizing projects which:
  - Promote active and healthy living opportunities for all ages, including trails and sidewalks that allow for increased connectivity to park and recreation areas.
  - Reflect priorities within the Comprehensive Plan.
2. Invest in new acreage for future parks and recreation purposes, particularly within areas that are currently underserved by parks.
  - The 2015 plan focuses on the east-central and west-central sides of town for identification of 5-20 acres for a neighborhood park.

# GENERAL PARKS AND FACILITIES SITE SELECTION CRITERIA

Various factors influence the siting of parks and recreation areas. Among the criteria that influence site selection are the surrounding land use characteristics (e.g. type and scale of development, lot size), the size and anticipated use of the proposed area, and the potential physical development constraints and barriers (e.g. arterial (primary) roadways and other streets, waterways, and drainage ditches). The general site selection criteria and principal considerations for parks and recreation facilities include the following factors:

## Topography:

- ▶ The park should have a land surface configuration (relief) to accommodate its intended uses such as ball fields and open play areas.
- ▶ Some variation in topography, even if created through cut and fill, is desirable to create visual interest and to offer additional opportunities for park uses such as mountain biking and hiking.
- ▶ There should be a sufficient slope to allow for adequate storm water runoff from ball fields and other developed areas.
- ▶ Desirable views into and away from the site should be preserved and protected.

## Soils/Landscaping:

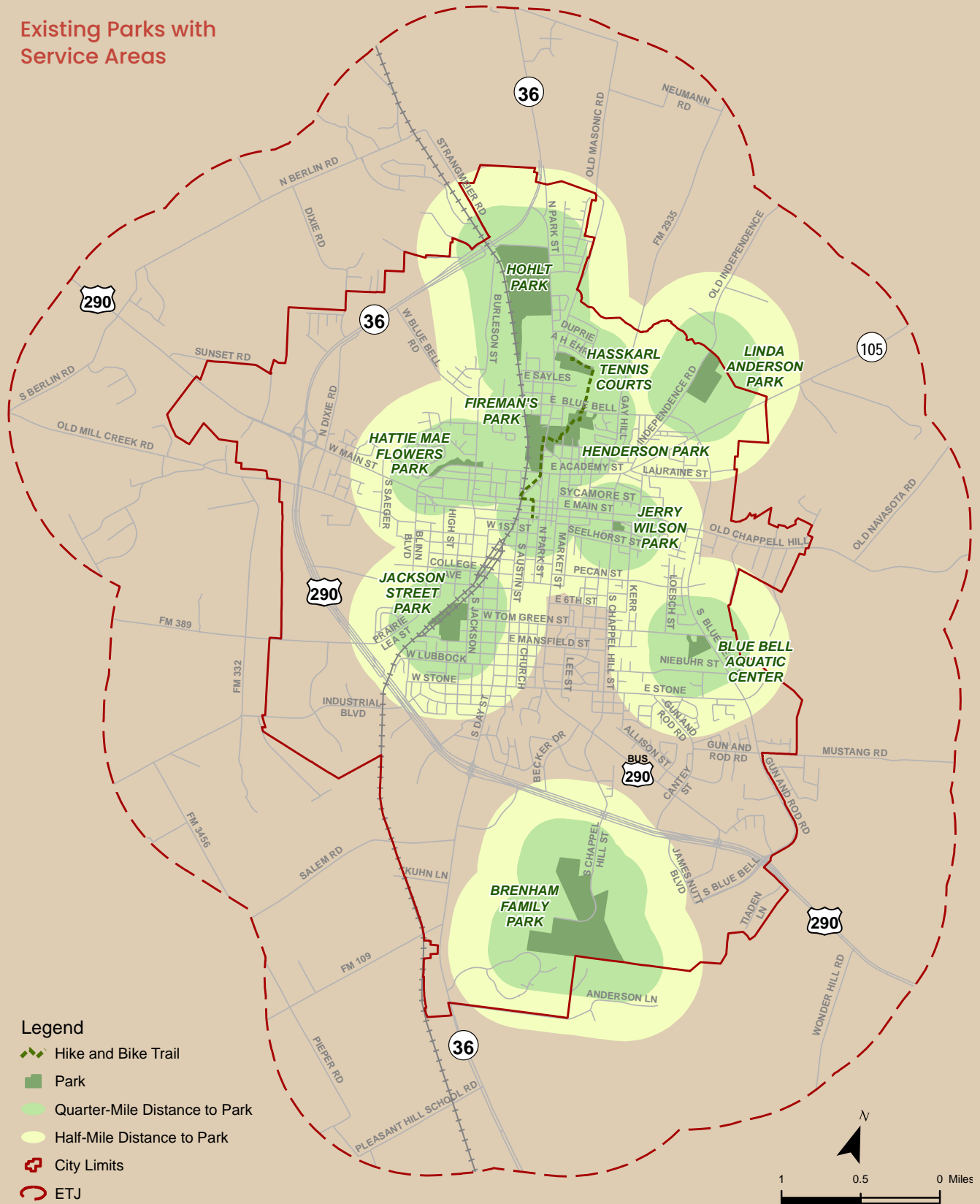
- ▶ The topsoil should be suitable for turf grasses and trees.
- ▶ The area should be protected from soil erosion during construction and designed to avoid erosion upon completion (e.g., through mulches, retaining walls).
- ▶ Natural or landscaped vegetation should include grass areas and trees with hardy, low maintenance species preferred for planted vegetation.
- ▶ Xeriscaping is preferred to minimize required irrigation and maintenance.
- ▶ Irrigation systems should be provided for intensively used areas such as playing fields and landscaped areas.
- ▶ Significant individual specimens or unique wildlife habitats are desirable.
- ▶ Interpretive signage should be provided to identify species and varieties of natural vegetation and to educate the public.

## Access and Location:

- ▶ All parks should be readily accessible to their users and convenient for pedestrians, bicyclists, and motorists.
- ▶ Parks should be accessible from collector (secondary) streets rather than arterial (primary) roadways.
- ▶ Parks should be located adjacent to trails and greenways to provide linkage to neighborhoods and other areas of the community.
- ▶ Joint use of sites for public parks and school use is highly desirable to maximize the public benefit and to be efficient in the expenditure of public resources.

The map on page 81 depicts the existing parks in the city with quarter-mile and half-mile radius around them, representing the typical distances that people are willing and able to walk to reach a park. The map shows areas of the city that are lacking in park space (areas not covered by service area circles).

## Existing Parks with Service Areas



Note the Blue Bell Aquatic Center is a pay-to-play facility.



## PROGRAMS AND INITIATIVES

3. Develop means to monitor, on an annual basis, parks and recreational facilities use. Reprogram parks as needed to ensure continued and enhanced active and passive participation, seeking input on programming desires from residents.
4. Continue popular parks and recreation programming and identify any gaps in residents served.



5. Provide greater opportunities for individuals, including youth, families, and seniors to participate in cultural, recreational, and educational activities that foster health and wellness and strengthen body and mind.
6. Evaluate additional passive recreational enhancements for particular demographics that may not be engaged in organized, team-oriented, active recreational programming, including young people not involved in team sports, adults, and elderly citizens.
7. Develop a park volunteer/stewardship program or Adopt-a-Park program. Build upon Brenham's strong volunteerism spirit to create a pool of volunteers to aid in park clean-ups, plantings, and other maintenance needs. Solicit the involvement of neighborhoods and local organizations to create shared stewardship. Volunteers may also be able to aid in any needed fundraising activities.
  - Develop formalized standards as to the requirements for park maintenance and improvement activities (such as where picked up trash is to be disposed, what plants to use in plantings, how far apart plants should be spaced when planting, etc.). It is also advisable that the program be initiated on a one-year

trial basis with each adopting organization, with an evaluation before extending the program for a longer duration.

8. Utilize low-maintenance, drought tolerant plant material that is native to Texas and the region for all supplemental park land enhancements.
  - Identify local growers of native Texas trees, shrubs, groundcovers and ornamental grasses.
  - Develop annual targets for replacements and new plantings throughout the city.
9. Encourage community gardens and local food production and incent the sale of healthy foods in neighborhood retail groceries, to promote healthy food consumption.



Photo: Brenham ISD Outdoor Education – First Grade Vegetable Garden

10. Work to improve off-site accessibility to each park by developing a sidewalk improvement program to repair, replace, or install new sidewalks, crosswalks, and curb cuts, in high pedestrian use neighborhoods immediately surrounding parks, schools, and other community facilities.
11. Improve on-site accessibility for persons with physical disabilities, elderly, and people with strollers, among others, so that one can travel from off-site (i.e., neighborhoods) or the parking lot, and into and through the park to each amenity.
  - Ensure that ADA-compliant handicapped accessible ramps, play structures, and equipment are incorporated into parks in Brenham.

- As new playground equipment becomes needed in parks, consider inclusive playground equipment that is accessible to children with a variety of physical and sensory needs and abilities.

## Dream Park Fort Worth

The Dream Park in Fort Worth opened in April 2019 as one of the largest all-inclusive playgrounds in the nation. The playground is designed above and beyond ADA requirements to provide a place for children of all abilities to play.



12. Evaluate the potential for the acquisition and use of floodways and drainage channels, railroad corridors, and other rights-of-way and easements, as appropriate, for trails and pedestrian connections.
  - Evaluate the potential to convert the unused Bluebell railroad spur to a linear park for walking and bicycles through "rails to trails".

## Rails to Trails

Rail-Trails are multi-use public paths developed from former railroad corridors. Such corridors are typically flat, with an existing right-of-way through many communities, making them a great potential trail. In Texas there are over 301 miles of existing rail-trails, and 15 current projects through the Rails-to-Trails Conservancy.

*Source: Rails to Trails Conservancy*



### REGULATIONS AND STANDARDS

13. Evaluate the possibility of establishing a parkland dedication requirement or parkland fee-in lieu of dedication requirement for new development. Such dedication should occur during the first phase of subdivision development and during all other development processes where the demand for additional parkland may be generated, which is primarily the site plan review process.
  - Ensure the parkland dedication requirement establishes the legal authority to allow the City the ability to devote more funding, and funding priority to develop community scale parks so that the City has the opportunity to develop larger parks that benefit a larger service area. To ensure that residents receive the benefits of dedicated parkland, establish parkland dedication "zones" within which fees in lieu of parkland dedication can be expended.

- Include provisions and some degree of surety that will require an implementation timetable for the installation of parks to ensure that developers follow-through in their construction in a timely matter (i.e., certificate of occupancy may be deemed temporary until the park is determined to be sufficiently implemented).
14. Utilize development regulations and coordination to ensure that new development links neighborhoods and parks with schools and commercial centers.
- Evaluate the potential to establish requirements within the City's Subdivision Regulations and development design standards for the dedication of easements or rights-of-way for trail network development.



## PARTNERSHIPS AND COORDINATION

15. Continue coordination with BISD and Blinn College on use of sports fields and recreational facilities, identifying additional opportunities for leveraging resources.
16. Coordinate with public and private entities to provide access to and across their easements and/or rights-of-way for any new trails.
- The City's Parks and Recreation Department should work with the City's Public Works and Development Services Departments, homeowners' associations and other neighborhood groups to identify unimproved land that may be appropriate for trails or other open space.
- Ensure on-street bicycle facilities, off-street recreational trails, and complete streets-related improvements are considered within any future TxDOT improvements for TxDOT roadways.
17. Coordinate with the ongoing Strategic Action Plan for Tourism to ensure that sports and recreation tourism is addressed within the plan.



18. Continue to support existing recreation programs offered by the City, non-profits, and other local partners.

## MORE TARGETED PLANNING/STUDY

19. Update the 2015 Parks, Recreation and Open Spaces Master Plan. The plan recommends five-year updates to maintain eligibility to apply for grant funding. The five-year mark for the current plan will be reached in 2020.
- The plan update should include an assessment of progress toward implementing items identified in the 2015 plan.

# Parks and Economic Development

"Parks are often the economic engine that drives tourism in many communities. The City of Brenham offers first-class facilities that appeal to both residents and visitors. In FY 19 the recreational portion of the 4B sales taxes funded over \$1 million in improvements to existing park facilities and the Aquatic Center. More than 400 athletic games and 30 tournaments are held in Brenham each year, attracting over 50,000 players and fans."

*Source: 2019 Brenham State of the City*





# Health and Parks

Well-designed parks and trails can encourage and allow a safe place for exercise and community interaction and can provide mental health benefits such as stress reduction. Tools such as Health Impact Assessments (HIA) are used to quantify and qualify the public health impacts of proposed policies, plans, or development projects.

Health Impact Assessments help communities assess the potential effects of a proposed policy, plan, program, or project on community health, including the distribution of benefits and costs within the community. HIAs recommend strategies

for monitoring and managing health and bring public health issues to decision makers outside of the public health field, such as in transportation and land use. HIAs can be voluntary or regulatory processes that focus on health outcomes. Health Impact Assessments specific to parks and trails can be completed to evaluate how to maximize the positive impact of new park and trail investments on public health.

*Source: ULI - Intersections: Health and the Built Environment*

## PARKS FUNDING GUIDE

This listing of federal, state, and private organization grant and funding opportunities is from a Parks Funding Resources inventory maintained by the Houston-Galveston Area Council (H-GAC). Grants

for which Brenham does not meet the basic eligibility requirements (based on population size, location, etc.) have been removed. Website links to each actual grant application are available on the funding resource website at: <http://www.hgac.com/community/qualityplaces/parks/grants.aspx>

Federal Program	
<b>North American Wetlands Conservation Act Standard Grant</b>	
Provides funds to conserve wetlands and wetlands-dependent fish and wildlife through acquisition (including easements and land title donations), restoration and/or enhancement.	
<b>Offered By</b>	U.S. Fish and Wildlife Service
<b>Eligible Entities</b>	All applicants, including partners, must be eligible to participate in federal grant programs.
<b>Total Program Funding</b>	\$40,000,000 annually
<b>Max-Min Award per Project</b>	\$100,001 - \$1,000,000
<b>Match</b>	50%
<b>Application Due Date</b>	February and July each year

## Federal Program

### North American Wetlands Conservation Act Small Grant

Provides funds to conserve wetlands and wetlands-dependent fish and wildlife through acquisition (including easements and land title donations), restoration and/or enhancement.

<b>Offered By</b>	U.S. Fish and Wildlife Service
<b>Eligible Entities</b>	All applicants, including partners, must be eligible to participate in federal grant programs.
<b>Total Program Funding</b>	\$40,000,000 annually
<b>Max-Min Award per Project</b>	\$100,000 maximum award
<b>Match</b>	50%
<b>Application Due Date</b>	October each year

## Federal Program

### Community Facilities Grant Program

Provides affordable funding to develop essential community facilities in rural areas (less than 20,000 pop.).

<b>Offered By</b>	U.S. Department of Agriculture Rural Development
<b>Eligible Entities</b>	Public bodies, community-based nonprofits, federally recognized tribes
<b>Total Program Funding</b>	Dependent on funding requests
<b>Max-Min Award per Project</b>	Dependent on population and median income in project area
<b>Match</b>	15% – 75%, depending on population and median household income
<b>Application Due Date</b>	Rolling

**State Program****Local Park Grant Program: Small Community (Eligible Population 2010 Census < 20,000)**

Assists eligible entities from communities with a population of 20,000 or less with the acquisition and/or development of public recreation areas and facilities throughout Texas.

<b>Offered By</b>	Texas Parks and Wildlife Department (TPWD)
<b>Eligible Entities</b>	Local governments, river authorities, municipal utility districts (MUDs), other special districts
<b>Total Program Funding</b>	\$750,000
<b>Max-Min Award per Project</b>	\$75,000 maximum award
<b>Match</b>	50%
<b>Application Due Date</b>	October each year

**State Program****Local Park Grant Program: Non-Urban Indoor/Outdoor Recreation (Eligible Population 2010 Census < 500,000)**

Assists eligible entities from non-urban communities with a population of 500,000 or less with the acquisition and/or development of public recreation areas and facilities throughout Texas.

<b>Offered By</b>	Texas Parks and Wildlife Department (TPWD)
<b>Eligible Entities</b>	Local governments, river authorities, municipal utility districts (MUDs), other special districts
<b>Total Program Funding</b>	\$2,000,000
<b>Max-Min Award per Project</b>	\$750,000 maximum award for indoor recreation. \$500,000 maximum award for outdoor recreation.
<b>Match</b>	50%
<b>Application Due Date</b>	October each year

## State Program

### Community Outdoor Outreach Program (Co-Op)

Provides reimbursement grants for programming that introduces under-served populations to environmental and conservation programs. Eligible expenses can include equipment, leasing transportation, staff, liability insurance, food, and program materials.

<b>Offered By</b>	Texas Parks and Wildlife Department (TPWD)
<b>Eligible Entities</b>	Non-traditional constituents to TPWD related outdoor recreation, conservation, and environmental education programs; local governments; tax exempt organizations
<b>Total Program Funding</b>	\$1,500,000
<b>Max-Min Award per Project</b>	\$50,000 maximum award
<b>Match</b>	N/A
<b>Application Due Date</b>	February each year

## State Program

### Recreational Trails Fund

Provides funding for constructing and improving both motorized and non-motorized recreational trail projects, developing trailheads and trailside facilities, and acquiring trail corridors. Funding is provided on a cost reimbursement basis.

<b>Offered By</b>	Texas Parks and Wildlife Department (TPWD)
<b>Eligible Entities</b>	Local governments, river authorities, municipal utility districts (MUDs), other special districts, federal land managers, nonprofits
<b>Total Program Funding</b>	\$3,900,000
<b>Max-Min Award per Project</b>	\$200,000 maximum for nonmotorized trails and \$400,000 maximum for motorized trails
<b>Match</b>	Reimbursement grants up to 80%
<b>Application Due Date</b>	February each year

**State Program****Conservation Grant Funding (Birding)**

Provides conservation funding for nature tourism and avian habitat restoration, enhancement, and acquisition projects.

<b>Offered By</b>	Texas Parks and Wildlife (TPWD) Great Texas Birding Classic
<b>Eligible Entities</b>	Local, state, and federal governments, nonprofits, tribes, community groups
<b>Total Program Funding</b>	Dependent on team registration fees and corporate sponsorship dollars each year
<b>Max-Min Award per Project</b>	\$1,000 – \$20,000
<b>Match</b>	Not required, but encouraged
<b>Application Due Date</b>	May each year

**State Program****Texas Capital Fund: Planning and Capacity Building Fund (PCB)**

Provides financial assistance to prepare a comprehensive plan or any of its components.

<b>Offered By</b>	Texas Department of Agriculture
<b>Eligible Entities</b>	Non-entitlement cities and counties with a need for comprehensive or targeted planning
<b>Total Program Funding</b>	\$600,000
<b>Max-Min Award per Project</b>	\$55,000 maximum award
<b>Match</b>	5% – 20%.
<b>Application Due Date</b>	Spring each year

## State Program

### Texas Preservation Trust Fund

Provides reimbursement grants for preservation projects, including restoration work, preservation planning, architectural planning, and/or heritage education training.

<b>Offered By</b>	Texas Historical Commission
<b>Eligible Entities</b>	Public or private entities who either own the project or whose purpose includes historic preservation
<b>Total Program Funding</b>	See detailed funding award information on Texas Historical Commission website.
<b>Max-Min Award per Project</b>	See detailed funding award information on Texas Historical Commission website.
<b>Match</b>	50%
<b>Application Due Date</b>	Spring each year

## Regional Program

### Community Development Partnership Program (CDPP)

Funds capital improvement projects including energy efficiency and water conservation, education, volunteer fire departments, and public safety organizations impacted by wildfires and extreme drought conditions. Projects must be in LCRA's service area.

<b>Offered By</b>	Lower Colorado River Authority (LCRA)
<b>Eligible Entities</b>	Local governments, school districts, emergency medical services, volunteer fire departments, libraries, civic groups, nonprofits
<b>Total Program Funding</b>	\$1,000,000
<b>Max-Min Award per Project</b>	\$50,000 maximum award
<b>Match</b>	20%
<b>Application Due Date</b>	January and July each year

## Private Program

### Kaboom! Grants Program

Promotes development of outdoor playgrounds.

<b>Offered By</b>	Kaboom!
<b>Eligible Entities</b>	City and county governments, schools, child-serving nonprofits
<b>Total Program Funding</b>	N/A
<b>Max-Min Award per Project</b>	Varies per program
<b>Match</b>	Varies per program
<b>Application Due Date</b>	Varies per program

## Private Program

### Lowe's Community Partners Grants

Helps build better communities by providing monetary assistance to support high-need projects such as building renovations/upgrades, grounds improvements, technology upgrades as well as safety improvements.

<b>Offered By</b>	Lowe's Charitable and Educational Foundation
<b>Eligible Entities</b>	Municipalities, nonprofits
<b>Total Program Funding</b>	N/A
<b>Max-Min Award per Project</b>	\$2,001-\$100,000
<b>Match</b>	None
<b>Application Due Date</b>	May and August each year

**Private Program**

**Shade Structure Grant Program**

Funds the installation of permanent shade structures to cover outdoor areas not protected from the sun, such as playgrounds, pools or recreation spaces.

<b>Offered By</b>	American Academy of Dermatology
<b>Eligible Entities</b>	Public schools, nonprofits
<b>Total Program Funding</b>	N/A
<b>Max-Min Award per Project</b>	\$8,000 maximum award
<b>Match</b>	None
<b>Application Due Date</b>	Rolling

**Private Program**

**Skatepark Grants**

Promotes building new, high quality, public skateparks in low-income areas throughout the United States.

<b>Offered By</b>	Tony Hawk Foundation
<b>Eligible Entities</b>	State and local agencies, nonprofits
<b>Total Program Funding</b>	N/A
<b>Max-Min Award per Project</b>	\$1,000 – \$25,000
<b>Match</b>	None
<b>Application Due Date</b>	January and June each year



## Private Program

### Union Pacific Community-based Grant Program

Assists community-based organizations and related activities that improve and enrich the general quality of life in community spaces. This category includes creating, sustaining, or expanding on artistic and cultural experiences; preserving and sharing unique history; providing clean, safe, and positive outdoor recreation or education opportunities; beautifying neighborhoods and main street areas; and planning for, creating, or enhancing unique spaces.

<b>Offered By</b>	Union Pacific Foundation
<b>Eligible Entities</b>	Municipalities and nonprofits in communities served by Union Pacific Railroad
<b>Total Program Funding</b>	N/A
<b>Max-Min Award per Project</b>	N/A
<b>Match</b>	N/A
<b>Application Due Date</b>	May each year

## Private Program

### GRO1000

Helps bring pollinator habitats, edible gardens and public green spaces to neighborhoods across the United States

<b>Offered By</b>	Scotts Miracle-Gro Company
<b>Eligible Entities</b>	Nonprofits
<b>Total Program Funding</b>	N/A
<b>Max-Min Award per Project</b>	\$1,500 maximum award
<b>Match</b>	None
<b>Application Due Date</b>	Spring each year



# Implementation

With Plan 2040, the City of Brenham and other partner agencies and organizations have an essential new document that should be frequently referred to for guidance in community decision-making. The plan should be a “living document” that is responsive to ongoing change. Its key planning considerations, goals, policies, and action strategies must also be revisited periodically to ensure that the plan is providing clear and reliable direction on a range of matters, including land development issues and public investments in infrastructure and services.

Implementation is not just about a list of action items. It is a challenging process that requires the commitment of the City’s elected and appointed officials, staff, residents, business owners, major institutions, other levels of government, and other organizations and individuals who will serve as champions of the plan and its particular direction and strategies. Among its purposes, this final plan section highlights specific roles, responsibilities, and methods of implementation to execute priority plan recommendations. Equally important are formalized procedures for the ongoing monitoring and reporting of successes achieved, difficulties encountered, and new opportunities and challenges that have emerged since plan adoption. This is in addition to any other change in circumstances, which may require rethinking of plan priorities. Scheduled plan evaluations and updates, as described later in this section, will help maintain its relevance and credibility as an overarching policy and action guide.

## WHY THIS FINAL PLAN SECTION IS IMPORTANT FOR BRENHAM

- ▶ Emphasizes the importance of not only creating a plan, but translating it into real action and tangible, beneficial results.
- ▶ Adds a shorter-term strategic perspective to what is otherwise intended as a guide to Brenham’s long-term enhancement over the next 20 years.
- ▶ Includes a list of priority actions for the City and other plan implementation partners to focus on during the next several years after plan adoption.
- ▶ Underscores the need to keep the plan fresh and relevant through annual review and reporting procedures and periodic updates.
- ▶ Advocates ongoing community engagement as the plan is implemented.

## Plan Administration

During the development of this plan, representatives of government, business, community groups, and others came together to inform the planning process. These community leaders – and new ones that will emerge over the horizon of this plan – must maintain their commitment to the ongoing implementation and updating of the plan’s goals, policies, and action strategies.

# Pathways to Action



## Capital Investments

The City of Brenham does not currently utilize a multi-year Capital Improvements Program, or “CIP,” to identify and budget for “big ticket” projects, especially those that must be phased and/or coordinated with other initiatives. Creation of a CIP is one of the recommended Strategic Action Priorities of this plan. A Capital Improvements Program may include the following: street infrastructure; water, wastewater, and drainage improvements; parks, trails, and recreation facility construction and upgrades; and, construction and renovation of public buildings. Anticipating and adequately budgeting for major capital projects will be essential to implementing this plan. Likewise, decisions regarding the prioritization of proposed capital improvements should reflect the direction and priorities of this plan.



## Programs and Initiatives

Programs involve the routine activities of City departments and staff, as well as special projects and initiatives they may undertake. As part of plan implementation, this may include initiating new or adjusting existing City programs and activities, expanding community outreach efforts, or providing specialized training to accomplish a priority objective more promptly and/or effectively.



## Regulations and Standards

In Brenham zoning and subdivision regulations and associated development criteria and technical engineering standards are the basic keys to ensuring that the form, character, and quality of development reflect the City’s planning objectives. These codes should advance the community’s desire for quality development outcomes while recognizing economic factors. They should not delay or interfere unnecessarily with appropriate new development or redevelopment that is consistent with plan principles and directives.



## Partnerships and Coordination

Some community initiatives identified in this plan cannot be accomplished by municipal government on its own. They may require direct coordination, intergovernmental agreements, or funding support from other public entities or levels of government. Additionally, the unique role of potential private and non-profit partners to advance the community’s action agenda should not be underestimated. This may occur through cooperative efforts, volunteer activities, and in-kind services (which can count toward the local match requirements for various grant opportunities), and from public/private financing of community improvements.



## Targeted Planning / Studies

Various areas of City governance require more detailed study and planning, especially as required to qualify for external funding opportunities. These studies involve targeted planning work at a “finer grain” level of detail than is appropriate for long-range planning purposes (e.g., utility infrastructure master plans, annexation service plans, public facility needs assessments, neighborhood-level or corridor-focused plans, etc.) As such, some parts of this plan will be implemented only after some additional planning or special study to clarify next steps and associated costs and considerations.

## Education

Long-range plans such as Plan 2040 are relatively general in nature, but they are still complex policy documents that account for interrelationships among various policy choices. As such, educating decision-makers and administrators about plan implementation is an important first step after plan adoption. As the principal groups that will implement the plan, City department heads, the City Council and Planning and Zoning Commission should all be “on the same page” with regard to priorities, responsibilities, and interpretations.

Consequently, an education initiative should be undertaken immediately after plan adoption, which can include:

- ▶ A discussion of the individual roles and responsibilities of the Council, Planning and Zoning Commission (and other advisory bodies), City departments and individual staff members;
- ▶ A thorough overview of the entire Plan 2040, with emphasis on the parts of the plan that relate to each individual group;
- ▶ Implementation tasking and priority setting, which should lead to the establishment of a one year and three-year implementation agenda; and
- ▶ An in-depth question and answer session, with support from the City Attorney and other key staff.

## Definition of Roles

As the community’s elected officials, the City Council should assume the lead role in the implementation of this plan. The key responsibilities of the City Council are to decide and establish priorities, set timeframes by which actions will be initiated and completed, and determine the budget to be made available for implementation efforts. In conjunction with the City Manager, Council members must also help to ensure effective coordination among the various groups that are responsible for carrying out the plan’s action strategies.

## City Council

The City Council should take the lead in the following general areas:



- ▶ Adopting and amending the plan, after recommendation by the Planning and Zoning Commission.
- ▶ Acting as a “champion” of the plan.
- ▶ Establishing the overall implementation priorities and timeframes by which action strategies in the plan will be initiated and completed.
- ▶ Considering and approving the funding commitments that will be required.
- ▶ Adopting new or amended land development regulations to implement the plan.
- ▶ Approving intergovernmental and development agreements that implement the plan.
- ▶ Offering final approval of projects and activities and their associated costs during the City’s annual budget process, keeping in mind the need for consistency with the plan and its policies.
- ▶ Providing policy direction to the Planning and Zoning Commission, other appointed City boards and commissions, and City staff.

## Planning and Zoning Commission

While each of the City’s Boards and Commissions will play a role in referring to and helping to enforce the plan in their various decision making duties, the Planning and Zoning Commission should take the lead in the following general areas:



- ▶ Ensuring that recommendations forwarded to the City Council are reflective of the plan goals, priorities, and action strategies.
- ▶ Adopting new or amended land development regulations to implement the plan.
- ▶ After holding one or more public hearings to discuss new or evolving community issues

and needs, making recommendations to the City Council regarding plan updates and plan amendments.

## City Staff

City Staff should take the lead in the following general areas:



- ▶ Managing day-to-day implementation of the plan, including coordination through an interdepartmental plan implementation committee.
- ▶ Supporting and carrying out capital improvement planning efforts.
- ▶ Managing the drafting of new or amended land development regulations.
- ▶ Conducting studies and developing additional special-purpose and/or special area plans.
- ▶ Reviewing land development applications for consistency with Plan 2040.
- ▶ Negotiating the specifics of intergovernmental and development agreements.
- ▶ Administering collaborative programs and ensuring open channels of communication with various private, public, and non-profit implementation partners.
- ▶ Maintaining an inventory of potential plan amendments, as suggested by City staff and others, for consideration during annual and periodic plan review and update processes.
- ▶ Generating and presenting an annual report to the Planning and Zoning Commission and City Council concerning progress toward implementation of Plan 2040.
- ▶ Periodically obtaining public input to keep the plan up to date, using a variety of community outreach and citizen and stakeholder involvement methods.
- ▶ Continuing financial management of City resources, understanding the expectations with a complete proforma of revenue and costs including maintenance, operations, and replacement.

## Action Agenda

The goals in this Plan will ultimately be attained through a multitude of specific actions. Many of the initiatives highlighted in this section cut across – and are supported by – multiple elements within the plan. Compiled in **Table 3, Action Agenda**, is a set of seven key action items derived from the various plan elements. The action agenda represents a combination of plan priorities identified during the final open house, joint workshop and online survey. For a complete listing of the prioritization exercise results see Appendix C. The Action Agenda does not include every recommendation found throughout this plan. Instead, it details a shorter “to do” list of strategic priorities, their potential timing, and who is responsible for initiating, administering, and participating in the implementation process.






Additionally, the action strategies have been categorized regarding those actions that will involve (1)  capital investments, (2)  programs and initiatives, (3)  regulations and standards, (4)  partnerships and coordination, and (5)  targeted planning/studies. Most capital projects will also require, to varying degrees, additional feasibility analysis, construction documentation, specifications, and detailed cost estimates.

Table 3 provides a starting point for determining immediate, near-term, and longer-term task priorities. This is an important first step toward plan implementation and should occur in conjunction with the City's annual budget process, during Capital Improvements Program (CIP) preparation (once a CIP process is undertaken), and in support of departmental work planning. Then, once the necessary funding is committed and roles are defined, a lead City staff member should initiate a first year work program in conjunction with City management, other departments, and other public and private implementation partners.




The near-term action priorities should be revisited by City officials and staff annually to recognize

accomplishments, highlight areas where further attention and effort are needed, and determine whether some items have moved up or down on the priority list given changing circumstances and emerging needs, including available funding and resources. It should be kept in mind that early implementation of certain items, while perhaps not the uppermost priorities, may be expedited by the availability of related grant opportunities, by a state or federal mandate, or by the eagerness of one or more partners to pursue an initiative with the City. On the other hand, some high-priority items may prove difficult to tackle in the near-term due

to budget constraints, the lack of an obvious lead entity or individual to carry the initiative forward, or by the community's readiness to take on a potentially controversial new program.

Progress on the near-term items, in particular, should be the focus of the first annual review and report a year after adoption of this Plan, as described later in this section. Then, similar to multi-year capital improvements programming, the entire action agenda in Table 3 – and all other action strategies dispersed throughout the plan sections – should be revisited annually to decide if any additional items

**Table 3: Top Priorities Action Agenda**

Action	Where in Plan	Initiate	Action Type	Action Leaders
<b>UPDATED CITY DEVELOPMENT ORDINANCES AND STANDARDS</b>				
Continue efforts to streamline development process. Review development processes to ensure that City permitting and approval processes do not unnecessarily hinder development and promote variety in housing types.	Land Use and Development Strategic Action 8	Years 1 and 2, ongoing	Regulations and Standards 	City Development Services Department
	Economic Opportunity Strategic Action 10			
<b>DOWNTOWN ENHANCEMENTS</b>				
Build upon success of Downtown revitalization with continued focus on Downtown enhancement.	Economic Opportunity Strategic Action 10	Years 1 and 2, ongoing	Programs and Initiatives 	City Development Services Department
<b>HOUSING SUPPLY</b>				
Examine the potential to develop incentives for new housing development (including multi-family, rental, and for-sale housing).	Land Use and Development Strategic Action 1	Years 1 and 2	Programs and Initiatives 	City Economic Development Department
	Economic Opportunity Strategic Action 17			City Development Services Department

**Table 3: Top Priorities Action Agenda**

Action	Where in Plan	Initiate	Action Type	Action Leaders
Develop a housing task force and partner with local employers to better understand what price points and housing types are needed for the local workforce.	Land Use and Development Strategic Action 15	Years 1 and 2	Partnerships and Coordination 	City Economic Development Department
<b>PUBLIC SAFETY SERVICES</b>				
Continue adequate funding support to maintain high-quality public safety services, including staff levels, facilities and equipment at an adequate level to maintain public safety.	Growth Capacity Strategic Action 6	Years 1 and 2, ongoing	Programs and Initiatives 	City Police and Fire Departments
<b>PARKS IMPLEMENTATION</b>				
Continue implementation of the 2015 Parks, Recreation and Open Spaces Master Plan and integrate projects into a formalized capital improvements planning process.	Parks and Recreation Strategic Action 1	Years 1 and 2	Capital Investments 	City Parks and Recreation Department
<b>ATTRACT AND RETAIN BUSINESSES</b>				
Recruit tenants to the two industrial parks, focusing on the strengths of the existing infrastructure, existing manufacturing base, workforce training programs, and geographic location.	Economic Opportunity Strategic Action 3	Years 1 and 2, ongoing	Programs and Initiatives 	City Economic Development Department
<b>STREETS AND SIDEWALKS</b>				
Conduct pro-active maintenance and targeted reconstruction on streets and sidewalks	Transportation Strategic Action 2	Years 1 and 2, ongoing	Capital Investments 	City Public Works Department

are ready to move into the next near-term action timeframe, and what the priority should be.

A full listing of all plan strategies is included in Appendix A.

## Financial Implications

Implementation of strategic action priorities will take funding commitments. Some items are already accounted for within the City's annual budget, particularly for priorities that focus on continuing an existing program that the City currently administers. In general items that are policy based (such as revision of city codes and ordinances) will be less expensive than capital projects (such as roadway construction).

Implementation of some strategic action priorities will necessitate new funding sources (such as bonds, taxes, etc.), grants, or partnerships. Not all strategic action priorities will occur through City funding and may be funded by external sources such as federal, state or regional grants, non-profit organizations, or other partner organizations. The financial reality is that not all items that are priorities will be feasible due to financial limitations. The City's annual budgeting process, and the resulting Capital Improvements Plan (CIP), will identify how essential capital projects will be funded and maintained.

## Plan 2040 Amendment Process

Plan 2040 is meant to be a flexible document allowing for adjustment to changing conditions over time. Shifts in political, economic, physical, technological, and social conditions, and other unforeseen circumstances, may influence and change the priorities and fiscal outlook of the community. As Brenham evolves, new issues will emerge while others will no longer be as relevant. Some action statements will be found impractical or outdated

while other plausible solutions will arise. To ensure that it continues to reflect the overall goals of the community and remains relevant over time, the plan must be revisited on a regular basis to confirm that the plan elements are still on point and the associated goals and action strategies are still appropriate.

Revisions to Plan 2040 are two-fold, with minor plan amendments occurring at least every other year and more significant updates and modifications occurring every five years. As an example, a minor amendment could include revisions to certain elements of the plan as a result of the adoption of another specialized plan. Major updates will involve: reviewing the community's base conditions and anticipated growth trends; re-evaluating the plan findings and formulating new ones as necessary; and adding, revising, or removing action strategies in the plan based on implementation progress.

### Annual Progress Report

City staff should prepare an annual progress report for presentation to the Planning and Zoning Commission, Mayor and City Council. This ensures that the plan is consistently reviewed and that any needed modifications or clarifications are identified for the bi-annual minor plan amendment process. Ongoing monitoring of consistency between the plan and the City's implementing regulations should be an essential part of this effort.

The Annual Progress Report should include and highlight the following:

- ▶ Significant actions and accomplishments during the last year, including the status of implementation for each programmed task in the plan.
- ▶ Obstacles or problems in the implementation of the plan.
- ▶ Proposed content amendments that have come



forward during the course of the year.

- ▶ Recommendations for needed actions, programs, and procedures to be developed and implemented in the coming year.
- ▶ Priority coordination needs with public and private implementation partners.

### Biennial Amendment Process

- ▶ Plan amendments should occur on at least a biennial basis (every two years), allowing for proposed changes to be considered concurrently so that the cumulative effects may be understood. Factors that should be considered in deciding on a proposed plan amendment include:
  - ▶ Consistency with the goals, policies, and action strategies set forth in the plan.
  - ▶ Potential effects on infrastructure provision including water, wastewater, drainage, and the transportation network.
  - ▶ Potential effects on the City's ability to provide, fund, and maintain services.
  - ▶ Potential effects on environmentally sensitive and natural areas.
  - ▶ Whether the proposed amendment contributes to the overall direction and character of the community as captured in the plan vision and goals, and as reflected in ongoing public input.

### Five-Year Update / Evaluation and Appraisal Report

An evaluation and appraisal report to City Council should be prepared every five years. This report should be prepared by City staff with input from City departments, the Planning and Zoning Commission, and other boards and commissions. The report process involves evaluating the existing plan and assessing how successful it has been in achieving the community's goals. The purpose of the report is to identify the successes and shortcomings of the plan, look at what has changed over the last five years, and make recommendations on how the plan should be

modified in light of those changes.

The report should review baseline conditions and assumptions about trends and growth indicators. It should also evaluate implementation potential and/or obstacles related to any unaddressed major action strategies. The evaluation report and process should result in an amended plan, including identification of new or revised information that may lead to updated goals and action strategies.

More specifically, the report should identify and evaluate the following:

1. Summary of major actions and interim plan amendments undertaken over the last five years.
2. Major issues in the community and how these issues have changed over time.
3. Changes in the assumptions, trends, and base studies data in the Existing City Report, including the following:
  - The rate at which growth and development is occurring relative to the projections put forward in the plan.
  - Shifts in demographics and other growth trends.
  - City-wide attitudes, and whether apparent shifts, if significant, necessitate amendments to the stated goals or action strategies of the plan.
  - Other changes in political, social, economic, technological, or environmental conditions that indicate a need for plan amendments.
4. Ability of the plan to continue to support progress toward achieving the community's goals. The following should be evaluated and revised as needed:
  - Individual sections and statements within the plan must be reviewed and revised, as necessary, to ensure that the plan provides sufficient information and direction to achieve the intended outcome.

- Conflicts between goals and action strategies that have been discovered in the implementation and administration of the plan must be pointed out and resolved.
- The list of priority actions must be reviewed and major accomplishments highlighted. Those not completed by the specified timeframe should be re-evaluated to ensure their continued relevance and/or to revise them appropriately.
- As conditions change, the timeframes for implementing major actions in the plan should be re-evaluated where necessary. Some actions may emerge as a higher priority given new or changed circumstances while others may become less important to achieving the goals and development objectives of the community.
- Based upon organizational and procedural factors, as well as the status of previously assigned tasks, the implementation task assignments must be reviewed and altered, as needed, to ensure timely accomplishment of the plan's action strategies.
- Changes in laws, procedures and missions may impact the community's ability to achieve its goals. The plan review must assess these changes and their impacts on the success of implementation, leading to any suggested revisions in strategies or priorities.

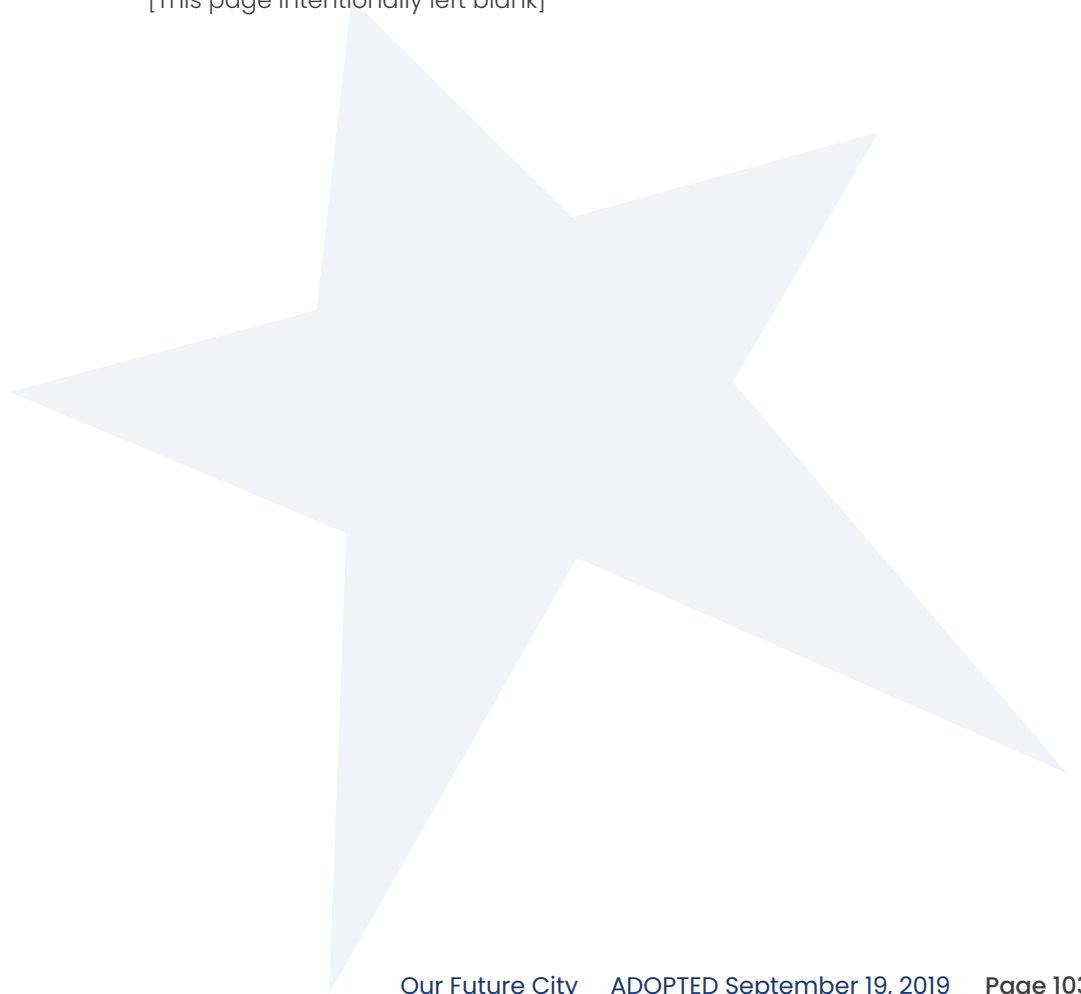
Examples might include:

- ▶ Acres of new development (plus number of residential units and square footage of commercial and industrial space) approved and constructed in conformance with this plan and Brenham's development regulations.
- ▶ Various measures of service capacity (gallons per day, etc.) added to the City's major utility infrastructure systems – and the number of dollars allocated to fund the necessary capital projects.
- ▶ New and expanded businesses, added jobs, and associated tax revenue gains through economic development initiatives.
- ▶ Lane miles of new or rehabilitated road, plus bike, pedestrian, and other improvements, added to Brenham's transportation system to increase mobility options.
- ▶ Acres of parkland and open space added to the City's inventory, and miles of trail developed or improved.
- ▶ Indicators of the benefits from redeveloped sites and structures (appraised value, increased property and/or sales tax revenue, new residential units, and retail and office spaces in mixed-use settings, etc.).
- ▶ The numbers of residents and other stakeholders engaged through City-sponsored education and outreach events related to Plan 2040 implementation and periodic review and updating, as outlined in this section.

## Ongoing Community Outreach and Engagement

All review processes and updates related to this plan should emphasize and incorporate ongoing public input. The annual and continual plan evaluation and reporting processes should also incorporate specific performance measures and quantitative indicators that can be compiled and communicated both internally and to elected officials and citizens in a "report card" fashion.

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# Appendix A: Implementation Action Agenda

## Land Use and Development

Plan SAP* List Number	Item Priority High – 1 Medium – 2 Low – 3	LAND USE AND DEVELOPMENT  Strategic Action Priorities	Years			Involved Entities
			1-2 Years	3-9 Years	10+ Years	
Programs and Initiatives						
1	1	Examine the potential to develop incentives for new housing development (including multi-family, rental, and for-sale housing).				City Economic Development Department
2	3	Develop tools to help existing and potential future residents understand if they live within the City of Brenham’s city limits.				City Development Services Department
3	2	Attract a wider range of residential developers to build within the city.				City Economic Development Department, economic development organizations, developers
4	1	Continue active code compliance efforts with a focus on measurable results.				City Development Services Department
5	3	Develop a City historic landmark branding/signage that can be placed (voluntarily) in front of historic homes and other landmarks, including those that are of local relevance but not on the national register.				City Development Services Department

\*SAP = Strategic Action Priority

**Legend**  Programs & Initiatives  Regulations & Standards  Partnerships & Coordination  Targeted Planning/Studies  Capital Investments





Plan SAP* List Number	Item Priority High – 1 Medium – 2 Low – 3	LAND USE AND DEVELOPMENT  Strategic Action Priorities	Years			Involved Entities
			1-2 Years	3-9 Years	10+ Years	
6	1	Develop beautification programs to enhance Brenham’s image, including adopt-a-block or adopt-a-street programs, community garden programs focused on vacant lots, home and yard maintenance assistance programs for seniors, and/or public art programs.				City Development Services Department
7	1	Expand focus on home ownership resources. Advertise home ownership programs with information about available resources for first-time home buyers, loan programs, and other resources.				City Development Services Department, City Economic Development Department, economic development organizations
Regulations and Standards						
8	1	Continue efforts to streamline development process. Review development processes to ensure that City permitting and approval processes do not unnecessarily hinder development and promote variety in housing types.				City Development Services Department
9	1	Ensure that existing development regulations allow for, and make easy, the choice to develop mixed-use developments in appropriate locations.				City Development Services Department
10	3	Create mixed-use development guidelines, and potentially incentives, to clarify how and where the City would like to see mixed-use developments occur.				City Development Services Department
11	2	Promote voluntary historic home guidelines to help homeowners that live in a historic home or neighborhood understand appropriate home redevelopment guidelines.				City Development Services Department

Plan SAP* List Number	Item Priority High – 1 Medium – 2 Low – 3	LAND USE AND DEVELOPMENT  Strategic Action Priorities	Years			Involved Entities
			1-2 Years	3-9 Years	10+ Years	
Partnerships and Coordination						
12	2	Work with local and regional not-for-profit groups, such as Washington County Habitat for Humanity, to increase supply of affordable housing within Brenham.				City Development Services Department
13	3	Create a roundtable of local property owners and residents living in the existing historic districts to gauge the desire, pros and cons, of the City establishing official historic districts within the City's zoning framework.				City Development Services Department
14	2	Develop a historic home resource center (digital or in person) that provides guidance to homeowners of historic homes. Designate a staff person to answer questions about historic home renovation and historic districts.				City Development Services Department
15	2	Partner with local employers to better understand what price points and housing types are needed for local workforce (such as high amenity rental housing, mid-range housing, executive level housing, etc.).				City Economic Development Department, City Development Services Department, local employers
16	3	Work with landlords to ensure they understand the homeowner's maintenance responsibilities versus the City's responsibilities and that they are held to code compliance standards set by the City.				City Development Services Department
17	2	Continue active partnership with Blinn College to understand enrollment projections and potential student housing needs.				Blinn College, City Development Services Department















**Legend**

-  Programs & Initiatives
-  Regulations & Standards
-  Partnerships & Coordination
-  Targeted Planning/Studies
-  Capital Investments

Plan SAP* List Number	Item Priority High – 1 Medium – 2 Low – 3	LAND USE AND DEVELOPMENT  Strategic Action Priorities	Years			Involved Entities
			1-2 Years	3-9 Years	10+ Years	
Targeted Planning/Studies						
18	2	Pursue market-based corridor studies for specific commercial corridors, beginning with Market Street.				City Development Services Department
19	1	Continue annexation studies and planning to examine potential for annexation into city limits of certain areas within City's ETJ.				City Development Services Department
20	2	Conduct a Housing Action Plan to better understand the gaps and opportunities in the local and regional housing market and what current market conditions can support.				City Development Services Department
21	1	Conduct neighborhood-level special area plans for area around Blinn College and area around future Brenham Family Park.				City Development Services Department

## Growth Capacity

Plan SAP List Number	Item Priority High – 1 Medium – 2 Low – 3	GROWTH CAPACITY  Strategic Action Priorities	Years			Involved Entities
			1-2 Years	3-9 Years	10+ Years	
Capital Investments						
1	1	Establish a more formalized Capital Improvement Plan (CIP) process for identifying, prioritizing and funding essential capital projects.				All City Departments
2	1	Continue ongoing system maintenance and rehabilitation activities of city-owned utility systems, along with capacity increases when and where needed.				City Utility Department

Plan SAP List Number	Item Priority High – 1 Medium – 2 Low – 3	GROWTH CAPACITY Strategic Action Priorities	Years			Involved Entities
			1-2 Years	3-9 Years	10+ Years	
Programs and Initiatives						
3	1	Consider participation in the Community Rating System (CRS) of the National Flood Insurance Program, a voluntary incentive program that encourages an enhanced level of community floodplain management.				City Public Works Department
4	2	Continue education efforts to meet established water saving target of a minimum one percent reduction in gallons per capita per day (GCPD) per year for the next 10 years.				City Utility Department
5	2	Encourage use of Low Impact Development techniques in both public and private development. (See Pg. 45 for more information on LID).				City Development Services Department, City Public Works Department
6	1	Continue adequate funding support to maintain high-quality public safety services, including staff levels, facilities and equipment at an adequate level to maintain public safety.				City Police and Fire Departments
Regulations and Standards						
7	3	Ensure land use regulations and standards allow for the possibility of cluster development, particularly for areas designated as Estate or Rural on the Future Land Use Map and for any area with development constraints.				City Development Services Department
8	2	As part of updating the City's development ordinances and standards, includes provisions to incentivize "green" practices for ongoing operations and maintenance that reduce water and energy use, storm water runoff, and wastewater and solid waste generation.				City Development Services Department
9	1	Utilize the City's recently adopted B-4 Neighborhood Overlay District to encourage growth south of the current Downtown area.				City Development Services Department
10	3	Require or create incentives for use of water-saving, drought-tolerant vegetation in landscaping on private development.				City Development Services Department
















Plan SAP List Number	Item Priority High – 1 Medium – 2 Low – 3	GROWTH CAPACITY Strategic Action Priorities	Years			Involved Entities
			1-2 Years	3-9 Years	10+ Years	
Partnerships and Coordination						
11	1	Continue regional water coordination and planning with Brazos River Authority and Brazos G Regional Water Planning Area.				City Utility Department
12	3	Pursue potential partnership with Blinn College and Texas Target Cities community assistance program at Texas A&M University to involve a student team in multi-objective planning.				City Development Services Department, Blinn College, Texas A&M University
13	1	Continue emergency management coordination with local and regional partners.				City Police, Fire and Emergency Management Departments
Targeted Planning/Studies						
14	1	Conduct water treatment plant and water source evaluation.				City Utilities Department
15	1	Conduct Master Plans for City departments and facilities, including the Fire and Police Departments.				City Fire and Police Departments
16	1	Continue annexation studies and planning to identify potential areas for annexation into city limits.				City Development Services Department
17	1	Continue "Drive to '25" Utility Planning.				City Utility Department
18	1	Ensure the Hazard Mitigation Plan is kept up to date, through coordination with Washington County.				City Emergency Management Department, Washington County
19	2	Conduct a Drainage Master Plan to examine storm water drainage needs.				City Public Works Department

**Legend**

-  Programs & Initiatives
-  Regulations & Standards
-  Partnerships & Coordination
-  Targeted Planning/Studies
-  Capital Investments

# Economic Opportunity

Plan SAP List Number	Item Priority High – 1 Medium – 2 Low – 3	ECONOMIC OPPORTUNITY  Strategic Action Priorities	Years			Involved Entities
			1-2 Years	3-9 Years	10+ Years	
Capital Investments						
1	1	Establish a more formalized capital improvements planning process, including a formal capital improvements program (CIP). CIP criteria may include ability of projects to advance the city's economic development goals.				All City Departments.
2	1	Evaluate identified high-level projects for Tax Increment Reinvestment Zone (TIRZ) funding in terms of how they can leverage existing and planned capital investments.				City Economic Development Department, City Development Services Department
Programs and Initiatives						
3	1	Recruit tenants to the two established industrial parks, focusing on the strengths of the existing infrastructure, existing manufacturing base, workforce training programs, and geographic location.				City Economic Development Department
4	2	Explore the potential for attracting additional lodging options within Brenham as well as conference and event space to attract leisure and business travelers year-round.				City Tourism Department
5	2	Continue to highlight and support local businesses. Include highlighted local businesses in the new City newsletter for the community. Establish a "Buy Brenham" buy local program.				City Economic Development Department
6	1	Evaluate the need for expanded wayfinding signage to Downtown Brenham from US 290 with TxDOT's redesign of the cloverleaf interchange. Explore the potential for "Welcome to Brenham" gateway signage at major city entrances.				City Development Services Department, City Public Works Department, City Economic Development Department, TxDOT

Plan SAP List Number	Item Priority High – 1 Medium – 2 Low – 3	ECONOMIC OPPORTUNITY Strategic Action Priorities	Years			Involved Entities
			1-2 Years	3-9 Years	10+ Years	
7	3	Utilize retail gap opportunity analysis to provide information to potential retail establishments that express an interest in Brenham.				City Economic Development Department
8	2	Encourage investment in Brenham’s Opportunity Zone and monitor any changes to the program and its incentives.				City Economic Development Department
9	1	Continue to support active event programming throughout the city, recognizing the positive impact on livability and economic development.				City Tourism Department, Main Street program, City Development Services Department, City Economic Development Department
10	1	Build upon success of Downtown revitalization with continued focus on Downtown enhancement.				City Tourism Department, City Development Services Department
Regulations and Standards						
11	1	Update the City’s development regulations and standards (including zoning and subdivision regulations) to coordinate all aspects of local development review and approval processes.				City Development Services Department
12	3	Utilize established Retail Incentive Guidelines and track effectiveness of any incentives offered to retail establishments.				City Economic Development Department
13	2	Continue to utilize existing successful tax phase in policy to attract and retain businesses.				City Economic Development Department
14	1	As new revenues become available through the newly established TIRZ, continue to flesh out the high-level projects identified for use of future funds generated by the TIRZ in a market-based context.				City Economic Development Department, City Development Services Department

Plan SAP List Number	Item Priority High – 1 Medium – 2 Low – 3	ECONOMIC OPPORTUNITY Strategic Action Priorities	Years			Involved Entities
			1-2 Years	3-9 Years	10+ Years	
Partnerships and Coordination						
15	2	Strengthen partnerships with local and regional economic development partners, to both attract new businesses and retain and grow existing businesses, including an active partnership with Brazos Valley Council of Governments.				Local economic development organizations, City Economic Development Department, BVCOG
16	1	Continue active dialogue and partnerships with local economic development partners and organizations and continue to clarify respective roles and responsibilities.				City Economic Development Department, local economic development organizations
17	1	Develop a housing task force and partner with local employers to better understand what price points and housing types are needed for the local workforce.				City Economic Development Department, local economic development organizations, local employers
18	3	Highlight small business assistance programs available through the Small Business Development Center at Blinn College.				City Economic Development Department, Blinn College Small Business Development Center
19	2	Strengthen and grow partnerships with education and workforce training providers, including BISD, Blinn College, medical institutions, and others				City Economic Development Department, BISD, Blinn College, medical institutions
20	3	Partner with medical institutions to determine any workforce challenges they may be experiencing to reinforce Brenham’s desire for continued strong medical and hospital presence, including specialists.				City Economic Development Department, medical institutions

Plan SAP List Number	Item Priority High – 1 Medium – 2 Low – 3	ECONOMIC OPPORTUNITY Strategic Action Priorities	Years			Involved Entities
			1-2 Years	3-9 Years	10+ Years	
21	1	Continue to support local entities highlighting Brenham and Washington County's unique elements and tourism focus, including Brenham's Main Street Program, and the Washington County Chamber of Commerce.				City Tourism Department, Washington County Chamber of Commerce, Main Street Program
Targeted Planning/Studies						
22	1	Undertake an Airport Master Plan to identify strategies to capitalize upon Brenham Municipal Airport as an economic generator for the city.				City Development Services Department
23	1	Examine telecommunications infrastructure, including future broadband needs, in both Brenham and Washington County.				City Economic Development Department, Washington County, City Utilities Department
24	1	Support Blinn College in any future Campus Master Planning efforts, including targets for increasing student enrollment.				City Development Services Department, Blinn College
25	2	Undertake a corridor planning effort along Market Street to identify potential catalyst projects and provide market-based analysis of strategies to revitalize the commercial corridor.				City Development Services Department
26	1	Upon completion of the Downtown Master Plan Update (currently underway), coordinate implementation of recommended improvements and policy updates.				City Development Services Department, Main Street Program

**Legend**

-  Programs & Initiatives
-  Regulations & Standards
-  Partnerships & Coordination
-  Targeted Planning/Studies
-  Capital Investments

Plan SAP List Number	Item Priority High – 1 Medium – 2 Low – 3	ECONOMIC OPPORTUNITY Strategic Action Priorities	Years			Involved Entities
			1-2 Years	3-9 Years	10+ Years	
27	1	Upon completion of the Strategic Action Plan for Tourism (currently underway), coordinate between Washington County and each of its communities to pursue implementation of recommended initiatives.				Tourism Department, City Development Services Department
28	2	Explore potential methods of helping to defray costs of cost-prohibitive fire and life safety improvements required in older and historic properties.				City Development Services Department, City Fire Department

## Transportation

Plan SAP List Number	Item Priority High – 1 Medium – 2 Low – 3	TRANSPORTATION Strategic Action Priorities	Years			Involved Entities
			1-2 Years	3-9 Years	10+ Years	
Capital Investments						
1	1	Focused implementation of short to mid-term projects identified in the 2019 Thoroughfare Plan, and incorporated into a formalized Capital Improvements Program (CIP).				City Public Works Department
2	1	Conduct pro-active preventative maintenance on streets and sidewalks and schedule targeted reconstruction in locations with deteriorated street conditions.				City Public Works Department
3	2	Develop a sidewalk improvement program to repair, replace, or install new sidewalks, crosswalks, and curb cuts, in high pedestrian use areas adjacent to, and leading to and from schools, near and adjacent to public buildings and spaces (including parks) and other areas with the potential for high sidewalk usage.				City Public Works Department, City Development Services Department

Plan SAP List Number	Item Priority High – 1 Medium – 2 Low – 3	TRANSPORTATION Strategic Action Priorities	Years			Involved Entities
			1-2 Years	3-9 Years	10+ Years	
Programs and Initiatives						
4	2	Encourage traffic demand management strategies to anticipate and mitigate traffic congestion.				City Public Works Department, local employers
5	3	Preserve traffic capacity by implementing access management and other Transportation Systems Management (TSM) provisions in the city.				City Public Works Department
6	3	Emphasize resiliency in future transportation network planning, including both redundancy in systems as well as protection from potential hazards and threats.				City Public Works Department
7	2	Implement temporary, low-cost, tactical transportation improvements to demonstrate the need and/or effectiveness of transportation projects.				City Public Works Department, City Development Services Department
8	3	Integrate the “Complete Streets” concept into local transportation planning and projects.				City Public Works Department
9	3	Continue to plan for future transportation technology advancements such as more widespread use of electric vehicles, automated vehicles, and ride sharing.				City Public Works Department
Regulations and Standards						
10	1	Update design and construction standards to reflect changes in street classification system included in 2019 Thoroughfare Plan.				City Public Works Department
Partnerships and Coordination						
11	1	Continue active partnership and dialogue with Texas Department of Transportation (TxDOT) to ensure that TxDOT projects and roadways reflect the City’s desires and needs.				City Public Works Department, TxDOT

<b>Legend</b>	 Programs & Initiatives	 Regulations & Standards	 Partnerships & Coordination	 Targeted Planning/Studies	 Capital Investments
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Plan SAP List Number	Item Priority High – 1 Medium – 2 Low – 3	TRANSPORTATION Strategic Action Priorities	Years			Involved Entities
			1-2 Years	3-9 Years	10+ Years	
12	1	Establish uniform street construction standards in partnership with Washington County and potential cooperation for cost-share in construction projects that are mutually beneficial, particularly in the City's ETJ.				City Public Works Department, Washington County
13	1	Work with BNSF Railroad to identify railroad crossings that need safety improvements, including those associated with industrial facilities for worker and visitor safety.				City Public Works Department, Union Pacific Railroad
14	3	Consider establishing and hosting a formal quarterly meeting of key transportation related officials in Brenham to facilitate better coordination of transportation planning goals and projects.				City Public Works Department, BISD, BVCOG, BTD, TxDOT
15	2	Explore public transportation needs and potential means to address them in coordination with Brazos Transit District and BVCOG.				City Development Services Department, BTD, BVCOG
16	1	Actively participate during regional transportation planning and funding processes to secure transportation funding and advance projects of regional significance.				City Public Works Department, TxDOT, BVCOG
Targeted Planning/Studies						
17	3	Keep pedestrian and bicycle components of Thoroughfare Plan up to date.				City Development Services Department, City Public Works Department
18	1	Keep newly created Thoroughfare Plan up to date, following a similar update schedule to that of the Comprehensive Plan.				City Development Services Department, City Public Works Department
















# Parks and Recreation

Plan SAP List Number	Item Priority High – 1 Medium – 2 Low – 3	PARKS AND RECREATION Strategic Action Priorities	Years			Involved Entities
			1-2 Years	3-9 Years	10+ Years	
Capital Investments						
1	1	Continue implementation of the 2015 Parks, Recreation and Open Spaces Master Plan and integrate projects into a formalized capital improvements planning process.				City Parks and Recreation Department
2	3	Invest in new acreage for future parks and recreation purposes.				City Parks and Recreation Department
Programs and Initiatives						
3	3	Develop means to monitor, on an annual basis, parks and recreational facilities use and reprogram parks as needed.				City Parks and Recreation Department
4	3	Continue popular parks and recreation programming and identify any gaps in residents served.				City Parks and Recreation Department
5	2	Provide greater opportunities for individuals, including youth, families, and seniors to participate in cultural, recreational, and educational activities that foster health and wellness.				City Parks and Recreation Department
6	3	Evaluate additional passive recreational enhancements for particular demographics that may not be engaged in organized, team-oriented, active recreational programming.				City Parks and Recreation Department
7	3	Develop a park volunteer/stewardship program or Adopt-a-Park program.				City Parks and Recreation Department
8	1	Utilize low-maintenance, drought tolerant plant material that is native to Texas and the region for all supplemental park land enhancements.				City Parks and Recreation Department
9	3	Encourage community gardens and local food production.				City Parks and Recreation Department

**Legend**

-  Programs & Initiatives
-  Regulations & Standards
-  Partnerships & Coordination
-  Targeted Planning/Studies
-  Capital Investments

Plan SAP List Number	Item Priority High – 1 Medium – 2 Low – 3	PARKS AND RECREATION Strategic Action Priorities	Years			Involved Entities
			1-2 Years	3-9 Years	10+ Years	
10	1	Work to improve off-site accessibility to each park by developing a sidewalk improvement program to repair, replace, or install new sidewalks, crosswalks, and curb cuts.				City Parks and Recreation Department, City Public Works Department
11	1	Improve on-site accessibility so that one can travel from off-site (i.e., neighborhoods) or the parking lot, and into and through the park to each amenity.				City Parks and Recreation Department, City Public Works Department
12	2	Evaluate the potential for the acquisition and use of floodways and drainage channels, railroad corridors, and other rights-of-way and easements, as appropriate, for trails and pedestrian connections.				City Development Services Department
Regulations and Standards						
13	1	Evaluate the possibility of establishing a parkland dedication requirement or parkland fee-in lieu of dedication requirement for new development				City Development Services Department
14	2	Utilize development regulations and coordination to ensure that new development links neighborhoods and parks with schools and commercial centers.				City Development Services Department
Partnerships and Coordination						
15	1	Continue coordination with BISD and Blinn College on use of sports fields and recreational facilities, identifying additional opportunities for leveraging resources.				City Parks and Recreation Department, BISD, Blinn College
16	3	Coordinate with public and private entities to provide access to and across their easements and/or rights-of-way for any new trails.				City Development Services Department

Plan SAP List Number	Item Priority High – 1 Medium – 2 Low – 3	PARKS AND RECREATION Strategic Action Priorities	Years			Involved Entities
			1-2 Years	3-9 Years	10+ Years	
17	1	Coordinate with the ongoing Strategic Action Plan for Tourism to ensure that sports and recreation tourism is addressed within the plan.				City Tourism Department, City Parks and Recreation Department
18	1	Continue to support existing recreation programs offered by the City, non-profits, and other local partners.				City Parks and Recreation Department
Targeted Planning/Studies						
19	1	Update the 2015 Parks, Recreation and Open Spaces Master Plan.				City Parks and Recreation Department

<b>Legend</b>	 Programs & Initiatives	 Regulations & Standards	 Partnerships & Coordination	 Targeted Planning/Studies	 Capital Investments
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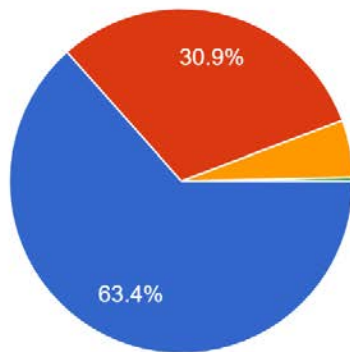


# Appendix B: Plan 2040 Survey Responses

As a follow-up to engagement completed during the Plan 2040 process an survey was posted online via the City website and available for response from July 15 to July 24, 2019. A total of 298 responses were received. A summary of the responses is found below. The original, raw data responses have been provided to the City of Brenham.

## Please select the option that best describes you.

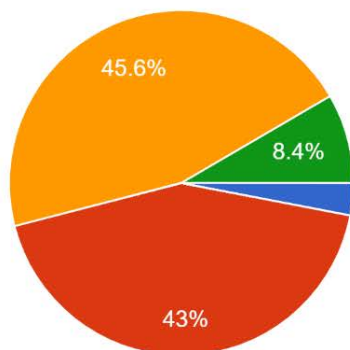
298 responses



- I am a City of Brenham resident.
- I live in Washington County, outside of the City of Brenham city limits.
- I have an interest in Brenham but I am not a City of Brenham or Washington County resident.
- I am unsure of city/county boundaries.

## How would you rate the availability and quality of the current housing stock in the Brenham city limits?

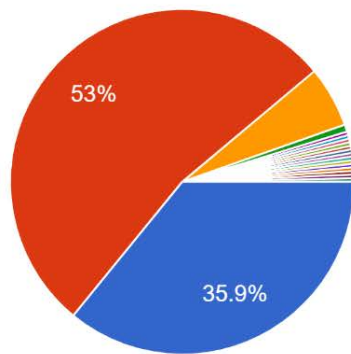
298 responses



- Exceeds the needs of the community.
- Meets the needs of the community.
- Does not meet the needs of the community.
- Quality housing options are not available.

## When planning for future residential development, which of the following should the City place more emphasis on?

298 responses

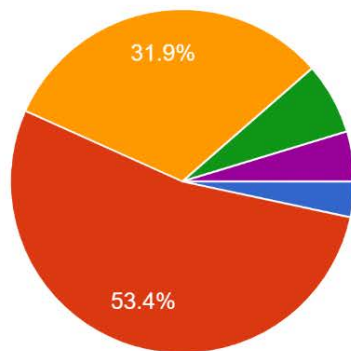


- Low density residential for single-fa...
- A mix of low density and medium d...
- Higher density housing (apartments).
- A mix of low density & high density(...
- More middle class housing
- low density,higher priced
- Stop trying to grow Brenham larger....
- Affordable housing

▲ 1/3 ▼

## What is your highest priority for future growth in Brenham?

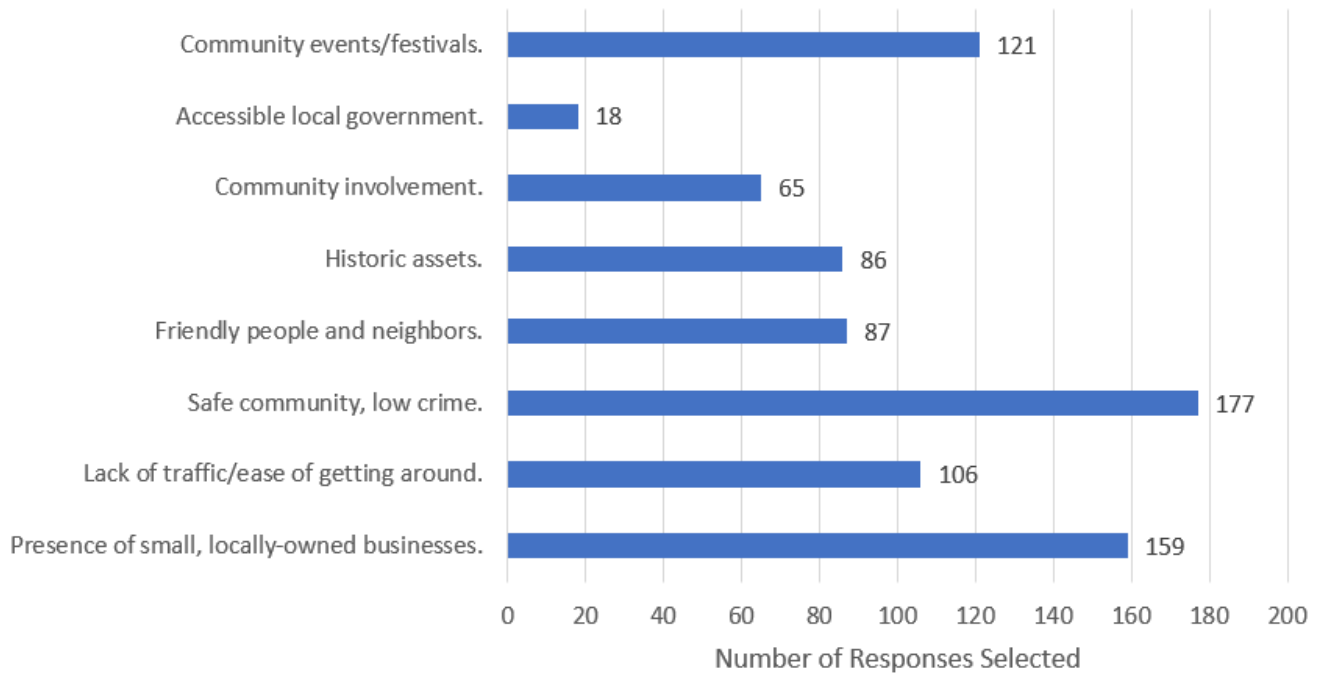
298 responses



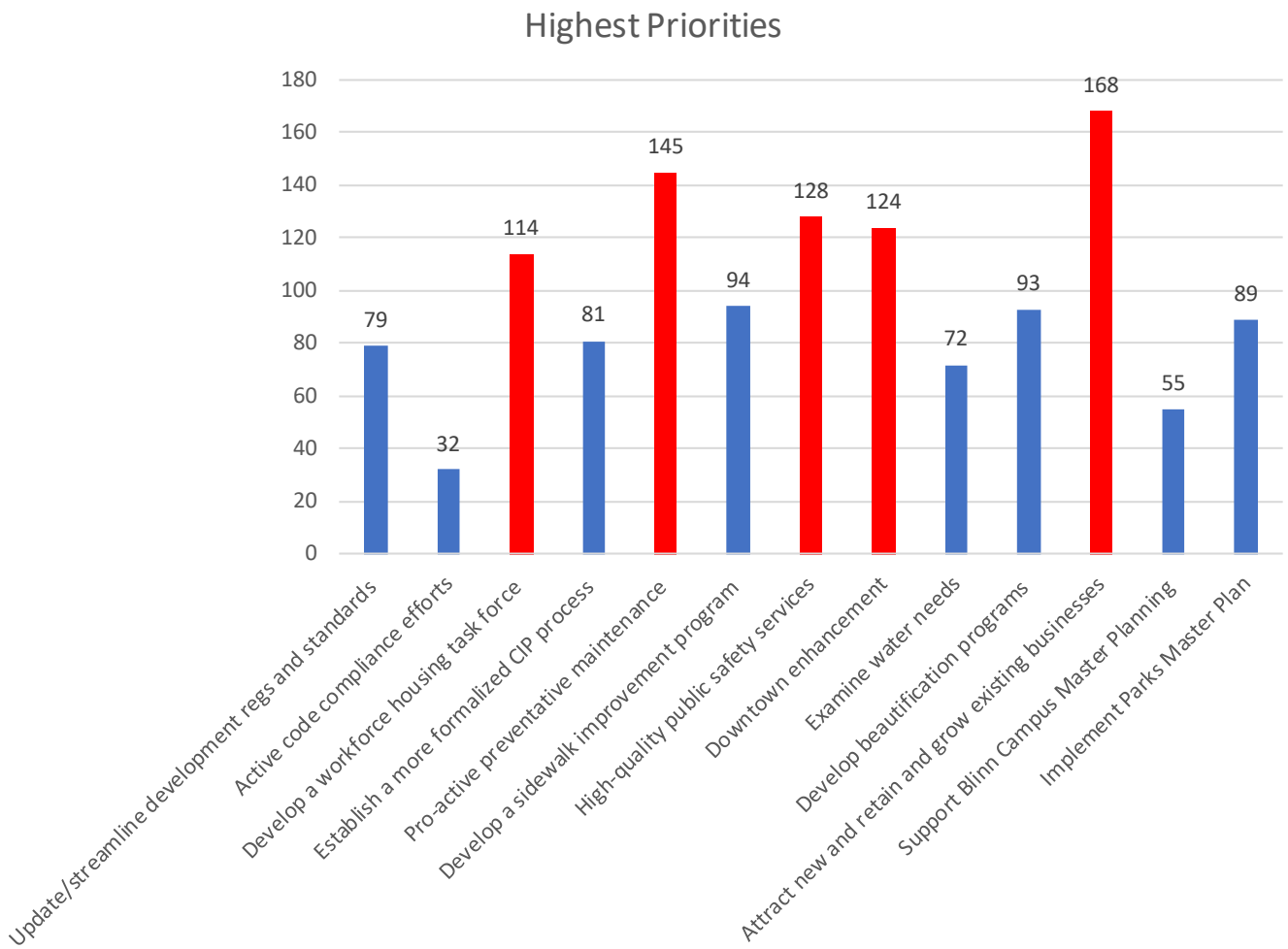
- Residential growth.
- Commercial/retail growth which may reduce taxes and add services.
- Industrial growth to assist in minimizing long term tax burden and providing local jobs.
- Providing more public land and services.
- No growth.

The desire to maintain “Small Town” charm has been cited throughout this planning process. Which of the following features have the most impact on preserving the charm and authenticity of Brenham? Please select up to three.

**Brenham “Small Town Charm” Features**



**While many of the plan’s recommendations will be long-term in nature, the plan has identified 14 key initiatives for the City to potentially pursue in the short-term (next 1 to 3 years). Please provide your input on the initiatives you feel are MOST IMPORTANT for the City to pursue immediately. Please select your top 5. (Top five highest responses in red).**



# Appendix C: Plan 2040: Brenham Comprehensive Plan Priorities

At the June 20, 2019 public open house and Joint Workshop, a prioritization exercise of key short-term initiatives was conducted. The purpose of the exercise was to initiate thought and discussion about potential future implementation of the Comprehensive Plan. Participants were given five pom poms to distribute among 14 key initiatives that they consider most important to pursue immediately. A subsequent online survey was released to the public that contained the prioritization question (with some variation in wording). The results from the Open House, Joint Workshop, and online survey are shown below, with the top 5 priorities of each group surveyed highlighted by blue shading:

Initiative	Number of Votes from Open House	Open House Priority Level	Number of Votes from Joint Workshop	Joint Workshop Priority Level	Number of Votes from Online Survey	Online Survey Priority Level
Update and streamline the City's development regulations and standards.	3	8	13	1	79	11
Continue active code compliance efforts.	3	8	11	3	32	14
Examine the potential to develop incentives for new housing development.	15	2	5	6	N/A	N/A
Establish a more formalized Capital Improvements Plan (CIP) process.	6	6	4	7	81	10
Conduct pro-active preventative maintenance on streets and sidewalks and targeted reconstruction in locations with deteriorated conditions.	13	3	4	7	145	2
Develop a sidewalk improvement program to repair, replace, or install new sidewalks, crosswalks, and curb cuts.	10	5	1	9	94	6
Continue adequate funding support to maintain high-quality public safety services.	10	5	10	4	128	3



Initiative	Number of Votes from Open House	Open House Priority Level	Number of Votes from Joint Workshop	Joint Workshop Priority Level	Number of Votes from Online Survey	Online Survey Priority Level
Conduct a Drainage Master Plan to examine storm water drainage needs.	2	9	0	N/A	N/A	N/A
Identify potential additional water supply sources beyond Lake Somerville.	5	7	8	5	72	12
Develop beautification programs to enhance Brenham's image.	6	6	3	8	93	7
Recruit tenants to the two industrial parks.	11	4	12	2	N/A	N/A
Develop a workforce housing task force and partner with employers to understand what price points and housing types are needed for the workforce.	15	2	5	6	114	5
Support Blinn College in any future Campus Master Planning efforts.	11	4	1	9	55	13
Continue implementation of projects in the 2015 Parks, Recreation, and Open Spaces Master Plan.	20	1	4	7	89	8
Strengthen partnerships with local and regional economic development partners, to both attract new businesses and retain and grow existing businesses.	N/A	N/A	N/A	N/A	168	1
Build upon success of Downtown revitalization with continue focus on Downtown enhancement.	N/A	N/A	N/A	N/A	124	4

# Appendix D: Ordinance No. O-19-033

## ORDINANCE NO. O-19-033

**AN ORDINANCE OF THE CITY OF BRENHAM, TEXAS, ADOPTING THE 2019 COMPREHENSIVE PLAN, ENTITLED “HISTORIC PAST, BOLD FUTURE: PLAN 2040,” AS THE CITY OF BRENHAM COMPREHENSIVE PLAN; REPEALING ALL ORDINANCES OR PARTS OF ORDINANCES IN CONFLICT HEREWITH; PROVIDING FOR A SEVERABILITY AND SAVINGS CLAUSE; FINDING AND DETERMINING THAT THE MEETINGS AT WHICH SAID ORDINANCE WAS PASSED WERE OPEN TO THE PUBLIC AS REQUIRED BY LAW; AND PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, Texas Local Government Code, Section 213.002, authorizes municipalities to adopt a comprehensive plan for the long-range development of the municipality; and

**WHEREAS**, the existing City of Brenham comprehensive plan was adopted on November 24<sup>th</sup>, 2008; and

**WHEREAS**, the City of Brenham has experienced significant change and growth since 2008, and the City Council directed staff to prepare an updated plan for the City and its extraterritorial jurisdiction; and

**WHEREAS**, the Comprehensive Plan Advisory Board (CPAC) was appointed by the Brenham City Council to represent citizen boards and commissions, citizens of Brenham and other local entities and to oversee the preparation and public input into the proposed comprehensive plan; and

**WHEREAS**, over a period of twelve months involving an extensive public engagement process, including four public input meetings, four CPAC meetings, three joint workshop meetings between the Planning and Zoning Commission, Board of Adjustment and City Council, multiple stakeholder listening sessions, and a community wide online survey, the community and aforementioned representatives have reviewed, developed and deliberated the proposed comprehensive plan and provided verbal and/or written recommendations and comments; and

**WHEREAS**, throughout the planning process the City staff provided coordination and guidance to the planning consulting firm, Kendig Keast Collaborative; and

**WHEREAS**, the comprehensive plan was considered and recommended for approval by the City of Brenham Planning & Zoning Commission in its final report during its regular meeting August 29, 2019; and

**WHEREAS**, the City Council, following a public hearing regarding the adoption of the new proposed comprehensive plan, hereby finds and determines the adoption of this Ordinance will promote sound development of the City of Brenham, and further promotes the public health, safety and welfare; Now Therefore,

**BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF BRENHAM, TEXAS THAT:**

**SECTION 1.**

The findings set forth above are incorporated into the body of this Ordinance as if fully set forth herein.

**SECTION 2.**

The City of Brenham Comprehensive Plan, entitled Historic Past, Bold Future: Plan 2040,” attached hereto as Exhibit “A” and incorporated herein for all purposes, shall be and is hereby adopted and made the official comprehensive plan of the City of Brenham, Texas, hereinafter designated as the “City of Brenham Comprehensive Plan” or “Comprehensive Plan.”

**SECTION 3.**

The Comprehensive Plan is a policy guide for the City Council, City Boards and Commissions, City staff and the public for evaluating and reviewing the physical development of the City and such regulations as may be utilized to implement the goals and policies of the Comprehensive Plan.

**SECTION 4.**

The Comprehensive Plan shall not constitute zoning regulations or establish zoning district boundaries. In particular, the Future Land Use Map shall not be nor shall it be considered a zoning map, nor constitute zoning regulations or establish zoning boundaries, and shall not be site nor parcel specific and shall only be used to illustrate generalized policies.

**SECTION 5.**

Any provision of any prior ordinance of the City whether codified or uncodified, which are in conflict with any provision of this Ordinance, are hereby repealed to the extent of the conflict, but all other provisions of the ordinances of the City whether codified or uncodified, which are not in conflict with the provisions of this Ordinance, shall remain in full force and effect. The Comprehensive Plan adopted by this Ordinance expressly repeals, supersedes and replaces the City of Brenham 2008 Comprehensive Plan in its entirety.

**SECTION 6.**

It is hereby declared to be the intention of the City Council that the phrases, clauses, sentences, paragraphs and sections of this Ordinance are severable, and if any phrase, clause, sentence, paragraph or section of this Ordinance shall be declared unconstitutional or invalid by the valid judgment or decree of any court of competent jurisdiction, such unconstitutionality or invalidity shall not affect any of the remaining phrases, clauses, sentences, paragraphs and sections of this Ordinance, since the same would have been enacted by the City Council without the incorporation of this Ordinance of any such unconstitutional or invalid phrase, clause, sentence, paragraph or section.

**SECTION 7.**

Notice of the time and place, where and when said Ordinance would be considered by the City Council at any and all public meetings was given in accordance with applicable law, prior to the time designated for meeting.

**SECTION 8.**

This Ordinance shall take effect as provided by the Charter of the City of Brenham, Texas.

**PASSED** and **APPROVED** on its first reading this the 5<sup>th</sup> day of September, 2019.

**PASSED** and **APPROVED** on its second reading this the 19<sup>th</sup> day of September, 2019.



*Milton Y. Tate, Jr.*  
Milton Y. Tate, Jr.  
Mayor

**ATTEST:**

*Jean Bellinger*  
Jean Bellinger, TRMC, CMC  
City Secretary



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