



**NOTICE OF A REGULAR MEETING  
BRENHAM PLANNING AND ZONING COMMISSION  
THURSDAY, AUGUST 29, 2019 AT 5:15 P.M.  
SECOND FLOOR CITY HALL BUILDING  
COUNCIL CHAMBERS  
200 W. VULCAN  
BRENHAM, TEXAS**

**1. Call Meeting to Order**

**2. Public Comments**

*[At this time, anyone will be allowed to speak on any matter other than personnel matters or matters under litigation, for length of time not to exceed three minutes. No Board discussion or action may take place on a matter until such matter has been placed on an agenda and posted in accordance with law.]*

**3. Reports and Announcements**

**CONSENT AGENDA**

**4. Statutory Consent Agenda**

The Statutory Consent Agenda includes non-controversial and routine items that the Commission may act on with one single vote. A Commissioner may pull any item from the Consent Agenda in order that the Commission discuss and act upon it individually as part of the Regular Agenda.

**4-a. Minutes from the July 22, 2019 Planning and Zoning Commission Meeting**

**REGULAR AGENDA**

**5. Discussion and Possible Action on Case No. P-19-030: Preliminary Plat of the BK Stringer Development Subdivision, Lot 1 and Lot 2, being 49.083 acres of land out of the Hiram Lee Survey, Abstract-76, the Moses Combs Survey, Abstract-124, and the John Long Survey, Abstract-156 in Brenham, Washington County, Texas.**

**6. Discussion and Possible Action on Case No. P-19-031: Final Plat of the BK Stringer Development Subdivision, Lot 1 and Lot 2, being 49.083 acres of land out of the Hiram Lee Survey, Abstract-76, the Moses Combs Survey, Abstract-124, and the John Long Survey, Abstract-156 in Brenham, Washington County, Texas.**

**7. Public Hearing, Discussion and Possible Action on Case No. 19-029: A City initiated request to approve an Ordinance of the City of Brenham, Texas Adopting the 2019 Comprehensive Plan, entitled "Historic Past, Bold Future: Plan 2040," as the City's Comprehensive Plan and repealing all ordinances or parts of ordinances in conflict herewith and providing for an effective day.**

**8. Public Hearing, Discussion and Possible Action on Case Number P-19-028: A City initiated request to amend the City of Brenham's Code of Ordinances to repeal Ordinance Number O-19-017 and to remove Appendix A: Zoning, Part II, Division 1, Section 18 – Exterior Construction Materials for Selected Districts.**

**9. Discussion and Possible Direction to Staff regarding a Historic Preservation Ordinance.**

**10. Adjourn**

***CERTIFICATION***

I certify that a copy of the August 29, 2019, agenda of items to be considered by the Planning & Zoning Commission was posted to the City Hall bulletin board at 200 W. Vulcan, Brenham, Texas on August 22, 2019, at 2:00 pm.

*Kim Hodde*

\_\_\_\_\_  
Kim L. Hodde, Planning Technician

**Disability Access Statement:** This meeting is wheelchair accessible. The accessible entrance is located at the Vulcan Street entrance to the City Administration Building. Accessible parking spaces are located adjoining the entrance. Auxiliary aids and services are available upon request (interpreters for the deaf must be requested twenty-four (24) hours before the meeting) by calling (979) 337-7567 for assistance.

I certify that the attached notice and agenda of items to be considered by the Planning and Zoning Commission was removed by me from the City Hall bulletin board on the \_\_\_\_\_ day of \_\_\_\_\_, 2019 at \_\_\_\_\_.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title



**CITY OF BRENHAM**  
**PLANNING AND ZONING COMMISSION MINUTES**  
**July 22, 2019**

*The meeting minutes herein are a summarization of meeting procedures, not a verbatim transcription.*

A regular meeting of the Brenham Planning and Zoning Commission was held on July 22, 2019 at 5:15 pm in the Brenham Municipal Building, City Council Chambers, at 200 West Vulcan Street, Brenham, Texas.

Commissioners present:

Deanna Alfred, Vice Chair  
Leroy Jefferson  
Calvin Kossie  
Nancy Low  
Lynnette Sheffield  
Marcus Wamble

Commissioners absent:

M. Keith Behrens, Chair (excused)

Staff present:

James Fisher, City Manager	Kim Hodde, Planning Technician
Lowell Ogle, Assistant City Manager	Michael McDaniel, Intern
Stephanie Doland, Development Services Director	

Citizens present:

Cynthia Miller	Joey Fuller
Corey & Amy Ging	Jerry & Beverly Love
Cindy Boettcher	Patrick Carrigan
Glenn Fuller	Mark Feldhake
Lillie Anderson	

**1. Call Meeting to Order**

Vice Chairman Alfred called the meeting to order at 5:15 pm with a quorum of six (6) Commissioners present.

**2. Public Comments**

There were no public comments.

**3. Reports and Announcements**

Stephanie Doland stated that an email was sent out last week with a link to a survey regarding the Comprehensive Plan. Over 200 responses have been received as of today. Ms. Doland urged the Commissioners to share the link with their friends, colleagues, and on social media sites. Staff would like to get as much feedback as possible. Ms. Doland stated that a final draft of the Comprehensive Plan would be available after July 31, 2019. A copy will be delivered to the Commissioners so that ample time is given for review prior to the August meeting when the plan would be considered by the P & Z.

**CONSENT AGENDA**

**4. Statutory Consent Agenda**

The Statutory Agenda includes non-controversial and routine items that the Commission may act on with one single vote. A Commissioner may pull any item from the Consent Agenda in order that the Commission discuss and act upon it individually as part of the Regular Agenda.

**4-a. Minutes from the June 24, 2019 Planning and Zoning Commission Meeting**

Vice Chairman Alfred asked for any corrections or additions to the minutes as presented. Commissioner Low stated that the minutes should reflect only six members in attendance not seven as stated. Vice Chairman Alfred noted that she attended at the June 24<sup>th</sup> meeting (she was out of town for the May meeting). Kim Hodde noted that the date in the first paragraph would be changed to reflect the June 24<sup>th</sup> date instead of May 28<sup>th</sup> and that the notation about Vice Chairman Alfred being absent would be removed so the correct number of Commissioners in attendance is seven as stated. A motion was made by Commissioner Sheffield and seconded by Commissioner Kossie to approve the minutes from the May 28, 2019 meeting, as corrected. The motion carried unanimously.

**REGULAR MEETING**

Ms. Doland asked that Item Number 5 be moved to the end of the meeting in order to respect the time of the citizens in attendance for other items. Vice Chairman Alfred stated that Item Number 5 is moved to the end of the meeting.

**6. Public Hearing, Discussion and Possible Action on Case Number P-19-026: A city-initiated request for an Amendment to the City of Brenham's Official Zoning Map of the Code of Ordinances to change the zoning from a Local Business/Residential Mixed Use District (B-1) to a Commercial, Research and Technology Use District (B-2) on the following tracts of land:**

- a) 1.416 acres addressed as 1701 State Highway 105, and further described as Part of Lots 23-27 in Block 1 of the Post Oak Grove Addition in Brenham, Washington County, Texas;
- b) 0.262 acres addressed as 1711 State Highway 105 (fka 1703 State Highway 105), and further described as Part of Lots 28 and 29 in Block 1 of the Post Oak Grove Addition in Brenham, Washington County, Texas;
- c) 3.160 acres addressed as 1801 & 1803 State Highway 105, and further described as Tract 86 of the Arrabella Harrington Survey in Brenham, Washington County, Texas; and
- d) A portion of the called 0.9765 acre tract, out of the A. Harrington Survey, A-55, the James Walker Survey, A-106, and the Post Oak Grove Addition in Brenham, Washington County, Texas. (WCAD R#19194)

Stephanie Doland presented the staff report for Case No. P-19-026 (on file in the Development Services Department). Ms. Doland stated that in reviewing a request for a rezoning at 1708 SH 105, staff found that four adjacent properties in the vicinity are zoned B-1 and developed with legally non-conforming uses such as an auto service station, car wash, and a gas station. The properties further northeast along SH 105 were annexed into the City limits in 2006 and zoned as B-2. Since the properties surrounding these tracts are zoned B-1, staff finds that it is appropriate to rezone these tracts to the B-2 zoning district. This rezoning would bring these properties into compliance.

Public notice of the proposed rezoning was posted in the Banner Press and sent to property owners within 200-feet of the subject property. Staff did not received any citizen/property owner comments regarding the requested zone change.

Vice Chairman Alfred opened the Public Hearing at 5:25 pm and asked for any comments. There were no citizen comments.

Vice Chairman Alfred closed the Public Hearing at 5:26 pm and re-opened the Regular Session.

A motion was made by Commissioner Low and seconded by Commissioner Sheffield to recommend approval to the Brenham City Council of the Zone Change request to change the zoning from a Local Business/Residential Mixed Use District (B-1) to a Commercial, Research and Technology Use District (B-2) on the properties listed above, as presented. The motion carried unanimously.

**7. Public Hearing, Discussion and Possible Action on Case Number P-19-024: A request by Circle K for an Amendment to the City of Brenham's Official Zoning Map of the Code of Ordinances to change the zoning from a Local Business/Residential Mixed Use District (B-1) to a Commercial, Research and Technology Use District (B-2) on a 1.056 acre tract of land addressed as 1708 State Highway 105, and further described as Lot 1 of the Southeast Portion of Post Oak Grove Addition in Brenham, Washington County, Texas.**

Stephanie Doland presented the staff report for Case No. P-19-024 (on file in the Development Services Department). Ms. Doland stated that this property is currently developed with an existing convenience store, car wash and gas pumps. The applicant would like to demolish the current property improvements and reconstruct a convenience store/fuel station (automobile service station) at this location. B-1 Zoning does not permit, by-right, the use of an automobile service station. In the past and currently, Circle K has been operating as a grandfathered use. Circle K desires to rezone the property to allow the re-construction to be in compliance with the City's adopted zoning ordinance.

Public notice of the proposed rezoning was posted in the Banner Press and sent to property owners within 200-feet of the subject property. Staff did not received any citizen/property owner comments regarding the requested zone change.

Vice Chairman Alfred opened the Public Hearing at 5:30 pm and asked for any comments. There were no citizen comments.

Vice Chairman Alfred closed the Public Hearing at 5:31 pm and re-opened the Regular Session.

A motion was made by Commissioner Kossie and seconded by Commissioner Wamble to recommend approval to the Brenham City Council of the Zone Change request by Circle K to change the zoning from a Local Business/Residential Mixed Use District (B-1) to a Commercial, Research and Technology Use District (B-2) for the property located at 1708 State Highway 105, as presented. The motion carried unanimously.

**8. Public Hearing, Discussion and Possible Action on Case Number P-19-025: A request by Blinn College District for an Amendment to the City of Brenham's Official Zoning Map of the Code of Ordinances to change the zoning from a Mixed Residential Use District (R-2) to a Commercial, Research and Technology Use District (B-2) on approximately 2.29 acres of land addressed as 901, 905, 909, 911, & 913 W. Fifth Street and 1104 & 1106 High Street, and further described as Lots 1, 2A, and 4 in Block 21 of the Key's First Addition, in Brenham, Washington County, Texas.**

Stephanie Doland presented the staff report for Case No. P-19-025 (on file in the Development Services Department). Ms. Doland stated that the subject property was acquired by Blinn College in the early 1990's. The subject tract consists of 2.29 acres platted into various lots as part of the Key's 1<sup>st</sup> Subdivision and is located along West Fifth Street and High Street. The property owner/applicant would like to develop the property in the short term with an entry monument sign and with College/higher education uses later. Blinn has requested that the property be re-zoned to B-2, which allows for College and University uses by-right. This entire block is developed with public or institutional uses – properties owned by Blinn College, a local church and a cemetery.

Public notice of the proposed rezoning was posted in the Banner Press and sent to property owners within 200-feet of the subject property. Staff did not received any citizen/property owner comments regarding the requested zone change.

Vice Chairman Alfred opened the Public Hearing at 5:33 pm and asked for any comments. There were no citizen comments.

Vice Chairman Alfred closed the Public Hearing at 5:34 pm and re-opened the Regular Session.

A motion was made by Commissioner Wamble and seconded by Commissioner Low to recommend approval to the Brenham City Council of the Zone Change request by Blinn College District to change the zoning from a Local Mixed Residential Use District (R-2) to a Commercial, Research and Technology Use District (B-2) for the

properties addressed as 901, 905, 909, 911 & 913 W. Fifth Street and 1104 & 1106 High Street, as presented. The motion carried unanimously.

9. **Public Hearing, Discussion and Possible Action on Case No. 19-027: A request by Texas Plumbing Supply for a Specific Use Permit to allow open (outdoor) display or storage of retail merchandise as an accessory use to uses permitted in the B-1, Local Business/Residential Mixed Use Zoning District on approximately 2.190 acres of land located at 1608 & 1702 S. Market Street, and further described as Part of Lots 1 & 2, and Lots 3-7 in Block L of the Stone Subdivision, in Brenham, Washington County, Texas.**

Stephanie Doland presented the staff report for Case No. P-19-027 (on file in the Development Services Department). Ms. Doland explained that the subject property is 2.19 acres located between South Market Street and South Baylor Street south of East Mansfield Street and is commonly referred to as the Boettcher Lumber Building. The subject property has not been used as a Lumber Supply store for at least 21 years and has been actively marketed for sale. The subject property is currently zoned as B-1, Local Business/Residential Mixed Use Zoning District; however, a City Zoning map from 1976 shows the subject property zoned was B-2 Commercial Research and Technology District at that time. The current B-1 zoning designation allows for a mixture of retail, office and residential uses by-right. In addition, open (outdoor) storage of retail merchandise as an accessory use is permitted in the B-1 district with prior approval of a Specific Use Permit (SUP). The purpose of the SUP process is to identify those uses which might be appropriate within a zoning district but, due to either their location, function, or operation, could have a potentially harmful impact on adjacent properties or the surrounding area; and to provide for a procedure whereby such uses might be permitted by further restricting or conditioning them so as to mitigate or eliminate such adverse impacts.

The applicant, Glenn Fuller on behalf of Texas Plumbing Supply, has requested a SUP in order to relocate the plumbing supply business to the subject property with limited outdoor storage. The property is subject to buffer area requirements and applicable development standards. Screening of outdoor storage will mitigate against any negative impacts.

Staff received two citizen/property owner comments regarding the requested zone change – both in support of the Specific Use Permit.

In response to questions from Commissioners, Glenn Fuller, owner of Texas Plumbing Supply, stated that two of their other locations have a chain-link fence with “netting” for screening. He stated that a professional fence contractor would be hired to determine the best fencing option. He further stated that the gate walls will have the netting as well. The fence is proposed to be 6-feet tall; however, the rear side is raised so it may need to be higher in the rear. He further stated that all outdoor storage, including vehicles and equipment, would be inside the fenced area.

Vice Chairman Alfred opened the Public Hearing at 5:40 pm and asked for any comments. There were no citizen comments.

Vice Chairman Alfred closed the Public Hearing at 5:45 pm and re-opened the Regular Session.

A motion was made by Commissioner Kossie and seconded by Commissioner Low to recommend approval to the Brenham City Council of the request by Texas Plumbing Supply for a Specific Use Permit to allow open (outdoor) display or storage of retail merchandise as an accessory use to uses permitted in the B-1, Zoning District on for the property located at 1608 & 1702 S. Market Street, with the condition that all outdoor storage be completely screened from view by the adjacent right-of-way and residential property. The motion carried unanimously.

5. **Public Hearing, Discussion and Possible Action on Case Number P-19-023: A city initiated text amendment to the City of Brenham’s Code of Ordinances, Appendix A: “Zoning” by amending Part II, Division 1, Section 12 – Landscaping and Buffering to revise the minimum landscape requirements for parking areas, and Section 16 – Off-Street Parking Requirements to revise the minimum parking space stall dimensions and establish a minimum parking space size for spaces designated as compact parking.**

Stephanie Doland presented the staff report for Case No. P-19-023 (on file in the Development Services Department). Ms. Doland explained that when property develops, one of the site development criteria that is applied is minimum parking standards. The City’s current 90-degree minimum parking space dimensions are 10’ wide by 20’ deep. Additionally, the development code offers the option for up to 10% of the required parking to be compact parking spaces; however, the size requirements for compact spaces is not clearly defined. When a site re-develops, developers are asked to bring the site into compliance. This is sometimes difficult to do with the current minimum parking space requirements. Several new developments have inquired about reducing the minimum parking space sizes, finding it difficult to meet the minimum number of spaces required.

The City of Brenham Zoning Ordinance and the City of Brenham Design Standards are in conflict over the required minimum parking space size. The Zoning Ordinance says that the minimum parking size is 10’x20’ and the Design Standards state that the minimum size is 9’x19’.

City staff researched and found that 10’x20’ is larger than average. In addition to the standard parking space dimensions, staff proposes to consider parking lot standards in general and to consider an amendment to increase the landscape requirements in parking areas. Currently, for parking lots having twenty (20) spaces or more, 5% of the parking area must be landscaped but there are no tree or shrub requirements. Brenham has significantly lower landscaping requirements compared to cities of a similar size (square miles) and population; which contain tree preservation ordinances, minimum tree requirements, requiring irrigation, and right-of-way screening.

Staff proposes the following amendments:

Appendix A: “Zoning” by amending Part II, Division 1, Section 16 – Off-Street Parking Requirements

<b>Parking Space Angle</b>	<b>Proposed Dimensions</b>	<b>Existing Dimensions</b>
Parallel space (0°)	8’x22’	8’x22’ (no change)
45°	9’x21.1’	10’x21.1’
60°	9’x22.3’	10’x22.3’
90°	9’x19’	10’x20’
Compact 90°	8’x16’	7.5’x15’ (Design Standards)

Appendix A: “Zoning” by amending Part II, Division 1, Section 12 – Landscaping and Buffering

1. General Requirements:
  - Landscaping applicable to all nonresidential and multiple-family parcels
  - 15% of Developed Area (i.e. parking and improvements) shall be landscaped
  - Redeveloped sites shall provide 8% landscaping of Developed Area
  - Credit for preserved trees
  - Irrigation required for all areas 100’ from outside hose bib (faucet)
  - No more than fifty (50) percent of the same species may be planted at one (1) site.
2. Parking Lot Minimum Landscaping Requirements:
  - One (1) tree shall be located within 110’ of every parking space (aka 1 tree per 12 spaces)
  - One (1) tree shall be located in a landscape island at the terminus of all parking rows and shall be planted in a minimum permeable area of 100 square feet per tree.
  - Tree wells/diamond planters shall be permitted at the head of parking stalls and encroach into the parking space. Minimum tree well dimension shall be 3’x3’.
  - Trees shall generally be spread throughout the parking lot but may be clustered for the purposes of existing tree preservation or to accommodate topographic constraints.
  - Required trees shall be 7’ tall and 2” in diameter when measured 6” from the ground
  - Dumpsters shall be screened from view.
  - A landscape earth berm, decorative wall or landscape screen shall be provided when:
    - Parking is located within 50’ of any right-of-way;
    - Fuel pumps are located between the principle building and right-of-way; and

- A drive-up window faces the right-of-way.
- Shrubs must be planted in such a manner to create a dense hedge of at least three feet (3') at maturity.

3. Enforcement:

- Landscape plan shall be provided prior to issuance of a permit
- Landscaping and irrigation shall be installed prior to issuance of a CO
- Dead or improperly maintained landscaping shall be replaced within 120 days

In response to questions from Commissioners Ms. Doland stated that a 9.5' wide space would still be larger than the standard parking space width.

Vice Chairman Alfred opened the Public Hearing at 6:30 pm and asked for any comments. There were no citizen comments.

Vice Chairman Alfred closed the Public Hearing at 6:30 pm and re-opened the Regular Session.

A motion was made by Commissioner Wamble and seconded by Commissioner Low to recommend approval to the Brenham City Council of the city initiated text amendment to the City of Brenham's Code of Ordinances, Appendix A: "Zoning" by amending Part II, Division 1, Section 12 – Landscaping and Buffering to revise the minimum landscape requirements for parking areas, and Section 16 – Off-Street Parking Requirements to revise the minimum parking space stall dimensions and establish a minimum parking space size for spaces designated as compact parking, as presented above.

Commissioner Sheffield prompted discussion to amend the motion to recommend that the 20' stall depth for spaces remain, rather than the staff recommended 19' stall space.

A motion was made by Nancy Low and seconded by Leroy Jefferson to amend the motion to read that the 90-degree spaces shall be a minimum of 9'x20'. The vote for the amendment carried unanimously. The vote for the motion, as amended, carried unanimously.

Prior to adjournment of the meeting, Commissioner Sheffield stated that she wanted to say that Kim Hodde did a great job at the last meeting, in Stephanie's absence. Ms. Sheffield also wanted to congratulate Stephanie on her promotion. James Fisher, City Manager, informed the Board that Stephanie has been promoted to Director of Development Services and that she has been a blessing to the City of Brenham.

**10. Adjourn**

A motion was made by Commissioner Wamble and seconded by Commissioner Sheffield to adjourn the meeting at 6:41 pm. The motion carried unanimously.

*The City of Brenham appreciates the participation of our citizens, and the role of the Planning and Zoning Commissioners in this decision-making process.*

Certification of Meeting Minutes:

\_\_\_\_\_  
 Planning and Zoning Commission

M. Keith Behrens  
 Chairman

August 29, 2019  
 Meeting Date

\_\_\_\_\_  
 Attest

Kim Hodde  
 Staff Secretary

August 29, 2019  
 Meeting Date



**CASE P-19-030**

**PRELIMINARY PLAT: BK STRINGER DEVELOPMENT SUBDIVISION**

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**PLAT TITLE:** BK Stringer Development Subdivision **CITY/ETJ:** City

**PLAT TYPE:** Preliminary Plat

**OWNER/APPLICANT:** BK Stringer LTD / Windrose – Seleste Esparza

**ADDRESS/LOCATION:** 850 US Highway 290 E, located at the intersection of US Highway 290 E and S. Chappell Hill Street.

**LEGAL DESCRIPTION:** Proposed Lots 1-2 in the BK Stringer Development Subdivision, in Brenham, Washington County, Texas

**LOT AREA:** 49.083 acres

**ZONING DISTRICT/  
USE:** B-2 Commercial Research and Technology District / undeveloped vacant land

**COMP PLAN  
FUTURE LAND USE:** Commercial

**REQUEST:**

The subject 49.083 acres of land is owned by BK Stringer, LTD. Kenneth Katz, on behalf of BK Stringer, LTD desires to divide this tract into two (2) lots to begin development of this tract of land. Proposed Lot 1 will contain 38.8013 acres of land and proposed Lot 2 will contain 9.1887 acres of land. Included in the proposed plat is the dedication of public right-of-way along Chappell Hill Street and along US Highway 290 East.

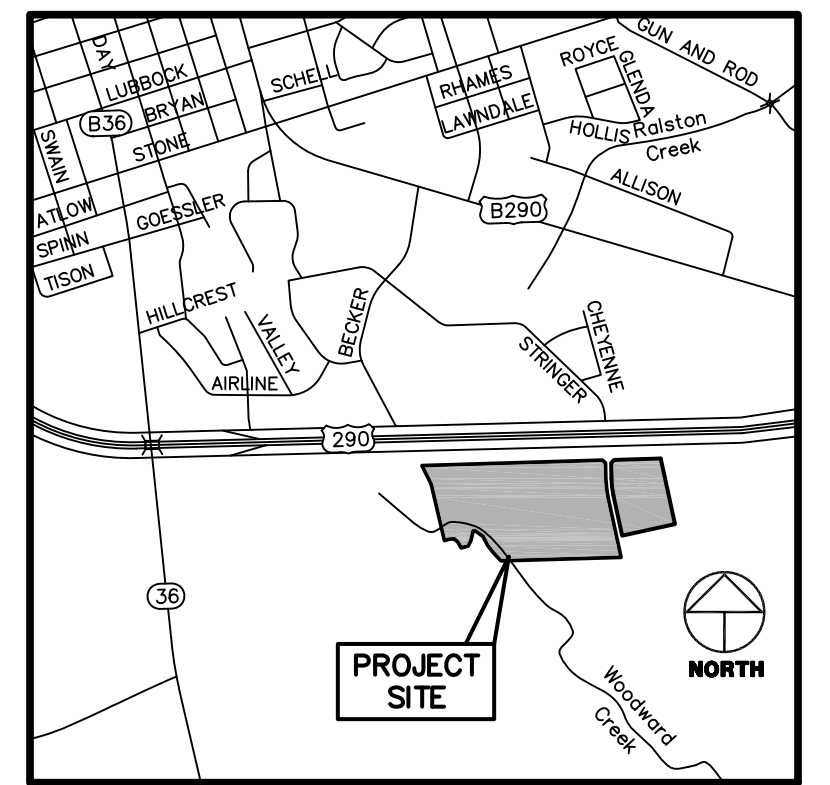
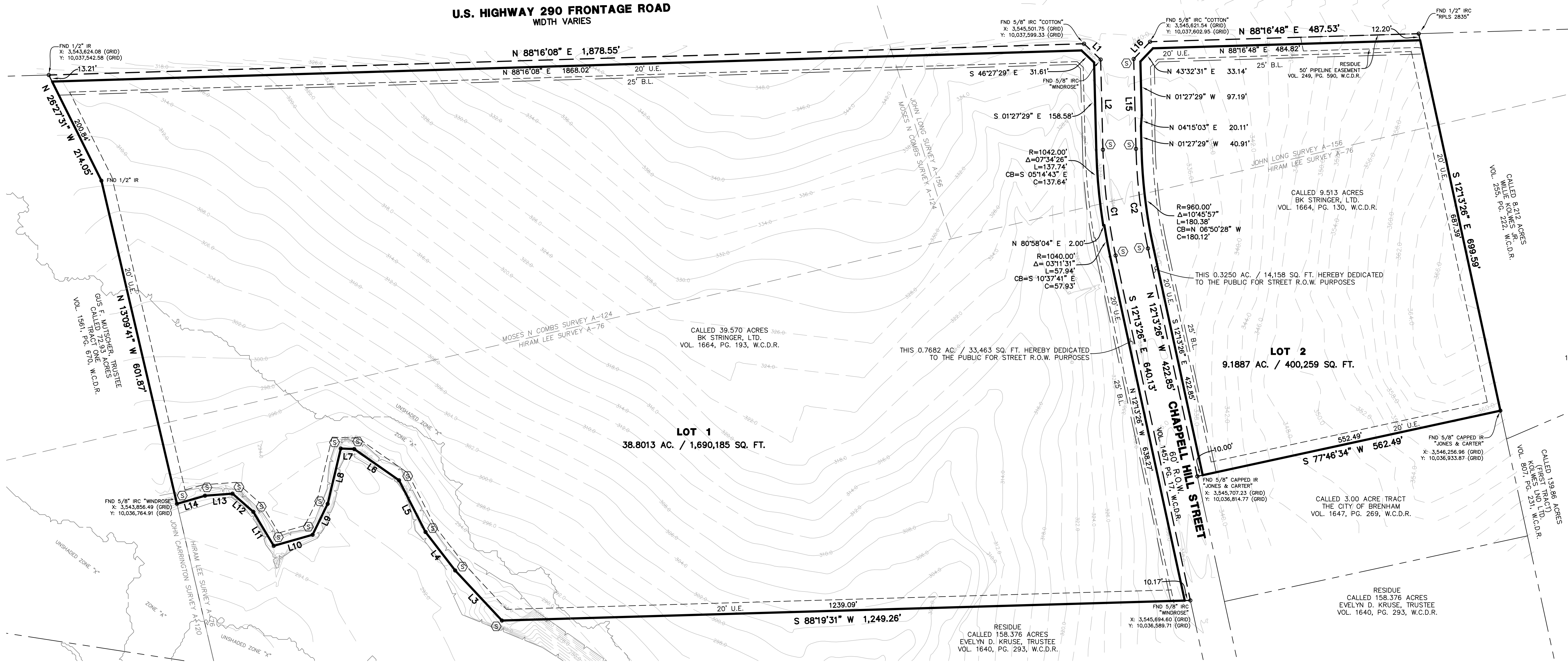
**STAFF ANALYSIS AND RECOMMENDATION:**

Development Services have reviewed this preliminary plat for compliance with applicable City of Brenham regulations and ordinances of the City of Brenham, Texas and **recommends approval** of this plat as presented.

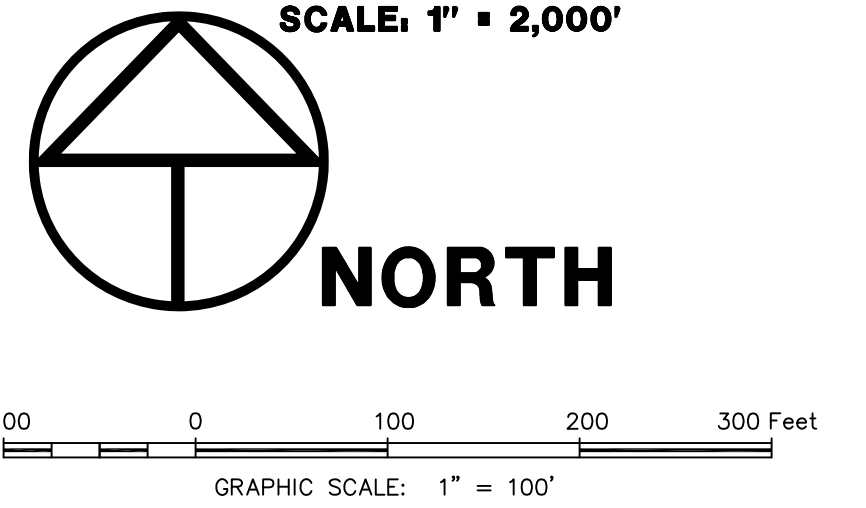
**EXHIBITS:**

- A. Proposed Preliminary Plat

**U.S. HIGHWAY 290 FRONTAGE ROAD  
WIDTH VARIES**



CITY OF BRENHAM, WASHINGTON COUNTY, TEXAS  
**VICINITY MAP**  
SCALE: 1" = 2,000'



LINE	BEARING	DISTANCE
L1	S 46°27'29" E	41.58'
L2	S 01°27'29" E	163.55'
L3	N 43°00'55" W	124.27'
L4	N 37°38'41" W	88.01'
L5	N 27°06'23" W	105.40'
L6	N 55°05'24" W	99.06'
L7	N 87°46'12" W	24.44'
L8	S 13°22'01" W	103.15'
L9	S 25°59'59" W	62.37'
L10	S 74°03'48" W	73.25'
L11	N 31°00'37" W	71.94'
L12	N 48°47'31" W	50.08'
L13	S 85°42'34" W	50.12'
L14	S 73°53'28" W	52.93'
L15	N 01°27'29" W	163.08'
L16	N 43°32'31" E	43.05'

CURVE	DELTA	RADIUS	LENGTH	CHORD
C1	10°45'57"	1,030.00'	193.54'	S 06°50'28" E 193.25'
C2	10°45'57"	970.00'	182.26'	N 06°50'28" W 181.99'

**ABBREVIATIONS**

- A.E. - AERIAL EASEMENT
- D.E. - DRAINAGE EASEMENT
- ESMT. - EASEMENT
- FND - FOUND
- W.C.C.F. - WASHINGTON COUNTY DEED RECORDS
- IP - IRON PIPE
- IR - IRON ROD
- NO. - NUMBER
- PG. - PAGE
- R.O.W. - RIGHT-OF-WAY
- SQ. FT. - SQUARE FEET
- VOL. - VOLUME
- B.L. - BUILDING LINE
- W.L.E. - WATER LINE EASEMENT
- S.S.E. - SANITARY SEWER EASEMENT
- U.E. - UTILITY EASEMENT
- ⑤ - SET 5/8" CAPPED IR "WINDROSE"

**SURVEY MAP**

SHOWING A SURVEY OF 39.570 ACRES OR 1,723,649 SQUARE FEET OF LAND (LOT 1) BEING ALL OF A CALLED 39.570 ACRE TRACT, CONVEYED TO BK STRINGER, LTD., AS RECORDED UNDER VOL. 1664, PG. 193, WASHINGTON COUNTY DEED RECORDS (W.C.D.R.) AND 9.514 ACRES OR 414,418 SQUARE FEET OF LAND (LOT 2) BEING ALL OF A CALLED 9.514 ACRE TRACT, CONVEYED TO BK STRINGER, LTD., AS RECORDED UNDER VOL. 1664, PG. 130, WASHINGTON COUNTY DEED RECORDS (W.C.D.R.) SITUATED IN THE HIRAM LEE SURVEY, ABSTRACT NO. 76, MOSES N. COMBS SURVEY, ABSTRACT NO. 124, AND JOHN LONG SURVEY, ABSTRACT NO. 156, CITY OF BRENHAM, WASHINGTON COUNTY, TEXAS.

**CERTIFICATION**

I, Robert Kness, an authorized under the laws of the State of Texas to practice the profession of surveying and hereby certify that the above subdivision is true and accurate; was prepared from an actual survey of the property made under my supervision on the ground; that, except as shown all boundary corners, angle points, points of curvature and other points of reference have been marked with iron (or other objects of a permanent nature) pipes or rods having an outside diameter of not less than five eighths (5/8) inch and a length of not less than three (3) feet; and that the plat boundary corners have been tied to the Texas Coordinate System of 1983, south central zone.

Robert Kness  
Registered Professional Land Surveyor  
Texas Registration No. 6486

**OWNER ACKNOWLEDGEMENT**

STATE OF TEXAS  
COUNTY OF HARRIS

We, BK STRINGER, LTD., a Texas limited partnership acting by and through Kenneth Katz, Vice President of Reatita Building and Development Corporation, its General partner, owners hereinafter referred to as Owners of the 44.084 acre tract described herein and whose names are subscribed hereto, do hereby acknowledge the changes to said property in accordance with the plat shown hereon. The platted property remains subject to existing dedications, covenants, restrictions, and easements except as show or stated hereon.

BK STRINGER, LTD., A TEXAS LIMITED PARTNERSHIP

By: \_\_\_\_\_  
Kenneth Katz  
Vice President

**NOTARY PUBLIC ACKNOWLEDGEMENT**

STATE OF TEXAS  
COUNTY OF HARRIS

BEFORE ME, the undersigned authority, on this day personally appeared Kenneth Katz, Vice President, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he executed the same for the purposes and considerations therein expressed.

GIVEN UNDER MY HAND AND SEAL OF OFFICE, this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

Notary Public in and for the State of Texas

My Commission Expires: \_\_\_\_\_

**PLANNING AND ZONING COMMISSION APPROVAL**

Approved this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by the City Planning Commission of the City of Brenham, Texas.

Chairman \_\_\_\_\_

Secretary \_\_\_\_\_

**COUNTY CLERK FILING ACKNOWLEDGEMENT STATEMENT**

I, Beth Rothermel, Clerk of the County of Washington County, do hereby certify that the within instrument with its certificate of authentication was filed for registration in my office on \_\_\_\_\_, 20\_\_\_\_, at \_\_\_\_\_ o'clock \_\_\_\_M., and duly recorded on \_\_\_\_\_, 20\_\_\_\_, at \_\_\_\_\_ o'clock \_\_\_\_M., in cabinet \_\_\_\_\_ of record or plot for said county. Witness my hand and seal of office, at Brenham, Washington County, Texas, the day and date last above written.

CLERK, COUNTY COURT  
WASHINGTON COUNTY, TEXAS

**GENERAL NOTES**

- BEARINGS WERE BASED ON THE TEXAS STATE PLANE COORDINATE SYSTEM, CENTRAL ZONE (NAD83).
- ALL COORDINATES SHOWN HEREON ARE TEXAS CENTRAL ZONE STATE PLANE GRID COORDINATES (NAD 83), AND MAY BROUGHT TO SURFACE BY APPLYING THE FOLLOWING SCALE FACTOR = 0.999982172.
- SURVEYOR DID NOT ABSTRACT SUBJECT PROPERTY. THIS SURVEY WAS PREPARED WITH INFORMATION CONTAINED IN TITLE REPORT FILE NO. 20180124 FROM BRENHAM ABSTRACT & TITLE COMPANY, DATED JUNE 4, 2019, AND IS SUBJECT TO THE LIMITATIONS OF THAT COMMITMENT.
- THE SUBJECT TRACT LIES WITHIN UNSHADED ZONE "X" AND ZONE "A". FLOODPLAIN LINES DEPICTED HEREON ARE BASED ON FLOODPLAIN STUDY AND DETENTION ANALYSIS PERFORMED BY KIMLEY-HORN AND ASSOCIATES, INC., IN JUNE 2019. THIS FLOOD STATEMENT DOES NOT IMPLY THAT THE PROPERTY OR STRUCTURES THEREON WILL BE FREE FROM FLOODING OR FLOOD DAMAGE. ON RARE OCCASIONS FLOODS CAN AND WILL OCCUR AND FLOOD HEIGHTS MAY BE INCREASED BY MAN-MADE OR NATURAL CAUSES. THIS FLOOD STATEMENT SHALL NOT CREATE LIABILITY ON THE PART OF WINDROSE LAND SERVICES.
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- SUBJECT TO BUILDING SETBACK LINES AND YARD REQUIREMENTS ACCORDING TO ZONE AND USE AS SET FORTH IN THE CITY OF BRENHAM ZONING ORDINANCE. THE BUILDING LINES SHOWN ON THIS PLAT SHALL BE IN ADDITION TO, AND SHALL NOT LIMIT OR REPLACE, ANY BUILDING LINES REQUIRED BY THE CITY OF BRENHAM CODE OF ORDINANCES AT THE TIME OF THE DEVELOPMENT OF THE PROPERTY.
- THE SUBJECT PROPERTY IS ZONED B-2. (BUSINESS COMMERCIAL AND TECHNOLOGY)
- THIS PLAT IS SUBJECT TO BLANKET AND/OR NON PLOTTABLE EASEMENTS AND RESTRICTIONS RECORDED UNDER VOL. 95, PG. 6, VOL. 239, PG. 189, VOL. 1179, PG. 313, VOL. 1212, PG. 383, VOL. 1230, PG. 319, VOL. 1458, PG. 164, VOL. 1479, PG. 371, VOL. 1479, PG. 373, VOL. 1616, PG. 49, AND VOL. 1664, PG. 199, OF THE OFFICIAL PUBLIC RECORDS OF WASHINGTON COUNTY, TEXAS.
- ALL OIL/GAS WELLS, PIPELINES OR PIPELINE EASEMENTS WITH OWNERSHIP THROUGH THE SUBDIVISION HAVE BEEN SHOWN.
- THIS PLAT DOES NOT ATTEMPT TO AMEND OR REMOVE ANY VALID COVENANTS OR RESTRICTIONS.
- DETENTION FOR BK STRINGER DEVELOPMENT SUBDIVISION MAY BE PROVIDED AS REGIONAL DETENTION ON LOT 1.
- DETENTION MAINTENANCE SHALL BE THE RESPONSIBILITY OF PROPERTY OWNERS WITHIN THE BK STRINGER DEVELOPMENT SUBDIVISION.
- ANY RE-SUBDIVISION OF THE BK STRINGER DEVELOPMENT SUBDIVISION SHALL BE REQUIRED TO SHARE MAINTENANCE OF REGIONAL DETENTION.

**PRELIMINARY PLAT  
OF THE  
BK STRINGER  
DEVELOPMENT SUBDIVISION**

LOT 1 AND LOT 2  
BEING 49.083 ACRES SITUATED IN THE  
HIRAM LEE SURVEY, ABSTRACT NO. 76, THE  
MOSES N COMBS SURVEY, ABSTRACT NO. 124, AND  
THE JOHN LONG SURVEY, ABSTRACT NO. 156,  
CITY OF BRENHAM, WASHINGTON COUNTY, TEXAS

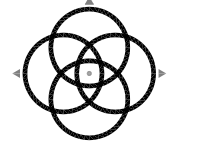
2 LOTS

AUGUST 2019

Owner

**BK STRINGER, LTD.**  
A TEXAS LIMITED PARTNERSHIP  
3700 Buffalo Speedway, Suite 400  
Houston, TX 77098  
713-621-2900

Surveyor



**WINDROSE**  
LAND SURVEYING | PLATTING  
11111 RICHMOND AVE., SUITE 150 | HOUSTON, TX 77062 | 713.458.2281  
FIRM REGISTRATION NO. 101088001 | WINDROSESERVICES.COM





**CASE P-19-031**

**FINAL PLAT: BK STRINGER DEVELOPMENT SUBDIVISION**

---

**PLAT TITLE:** BK Stringer Development Subdivision **CITY/ETJ:** City

**PLAT TYPE:** Final Plat

**OWNER/APPLICANT:** BK Stringer LTD / Windrose – Seleste Esparza

**ADDRESS/LOCATION:** 850 US Highway 290 E, located at the intersection of US Highway 290 E and S. Chappell Hill Street.

**LEGAL DESCRIPTION:** Proposed Lots 1-2 in the BK Stringer Development Subdivision, in Brenham, Washington County, Texas

**LOT AREA:** 49.083 acres

**ZONING DISTRICT/  
USE:** B-2 Commercial Research and Technology District / undeveloped vacant land

**COMP PLAN  
FUTURE LAND USE:** Commercial

**REQUEST:**

The subject 49.083 acres of land is owned by BK Stringer, LTD. Kenneth Katz, on behalf of BK Stringer, LTD desires to divide this tract into two (2) lots to begin development of this tract of land. Proposed Lot 1 will contain 38.8013 acres of land and proposed Lot 2 will contain 9.1887 acres of land. Included in the proposed plat is the dedication of public right-of-way along Chappell Hill Street and along US Highway 290 East.

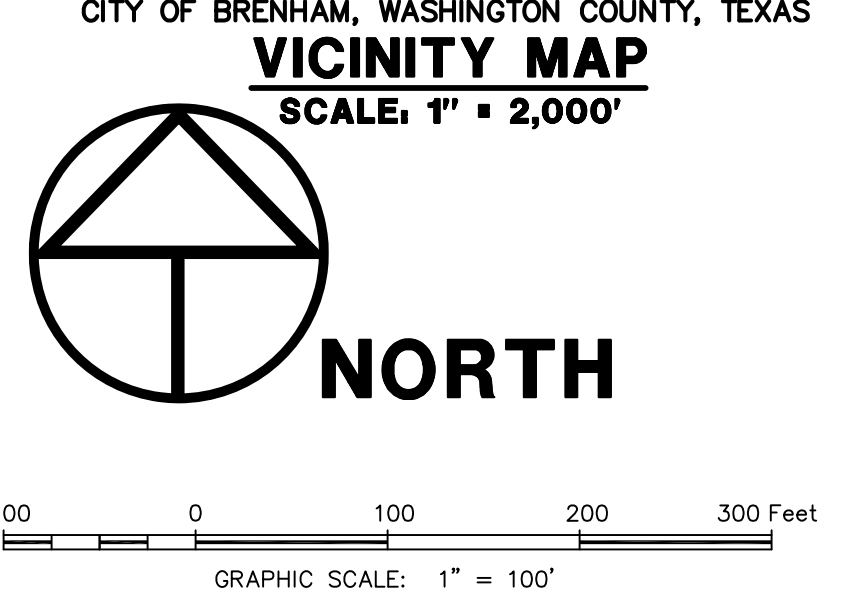
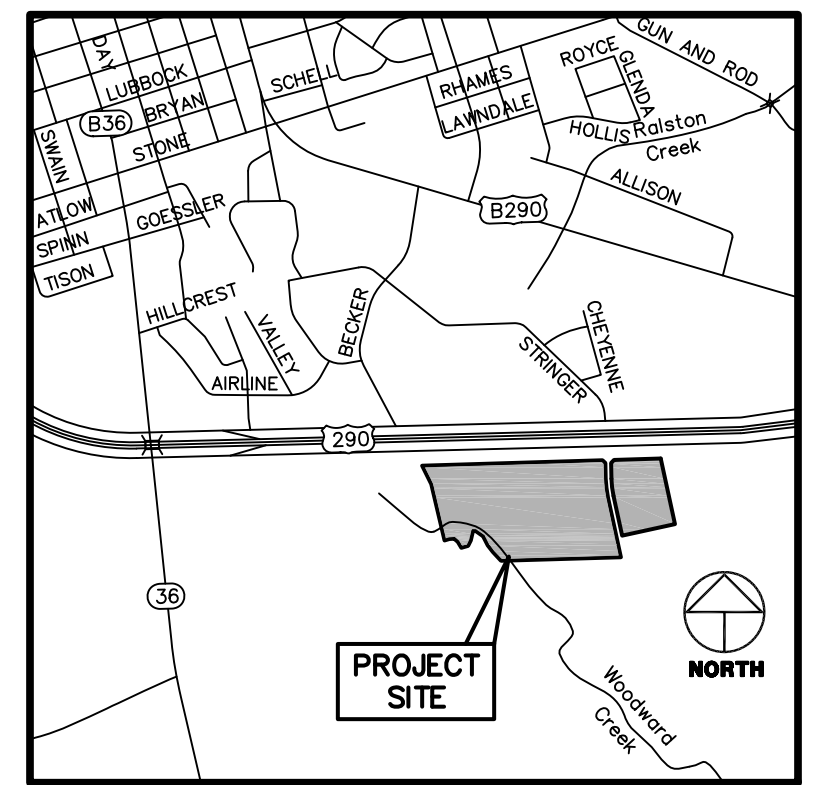
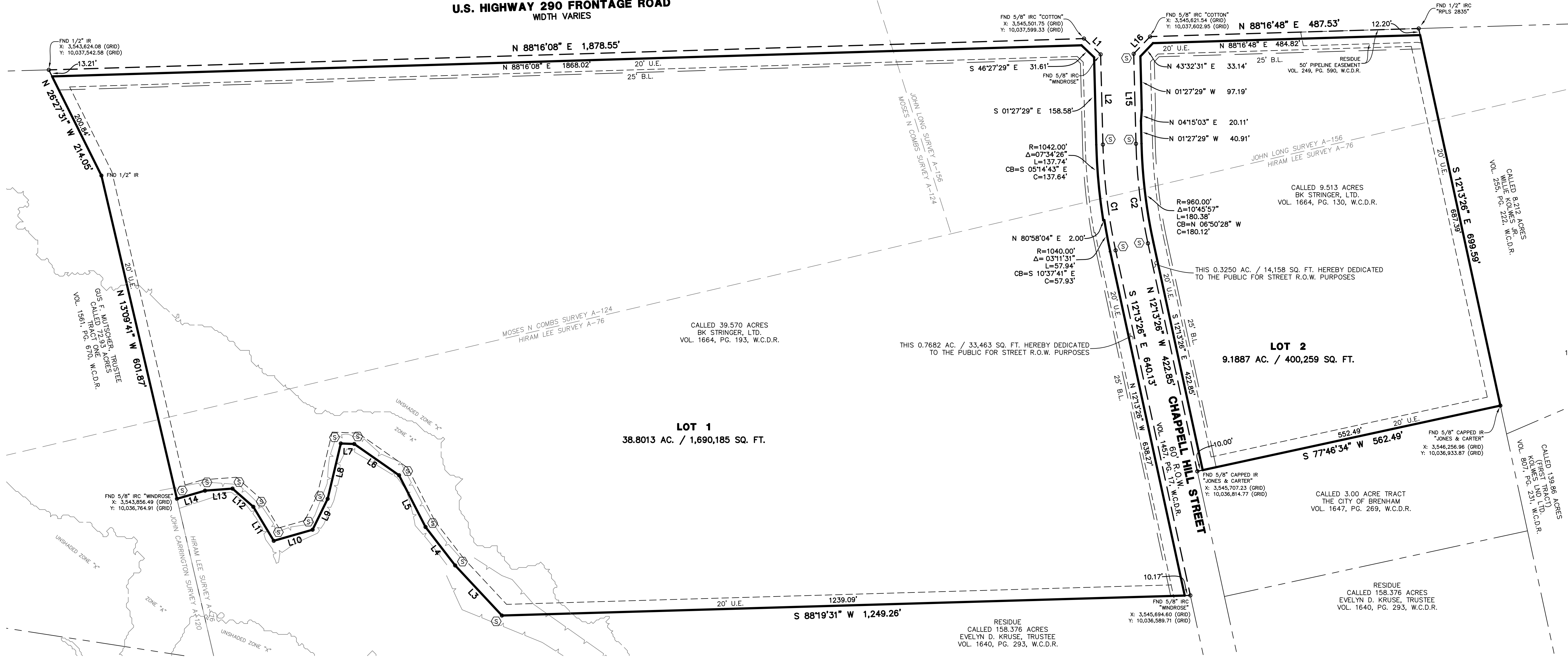
**STAFF ANALYSIS AND RECOMMENDATION:**

Development Services have reviewed this final plat for compliance with applicable City of Brenham regulations and ordinances of the City of Brenham, Texas and **recommends approval** of this plat as presented.

**EXHIBITS:**

- A. Proposed Final Plat

**U.S. HIGHWAY 290 FRONTAGE ROAD**  
WIDTH VARIES



LINE	BEARING	DISTANCE
L1	S 46°27'29" E	41.58'
L2	S 01°27'29" E	163.55'
L3	N 43°00'55" W	124.27'
L4	N 37°38'41" W	88.01'
L5	N 27°06'23" W	105.40'
L6	N 55°05'24" W	99.06'
L7	N 87°46'12" W	24.44'
L8	S 13°22'01" W	103.15'
L9	S 25°59'59" W	62.37'
L10	S 74°03'48" W	73.25'
L11	N 31°00'37" W	71.94'
L12	N 48°47'31" W	50.08'
L13	S 85°42'34" W	50.12'
L14	S 73°53'28" W	52.93'
L15	N 01°27'29" W	163.08'
L16	N 43°32'31" E	43.05'

CURVE	DELTA	RADIUS	LENGTH	CHORD
C1	10°45'57"	1,030.00'	193.54'	S 06°50'28" E 193.25'
C2	10°45'57"	970.00'	182.26'	N 06°50'28" W 181.99'

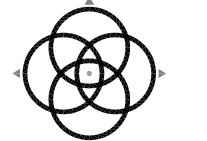
**FINAL PLAT OF THE BK STRINGER DEVELOPMENT SUBDIVISION**

LOT 1 AND LOT 2  
BEING 49.083 ACRES SITUATED IN THE  
HIRAM LEE SURVEY, ABSTRACT NO. 76, THE  
MOSES N COMBS SURVEY, ABSTRACT NO. 124, AND  
THE JOHN LONG SURVEY, ABSTRACT NO. 156,  
CITY OF BRENHAM, WASHINGTON COUNTY, TEXAS

2 LOTS  
AUGUST 2019

Owner  
**BK STRINGER, LTD.**  
A TEXAS LIMITED PARTNERSHIP  
3700 Buffalo Speedway, Suite 400  
Houston, TX 77098  
713-621-2900

Surveyor



**WINDROSE**  
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11111 RICHMOND AVE., SUITE 150 | HOUSTON, TX 77082 | 713.458.2281  
FIRM REGISTRATION NO. 101088001 | WINDROSESERVICES.COM

**ABBREVIATIONS**

A.E. - AERIAL EASEMENT	PG. - PAGE
D.E. - DRAINAGE EASEMENT	R.O.W. - RIGHT-OF-WAY
ESMT. - EASEMENT	SQ. FT. - SQUARE FEET
FND - FOUND	VOL. - VOLUME
W.C.C.F. - WASHINGTON COUNTY DEED RECORDS	B.L. - BUILDING LINE
IP - IRON PIPE	W.L.E. - WATER LINE EASEMENT
IR - IRON ROD	S.S.E. - SANITARY SEWER EASEMENT
NO. - NUMBER	U.E. - UTILITY EASEMENT
	(S) - SET 5/8" CAPPED IR "WINDROSE"

**OWNER ACKNOWLEDGEMENT**

STATE OF TEXAS  
COUNTY OF HARRIS

We, BK STRINGER, LTD., a Texas limited partnership acting by and through Kenneth Katz, Vice President of Reatta Building and Development Corporation, its General partner, owners hereinafter referred to as Owners of the 44.851 acre tract described herein and whose names are subscribed hereto, do hereby acknowledge the changes to said property in accordance with the plat shown hereon. The platted property remains subject to existing dedications, covenants, restrictions, and easements except as show or stated hereon.

BK STRINGER, LTD., A TEXAS LIMITED PARTNERSHIP

By: \_\_\_\_\_  
Kenneth Katz  
Vice President

**PLANNING AND ZONING COMMISSION APPROVAL**

Approved this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by the  
City Planning Commission of the City of Brenham, Texas.

Chairman \_\_\_\_\_

Secretary \_\_\_\_\_

- GENERAL NOTES**
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**COUNTY CLERK FILING ACKNOWLEDGEMENT STATEMENT**

I, Beth Rothermel, Clerk of the County of Washington County, do hereby certify that the within instrument with its certificate of authentication was filed for registration in my office on \_\_\_\_\_, 20\_\_\_\_, at \_\_\_\_\_ o'clock\_\_\_\_M., and duly recorded on \_\_\_\_\_, 20\_\_\_\_, at \_\_\_\_\_ o'clock\_\_\_\_M., in cabinet \_\_\_\_\_ of record or plat for said county. Witness my hand and seal of office, at Brenham, Washington County, Texas, the day and date last above written.

CLERK, COUNTY CLERK  
WASHINGTON COUNTY, TEXAS

**NOTARY PUBLIC ACKNOWLEDGEMENT**

STATE OF TEXAS  
COUNTY OF HARRIS

BEFORE ME, the undersigned authority, on this day personally appeared Kenneth Katz, Vice President, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he executed the same for the purposes and considerations therein expressed.

GIVEN UNDER MY HAND AND SEAL OF OFFICE, this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

Notary Public in and for the State of Texas

My Commission Expires: \_\_\_\_\_

**SURVEY MAP**

SHOWING A SURVEY OF 39.570 ACRES OR 1,723,649 SQUARE FEET OF LAND (LOT 1) BEING ALL OF A CALLED 39.570 ACRE TRACT, CONVEYED TO BK STRINGER, LTD. AS RECORDED UNDER VOL. 1664, PG. 193, WASHINGTON COUNTY DEED RECORDS (W.C.D.R.) AND 9.514 ACRES OR 414,418 SQUARE FEET OF LAND (LOT 2) BEING ALL OF A CALLED 9.514 ACRE TRACT, CONVEYED TO BK STRINGER, LTD. AS RECORDED UNDER VOL. 1664, PG. 130, WASHINGTON COUNTY DEED RECORDS (W.C.D.R.) SITUATED IN THE HIRAM LEE SURVEY, ABSTRACT NO. 76, MOSES N. COMBS SURVEY, ABSTRACT NO. 124, AND JOHN LONG SURVEY, ABSTRACT NO. 156, CITY OF BRENHAM, WASHINGTON COUNTY, TEXAS.

**CERTIFICATION**

I, Robert Kness, an authorized under the laws of the State of Texas to practice the profession of surveying and hereby certify that the above subdivision is true and accurate; was prepared from an actual survey of the property made under my supervision on the ground; that, except as shown all boundary corners, angle points, points of curvature and other points of reference have been marked with iron (or other objects of a permanent nature) pipes or rods having an outside diameter of not less than five eighths (5/8) inch and a length of not less than three (3) feet; and that the plat boundary corners have been tied to the Texas Coordinate System of 1983, south central zone.

Robert Kness  
Registered Professional Land Surveyor  
Texas Registration No. 6486



## CASE NUMBER P-19-029 Comprehensive Plan Adoption

---

### REQUEST:

The City of Brenham initiated this request to amend the City of Brenham's Code of Ordinances, Appendix A – Zoning, Part III, Division 1, Section 18 to prohibit metal exteriors (façades) for residential uses.

### BACKGROUND AND ANALYSIS:

On September 20, 2018 the Brenham City Council unanimously voted to enter into a Professional Services Agreement with Kendig Keast Collaborative (KKC) for professional services related to the development of a Comprehensive Plan. Since the September 20<sup>th</sup> Council approval, a community wide effort to re-write the long range planning document has been accomplished.

The Comprehensive Plan project began with a strong start on January 10<sup>th</sup> when the first public input event drew over 150 citizen participants. In total, four public input opportunities were held; January 10<sup>th</sup>, February 28<sup>th</sup>, April 30<sup>th</sup>, and June 20<sup>th</sup>. Each public meeting provided citizens with the opportunity to provide feedback on topics related to Downtown improvements, streets and drainage, housing needs, retail development opportunities, job creation, growth assessment, park and recreation development, land use planning, capital improvements (streets and public utilities) and economic development. Additionally, citizens were surveyed near the end of the project to provide feedback on what the City of Brenham should focus on from an implementation perspective – nearly 300 responses were provided.

In addition to community wide input during the planning project, a Comprehensive Plan Advisory Committee (CPAC) was appointed by Council. The CPAC consisted of 15 representatives from all City Boards, Commissions and Councils, professional and student representatives from Blinn College and Brenham ISD, and three at-large members. The CPAC met four times throughout the project and served in an advisory capacity for each of the plan components. The CPAC was tasked with identifying key areas in town to focus efforts, developing a Future Land Use Plan, deliberating data collected by KKC, and providing recommendations for specific priority action items.

Lastly, three Joint Workshop meetings were held between the Planning and Zoning Commission, Board of Adjustment and City Council. Meeting representatives discussed past accomplishments, opportunities and challenges facing Brenham, population projections, and provided feedback on proposed plan elements such as the Future Land Use Map and draft prioritization list. In total, the Comprehensive Plan process included a yearlong effort by KKC, city staff, elected officials, citizens, property owners and students of Brenham.

The result of the aforementioned meetings and information gathering is the new proposed Comprehensive Plan which consists of two components, *Brenham Today* – The Existing City Report, and *Historic Past, Bold Future: Plan 2040* – Our Future City Report (Plan 2040).

*Brenham Today* provides background and insights into the Brenham community as it is today. The report includes five topic areas: Land Use and Development, Growth Capacity, Economic Outlook, Transportation, and Parks and Recreation. Within each of the aforementioned focus areas, the report provides a picture of the strengths and opportunities of the community, areas where investment and growth have been evident and areas where further investment and emphasis is needed. Perhaps the most overwhelming piece of feedback provided during this portion of the planning process is the need for additional housing options, especially for housing for first-time home buyers (see pages 31-34).

While the existing city report provided the research and foundation for the City's current needs and strengths, Plan 2040 provides an outlook of the City's future direction, needs, priorities and action items. Similarly, Plan 2040 is also broken into the aforementioned topic areas and emphasizes how each topic area contributes to a set of six over all guiding principles: 1. Growth and revitalization strategies, 2. Focusing on Economic Essentials and a Strong Tax Base, 3. Housing Costs and Options Inside the City, 4. Attention to Brenham's Infrastructure, and 5. An Even More Livable Brenham, and 6. New and Improved Implementation Tools to Advance Plan Priorities (see pages 7-9). Following the analysis about how each focus area can contribute to each of the aforementioned principles is the last section of the plan, Implementation. The implementation section includes a table of 100+ action items with an established priority measure, time frame for completion, and involved entities to complete the action items.

In summary, the proposed Comprehensive Plan provided by a community-wide participation effort and written by KKC is a document that City of Brenham stakeholders can reference and implement as a guiding document for both daily and long-rang decisions for the next 20+ years. The plan elements, specific action items, and prioritization schedule provides Brenham with the plan needed to achieve the goals and vision voiced by the Brenham community.

#### **STAFF RECOMMENDATION:**

Staff recommends **approval** of the adoption of the Brenham Comprehensive Plan which serves as a guiding document for the Brenham community to make decisions carried out through:

1. Targeted programs and expenditures prioritized through the City's annual budget process, including routine, but essential, functions such as code enforcement;
2. Major public improvements and land acquisitions financed through the City's capital improvements program (CIP) and related bond initiatives;
3. 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);
4. Departmental work plans and staffing in key areas;
5. Support for ongoing planning and studies that will further clarify needs and strategies, including the City Council's own strategic planning;
6. The pursuit of external grant funding to supplement local budgets and/or expedite certain projects;
7. Initiatives pursued in conjunction with other public and private partners to leverage resources and achieve successes neither could accomplish alone.

#### **EXHIBITS:**

1. Exhibit A – Brenham Comprehensive Plan:
  - a. *Brenham Today* – The Existing City Report
  - b. *Historic Past, Bold Future: Plan 2040* – Our Future City Report





# Brenham Today

The Existing City Report

Historic Past, Bold Future: Plan 2040

City of Brenham, Texas Comprehensive Plan  
PUBLIC HEARING DRAFT August 2019





# Acknowledgements

## City Council

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

## Planning and Zoning Commission

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

## Board of Adjustment

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

## Comprehensive Plan Advisory Committee

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

**Rebekah Chovanec** – Brenham Independent School District Student Representative

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

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

**Shelby Sheets** – Blinn College Student Representative

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

**Allan Colvin** – City Council Appointee

**Mary Lou Winkelmann** – City Council Appointee

## City Staff Leadership Team

**James Fisher** – City Manager

**Carolyn Miller** – Assistant City Manager

**Lowell Ogle** – Assistant City Manager

**Jeana Bellinger** – City Secretary

**Ricky Boeker** – Fire Chief

**Allwin Barrow** – Police Chief

**Stacy Hardy** – Controller

**Susan Nienstedt** – Human Resources Director

**Dane Rau** – Public Works Director

**Jennifer Eckermann** – Tourism & Marketing Director

**Debbie Gaffey** – Strategic Budget Officer

**Susan Cates** – Economic Development Director

**Stephanie Doland** – Development Services Director

**Cary Bovey** – City Attorney

## Key City Staff

**Kim Hodde** – Planning Technician

**Sarah Hill** – Development Services Administrative Assistant

**Allen Jacobs** – Building Official

**David Doelitsch** – Building/Health Inspector

**Crystal Locke** – Community Services Specialist

**Kevin Boggus** – Technical Specialist

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

**Caz Muske** – Main Street Manager

## Consultant Team

### **Kendig Keast Collaborative**

**Bret Keast, AICP** – CEO | Owner

**Gary Mitchell, AICP** – President

**Meredith Dang, AICP** – Senior Associate (Project Manager)

**Janis Burall, AICP** – Senior Associate

**Sharon Cadena** – Communication Design Associate

**Luis Nunez** – Senior Associate

**Kate Wythe** – Senior Associate

### **Strand Associates**

**Tom Hart, P.E.**

**Kelly Hajek, P.E.**

**Ryan Tinsley, P.E.**

**Ed Addicks, P.E.**

## Special Thanks To...

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

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Land Use .....	A.18
Growth Capacity .....	A.40
Economic Outlook .....	A.48
Transportation .....	A.60
Parks and Recreation .....	A.72



# Introduction

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

## Guiding Change

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

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

## Benefits

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

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

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

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

## Planning Authority

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

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

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

## Plan Implementation

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

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



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

## Approach (Existing City – Future City)

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

As outlined below, this approach involves five key phases:

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

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

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

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

Phase 2 will involve:

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

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

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

## Building on Past Plans and Planning Tools

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

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

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

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

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

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

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

## Comprehensive Plan Advisory Committee

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

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

## Plan Contents

### Plan Focus Areas

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

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

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

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

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

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

## Brenham and Environs

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

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

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

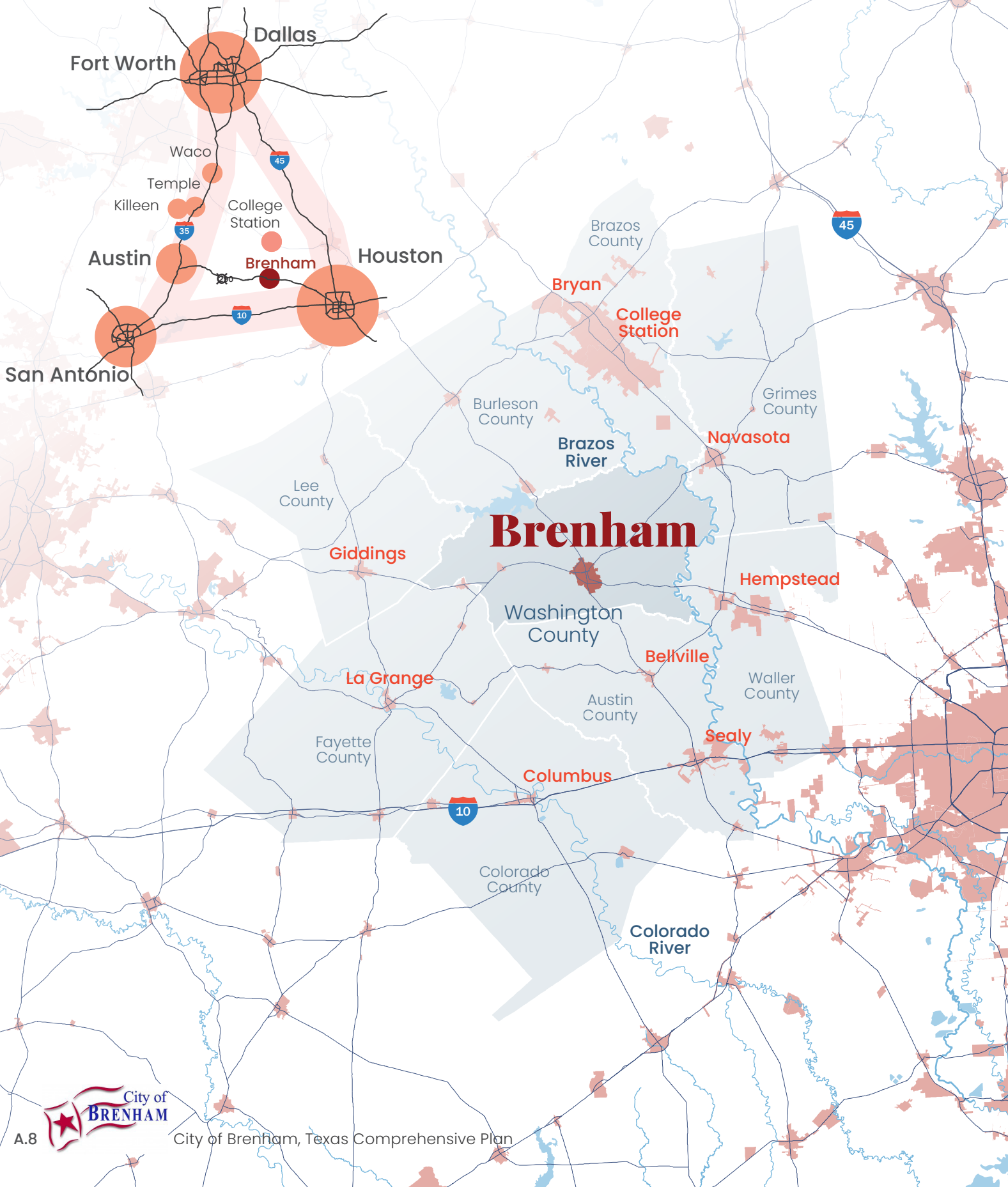


## Figure 1, Historical Timeline

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



Map 1, Megaregional Context and Map 2, Regional Context





Map 3, Planning Area

Planning Area

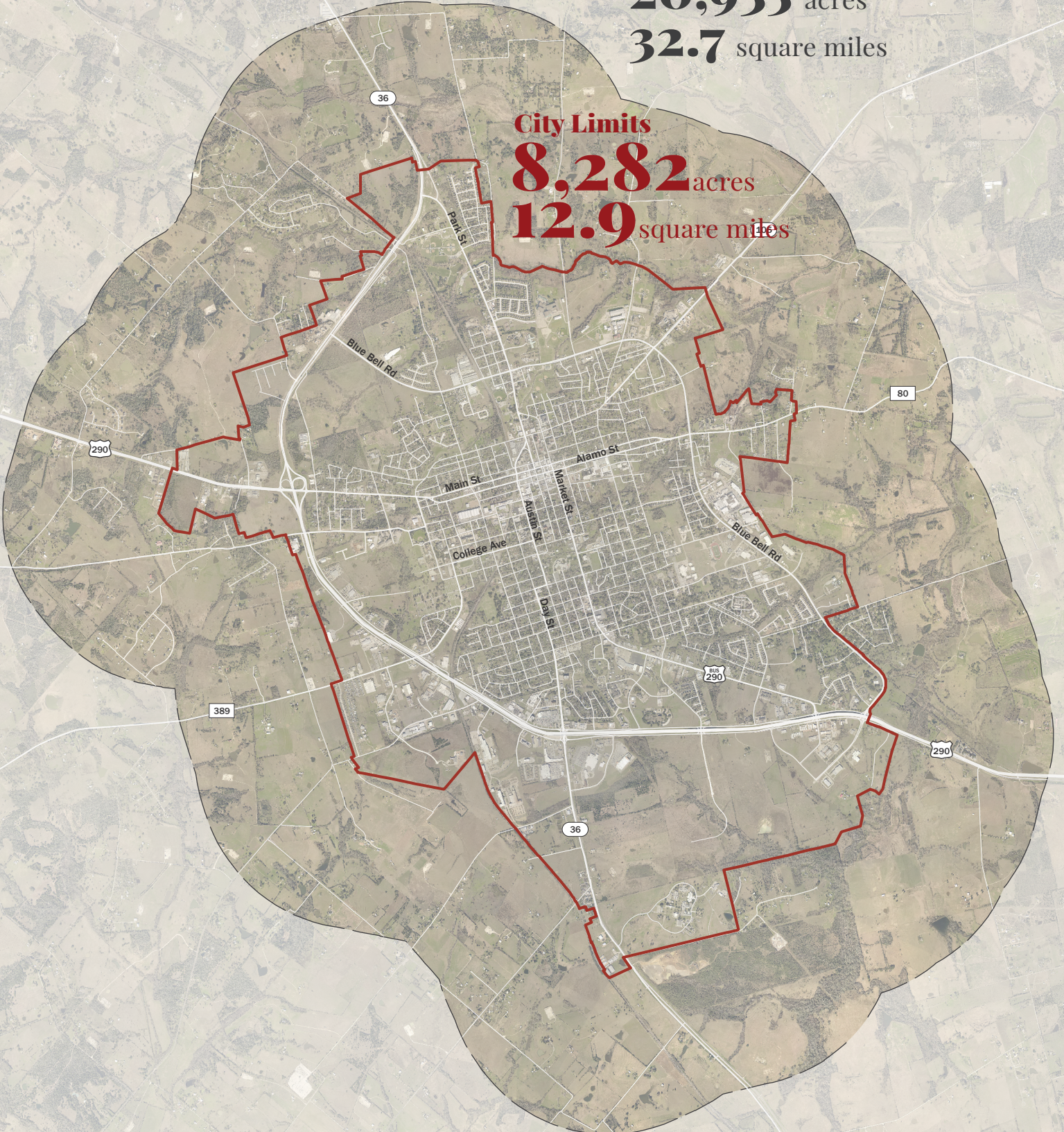
**20,935** acres

**32.7** square miles

City Limits

**8,282** acres

**12.9** square miles



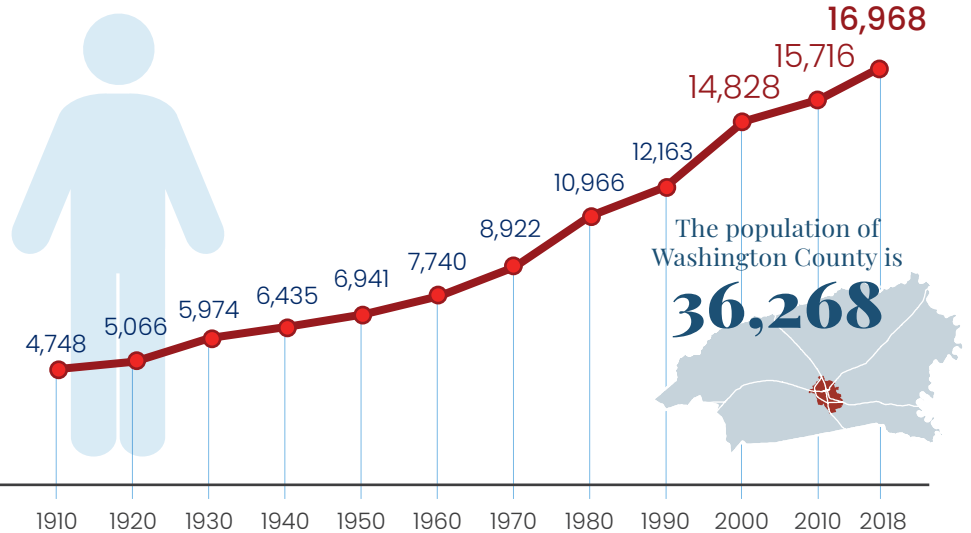


# Brenham Community Profile

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

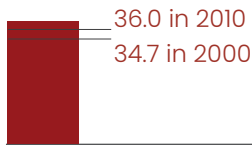
**16,968** persons

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



**37.3**

median age in the City of Brenham



City of Brenham

42.4

Washington State of Texas County

34.2

37.7

United States

**17.7%**

Population under age 15

**19.8%**

Population 65 years and over

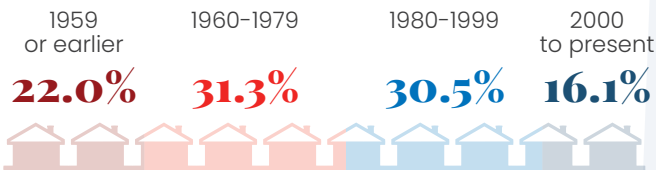
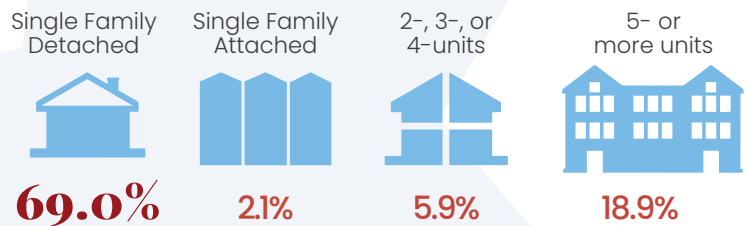
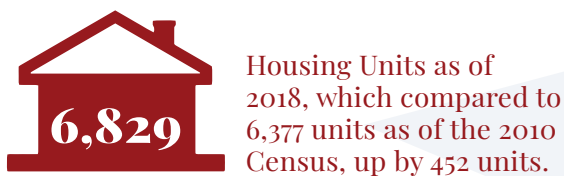
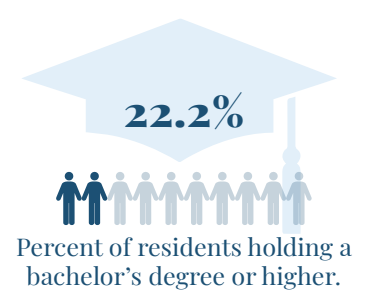
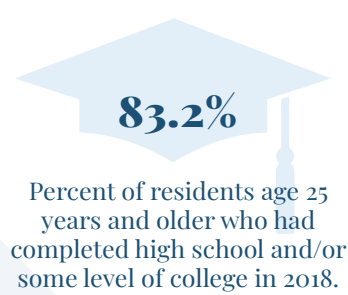
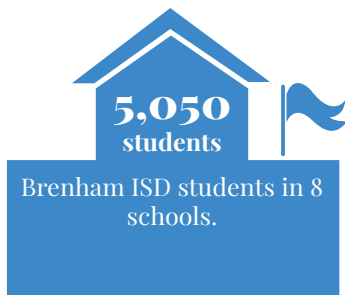
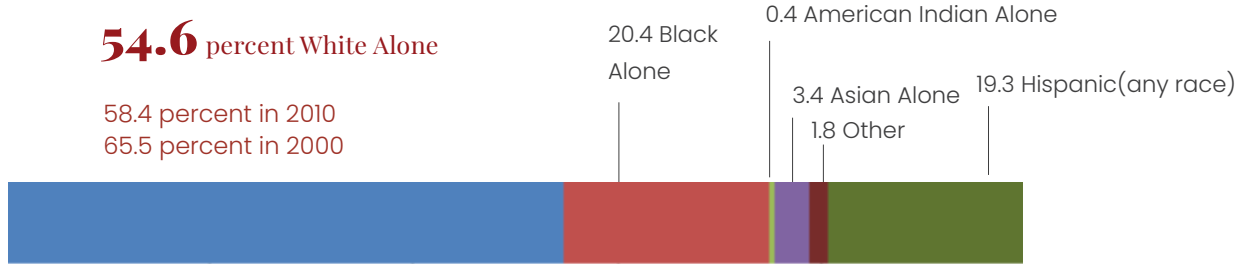
**2.40**

Average Household Size

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

Bureau.

- NPR June 2018



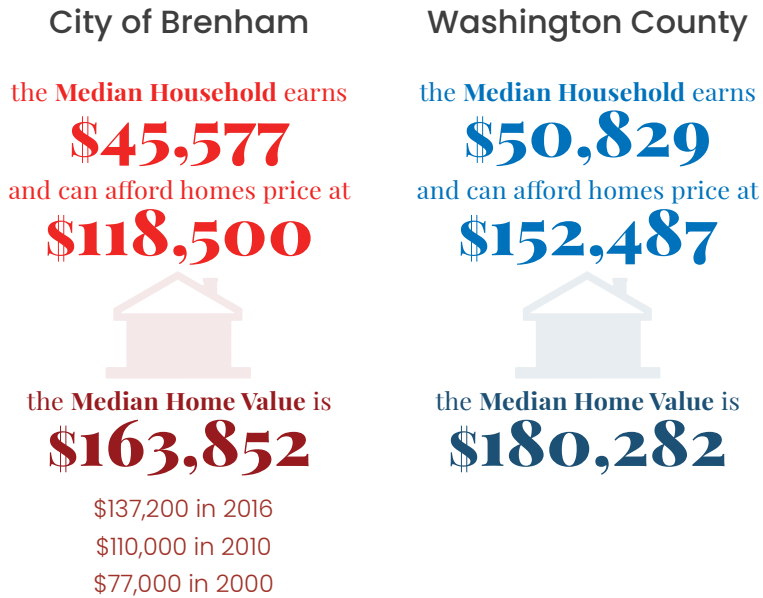
**31.7%** Percent of all housing units within Brenham that are renter-occupied as of 2018.

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

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

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

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

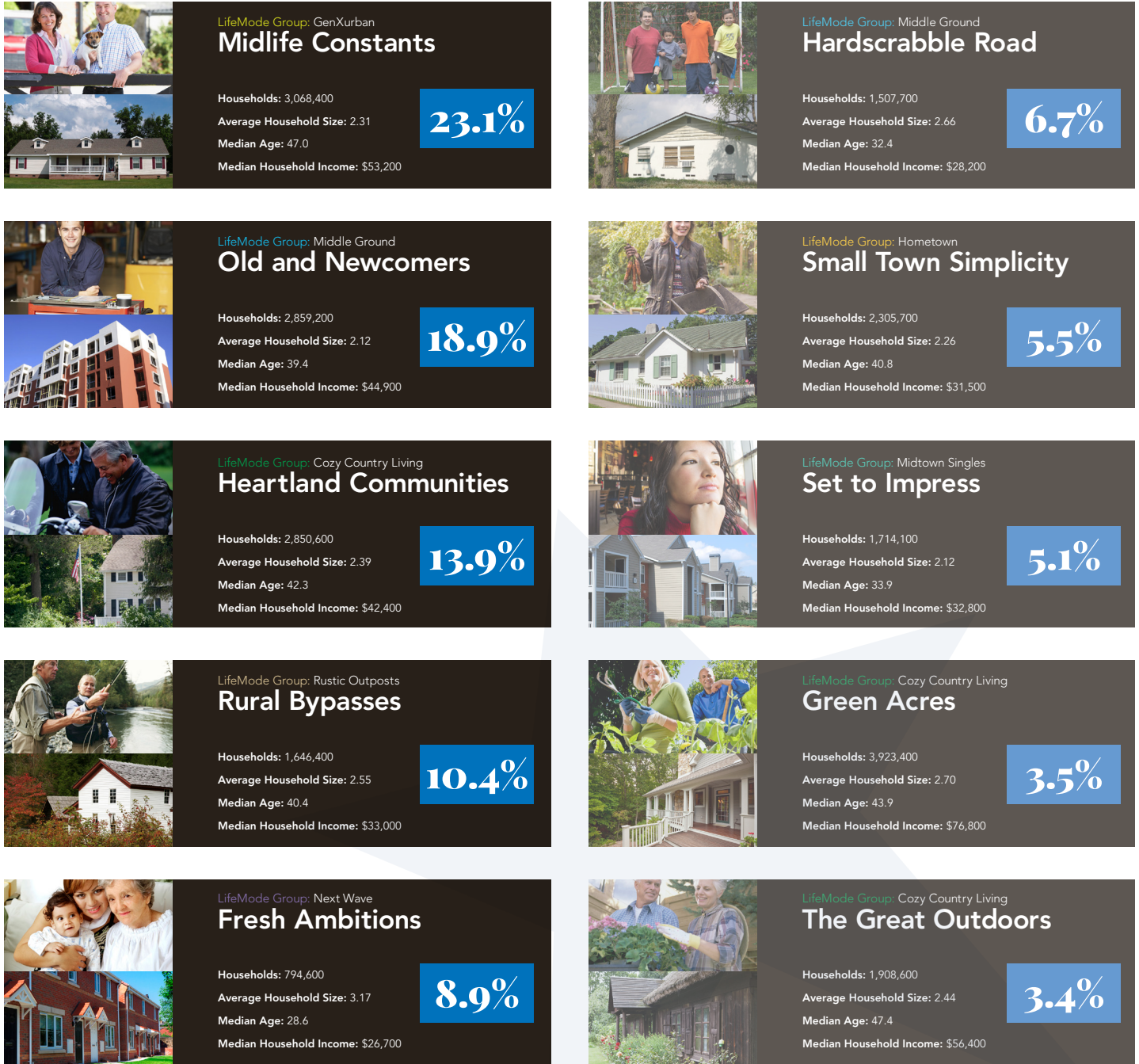


*All demographic data is obtained from the following sources: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018. American Community Survey 2012-2016 estimates.*

## Brenham Psychographic Profile

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

Figure 2, Percent of Brenham Households in Tapestry Segment





# Land Use and Development

## Existing Land Use Patterns

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

### Paths

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

### Nodes

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

### Districts

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

## Edges

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

## Landmarks

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



*City of Brenham utility infrastructure.*

# Paths

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

## Edges

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

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

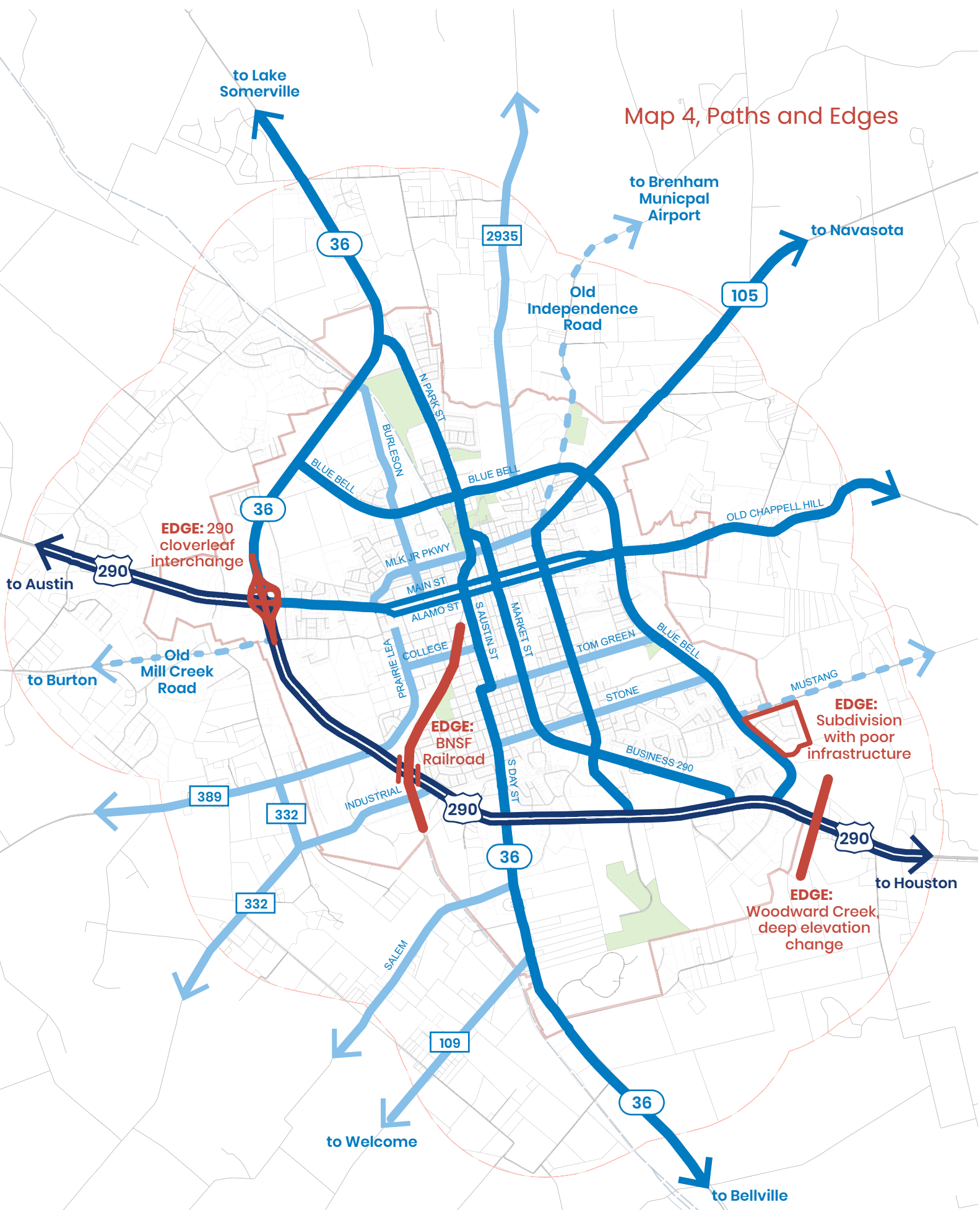
The US 290 service (feeder) roads currently end at their intersection with the railroad. This is a barrier to continuous traffic flow, particularly for visitors who are unaware that the service roads do not currently run the length of US 290.

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

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



# Map 4, Paths and Edges





# Nodes

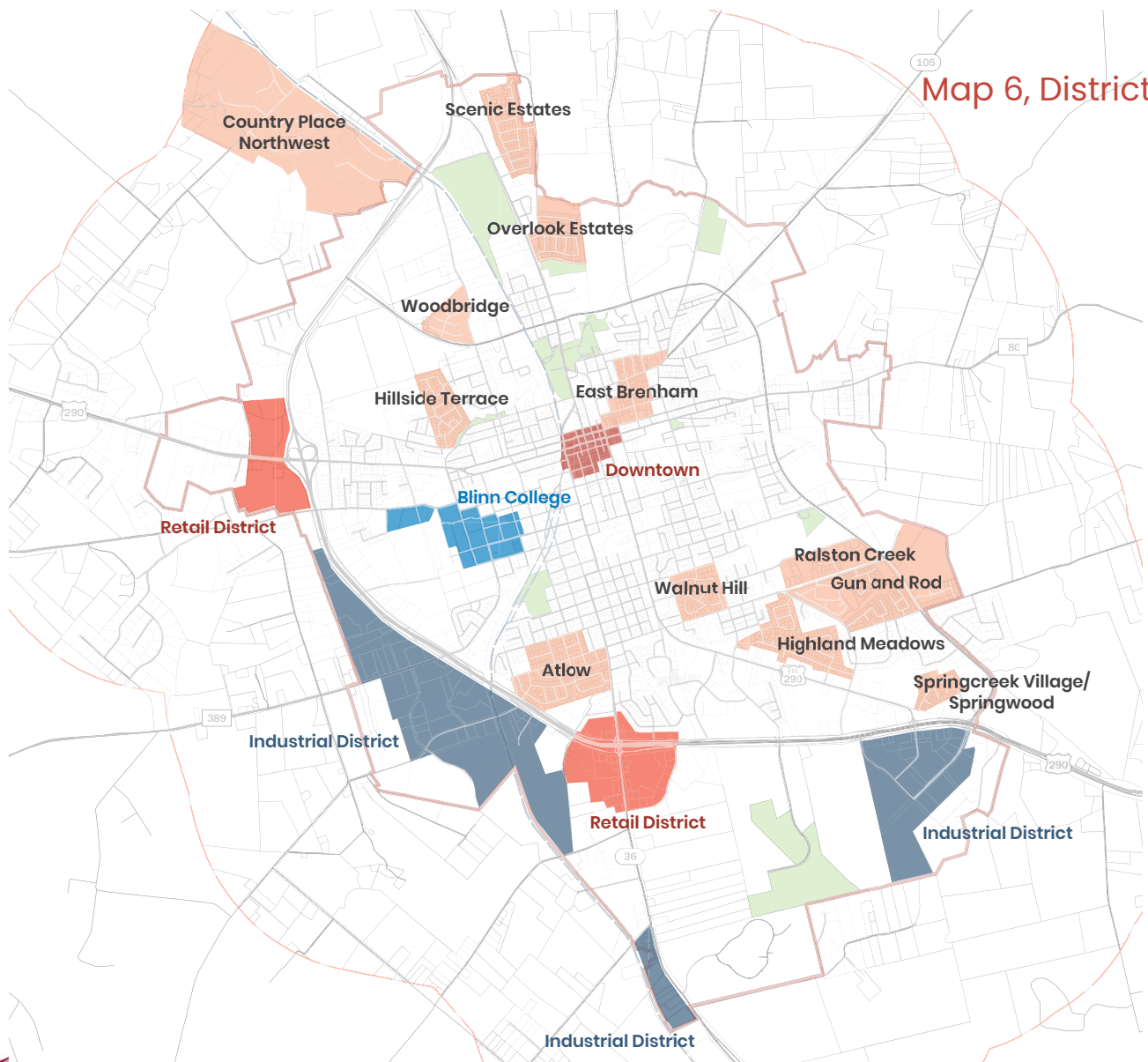
<b>Brenham High School</b>	With one high school serving Brenham and the greater area, Brenham High School is a node of activity.
<b>Brenham Football Stadium (Cub Stadium) and City of Brenham Blue Bell Aquatic Center</b>	Brenham youth and student sporting events are a major community destination. The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

Map 5, Nodes



# Districts

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



Map 6, Districts

# Landmarks

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





# Current Land Use

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

## Major Retail Locations

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

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

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

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



Retail areas at intersection of US 290 and SH 36



Small-scale strip centers



Westwood Shopping Center



Downtown Brenham

## Public /Institutional

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

### Schools and Educational Institutions

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

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

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

### Higher Education

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

Table 1, Brenham Area Schools

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

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

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

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

– Education focus group

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

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

### Other Major Public Uses

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

### Industrial Uses

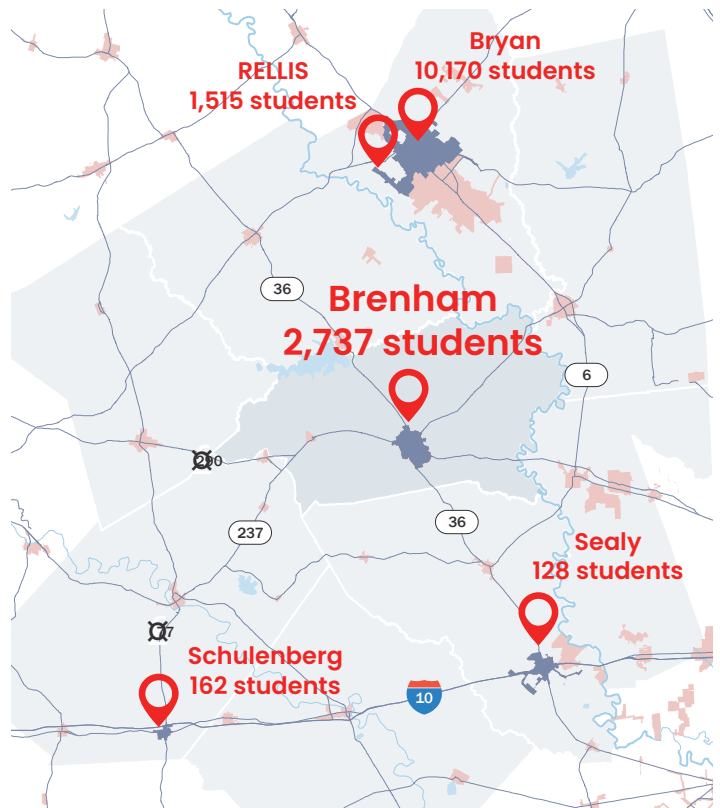
#### Major Light Industrial Locations

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

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

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

**Figure 3, Blinn College Campuses**



Example of light industrial use facility.

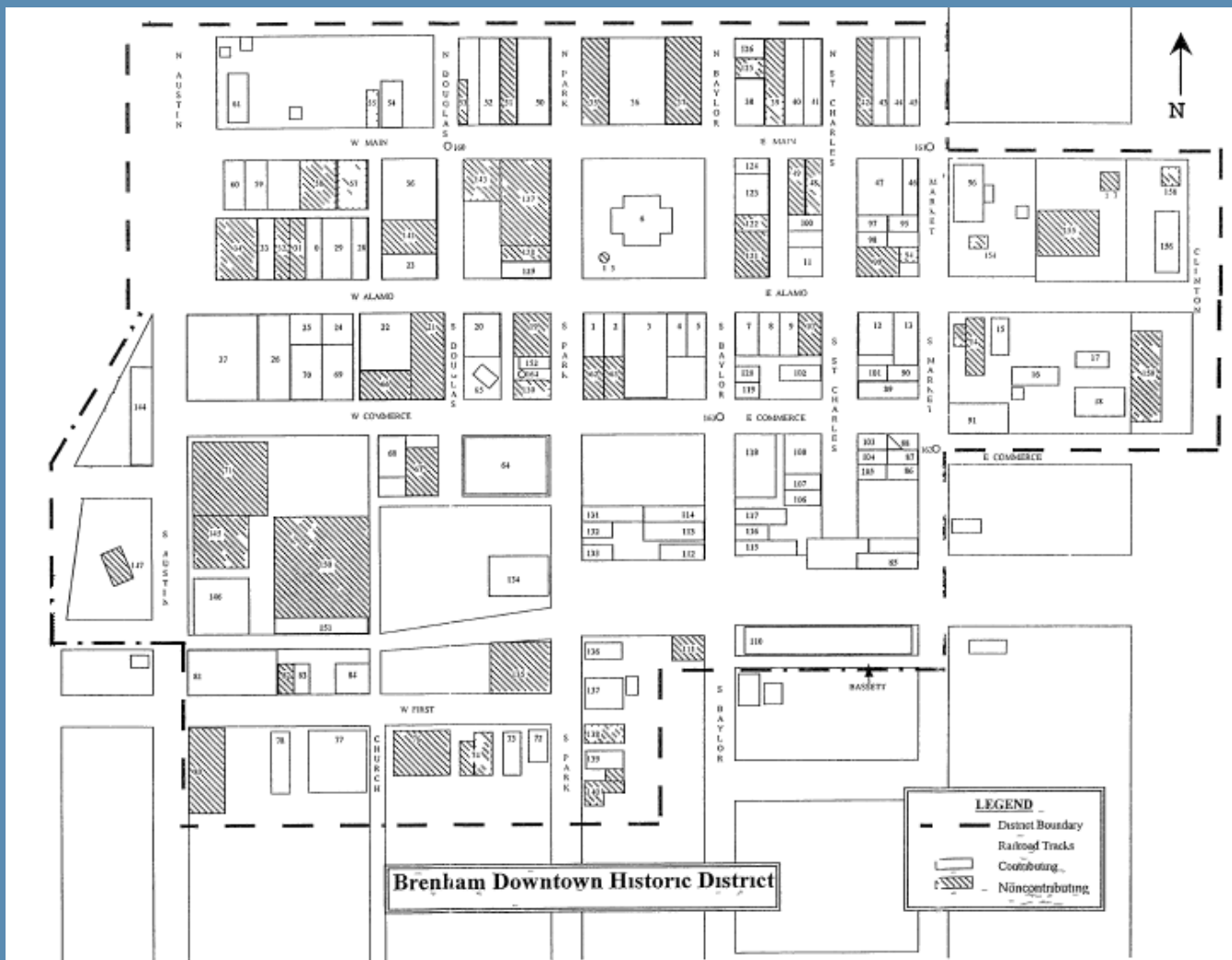


# Historic and Cultural Assets

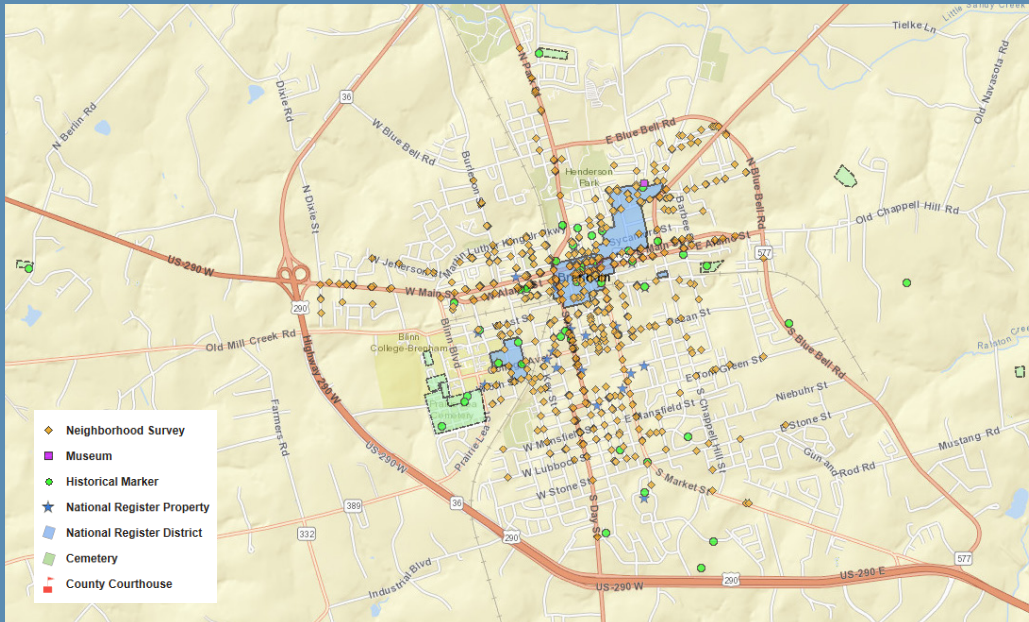
Brenham is a city with a rich history. Brenham has several museums within its city limits, including the Brenham Heritage Museum and the Brenham Fire Museum.

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

Map 8: Brenham Downtown Historic District



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



Photos: Brenham Downtown Historic District

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



Map 9: Downtown Brenham District Plan

DOWNTOWN BRENHAM DISTRICT PLAN

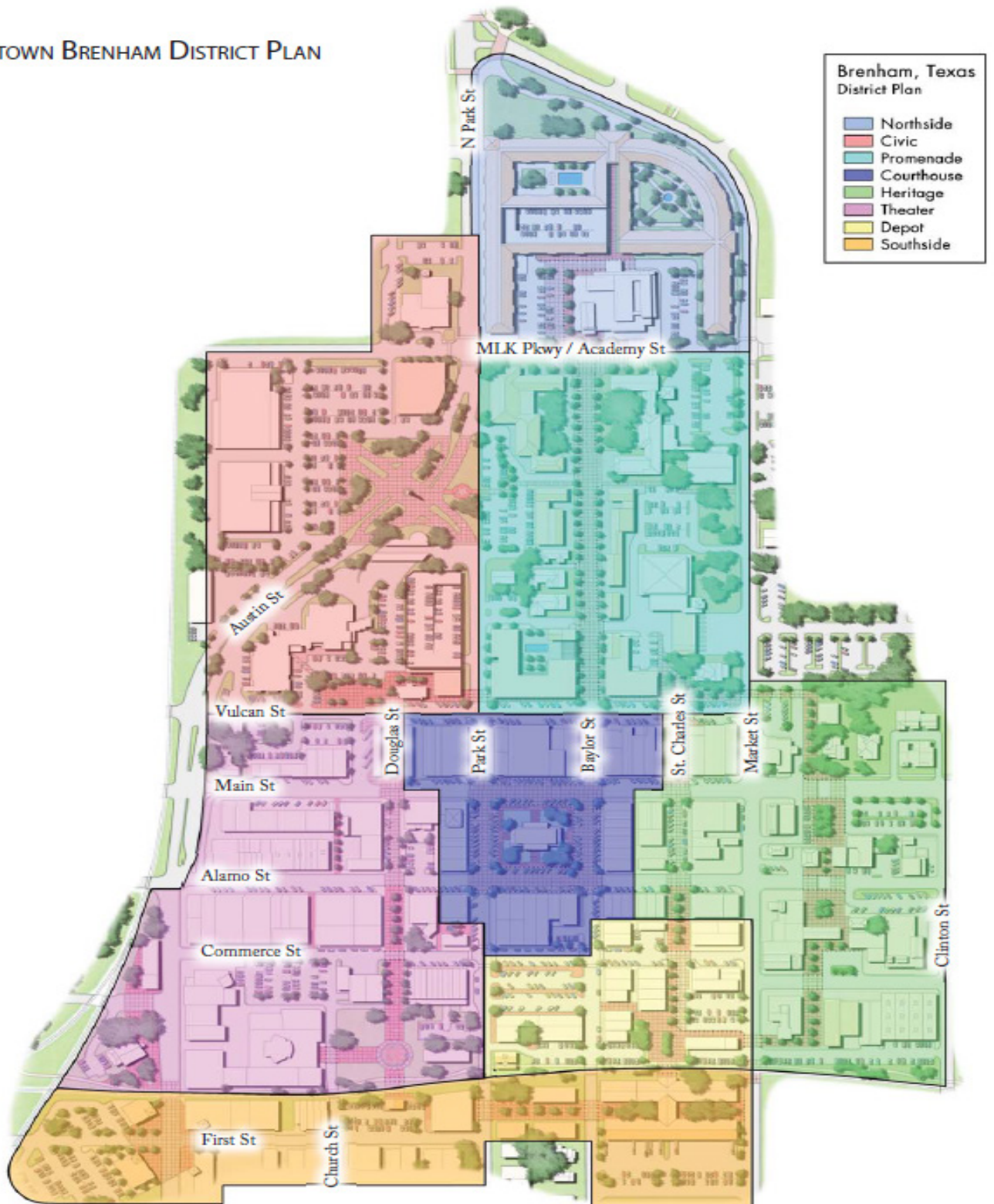


Figure 101: District Plan for Downtown Brenham

# CURRENT ALLOCATION OF LAND USE TYPES

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

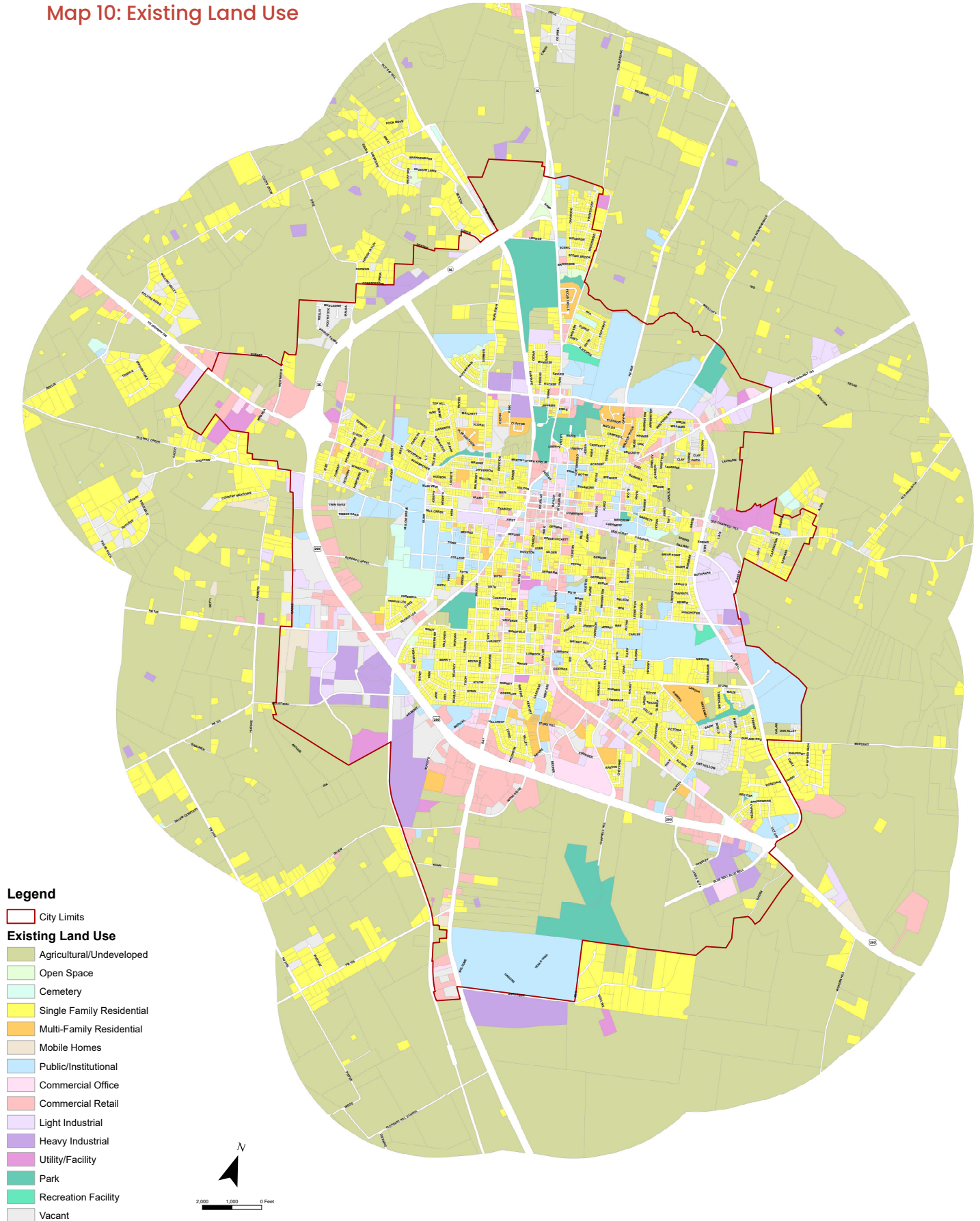
- ▶ Parks and Open Space;
- ▶ Rural land (includes undeveloped and agricultural land);
- ▶ Residential uses (single family, multi-family, mobile home park, and residential estate);
- ▶ Commercial uses (retail, office, and services);
- ▶ Industrial uses (including utilities);
- ▶ Institutional and public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

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

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

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

# Map 10: Existing Land Use





# Land Uses Compared to Other Cities

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

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

## How Do Land Use and Character Compare?

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

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

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

## City of Brenham Development Policies

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

## A Word on Zoning

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

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

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

Source: City of Brenham



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

## Zoning Allocations

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



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

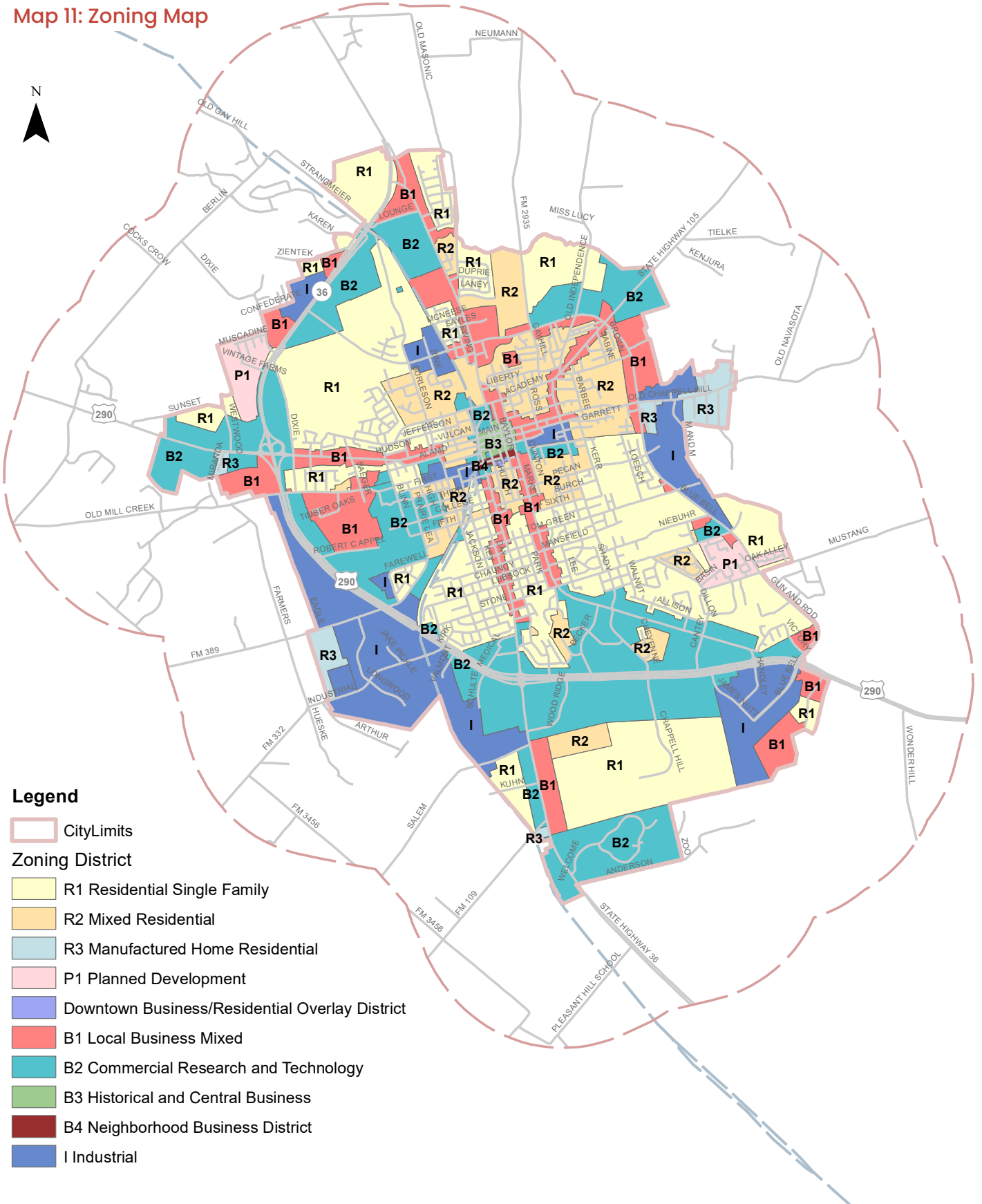
**Table 2, Current Allocation of Zoning Districts**

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

## Neighborhood Business District Zoning

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

Map 11: Zoning Map



**Legend**

City Limits

**Zoning District**

R1 Residential Single Family

R2 Mixed Residential

R3 Manufactured Home Residential

P1 Planned Development

Downtown Business/Residential Overlay District

B1 Local Business Mixed

B2 Commercial Research and Technology

B3 Historical and Central Business

B4 Neighborhood Business District

I Industrial

# Residential

## Housing Units

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

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

## Housing Typologies

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

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

Table 3, Housing Tenure (2017)

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



Table 4, Housing Types (2016)

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

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

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

### Age of Housing Stock

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

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

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

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

Table 5, Average Household and Family Size

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

Table 6, Age of Housing Stock (2015)

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



Table 7, Income to Value Comparisons and Rental Costs

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

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



## Housing Affordability

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

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

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

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

Table 8, Affordable Home Ownership

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

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



Table 9, Monthly Rent / Mortgage Payment

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

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

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

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

### Housing Authority

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

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

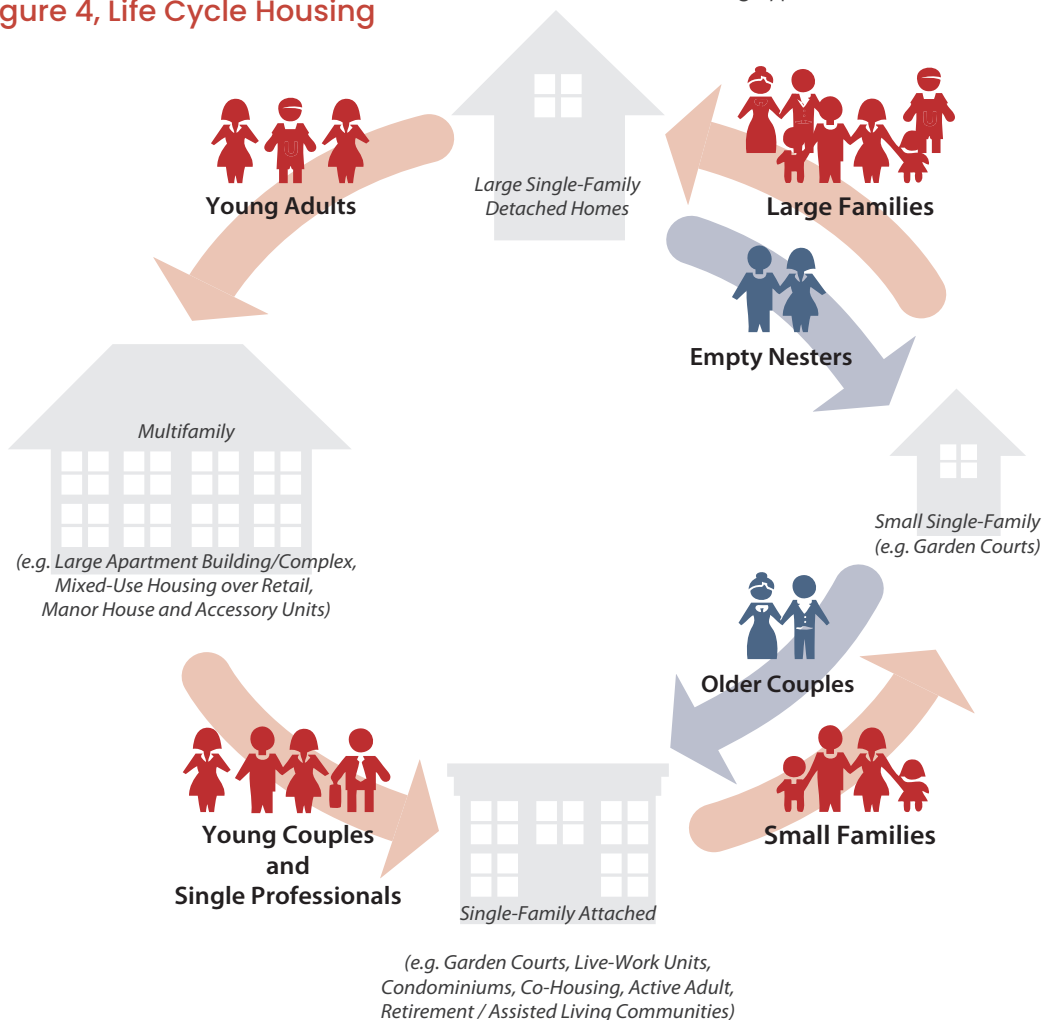
## Neighborhoods

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

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

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

**Figure 4, Life Cycle Housing**







## Opportunities

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



## Challenges

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



## Major Accomplishments in Recent Years

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



## Relevant Plans/For More Information

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





# Growth Capacity

## Growth History, Trends and Factors Influencing Growth Pattern

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

*Source: U.S. Census Bureau*

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

## Annexation

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

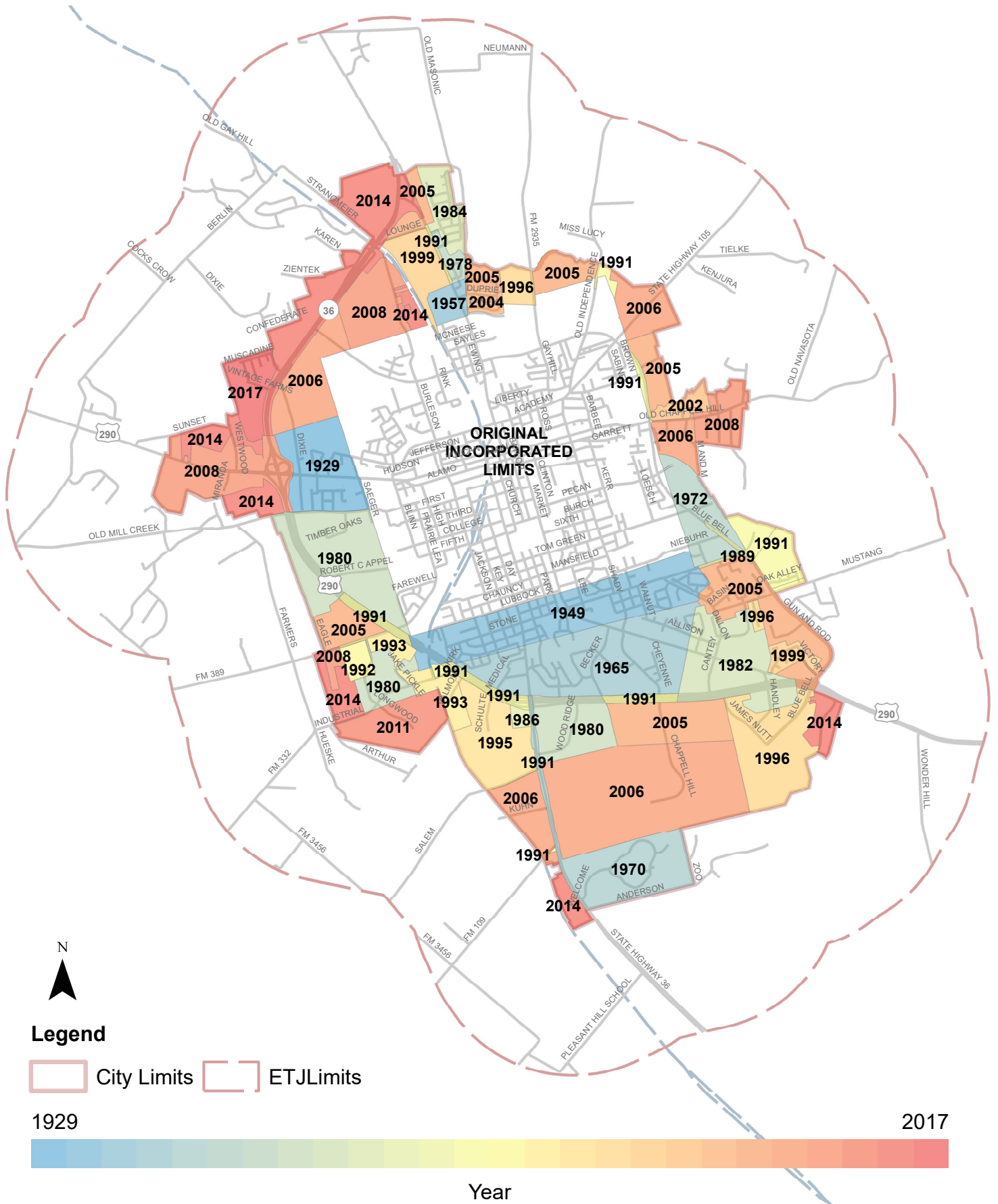
Any potential future annexations by the City of Brenham are governed by Chapter 43 of the Texas Local Government Code. The ability of cities in Texas to annex was changed under Chapter 43 through state legislation that went into effect on December 1, 2017. As Washington County is currently a Tier 1 County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

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

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

*Source: U.S. Census Bureau*

# Map 12, Annexations



# Condition and Capacity of Existing Infrastructure Systems

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

## Water System

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



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

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

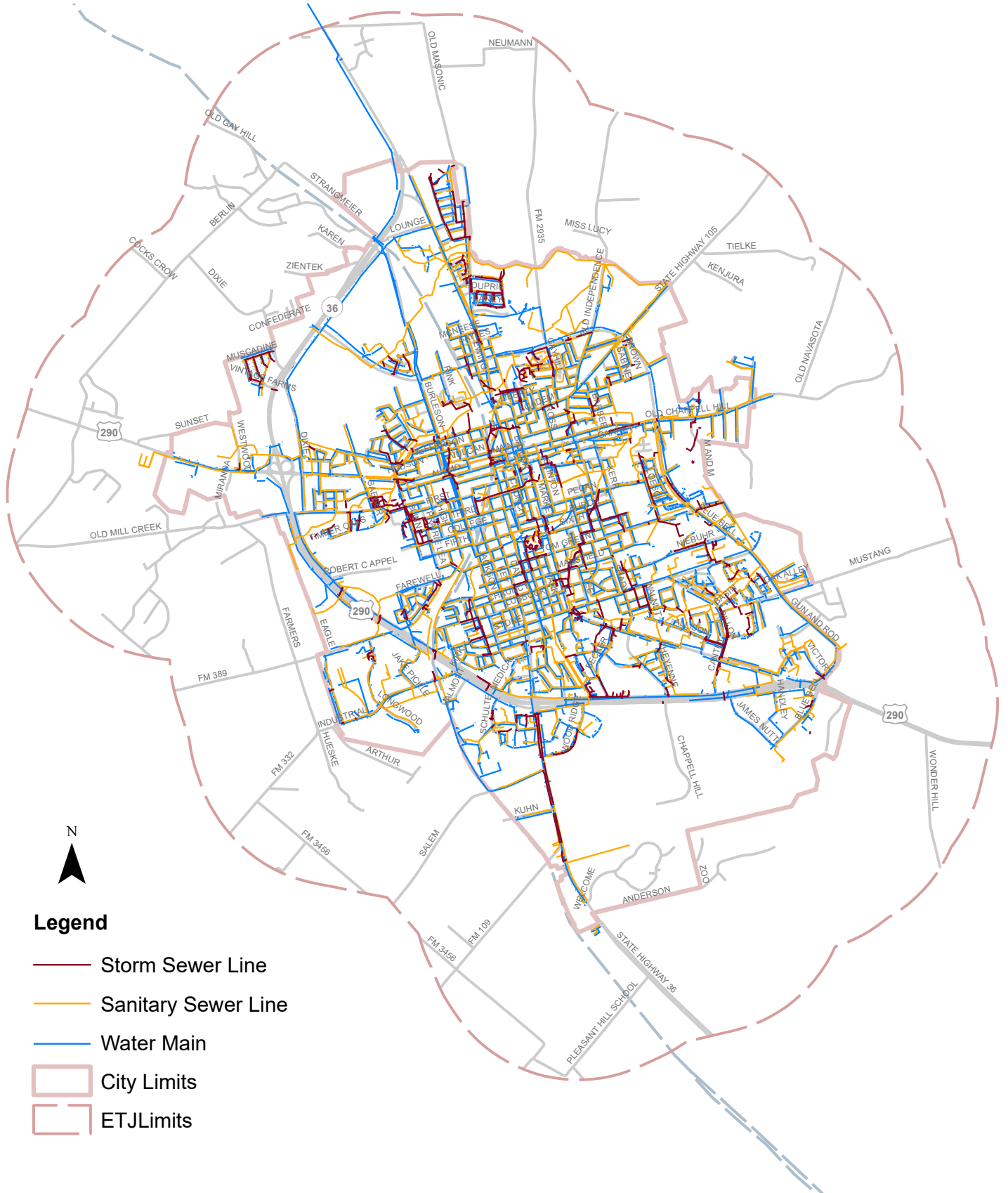
The water distribution system currently has 7,847 water service connections. Approximately half of the City's water distribution system is made up of asbestos cement (AC) or cast iron (CI) water lines while the remaining half is polyvinyl chloride (PVC). Approximately seven years ago, the City began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

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

## Sanitary Sewer/Wastewater

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

Map 13: Existing Infrastructure, City of Brenham.



**Legend**

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



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

### Gas System

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

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

### Electric

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

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

### Storm Water/Drainage

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



Stormwater runoff collection

# Emergency Services



Fire department vehicles

## Fire

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

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

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

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

## Police

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



First response police officer



and offers a variety of crime prevention programs, including:

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

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

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

## Emergency Management

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

## Flooding

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

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

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



*Police Department front steps*



## Opportunities

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



## Challenges

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



## Major Accomplishments in Recent Years

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



## Relevant Plans/For More Information

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





# Economic Outlook

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

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

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

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

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

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

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

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

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

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

Table 12, Top Employers

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

Source: Brenham Economic Development Foundation

Talent: What are the top jobs by occupation?

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



Inflow and Outflow of Jobs, 2015

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



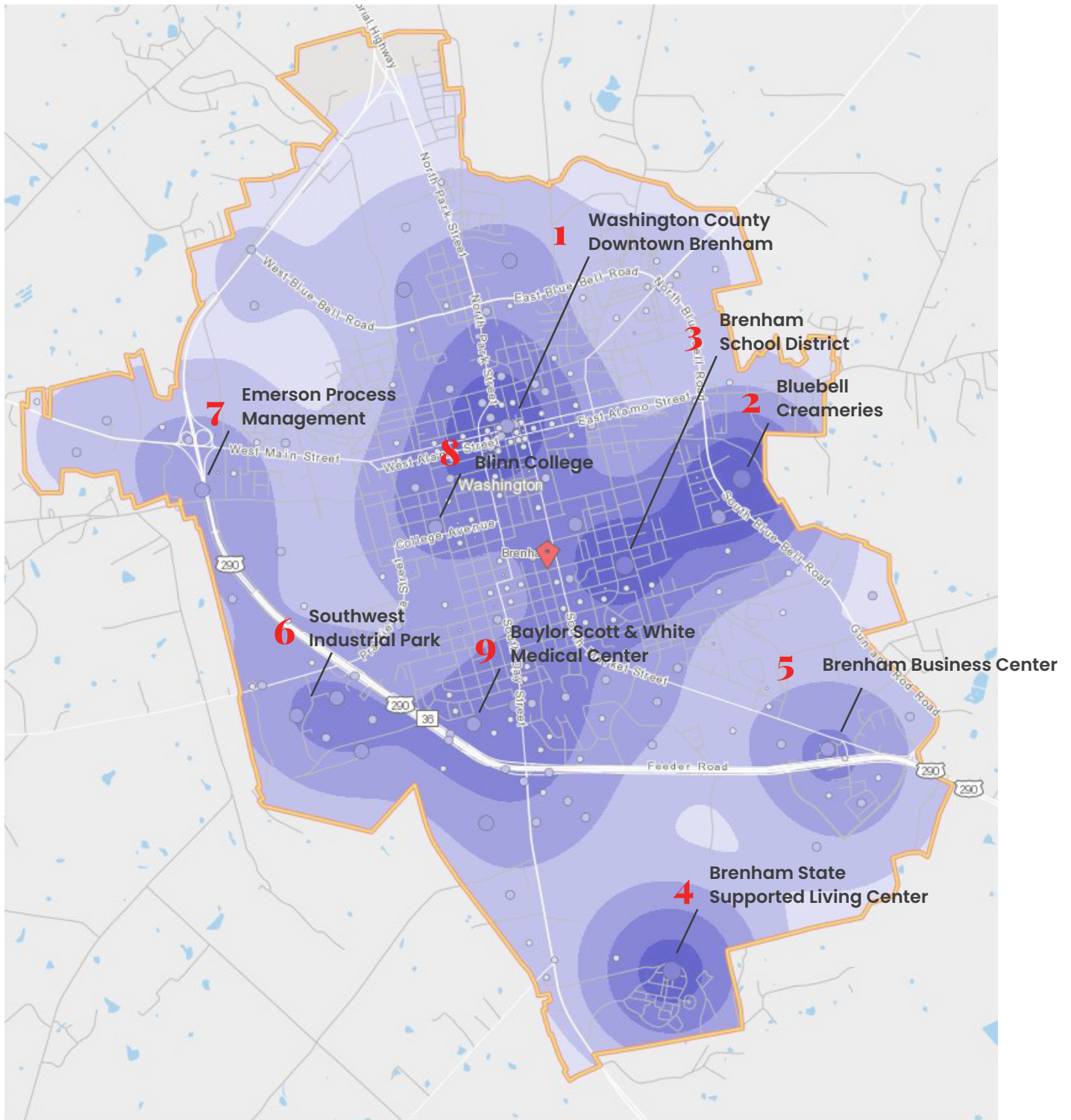
Table 13, Inflow/Outflow Job Counts (Primary Jobs), 2015

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

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

### Figure 5, City of Brenham Job Concentrations

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



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



**1** Washington County Downtown Brenham



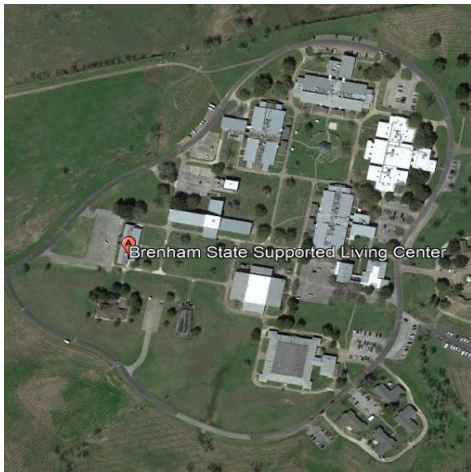
**2** Blue Bell Creameries



**3** Brenham Independent School District



**4** Brenham State Supported Living Center



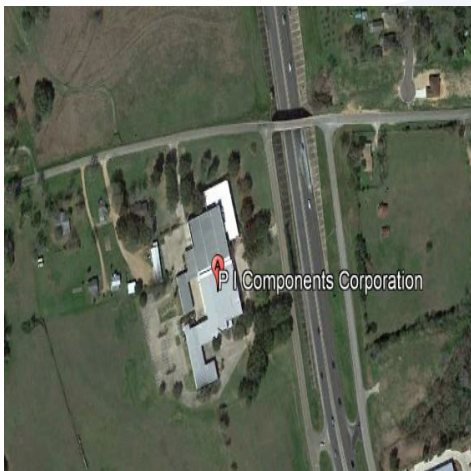
**5** Brenham Business Center



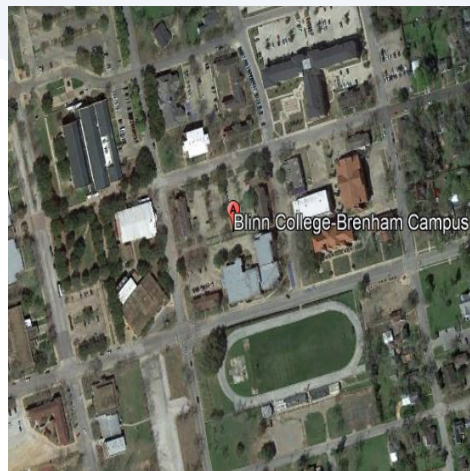
**6** Southwest Industrial Park



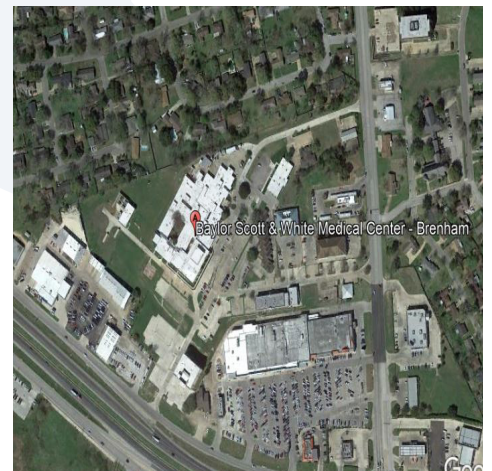
**7** Emerson Process Management



**8** Blinn College



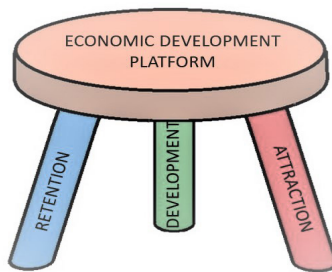
**9** Baylor Scott & White Medical Center



Source: Google Maps



# Economic Development Organizations



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

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

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

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

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

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

# Incentives and Financing

## Local Incentives

### Tax Phase-In

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

### Revenue Bonds

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

## Chapter 380 Economic Development Agreements

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

### Retail Incentive Development Guidelines

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

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

### County and State Incentives

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

### Washington County Incentives

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

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

### Texas Enterprise Fund

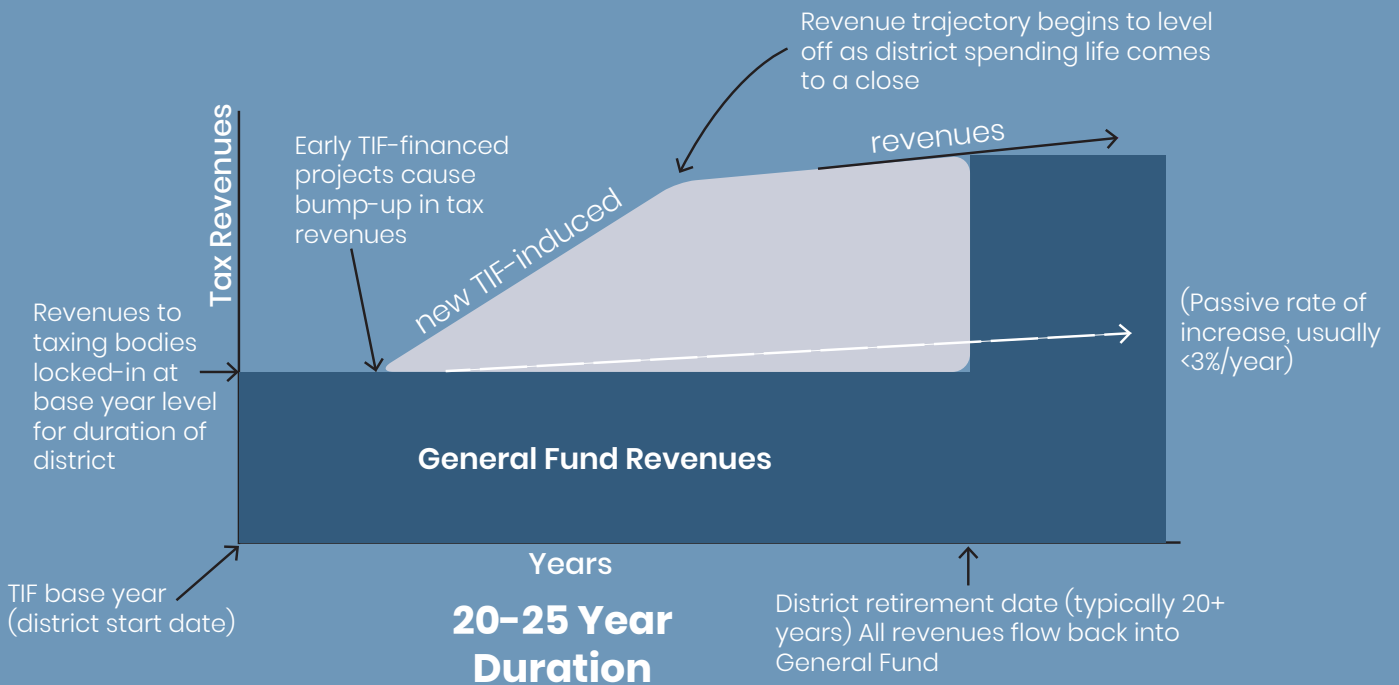
The Texas Enterprise Fund provides “deal-closing” grants to companies considering a new project for which a single Texas site is competing with another viable out-of-state site.

### Texas Enterprise Zone Program

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

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

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





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

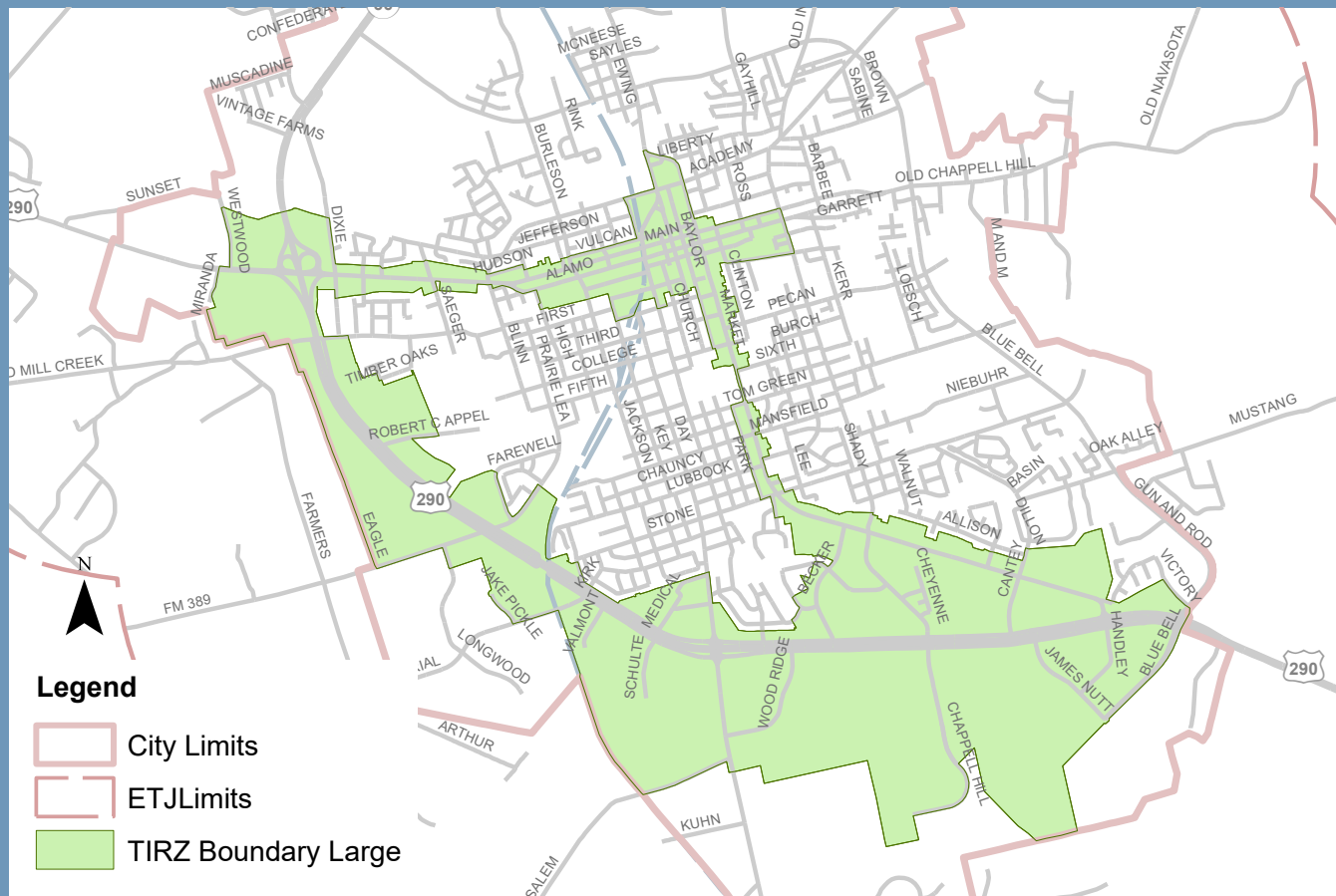
land.

Proposed projects in the preliminary plan include:

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

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

Map 14, TIRZ Boundary



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

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

### **Texas Skills Development Fund**

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

## **Workforce Training**

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

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

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

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

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

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

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

# Blinn College

## Campus Facts

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



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

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

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

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



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

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



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



# Business Development

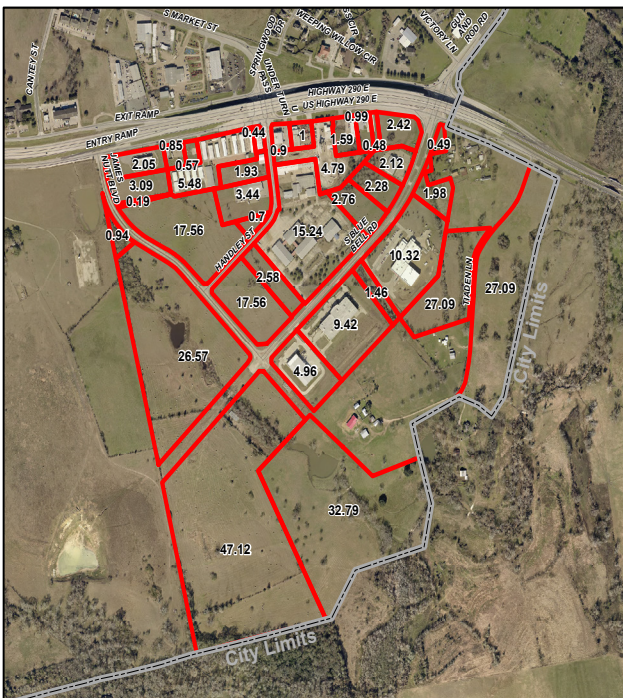
Brenham offers support for existing businesses with resources available from the City and County as well as partners at the Washington County Chamber of Commerce and Brenham Economic Development Foundation.

## Small Business Development Center at Blinn College

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

# Business Parks

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

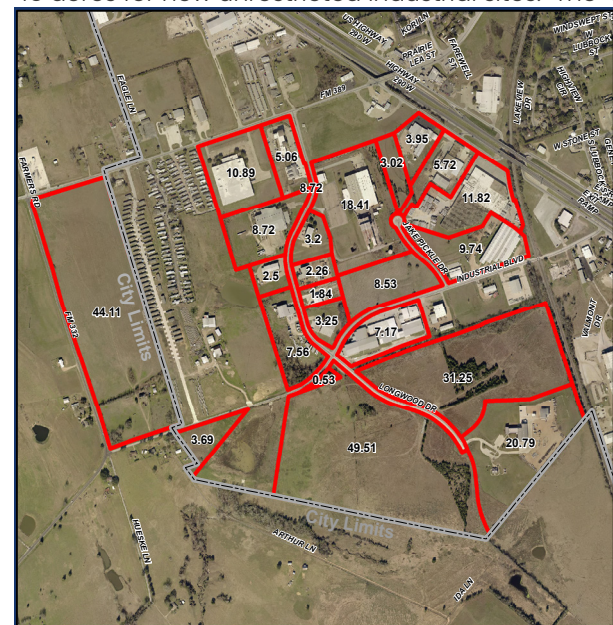


Brenham Business Center

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

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

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



Southwest Industrial Park



Retail trade area

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

## Retail Gap and Opportunity Analysis

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

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

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

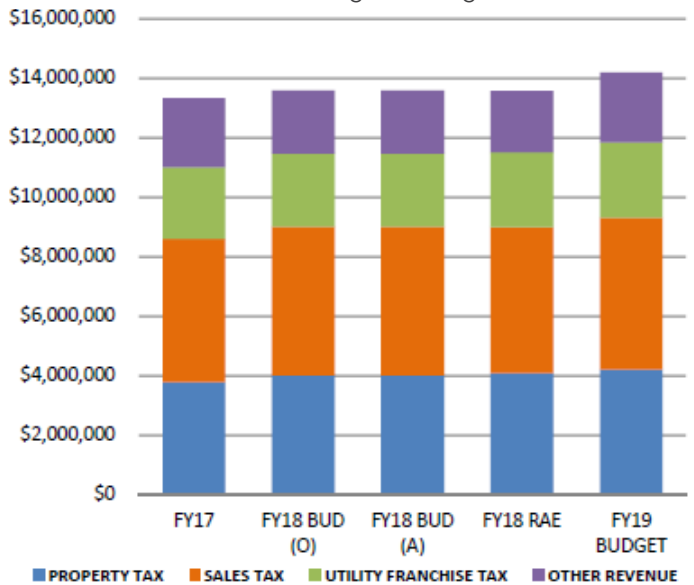
## Sales Tax

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

## Economic Development Indicators

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

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



Sources of Revenue



revenues are stable.

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

## Blue Bell Creamery

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

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

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



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





## Opportunities

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



## Challenges

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



## Major Accomplishments in Recent Years

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



## Relevant Plans/For More Information

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



# Transportation

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

## Regional Context

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

## Traffic Conditions and Trends

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

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



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



Map 15: Annual Average Daily Traffic, 2016.



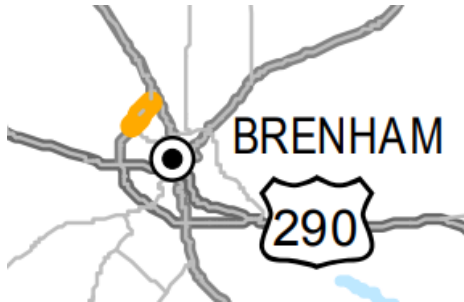
Source: TxDOT, 2016.

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

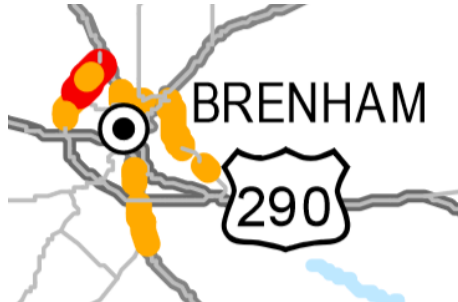
“moderate congestion”. The cloverleaf interchange of US 290 and SH 36 was frequently cited during early engagement activities as a point of congestion bottleneck. There is particular concern for how the cloverleaf functions during extreme congestion events such as hurricane evacuations.

## Peak Hour Congestion 2016 and 2036

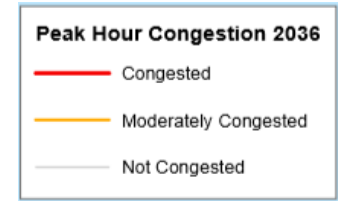
TxDOT's Peak Hour Congestion 2036 (TxDOT, 2017), forecasts peak hour congestion levels for the year 2036. The map suggests that SH 36, north of US 290, will experience the most peak hour congestion in the Brenham area in future years.



Peak Hour Congestion 2016



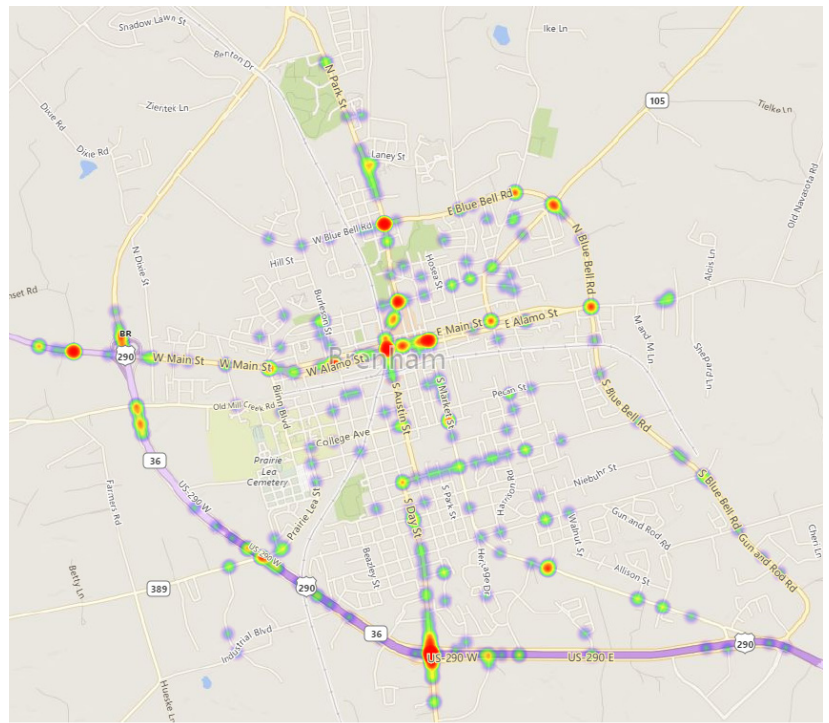
Forecasted Peak Hour Congestion 2036



## Safety

### Vehicle Crashes

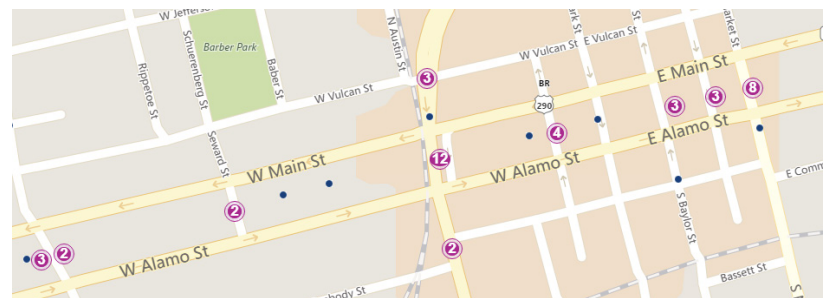
Crash history was obtained from TxDOT's Crash Records Information System (CRIS) for all of Brenham from 2016–2018. There was a total of 1,547 crashes involving 3,074 vehicle units during this period, with one fatal crash. This translates to an average of 1.5 crashes per day over the past three years.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



Areas of collision concentration in Brenham

### Pedestrian and Bicycle Safety

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



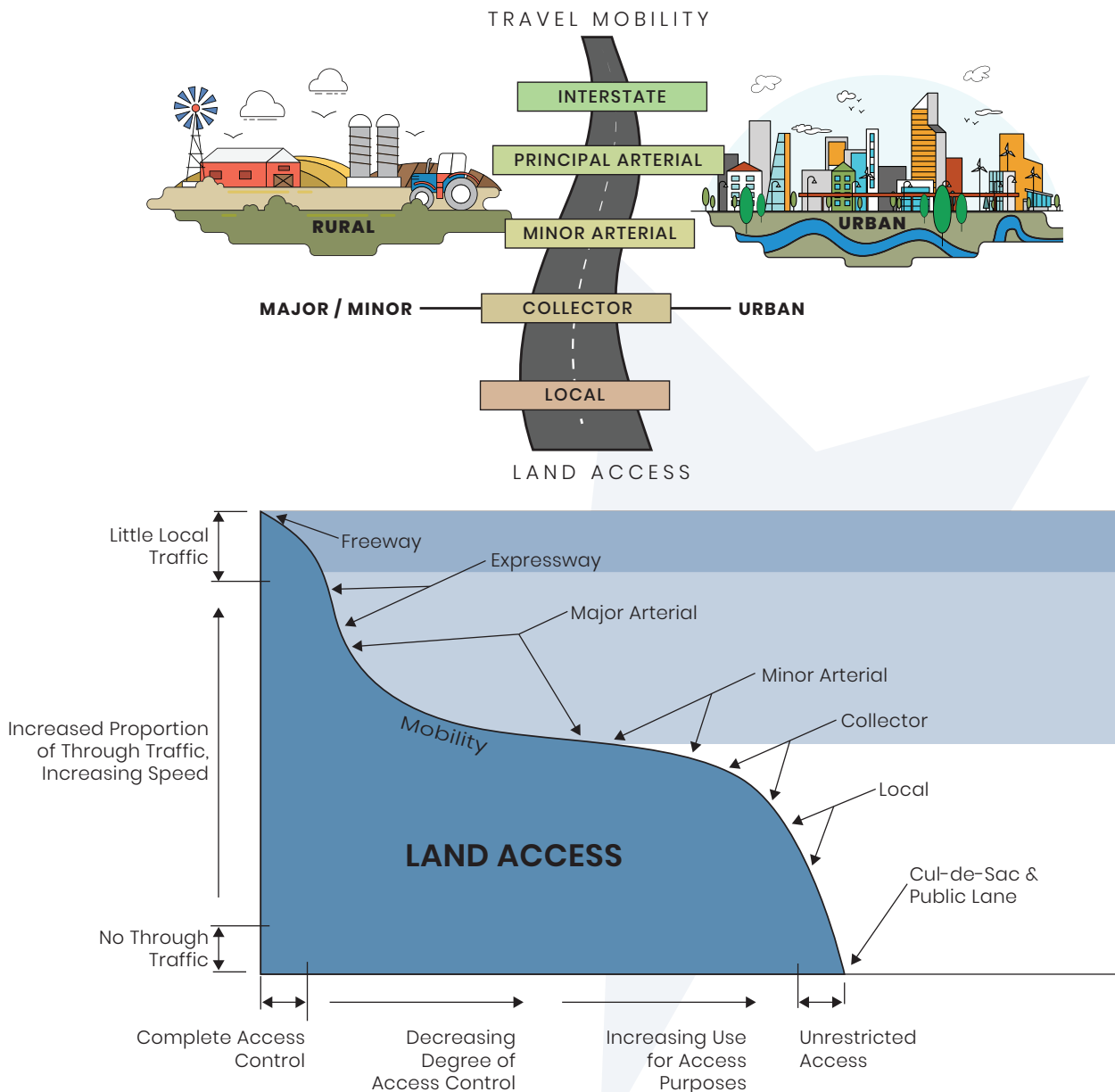
Crashes in Downtown Brenham, 2017

# Road System in Brenham

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

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

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



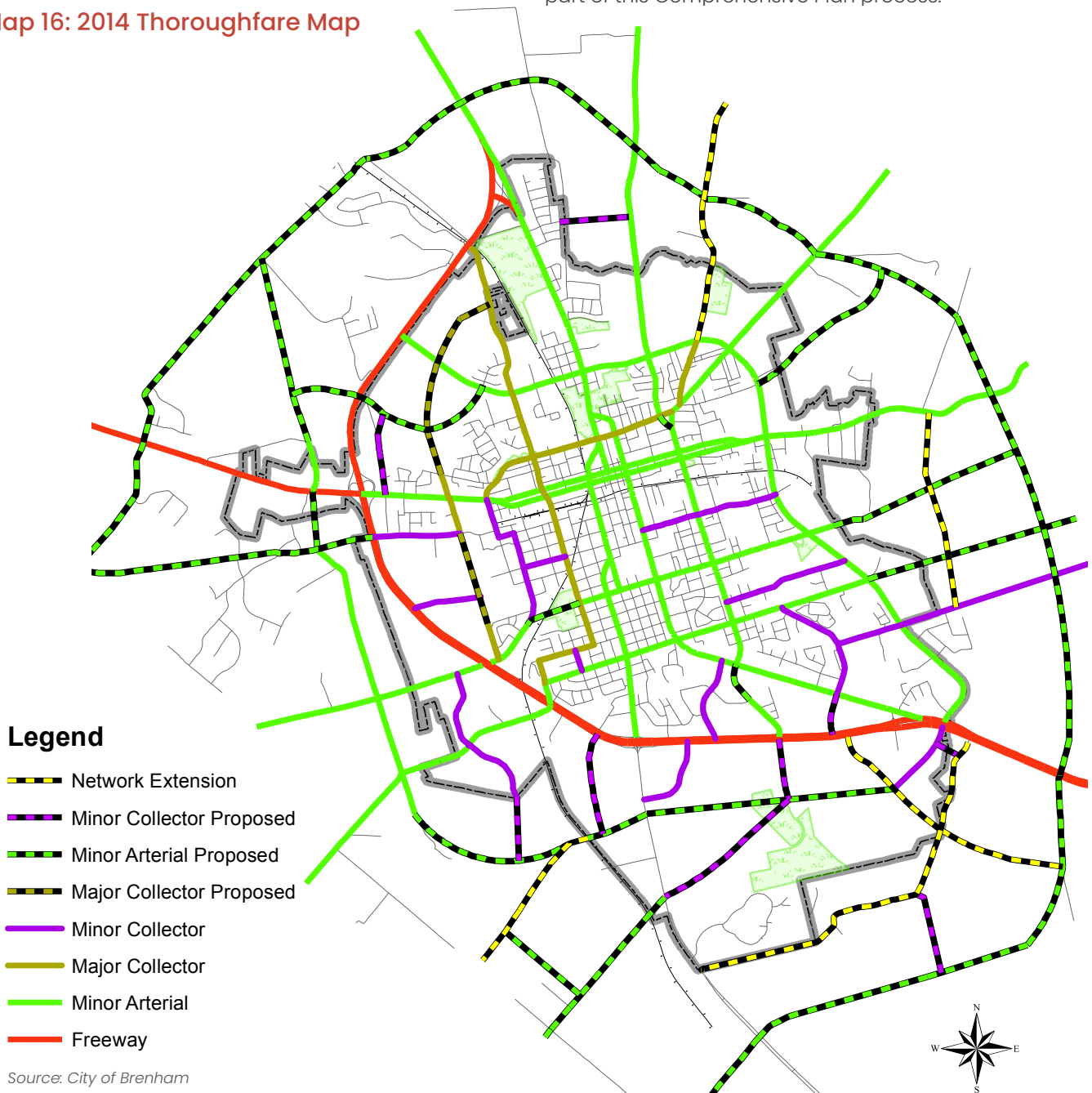


## Brenham 2014 Thoroughfare Plan

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

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

## Map 16: 2014 Thoroughfare Map



Source: City of Brenham

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

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

**Areas needing improved connectivity:**

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

**Areas needing improved traffic flow:**

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

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

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



Map generated by participants at January 2019 Town Hall event.

# Railroads

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

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

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

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

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

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



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



# Active and Planned Transportation Projects

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

## Texas Department of Transportation

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



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

### Construction underway or begins soon:

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

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

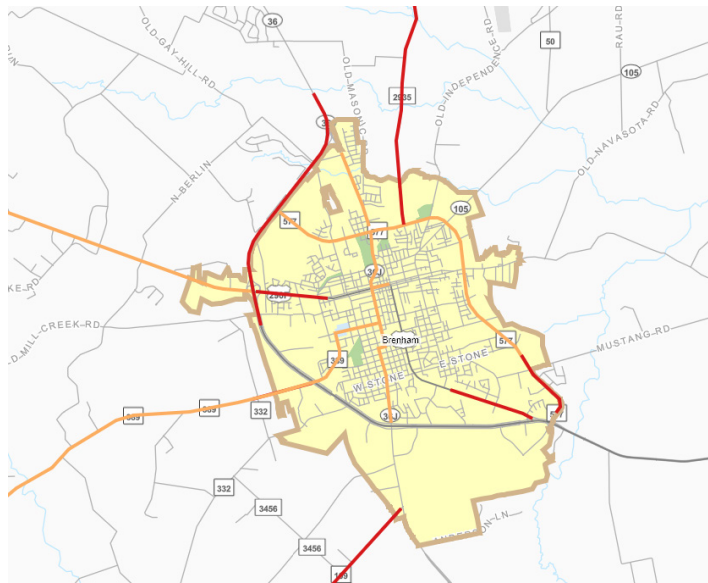
### Construction begins within 4 years:

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

### Construction begins in 5 to 10 years:

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

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



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

TxDOT projects in Brenham

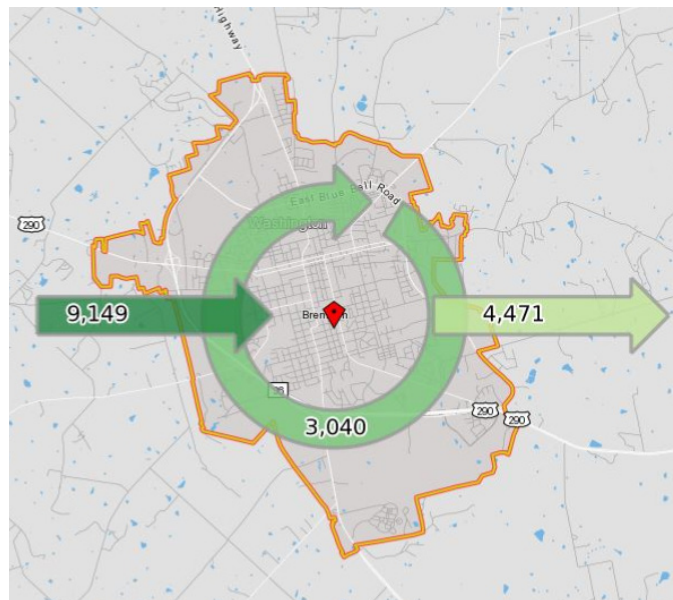
## Commute Patterns

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

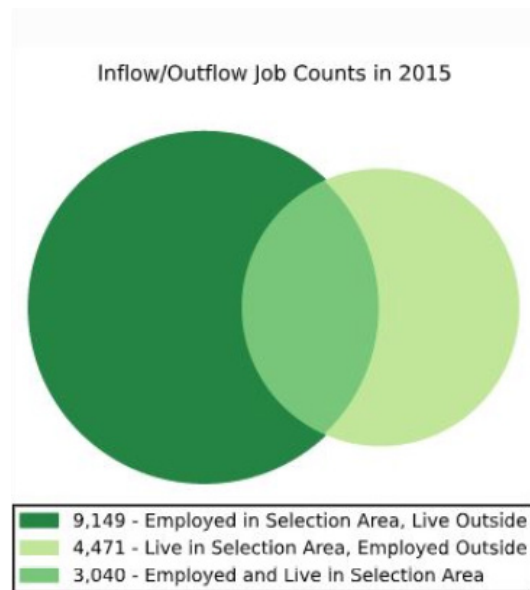
Most workers in the Brenham get to work by driving in their vehicle alone (85.8 percent), with an additional 10.8 percent carpooling in a vehicle. Only 0.1 percent of people reported using public transportation to get to work, and approximately 0.7 percent reported walking or bicycling to work. An additional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

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

Figure 7: Commute Pattern



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



# Active Transportation

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

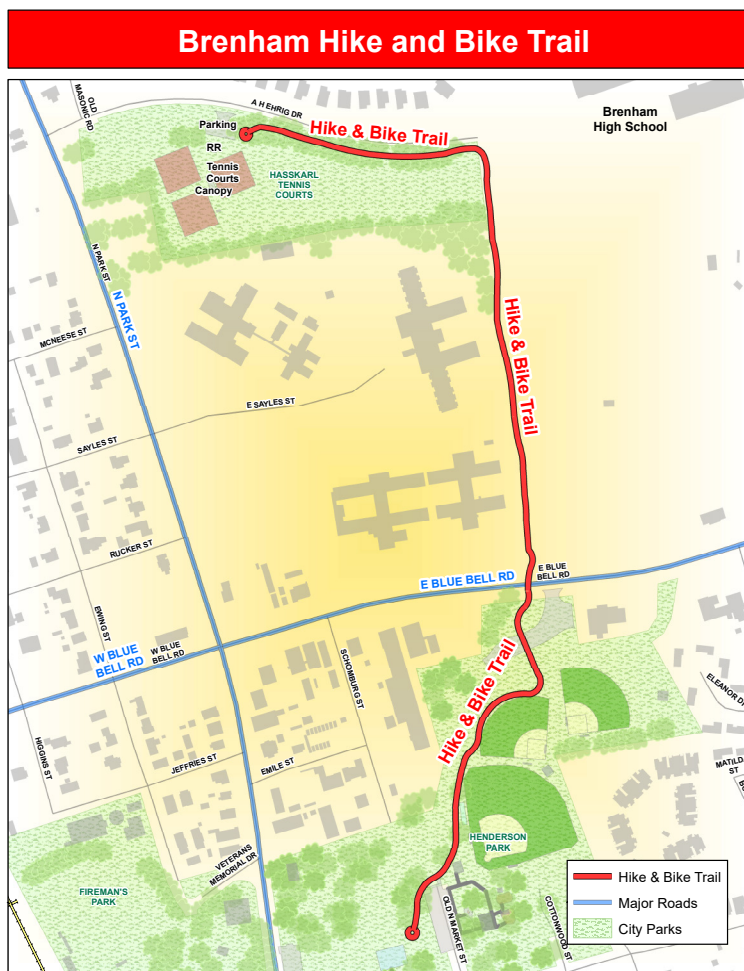
Brenham’s existing trail system, as seen in Map 17, currently consists of an approximately two-mile hike and bike trail that links the Hasskarl Tennis Complex and Henderson Park, crossing Blue Bell Road. The hike

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

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

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

**Map 17: Brenham Hike and Bike**



Source: City of Brenham

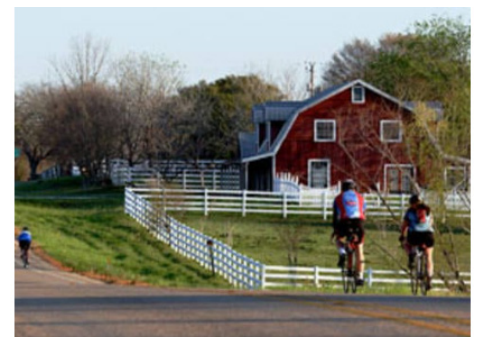


Photo courtesy of visitbrenhamtexas.com





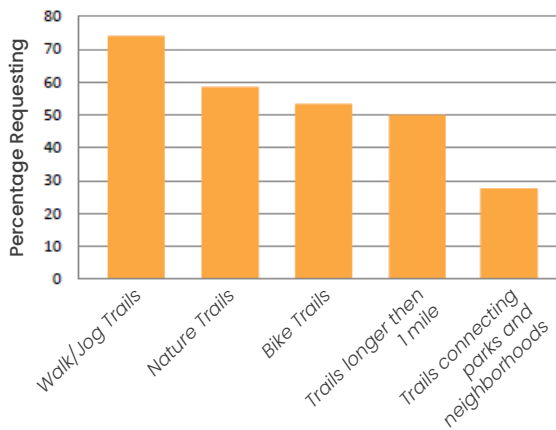
expansion and investment in the City's recreation system, with trails being a top priority identified by the public during the planning process for the Parks, Recreation and Open Spaces Master Plan.

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

Trail goals detailed in the Master Plan include:

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

### Types of Trails Preferred



### Sidewalks and Pedestrian Facilities

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

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

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

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

## Transit

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



### Ride Sharing Services

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



## Opportunities

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



## Challenges

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



## Major Accomplishments in Recent Years

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



## Relevant Plans/For More Information

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





# Parks and Recreation

## Parks and Recreation

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

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

**Table 14, Parks Inventory**

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

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



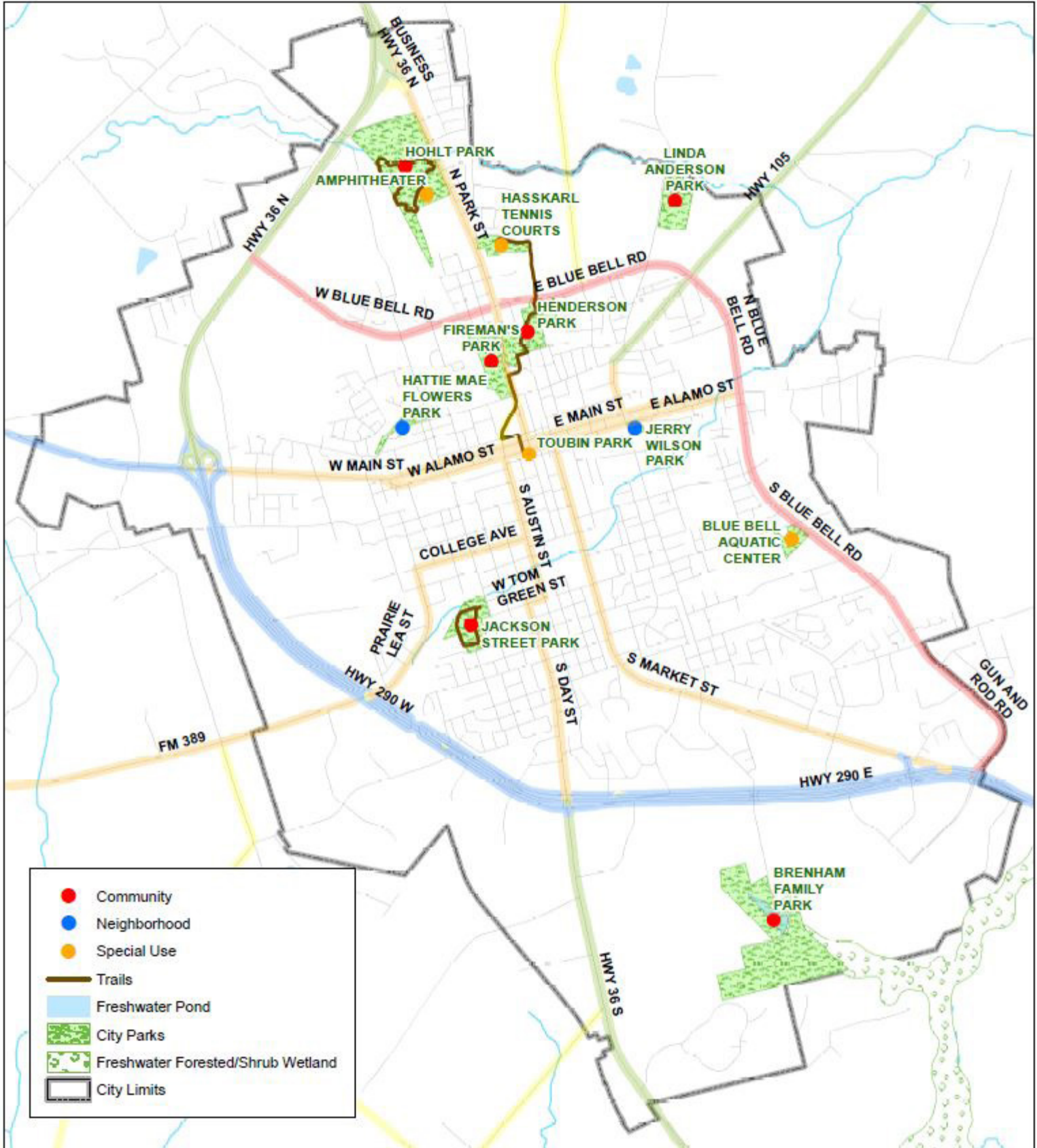
Hohlt Park



Blue Bell Aquatic Center



Map 18, Parks and Trails



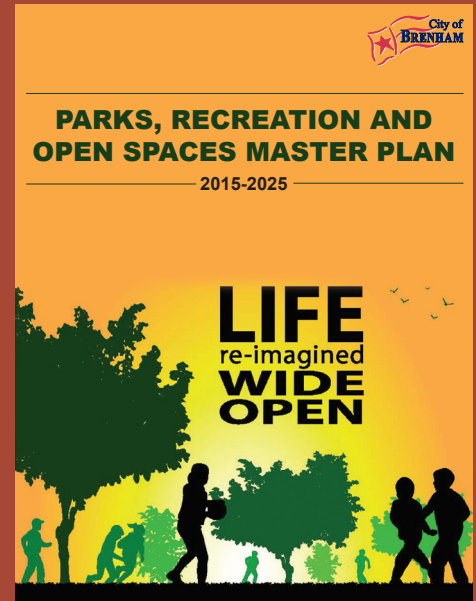
Source: City of Brenham

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

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

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

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



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

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

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



Youth football in Brenham.

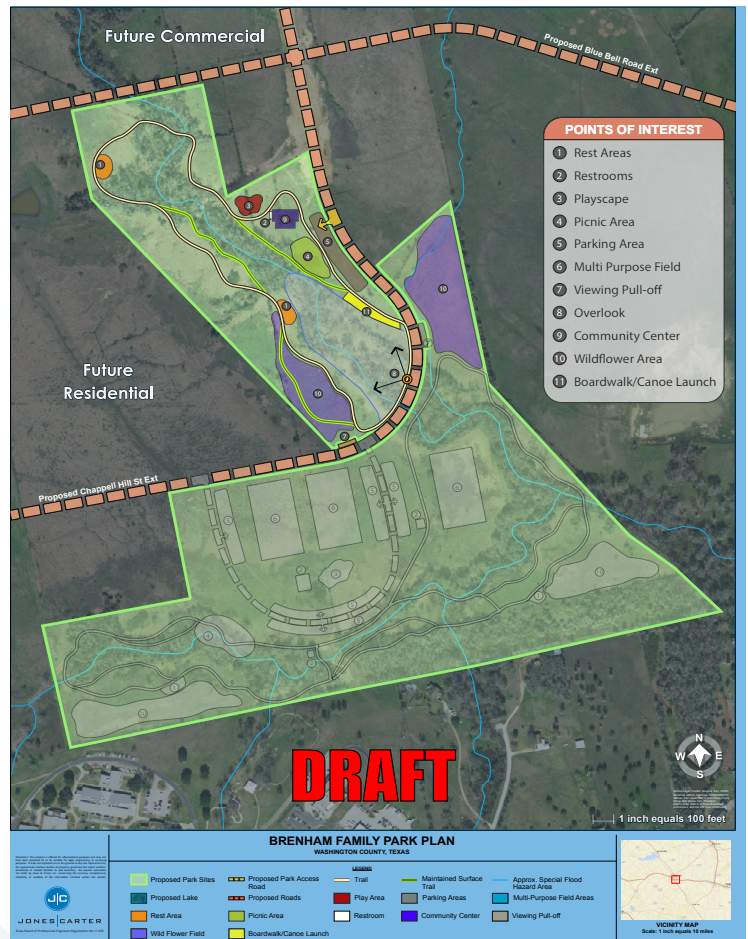


## Parks Programs and Events

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

## Parks / Open Space Land Use Designation

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



Future Brenham Family Park

Table 15, NRPA Parkland Classification Standards

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



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



Brenham Park Amenities

## Joint Use Agreements

### What are Joint Use Agreements?

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

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

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

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

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



## Opportunities

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



## Challenges

- ▶ Ongoing maintenance and reinvestment in parks



## Major Accomplishments in Recent Years

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



## Relevant Plans/For More Information

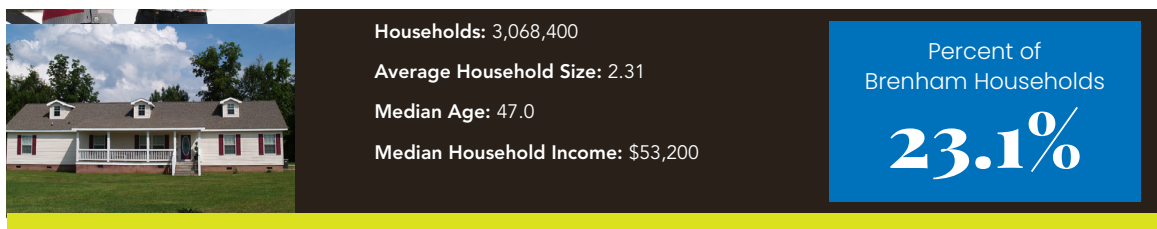
- ▶ City of Brenham 2015 Parks, Recreation and Open Spaces Master Plan (2015-2025)



# Appendix A: Psychographic Tapestry

Figure 8, Brenham Tapestry Segments: Midlife Constants

Source: ESRI



## WHO ARE WE?

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

## OUR NEIGHBORHOOD

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

## SOCIOECONOMIC TRAITS

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

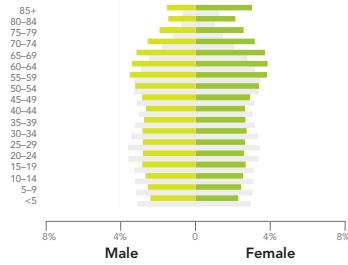




### AGE BY SEX (Esri data)

Median Age: **47.0** US: 38.2

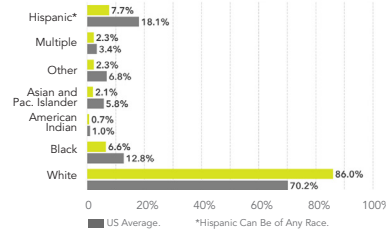
■ Indicates US



### RACE AND ETHNICITY (Esri data)

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

Diversity Index: **36.2** US: 64.0



### INCOME AND NET WORTH

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

#### Median Household Income

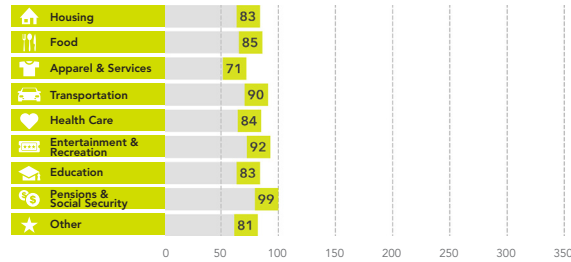


#### Median Net Worth



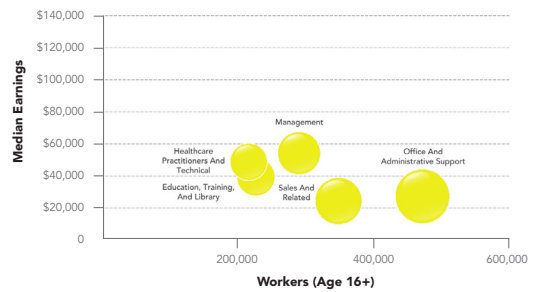
### AVERAGE HOUSEHOLD BUDGET INDEX

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



### OCCUPATION BY EARNINGS

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



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

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

### HOUSING

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



**Typical Housing:**  
Single Family

**Median Value:**  
\$154,100

US Median: \$207,300

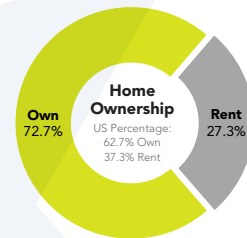
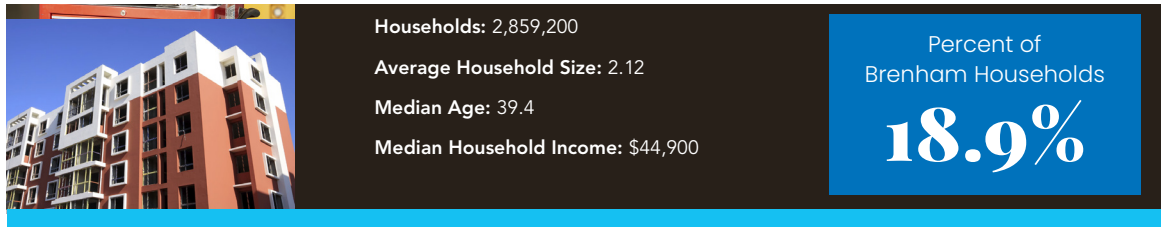


Figure 9, Brenham Tapestry Segments: Old and Newcomers

Source: ESRI



**WHO ARE WE?**

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

**OUR NEIGHBORHOOD**

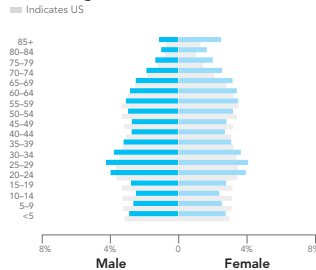
- Metropolitan city dwellers.
- Predominantly single households (Index 148), with a mix of married couples (no children); average household size lower at 2.12.
- 55% renter occupied; average rent, \$880, (Index 85).
- 45% of housing units are single-family dwellings; 45% are multiunit buildings in older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

**SOCIOECONOMIC TRAITS**

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

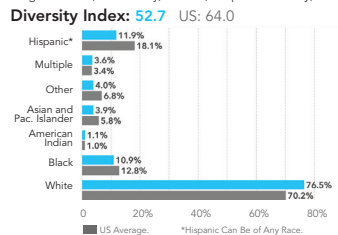
**AGE BY SEX** (Esri data)

Median Age: 39.4 US: 38.2



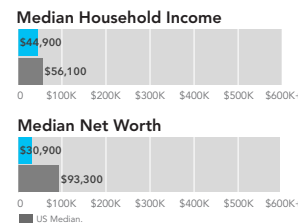
**RACE AND ETHNICITY** (Esri data)

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



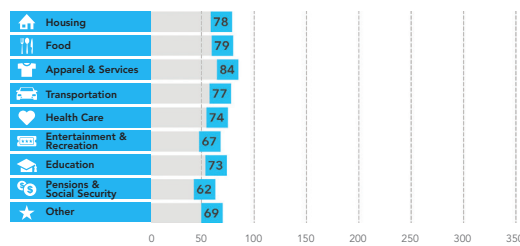
**INCOME AND NET WORTH**

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



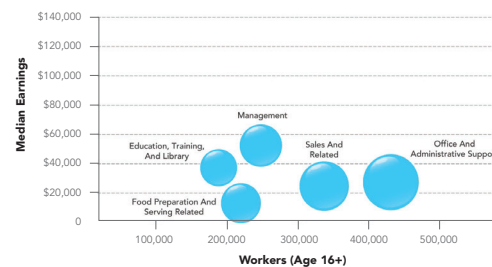
**AVERAGE HOUSEHOLD BUDGET INDEX**

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



**OCCUPATION BY EARNINGS**

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



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

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

**HOUSING**

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



Typical Housing:  
 Single Family;  
 Multi-Units

Average Rent:  
 \$880

US Average: \$1,038

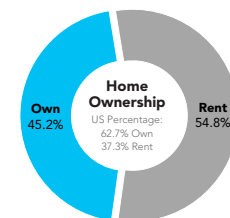
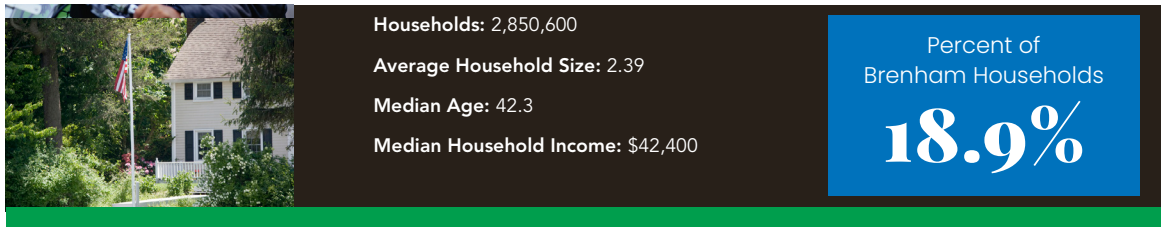


Figure 10, Brenham Tapestry Segments: Heartland Communities

Source: ESRI



**WHO ARE WE?**

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

**OUR NEIGHBORHOOD**

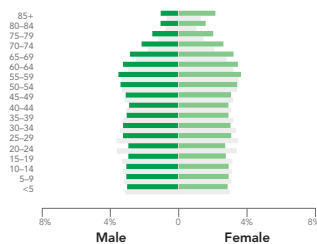
- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112)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

**SOCIOECONOMIC TRAITS**

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

**AGE BY SEX** (Esri data)

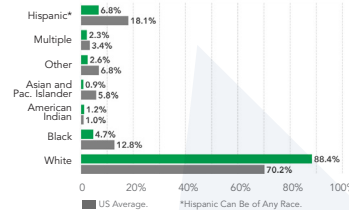
Median Age: **42.3** US: 38.2  
 ■ Indicates US



**RACE AND ETHNICITY** (Esri data)

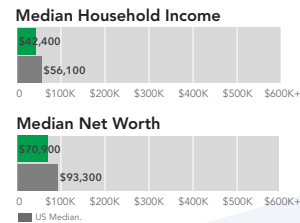
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **31.5** US: 64.0



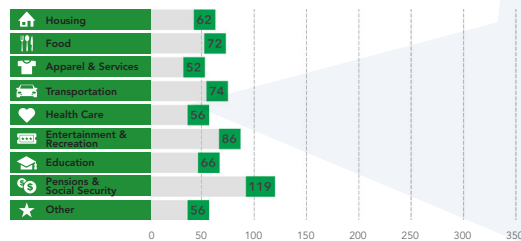
**INCOME AND NET WORTH**

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



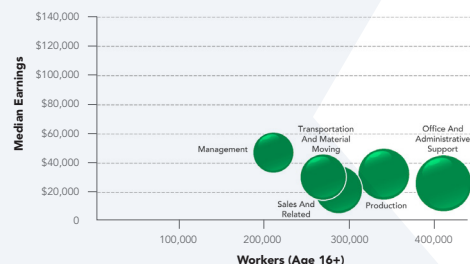
**AVERAGE HOUSEHOLD BUDGET INDEX**

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



**OCCUPATION BY EARNINGS**

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



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

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

**HOUSING**

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



Typical Housing:  
Single Family

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

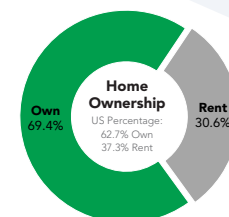





Figure 11, Brenham Tapestry Segments: Rural Bypasses

Source: ESRI



Households: 1,646,400  
 Average Household Size: 2.55  
 Median Age: 40.4  
 Median Household Income: \$33,000

Percent of Brenham Households  
**10.4%**

**WHO ARE WE?**

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

**OUR NEIGHBORHOOD**

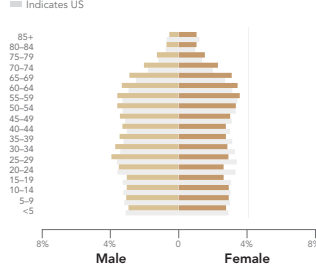
- An older market, with more married couples without children and single households, the average household size is slightly lower at 2.55.
- Most residents own single-family homes, or mobile homes (Index 504).
- Most homes was built from 1970 to 1989; vacancy rates are higher due to seasonal housing.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

**SOCIOECONOMIC TRAITS**

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

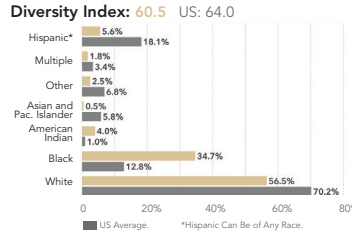
**AGE BY SEX** (Esri data)

Median Age: 40.4 US: 38.2



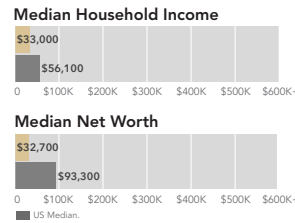
**RACE AND ETHNICITY** (Esri data)

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



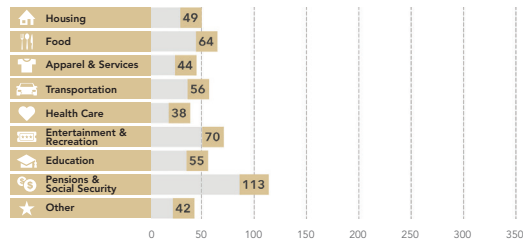
**INCOME AND NET WORTH**

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



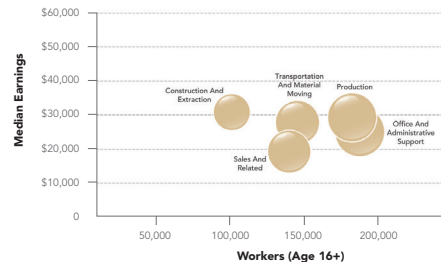
**AVERAGE HOUSEHOLD BUDGET INDEX**

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



**OCCUPATION BY EARNINGS**

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



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

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

**HOUSING**

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

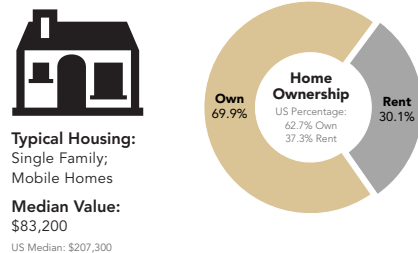



Figure 12, Brenham Tapestry Segments: Fresh Ambitions

Source: ESRI



**Households:** 794,600

**Average Household Size:** 3.17

**Median Age:** 28.6

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

Percent of  
Brenham Households

# 8.9%

### WHO ARE WE?

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

### OUR NEIGHBORHOOD

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

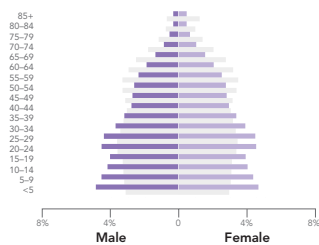
### SOCIOECONOMIC TRAITS

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

### AGE BY SEX (Esri data)

Median Age: **28.6** US: 38.2

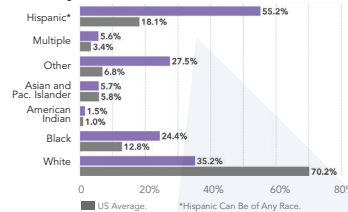
■ Indicates US



### RACE AND ETHNICITY (Esri data)

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

Diversity Index: **90.6** US: 64.0



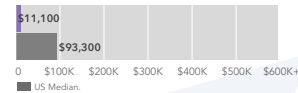
### INCOME AND NET WORTH

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

#### Median Household Income

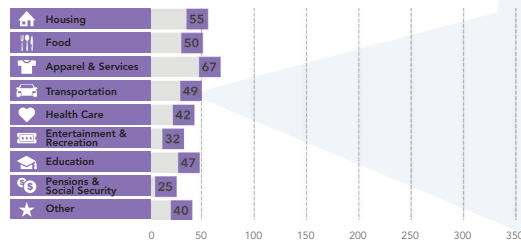


#### Median Net Worth



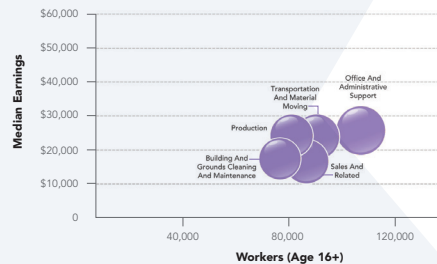
### AVERAGE HOUSEHOLD BUDGET INDEX

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



### OCCUPATION BY EARNINGS

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



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

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

### HOUSING

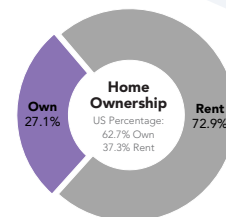
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



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

**Average Rent:**  
\$857

US Average: \$1,038





**KENDIG KEAST**  
COLLABORATIVE

1415 Highway 6 South, Suite D100  
Sugar Land, TX 77478  
Telephone: 281.242.2960

[www.kendigkeast.com](http://www.kendigkeast.com)





# Historic Past, Bold Future Plan 2040

The Future City Report

City of Brenham, Texas Comprehensive Plan  
Public Hearing DRAFT August 2019



# Acknowledgements

## City Council

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

## Planning and Zoning Commission

**Keith Behrens** – Chairman  
**Marc Wamble**  
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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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# 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. 78-95)

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”

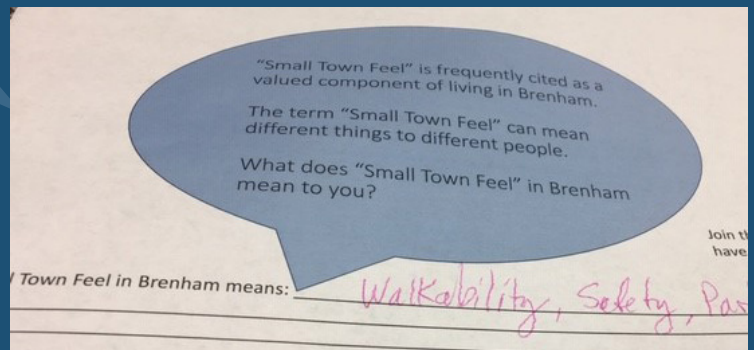
“Space for the many talents, ideas, and businesses/organization that exist from the residents”

“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.”

## The 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 -- 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 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:

- GPI1.** GPI: 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.** Increase the housing supply within the city limits, capturing an increased amount of county and regional growth within the city.
- GLUD2.** Have 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 be aimed at reducing 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,

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.



## 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

**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.



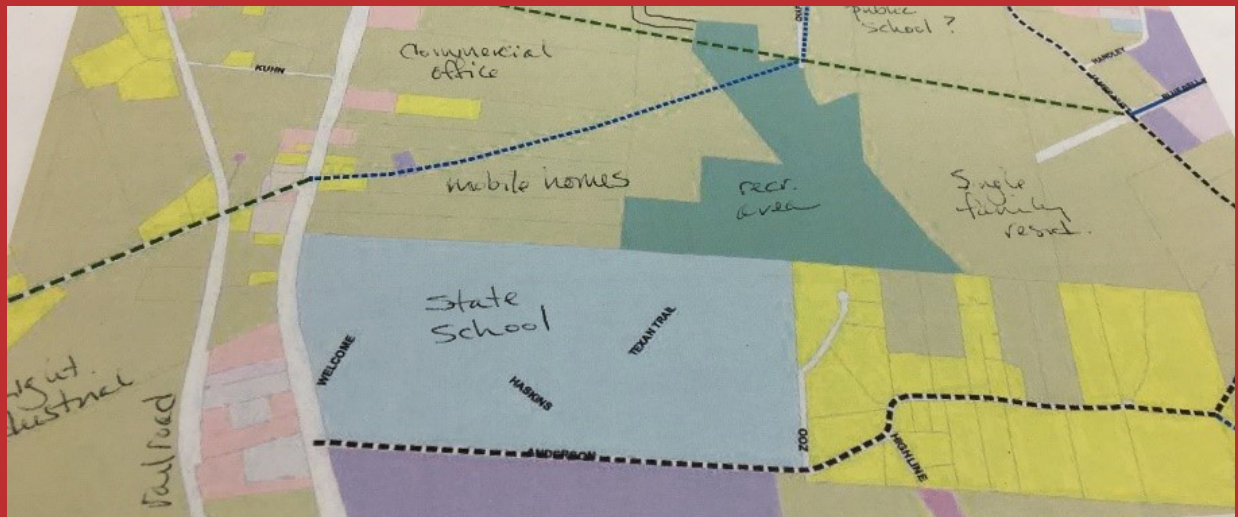


Image: One Town Hall participant's preferred land uses around Future Brenham Family Park area.

## 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:

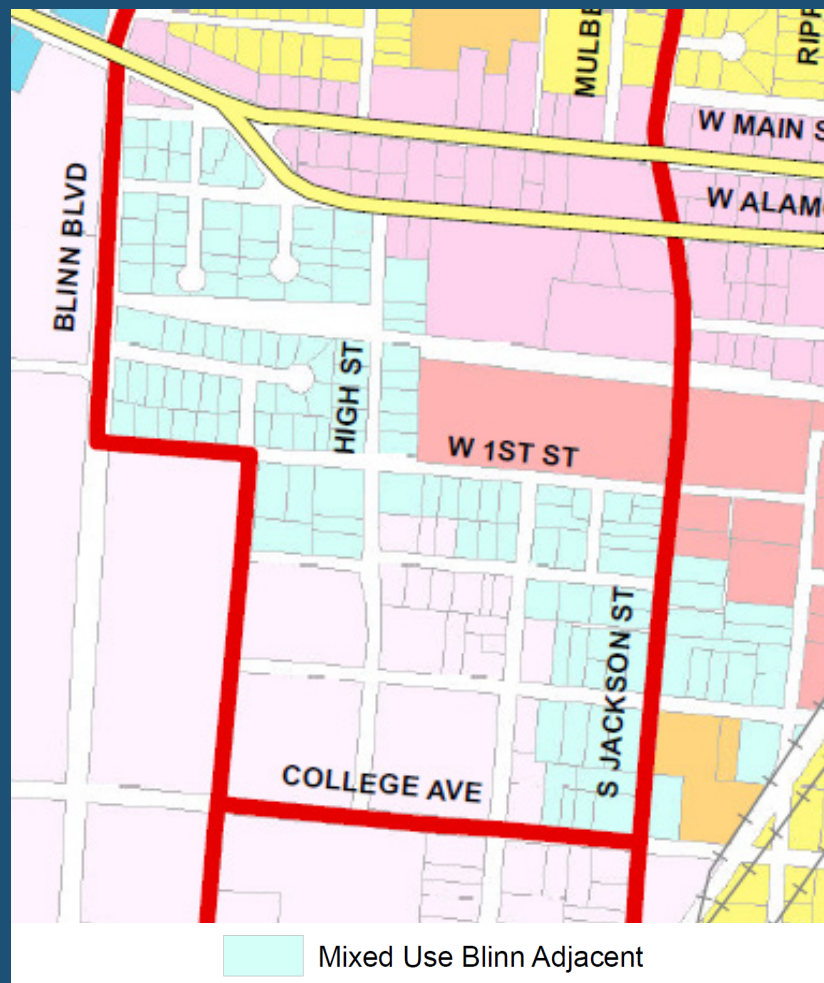
- ▶ Coordinating public and private improvements and infrastructure
- ▶ Developing a unified vision for the future development of the area
- ▶ Integration of future development with the Brenham Family Park
- ▶ Integration with thoroughfare system, including pedestrian and bicycle infrastructure
- ▶ Conceptual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





## 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

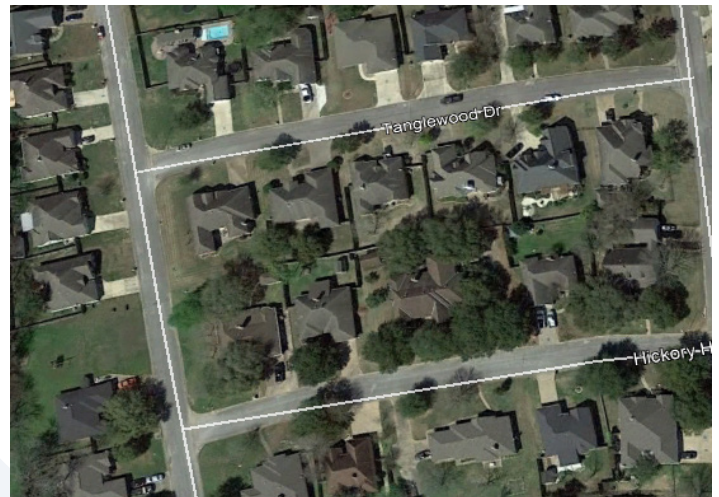
### Characteristics

- ▶ 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. As 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

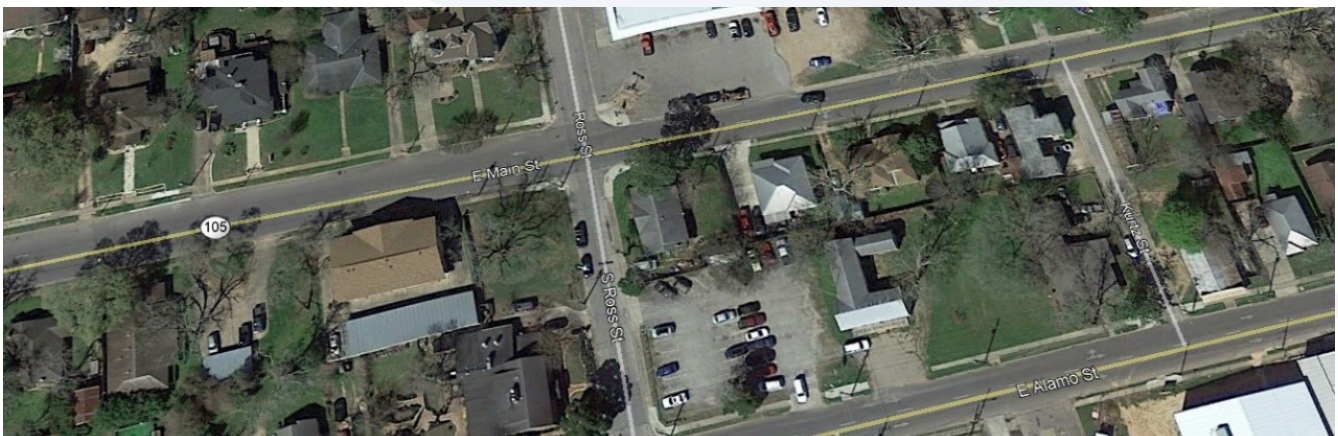
core downtown usually also contains some of the community's most historic sites and districts, with historic homes still in residential use and others converted to shops, cafes, offices and other uses.

## 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 should be screened where visible from public ways and residential areas.
- ▶ 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

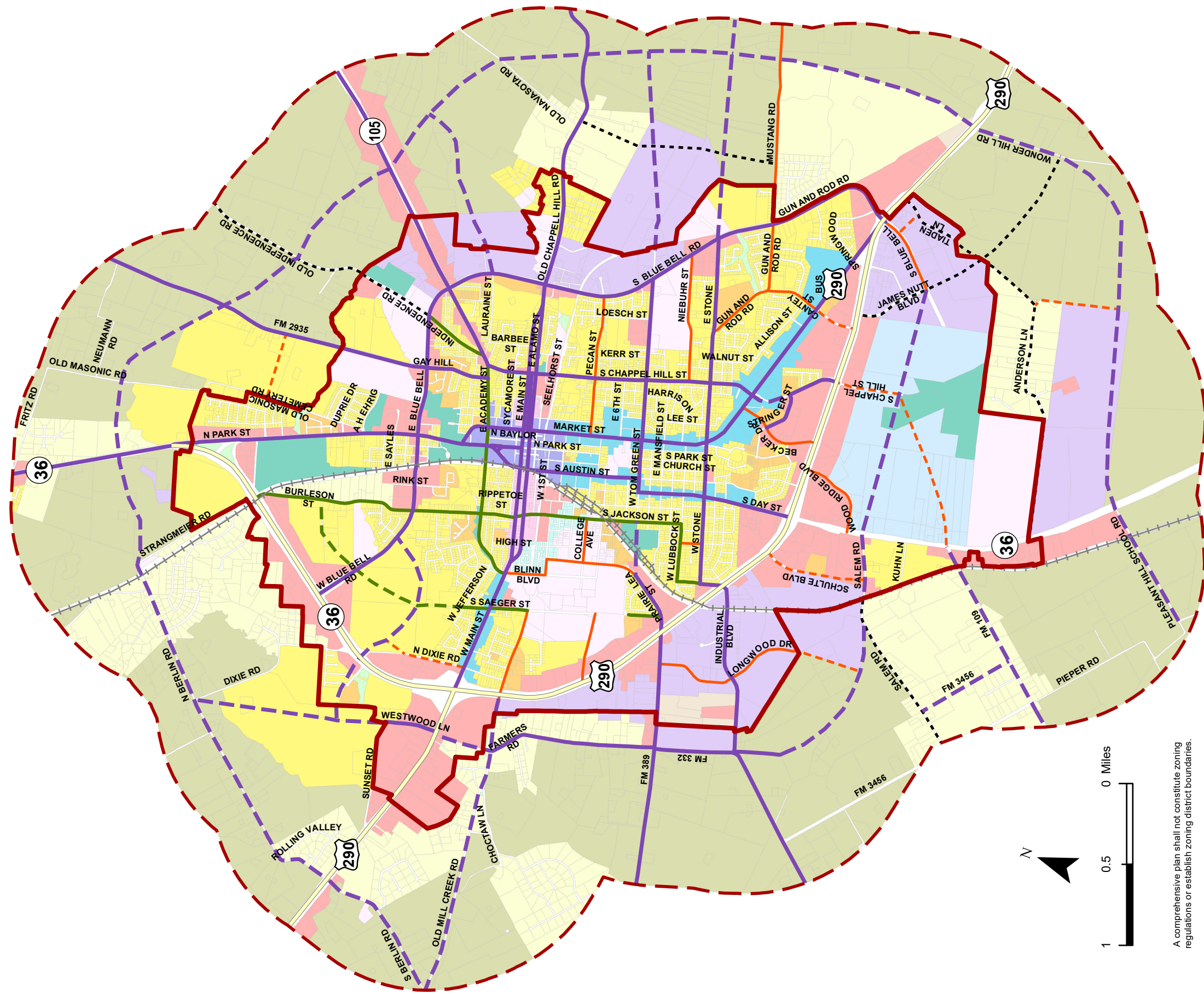
- ▶ Major educational campuses or clusters of education facilities (public, private and parochial)
- ▶ Cemeteries, whether publicly or privately owned
- ▶ Water and wastewater treatment facilities
- ▶ Other intensive public works sites and facilities, especially with outdoor activity and/or storage
-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



# Brenham, TX Future Land Use



A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries.

**Legend**

Rural	Mixed Use Blinn Adjacent	ETJ	Freeway
Open Space	Mixed Use Downtown Adjacent	City Limits	Minor Arterial
Park	Corridor Mixed Use	Railroad	Minor Arterial Proposed
Estate Residential	Planned Development		Major Collector
Single Family Residential	Downtown		Major Collector Proposed
Manufactured Homes	Local Public Facilities		Minor Collector
Multi-Family Residential	Commercial		Minor Collector Proposed
	Industrial		Network Extension

**2014 Thoroughfare Plan**

- Freeway
- Minor Arterial
- Minor Arterial Proposed
- Major Collector
- Major Collector Proposed
- Minor Collector
- Minor Collector Proposed
- Network Extension



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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, then the general categories end 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

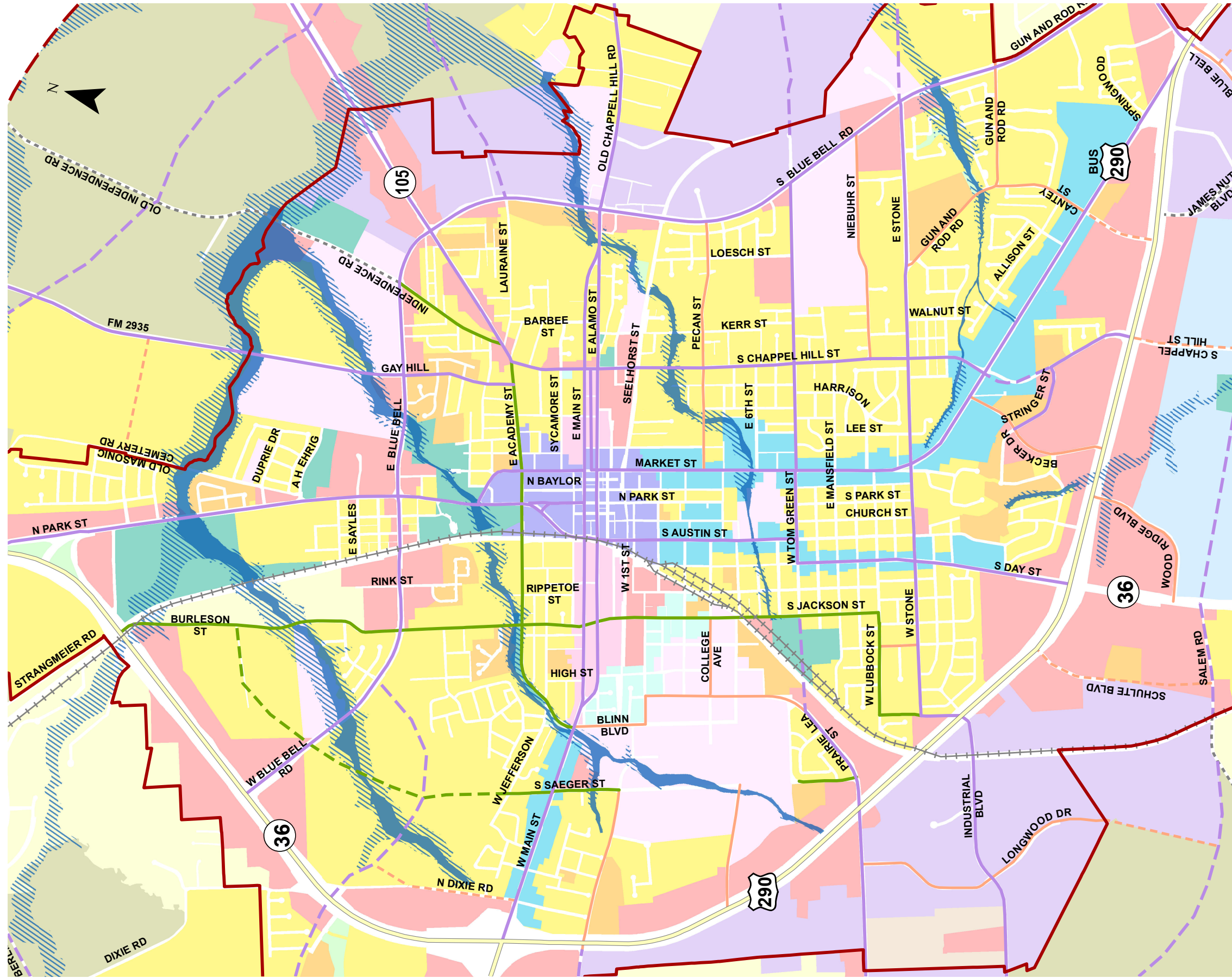
The side-by-side comparison below highlights the distinct purposes and uses of a Future Land Use Map relative to a zoning map.

	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>

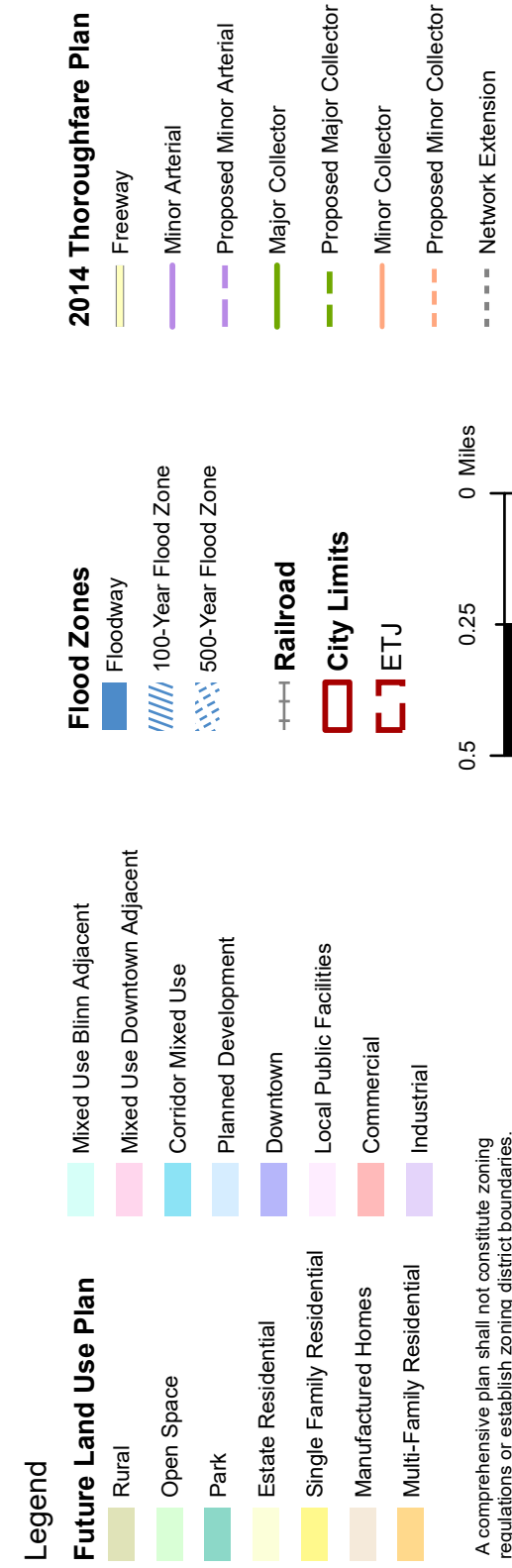
The City’s development ordinances are among the primary tools for implementing the Comprehensive Plan. The zoning regulations, in particular, play a significant role in establishing and protecting the physical character of the community. These regulations delineate land use districts and the types of 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.

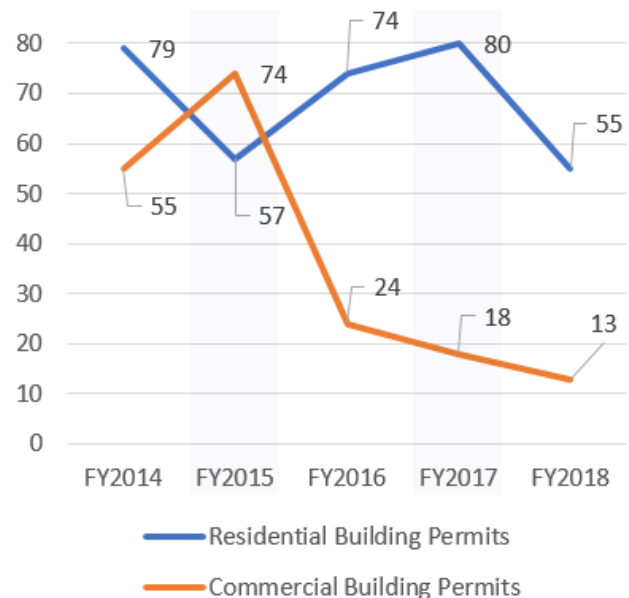
## By the Numbers:

**Residential building permits** – In fiscal year 2018, 55 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 13 commercial building permits for FY18 totaling \$6.9 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 both residential and commercial properties were lower in FY2018 than in previous years.

**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.

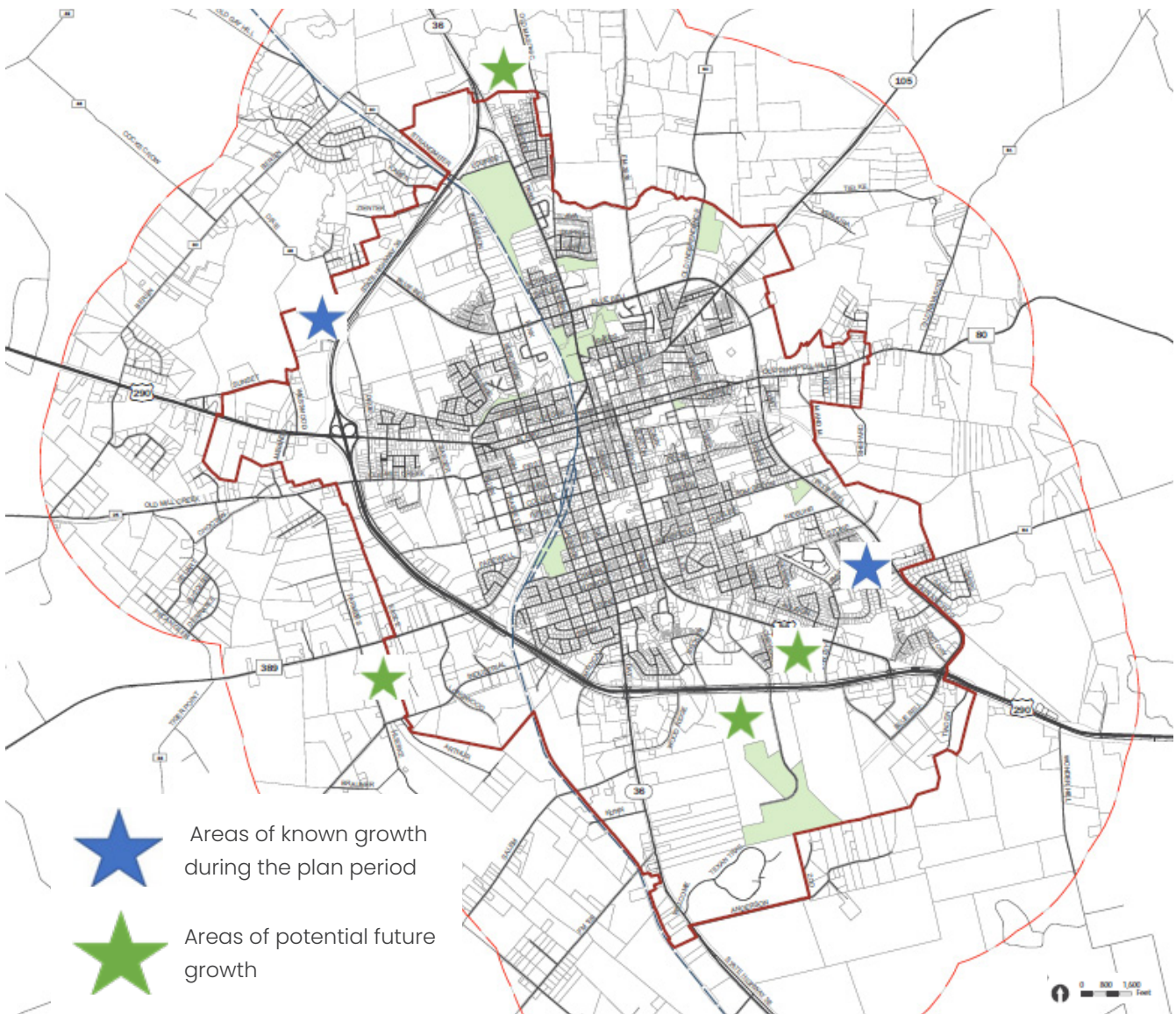
- Continued emphasis on partnerships (public/public, public/private, public/non-profit).

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.



# What Does LID Look Like?

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

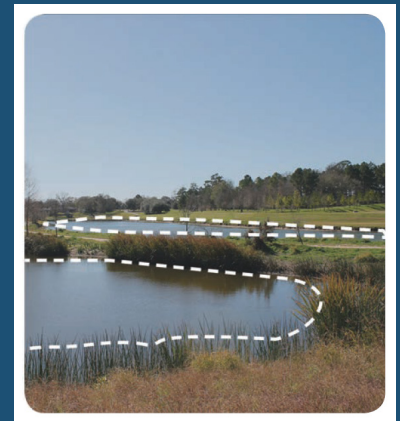
Rain barrels are small systems that guide runoff through a downspout into a barrel that usually holds less than 100 gallons.

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

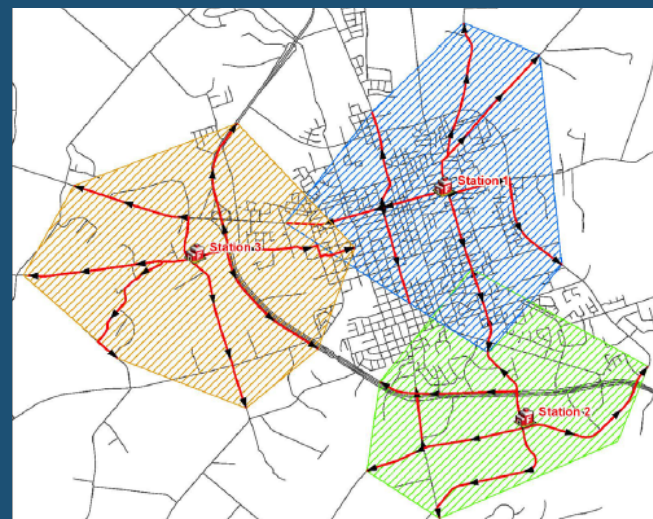
"The city recently purchased land for a second fire station on South Chappell Hill Street. If a station is constructed on the land purchased... This would drastically reduce response times, and bring them into ISO standard. The station is needed to provide quick and effective emergency services to the 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 service area radius around each. Only Station One on the map currently exists, illustrating the extent of need in Brenham's south and west side growth areas.

### Brenham Fire Department 1 1/2 Mile Routes from Fire Station



- 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.



## 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.



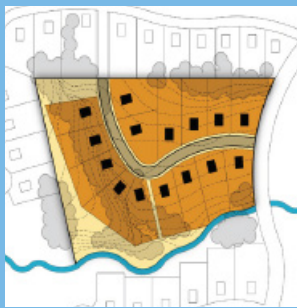
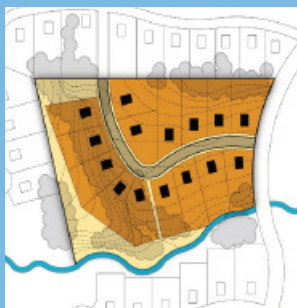
8. As part of updating the City's development ordinances and standards, include provisions to incentivize "green" practices for ongoing operations and maintenance that reduce water and energy use, storm water runoff, and wastewater and solid waste generation.
9. Utilize the City's recently adopted B-4 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.

## PARTNERSHIPS AND COORDINATION

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

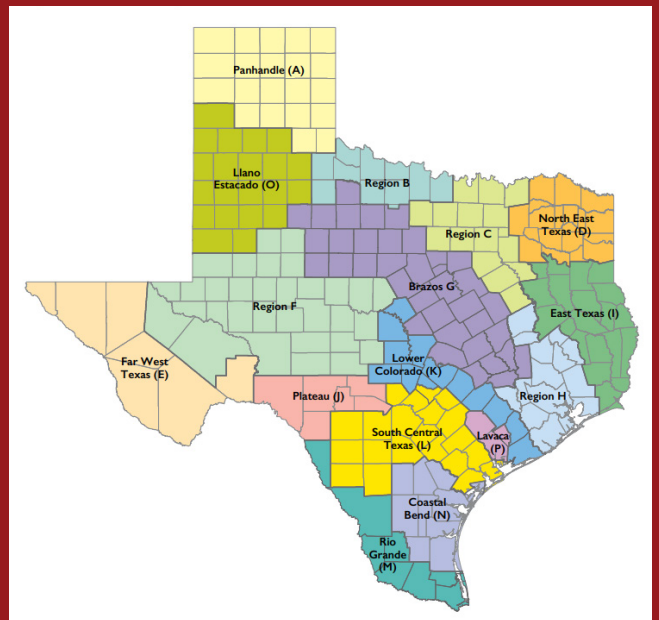
## Cluster Development

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 images below 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)

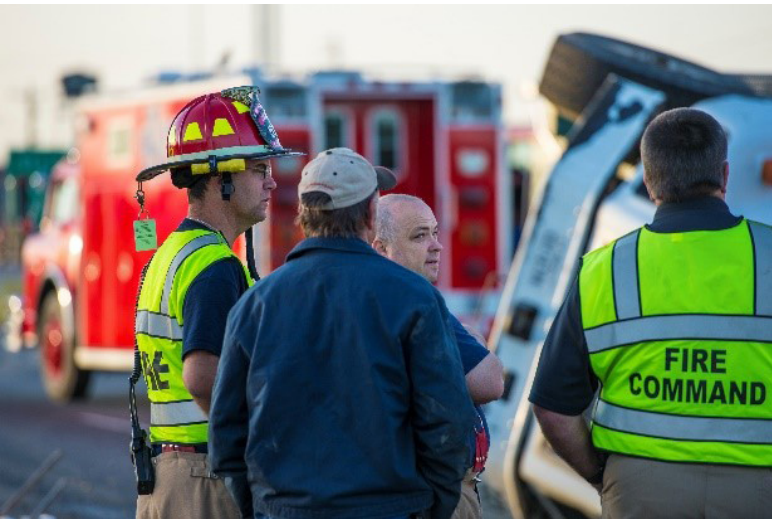


12. Pursue a potential partnership with Blinn College and the Texas Target Cities community assistance program at Texas A&M University to involve a student team in multi-objective planning for the Higgins Branch creek corridor.
13. Continue emergency management coordination with local and regional partners.



## 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*



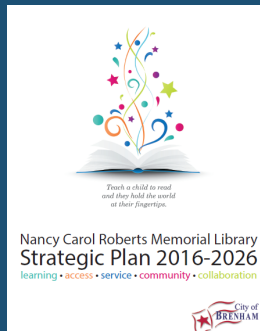
# Library Master Plan

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 remains 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.



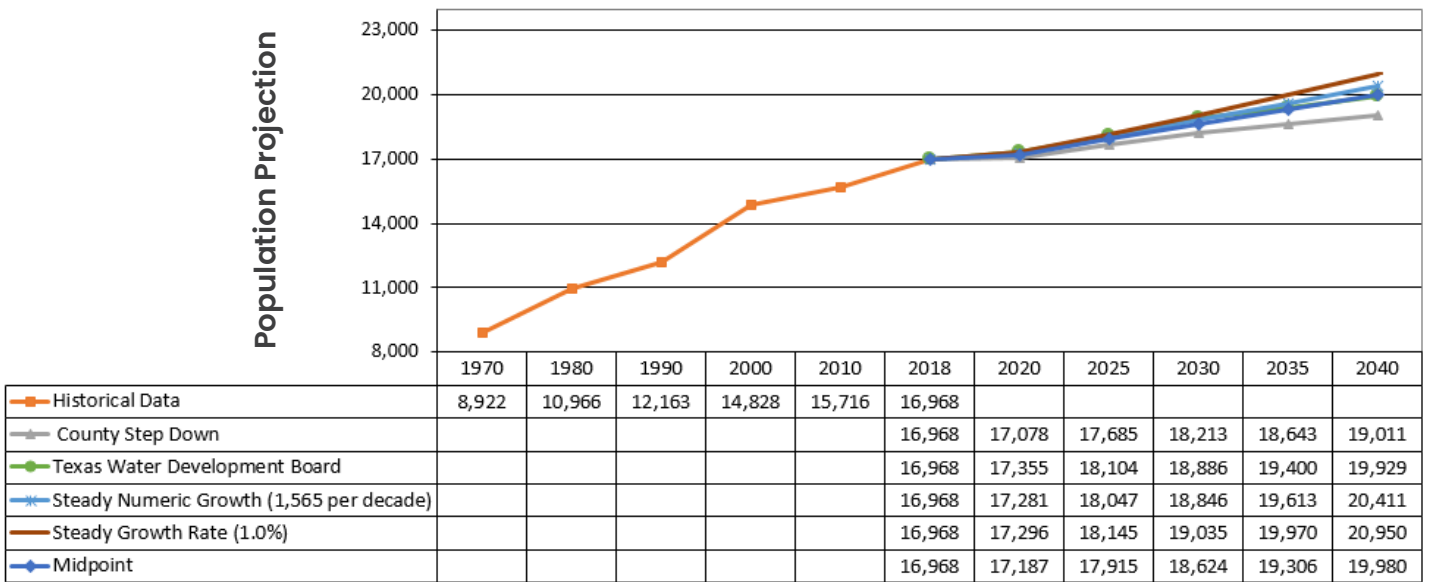


# Bottom Line

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. 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. Beyond this list, other intangibles include: (a) consideration of the potential degree of contention and opposition that particular annexation initiatives may provoke, and (b) the basic 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 maintains a position as part of a broader regional economy, with close ties to both the greater Houston and Austin metropolitan areas, as well as Bryan-College Station. 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.
- ▶ Residential Building permits – in FY18, 55 residential building permits were issued for the year totaling \$6.74 million in value, with over 42 percent in the Ralston Creek Subdivision.
- ▶ Commercial Building Permits – the City issued 13 commercial building permits for FY18 totaling \$6.9 million in value, 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.

## 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
- ▶ Memorial Oaks Chapel
- ▶ 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

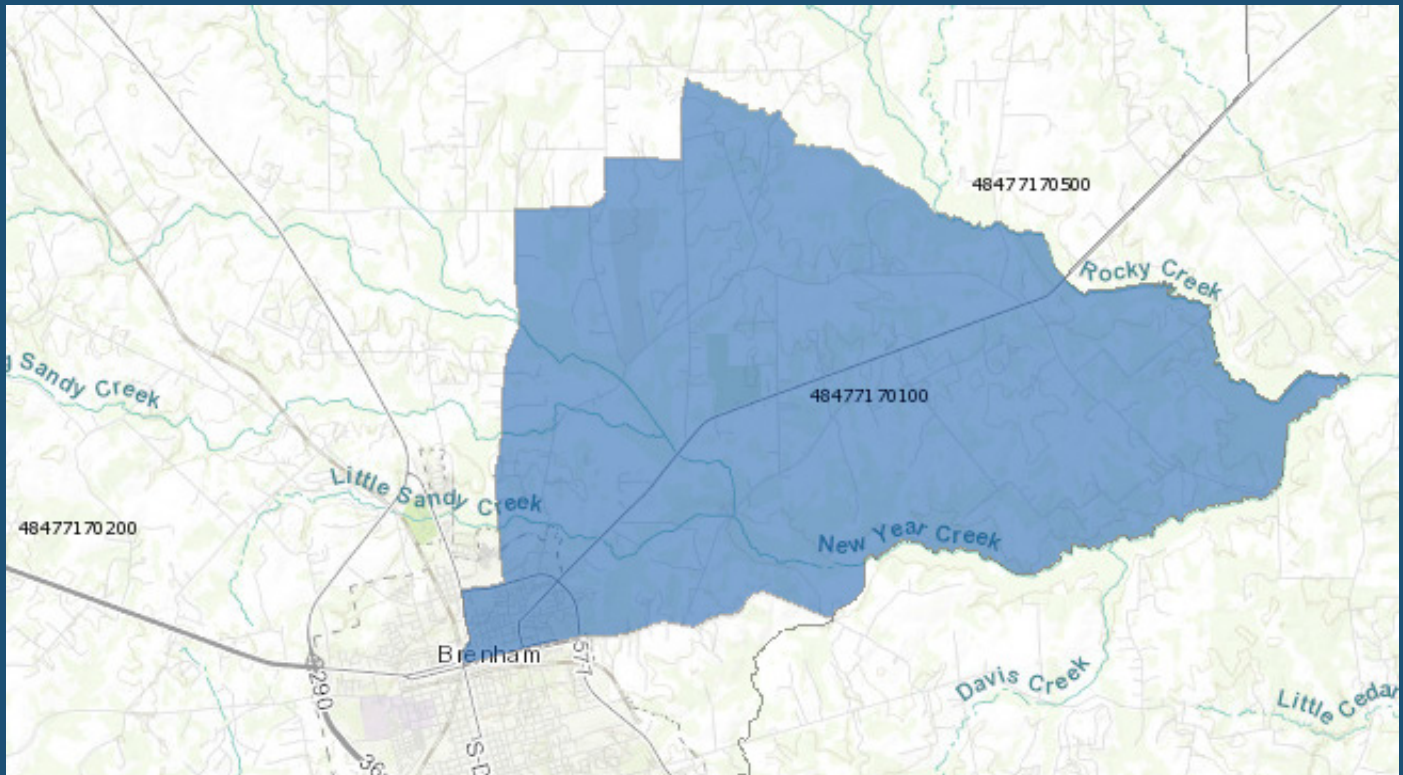
6. Evaluate the need for potential new or expanded wayfinding signage to Downtown Brenham from US 290, focusing on impacts of TxDOT redesign of cloverleaf interchange at US 290 and SH 36. Explore the potential for “Welcome to Brenham” gateway signage at major city entrances.



- 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.

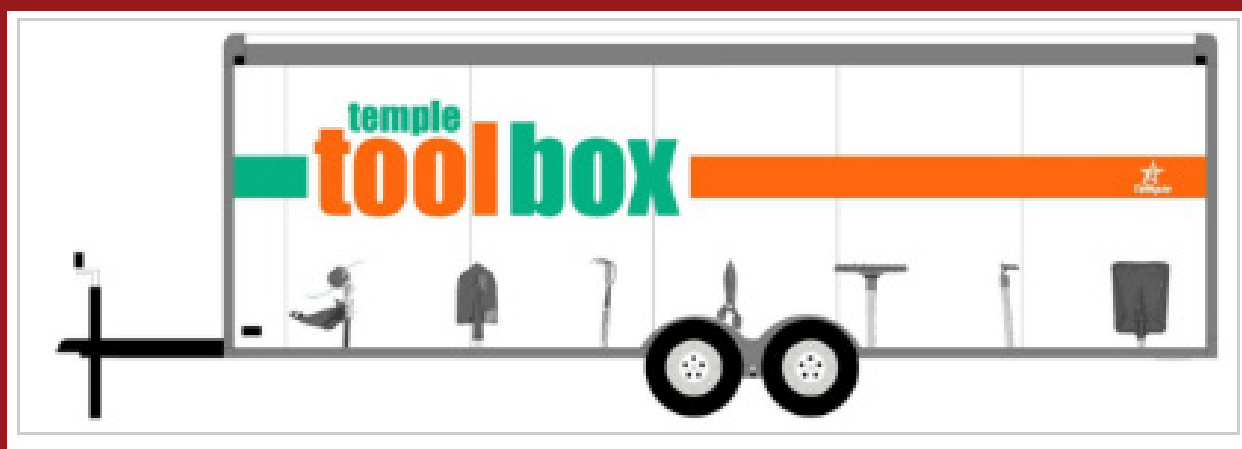
Resources of the program include:

**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.



**Temple Tool Box** – The Team Up to Clean Up Program equips volunteer groups with the tools they need to host neighborhood clean up events. The Temple Tool Box is a trailer filled with tools and supplies that is loaned to community groups and neighborhoods to conduct targeted clean up events and revitalization projects. A dumpster for debris removal is also available.





## PARTNERSHIPS AND COORDINATION

15. 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 (BVCOG).

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.

16. Continue active dialogue and partnerships with local economic development partners and organizations and continue to clarify respective roles and responsibilities.
17. Develop a workforce 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, the Convention and Visitor's Bureau, 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 will 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 Vision for Market Street – What We Heard

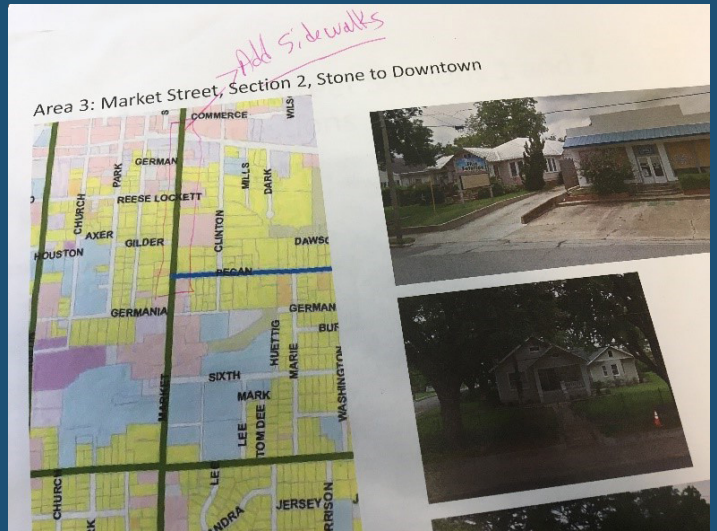
At the April 30, 2019 Town Hall Meeting an exercise was conducted asking what people’s vision for the future of Market Street is and what public investments they’d like to see along Market Street.

## 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
- ▶ 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 location 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 Germania 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.

## 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 and Main Street. Although the Texas Department of Transportation (TxDOT) controls many of the major 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. Example of how access management can reduce the number of potential conflict points:

*(Source: FHWA)*

**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.**

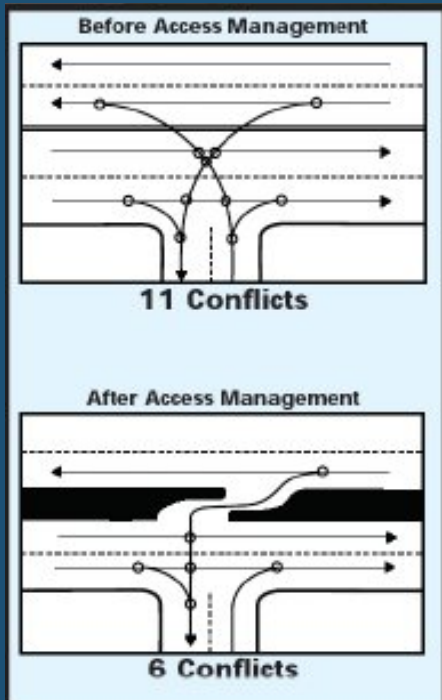
Interconnected local street systems and on-site circulation systems provide alternative routes for bicyclists, pedestrians, and drivers alike.

**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.



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.



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.



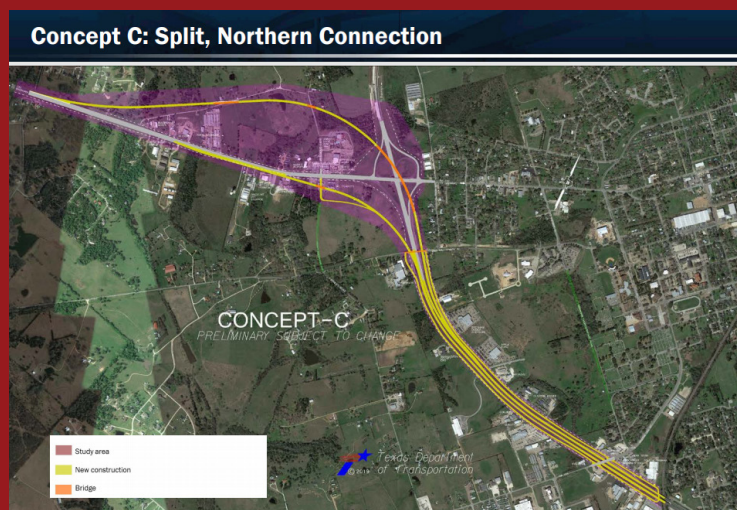
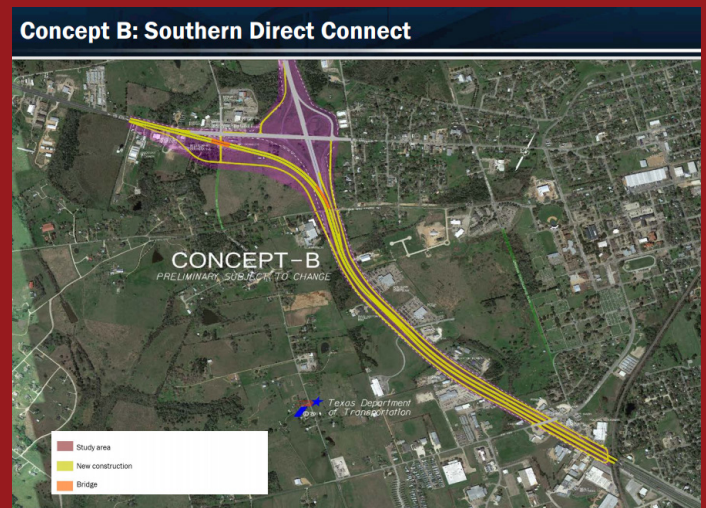
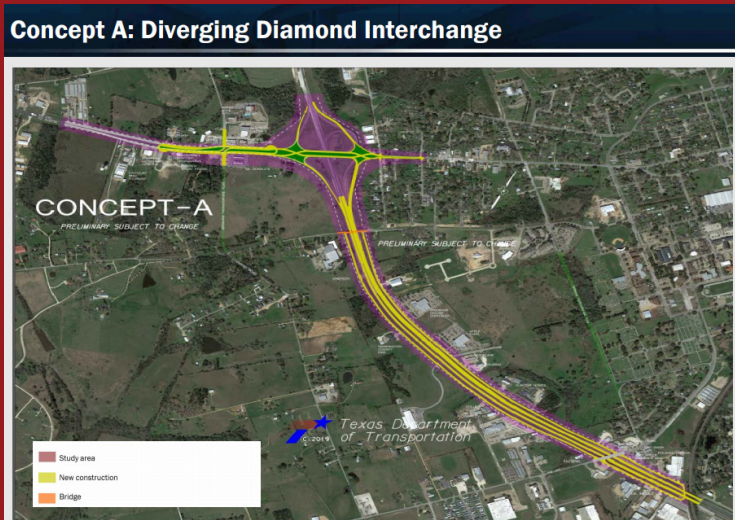
14. Consider establishing and hosting a formal quarterly meeting of key transportation related officials in Brenham to facilitate better coordination of transportation planning goals and projects, including the City of Brenham Public Works Department, Brazos Valley Council of Governments (BVCOG), the 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.

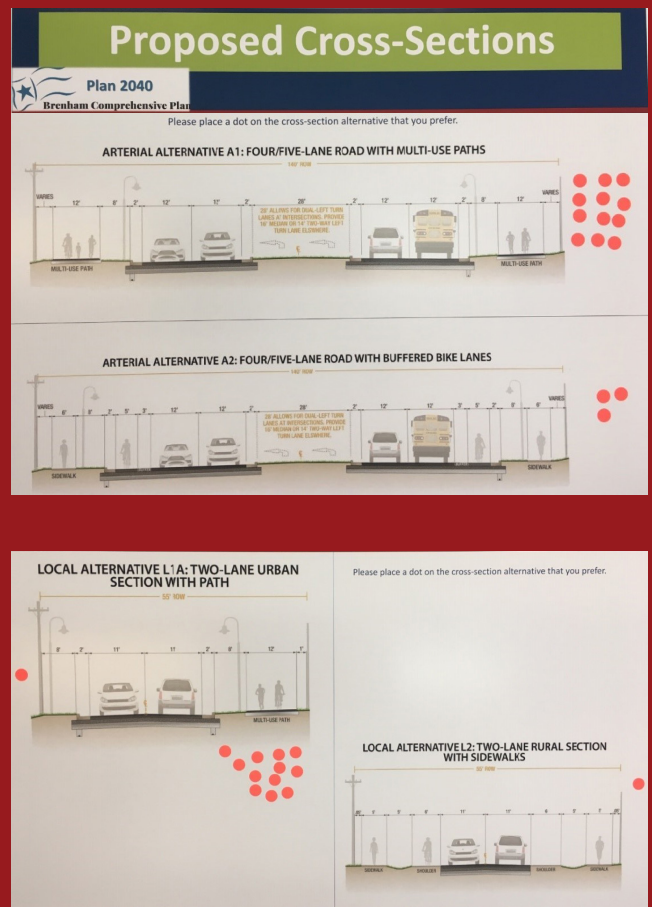


## MORE TARGETED PLANNING/STUDY

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.

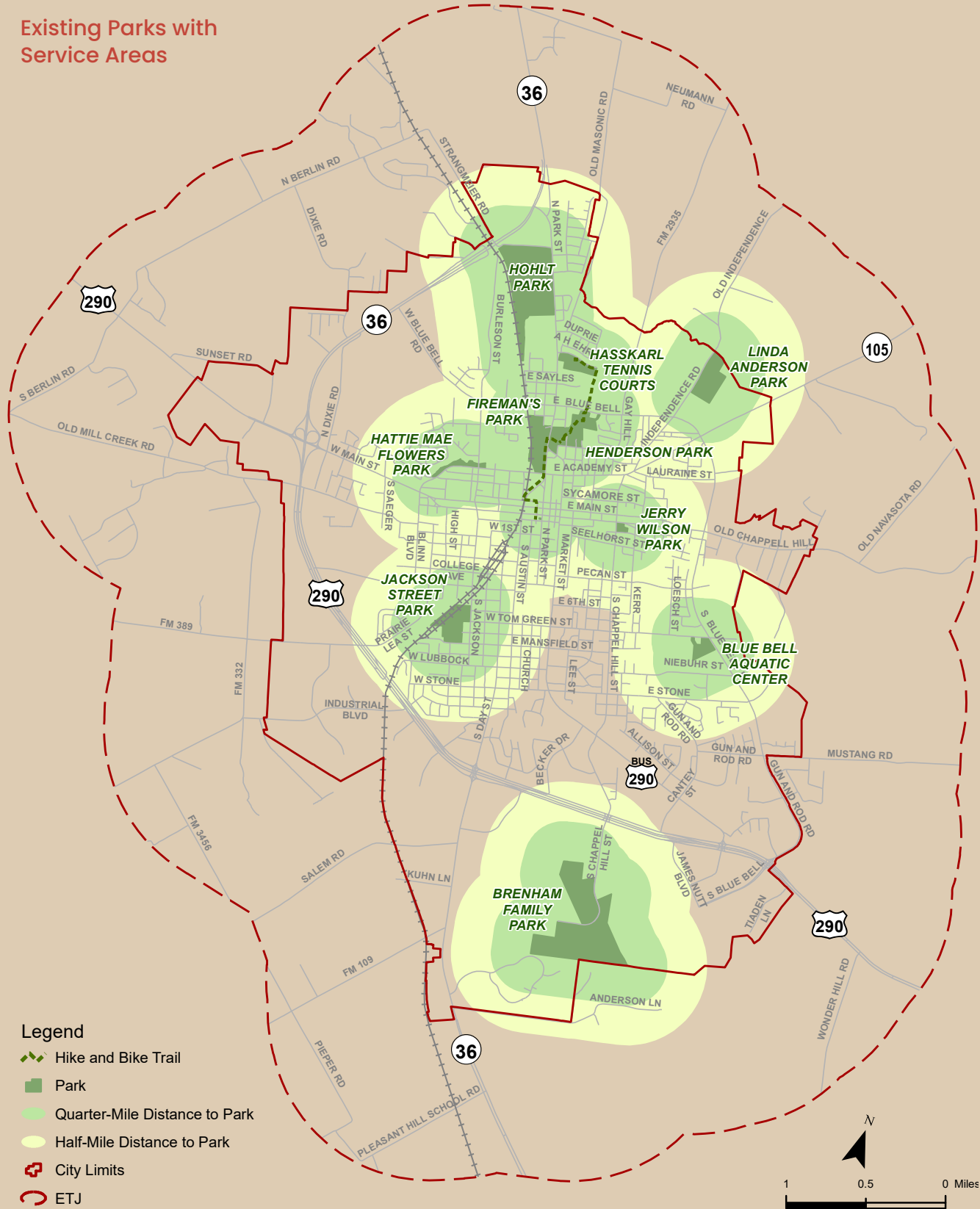
## Access and Location:

- ▶ 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





## 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.



## MORE TARGETED PLANNING/STUDY

18. Continue to support existing recreation programs offered by the City, non-profits, and other local partners.
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. The Centers for Disease Control and Prevention (CDC) has a Parks and Trails Health Impact Assessment Toolkit available on its website.

*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
<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

### 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

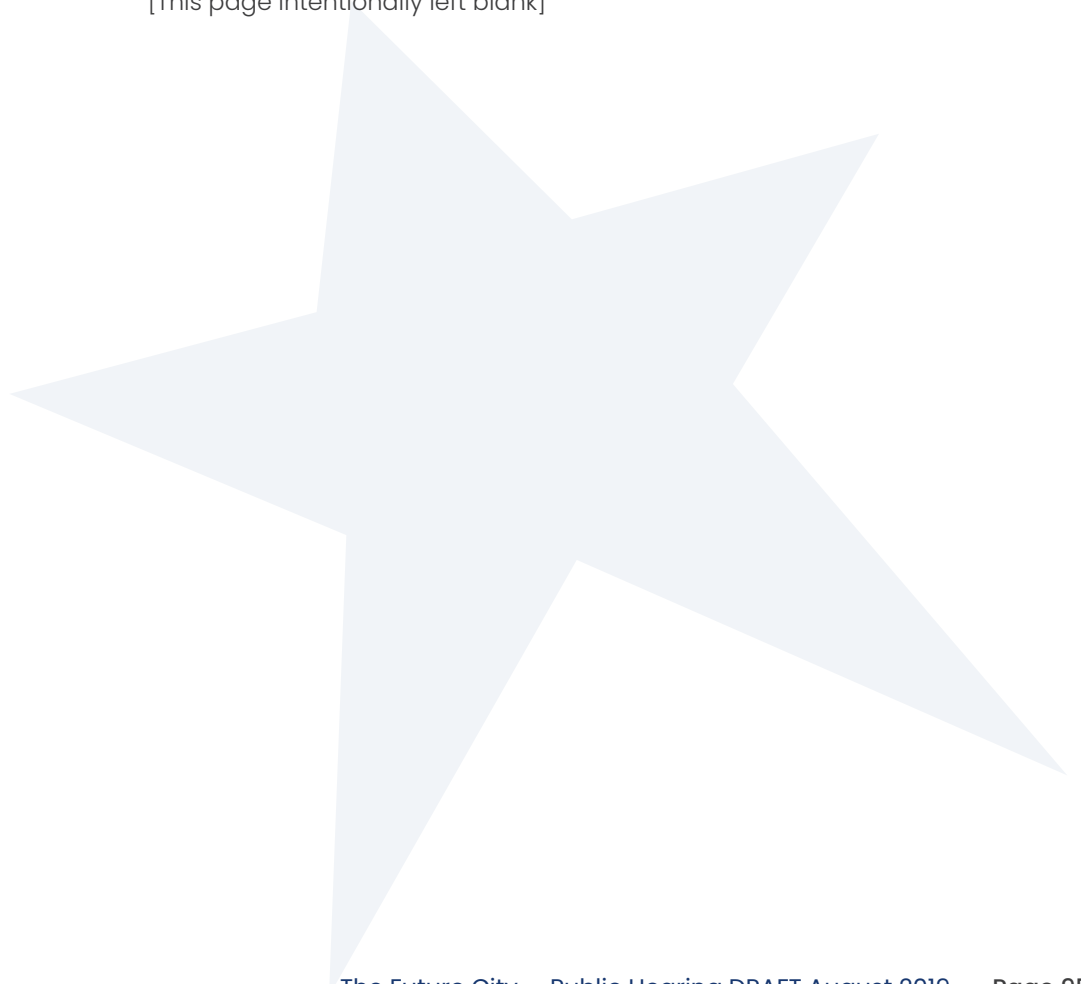
## Private Program

### 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

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# 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

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.

## 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: 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 Departments
<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  Economic Opportunity Strategic Action 17	Years 1 and 2	Programs and Initiatives 	City Economic Development Department

**Table 3: Action Agenda**

Action	Where in Plan	Initiate	Action Type	Action Leaders
Develop a workforce 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
PUBLIC SAFETY SERVICES				
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
PARKS IMPLEMENTATION				
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
ATTRACT AND RETAIN BUSINESSES				
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
STREETS AND SIDEWALKS				
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.

## 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

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

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.				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 for the Higgins Branch creek corridor.				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

# 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 workforce 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, the Convention and Visitor's Bureau, and the Washington County Chamber of Commerce.				City Tourism Department, Washington County Chamber of Commerce, Main Street Program, Convention and Visitor's Bureau
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

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

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, BT, 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, BT, 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



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

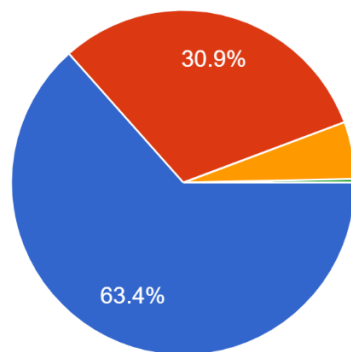


# Appendix B: Plan 2040 Survey Responses

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.

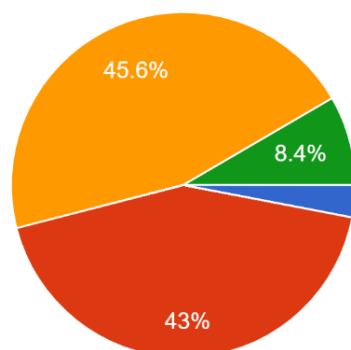
298 responses



- 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

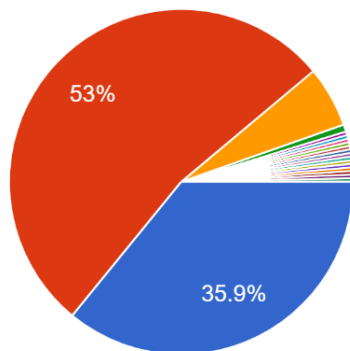


- Exceeds the needs of the community.
- Meets the needs of the community.
- Does not meet the needs of the community.
- Quality housing options are not available.



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

298 responses

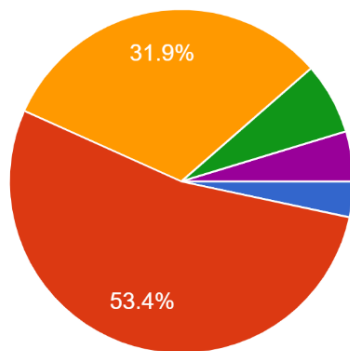


- Low density residential for single-fa...
- A mix of low density and medium d...
- Higher density housing (apartments).
- A mix of low density & high density(...
- More middle class housing
- low density, higher priced
- Stop trying to grow Brenham larger....
- Affordable housing

▲ 1/3 ▼

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

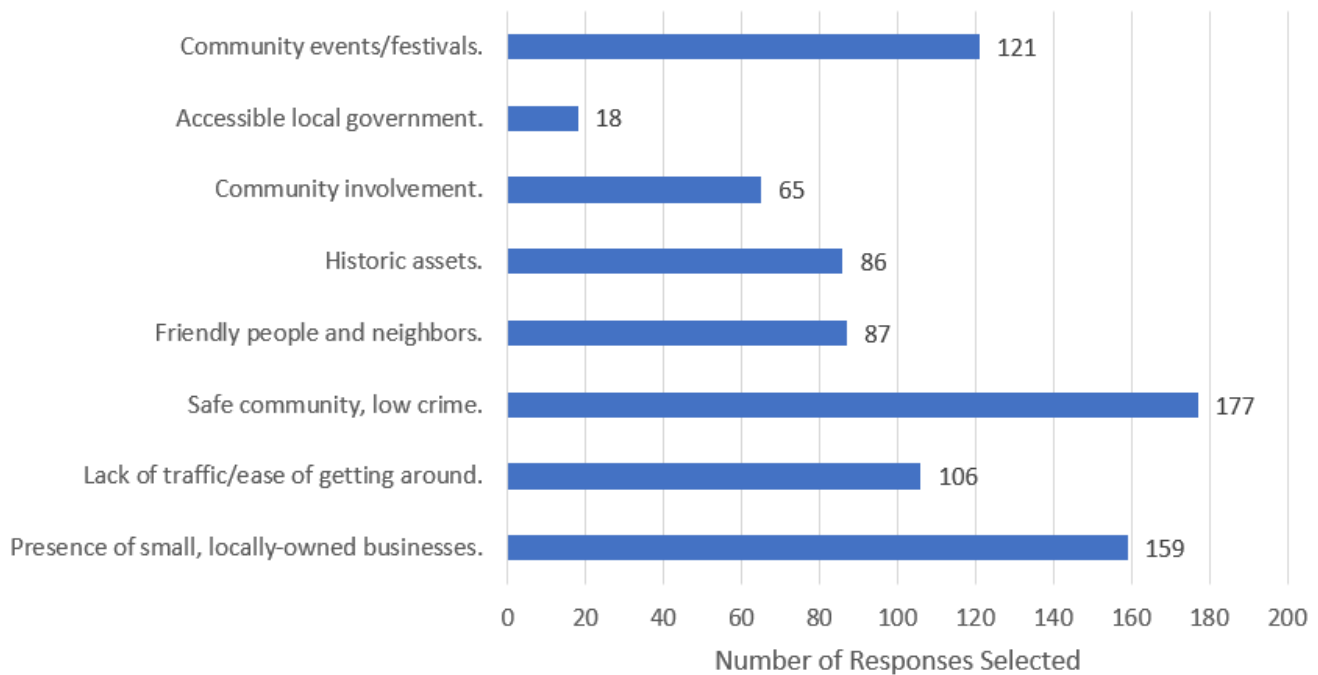
298 responses



- 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.

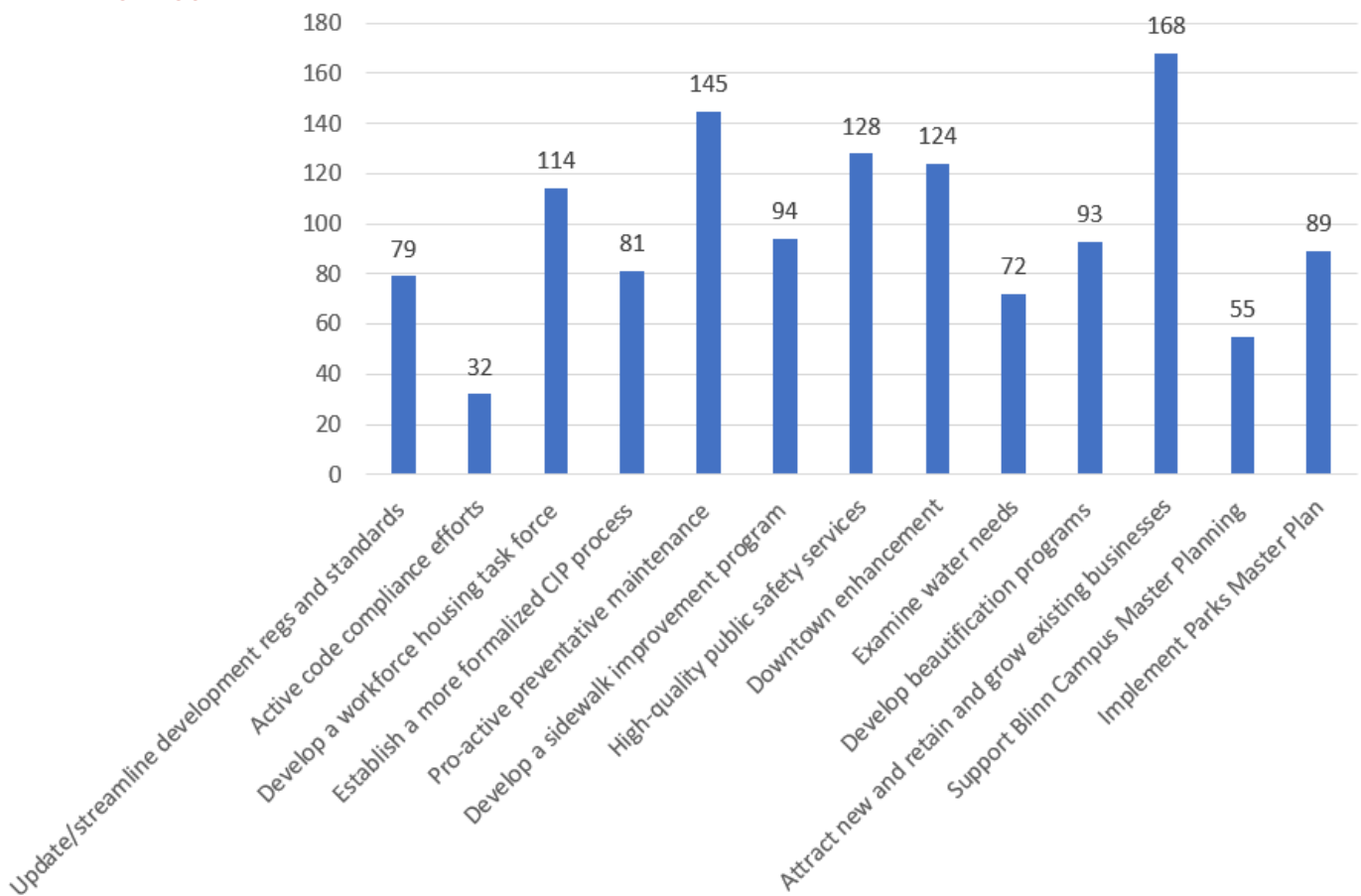
The desire to maintain “Small Town” charm has been cited throughout this planning process. Which of the following features have the most impact on preserving the charm and authenticity of Brenham? Please select up to three.

**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.**

**Priorities**



# 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.

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



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**CASE NUMBER P-19-028**

**TEXT AMENDMENT – Metal Exterior (Facades) for Residential Uses**

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**REQUEST:**

The City of Brenham initiated this request to rescind the City of Brenham’s Code of Ordinances, Appendix A – Zoning, Part III, Division 1, Section 18 to prohibit metal exteriors (façades) for residential uses.

**BACKGROUND AND ANALYSIS:**

During the January and February Planning and Zoning Commission meetings earlier this year the Commission considered an amendment to establish minimum non-metal façade requirements for residential property in Brenham. Following a recommendation by the Commission, the Brenham City Council unanimously voted on April 18<sup>th</sup> and May 2<sup>nd</sup>, 2019 to approve an ordinance which prohibited the use of a metal façade on residential property in the R-1, R-2, R-3 and B-1 zoning districts. During the recent legislative session, House Bill 2439 was passed which prohibits Texas municipalities from enforcing ordinances that restrict the use of building material for residential or commercial construction if the material is approved for use by a national model code published within the last three code cycles. The aforementioned House Bill will become effective on September 1, 2019 and staff proposes to remove the recently adopted restriction to be in compliance with recent legislation.

**PROPOSED AMENDMENT:**

Remove Appendix A – Zoning, Part II, Division 1 Section 18 of the Brenham Code of Ordinances which currently reads as follows:

*(Sec. 18.01) The requirements of this section shall apply to construction of residential structures in the following zoning districts:*

1. *R-1: Residential District*
2. *R-2: Mixed Residential District*
3. *R-3: Manufactured Home Residential*
4. *B-1: Local Business/Residential Mixed Use District*

*(Sec. 18.02) To protect the public health, safety, character, and general welfare and to reduce or eliminate potential fire hazards in areas containing a higher density of buildings, a dwelling in any of the zoning categories to which this section applies shall not be constructed with a metal façade. For the purposes of this section “non-metal façade” shall mean brick or brick veneer, stone or stone veneer, stucco, wood, vinyl, or fiber-cement siding, and further, for the purposes of this section a wood-like or fiber cement-like exterior or finish shall be considered “non-metal façade.”*

**PUBLIC COMMENTS:**

The Notice of Public Hearing was published in the Brenham Banner on August 16, 2019. Any public comments submitted to staff will be provided in the Planning & Zoning Commission and City Council packets or during the public hearing.

**STAFF RECOMMENDATION:**

Staff recommends **approval** of an ordinance to remove Appendix A – Zoning, Part II, Division 1 Section 18 of the Brenham Code of Ordinances.



## Development Services Department

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### Memorandum - Agenda Item No. 9

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Date August 29<sup>th</sup>, 2019  
To Chair Keith Behrens and Planning and Zoning Commission  
From Stephanie Doland, Director of Development Services  
Subject Historic Preservation Ordinance

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Citizen Mary Thornhill, property owner of 311 East Main Street has recently began researching Historic Preservation Ordinances in surrounding communities. Ms. Thornhill began to research the effectiveness and importance of preservation standards when a historic home in Brenham was recently alleged to be considered for demolition.

Ms. Thornhill has met with multiple cities and city leaders to learn about how they adopted and implemented a various preservation ordinances. Ms. Thornhill interviewed city officials and property owners in Granbury, Houston, Bryan and Seguin. Each interview with the aforementioned communities was recorded and Ms. Thornhill has compiled a video she would like to share with the Commission. Following the five minute video commissioners may direct questions to staff.