



**NOTICE OF A SPECIAL MEETING OF
THE BRENHAM CITY COUNCIL
AND
CITY OF BRENHAM PLANNING & ZONING COMMISSION
AND
CITY OF BRENHAM BOARD OF ADJUSTMENT
TO BE HELD IN A JOINT SESSION ON
THURSDAY, FEBRUARY 28, 2019 AT 11:00 A.M.
SECOND FLOOR CITY HALL
COUNCIL CHAMBERS
200 W. VULCAN ST.
BRENHAM, TEXAS**

- 1. Call Meeting to Order**
- 2. Invocation and Pledges to the US and Texas Flags – City Manager James Fisher**

WORK SESSION

- 3. Discussion and Presentation Regarding the City of Brenham’s Comprehensive Plan, Including But Not Limited to the City’s Existing Comprehensive Plan, the Development and Preparation of an Updated/New Comprehensive Plan and the Process Related Thereto, and Associated Matters. Pages 1-17**

Administrative/Elected Officials Reports: Reports from City Officials or City staff regarding items of community interest, including expression of thanks, congratulations or condolences; information regarding holiday schedules; honorary or salutary recognitions of public officials, public employees or other citizens; reminders about upcoming events organized or sponsored by the City; information regarding social, ceremonial, or community events organized or sponsored by a non-City entity that is scheduled to be attended by City officials or employees; and announcements involving imminent threats to the public health and safety of people in the City that have arisen after the posting of the agenda.

Adjourn

Executive Sessions: The City Council for the City of Brenham reserves the right to convene into executive session at any time during the course of this meeting to discuss any of the matters listed, as authorized by Texas Government Code, Chapter 551, including but not limited to §551.071 – Consultation with Attorney, §551.072 – Real Property, §551.073 – Prospective Gifts, §551.074 - Personnel Matters, §551.076 – Security Devices, §551.086 - Utility Competitive Matters, and §551.087 – Economic Development Negotiation

CERTIFICATION

I certify that a copy of the February 28, 2019 agenda of items to be considered by the City of Brenham City Council, Planning & Zoning Commission and Board of Adjustment was posted to the City Hall bulletin board at 200 W. Vulcan, Brenham, Texas on February 25, 2019 at **9:50 AM**.

Kacey A. Weiss, TRMC

Deputy City Secretary

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 City Council was removed by me from the City Hall bulletin board on the _____ day of _____, 2018 at _____ AM PM.

Signature

Title



AGENDA ITEM 3

DATE OF MEETING: February 28, 2019	DATE SUBMITTED: February 25, 2019															
DEPT. OF ORIGIN: Development Services	SUBMITTED BY: Stephanie Doland															
<table style="width: 100%; border: none;"> <tr> <td style="width: 33%; vertical-align: top;">MEETING TYPE:</td> <td style="width: 33%; vertical-align: top;">CLASSIFICATION:</td> <td style="width: 33%; vertical-align: top;">ORDINANCE:</td> </tr> <tr> <td>☐ REGULAR</td> <td>☐ PUBLIC HEARING</td> <td>☐ 1ST READING</td> </tr> <tr> <td>☒ SPECIAL</td> <td>☐ CONSENT</td> <td>☐ 2ND READING</td> </tr> <tr> <td>☐ EXECUTIVE SESSION</td> <td>☐ REGULAR</td> <td>☐ RESOLUTION</td> </tr> <tr> <td></td> <td>☒ WORK SESSION</td> <td></td> </tr> </table>		MEETING TYPE:	CLASSIFICATION:	ORDINANCE:	☐ REGULAR	☐ PUBLIC HEARING	☐ 1 ST READING	☒ SPECIAL	☐ CONSENT	☐ 2 ND READING	☐ EXECUTIVE SESSION	☐ REGULAR	☐ RESOLUTION		☒ WORK SESSION	
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AGENDA ITEM DESCRIPTION: Discussion and Presentation Regarding the City of Brenham's Comprehensive Plan, Including But Not Limited to the City's Existing Comprehensive Plan, the Development and Preparation of an Updated/New Comprehensive Plan and the Process Related Thereto, and Associated Matters.																
SUMMARY STATEMENT: On September 20, 2018, the City Council approved a professional services agreement with Planning Consultant, Kendig Keast Collaborative (KKC) for the purposes of developing a Comprehensive Plan update. Since that time the following Comprehensive Planning activities occurred:																
- Initial joint workshop with City Council and Planning and Zoning Commission (December 2018) - Background surveys with City Departments (October/November). - Informal listening sessions with four 10-15 person groups from the community (December, January, and February 2019). - Town Hall Meeting on Brenham's Future (January 2019). See photos below from event, which drew overflow attendance at the Brenham Public Library. - A survey administered at the Town Hall Meeting on Brenham's Future received 84 responses. The input from the survey is summarized in the Town Hall Input Highlights paper. - Initial meeting with a Comprehensive Plan Advisory Committee (December 2018). The aforementioned meetings and planning workshops have served as a foundation for the Existing City portion of the Comprehensive Plan which details the Brenham Community in its existing conditions. The focus of the remaining input meetings and planning workshops will now transition from background research to what Brenham could be in 20 to 40 years, or the Future City. With this workshop the Brenham City Council, Planning and Zoning Commission, and Board of Adjustment will review the research conducted, determine the degree of consensus on the proposed direction, review population projection scenarios and provide feedback related to the Future City elements of the plan. Three handouts are provided to help guide the workshop planning session.																
STAFF ANALYSIS (For Ordinances or Regular Agenda Items):																
A. PROS:																
B. CONS:																

ALTERNATIVES (In Suggested Order of Staff Preference): N/A
ATTACHMENTS: (1) Workshop Agenda; (2) Highlights from Long-Range Planning Questionnaire; and (3) Draft Brenham Plan Direction and Outline
FUNDING SOURCE (Where Applicable):
RECOMMENDED ACTION: Discussion only
APPROVALS: James Fisher



Brenham Comprehensive Plan

AGENDA

JOINT WORKSHOP 2:

City Council

Planning and Zoning Commission

Board of Adjustments

Comprehensive Plan Advisory Committee (CPAC)

Brenham Comprehensive Plan

Thursday, February 28, 2019 ■ 11:00 AM ■ Council Chambers

1. Welcome/Introductions and Lunch 11:00

Workshop Objectives

- Determine the degree of consensus on the proposed direction and priorities for the Comprehensive Plan
- Present and obtain feedback on the potential future population assumptions for the plan

2. Highlights from the Existing City Report 11:15

- Present Existing City Report highlights

3. Beyond the Numbers ... From Those Who Know Best 11:40

- Hear from attendees on their thoughts on Existing City results and any new/surprising facts or insights learned about Brenham

4. Comprehensive Plan Direction and Outline 12:00

- Present and discuss highlights of Plan Direction and Outline briefing paper
- Present and discuss future population scenarios

5. Recap and Next Activities 12:55

- Open House TONIGHT
- Next CPAC Meeting on March 21 (tentative) to begin consideration of Future City elements of plan

Highlights from Long-Range Planning Questionnaire Brenham Comprehensive Plan

A two-page questionnaire distributed at a community-wide outreach event on January 10, 2019 drew 84 responses. This handout summarizes selected highlights from the survey exercise, which supplemented informal discussions during this and earlier public engagement activities in support of the City's Comprehensive Plan effort.

Brenham's Future

When asked what energizes them most about Brenham's future, meeting attendees mentioned these items in topic areas relevant to the Comprehensive Plan:

Mobility

- Fixing traffic flow at Westwood and 290

Economic Development/Redevelopment

- Businesses that will attract tourists and bring in revenue
- Higher salaries, more jobs, more grocery stores
- Healthy growth, job growth, more opportunities for entertainment for youth
- Cleaning up old town, renovations and removing couches off front porches and junk out of yards
- Rapid downtown development
- Increasing tourism, maintain a clean city
- Job opportunities for youth

Parks and Recreation

- Rolling hills, clean air, green space
- Preservation of open spaces
- The number of parks and innovation of the parks

Amenities

- More art/music venues
- Investment in youth activities
- Heritage available for younger generations

Other

- Great leadership
- Strong school district
- Small town atmosphere with city amenities
- Becoming more open to change and growth
- Stability
- Wonderful people, great sense of community
- Lack of crime

- Central location to other cities

When asked what concerns them most about Brenham's future, meeting attendees mentioned these items in topic areas relevant to the Comprehensive Plan:

Mobility

- Traffic concerns
- Maintenance of existing infrastructure
- Public transportation system

Economic Development/Redevelopment

- Cost of living, low pay scale, no job opportunities
- Businesses not making it and moving elsewhere
- Lack of diverse employment, affordable places to shop
- More business chains will come to Brenham and run the small businesses out of business
- Losing the hospital and other medical facilities
- Infrastructure development for new growth and maintenance of existing structures
- Vacant downtown
- Number of rental opportunities, the number of group homes, maintaining homes and yards
- Lack of facilities for assisted living
- Not enough affordable housing
- Amount of low-income housing
- That it will not be done in a way that keeps the small-town charm
- Zoning laws, annexation

Public Services/Facilities

- Being behind in technology, internet access such as fiber optic cables around town
- Need another fire station, more police
- Water quality

Amenities

- Youth activities

Other

- Unplanned growth/preparing for growth
- Resistance to change
- Safety once growth occurs

Values

An item on the questionnaire asked: "As you think about the future of Brenham, what personal and community values are important to factor into the City's new long-range plan?" Compiled below are the general mentions of particular values, with the number of times mentioned in parentheses.

- Healthy living/outdoors/recreation (23)
- Focus on family (15)
- Safety (14)
- Senior housing/senior living (9)
- Quality schools/education (9)
- Youth recreation/activities (9)
- Jobs/economy (8)
- Health facilities/health care (7)
- More retail shops (6)
- Attract/retain young people/families/professionals (5)
- Maintain small-town feel (4)
- Affordability (4)
- Tourism (3)
- Housing (3)
- Transportation/public transportation (3), transportation for elderly
- Active downtown (2)
- The arts, more cultural programs (2)
- Diversity and inclusion (2)
- Parking in public places
- Managed growth
- Basic City functions
- City and County work together on projects instead of against each other
- Cleanliness
- Preserving heritage

Top Community Priorities

Another section of the questionnaire asked respondents to rank their “top five community priorities” from among a list of 16 potential items drawn from earlier interaction with City officials, staff and residents (plus the chance to write in other items). The resulting top five were:

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

The weighted points take into consideration the rankings from 1 to 5, with more weight assigned for each number 1 vote, then number 2 vote, etc.

Another way to assess the ranking results is in terms of which items received the most votes as potential top five items:

1. Downtown investment/enhancement (29 votes to include within top five)
2. Diverse employment opportunities (27-tie)
More shopping and services (27-tie)
3. Police/fire/ambulance services (21-tie)

- Recreation amenities (21-tie)
4. Improve traffic flow (19)
 5. Community events and cultural activities (18)

The remainder of the top five voting results were as follows:

Rank	By Weighted Points	By Most "Top 5" Votes
6	Quality design/appearance of new development (66)	Quality design/appearance of new development (17) Greater housing variety/options (17) Roadway conditions (17)
7	Recreation amenities (64)	Upkeep of existing housing (15)
8	Greater housing variety/options (58)	Storm drainage (12)
9	Community events and cultural activities (57)	Safety while walking/bicycling (10) Growth in tax base to fund services (10) Utilities (water, sewer, electric) (10)
10	Roadway conditions (55)	Enhance public facilities (5)
11	Utilities (water, sewer, electric) (40)	n/a
12	Upkeep of existing housing (37)	n/a
13	Safety while walking/bicycling (37)	n/a
14	Growth in tax base to fund services (33) Storm drainage (33)	n/a
15	Enhance public facilities (11)	n/a

Items written in the "Other" space as additional suggested top priorities included:

- More hiking and biking trails
- Education (2)
- Access to healthcare (3)
- Adult daycare/access to caregivers
- Public transportation (2)
- Business attraction (2)
- Parking, downtown lodging
- Less low-income housing
- The arts: literary, music, theater

Agree / Disagree Statements

Another portion of the questionnaire presented a series of statements to which respondents could agree, disagree or mark as neutral and offer associated comments. Tallied below are the results from those who completed this section, along with the related comments.

Agree	Slightly Agree	Slightly Disagree	Disagree	Statement on Questionnaire
78%	18%	2%	1%	It is important that Brenham revitalize existing neighborhoods and areas of the City as new growth and development continues, including a focus on maintenance of existing properties and roads.

Agree	Slightly Agree	Slightly Disagree	Disagree	Statement on Questionnaire
56%	33%	7%	4%	Brenham needs to do even more to tell its story about what makes it unique and special (to support economic development, tourism, attract and retain residents, etc.).
49%	42%	7%	2%	Increasing the resilience of Brenham to natural disasters such as flooding is critical to the City's future.
69%	25%	4%	2%	To be even more successful economically, Brenham needs to focus more attention on the education and skill levels of the area workforce.
57%	31%	10%	2%	Brenham should encourage a variety of housing types to meet the needs of residents at all stages of life.
68%	20%	8%	4%	Downtown is one of Brenham's greatest assets and should continue to be a focus for ongoing enhancement and public improvements.
65%	23%	7%	5%	Brenham's parks and recreation amenities are a valued resource in the City and should be a continued focus for investment.
87%	12%	1%	0%	Brenham's physical appearance and image is very important to its economic development and success as a community.

Other general comments included:

- Quit changing the look of our town – it's unique, downtown businesses are almost too expensive
- Better internet access
- We need good jobs, more housing \$120-200k, better schools
- Higher wages, education will bring jobs and people
- I feel people want Brenham to grow but not change, can't happen, the job market needs to be better to attract new businesses. Brenham can't continue to bury its head in the sand concerning crime and drugs
- Senior citizens
- Main focuses should be improving infrastructure and addressing the housing shortage for renters especially pet friendly housing
- Traffic flow: street parking between Market and 577
- Brenham needs employment and shopping opportunities, a downtown hotel, parking structure
- We have a need for parks, trails, and recreation areas, we need more funding for fire and police
- Enhance recycling
- Chappell Hill at Stone, needs to be widened
- Parking in downtown, need for full service hospital
- Do not need to seek tourists
- Land use planning that is updated on a regular basis

Direction and Outline

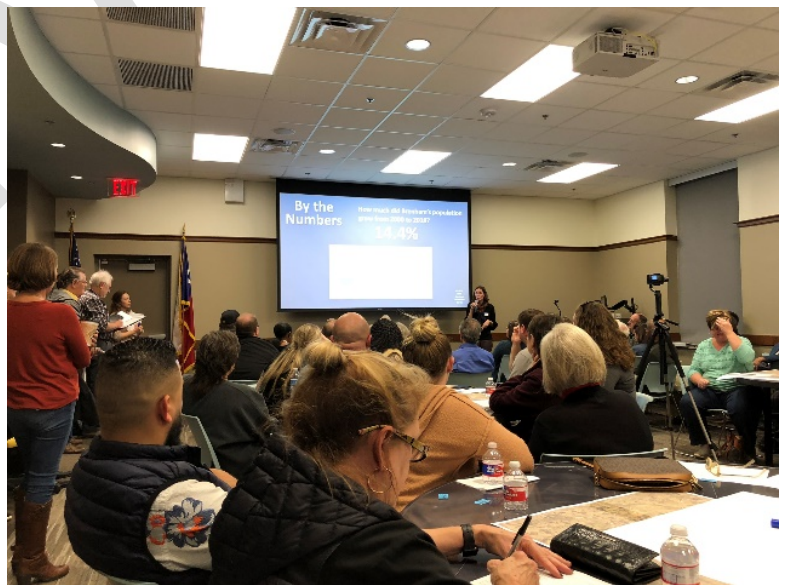
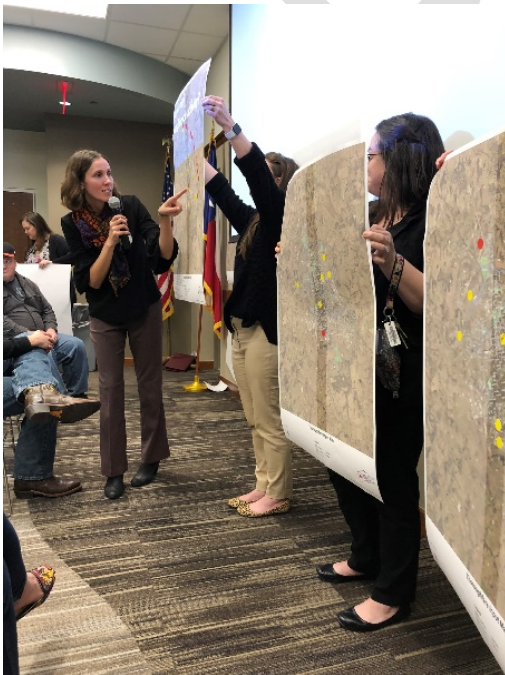
Brenham Comprehensive Plan

The purpose of this briefing paper is to frame the discussion for a second joint workshop with City Council, Planning and Zoning Commission, Board of Adjustments (February 28, 2019), and Comprehensive Plan Advisory Committee members (on March 28, 2019). We are at the point of transitioning from background study and considerations about Brenham as it is today – the Existing City – to what it can and will be in the decades ahead – the Future City. This paper highlights: (1) leadership and community input; (2) related information and key assumptions for the Future City phase, especially with regard to Brenham's population outlook; and (3) a working outline of the Future City portion of the Comprehensive Plan document to guide the remaining plan development process.

Leadership and Community Input

Community and leadership engagement activities during the Existing City phase included:

- Initial joint workshop with City Council and Planning and Zoning Commission (December 2018)
- Background surveys with City departments (October/November).
- Informal listening sessions with four 10-15 person groups from the community (December, January, and February).
- Town Hall Meeting on Brenham's Future (January). See photos below from event, which drew overflow attendance at the Brenham Public Library.
- A survey administered at the Town Hall Meeting on Brenham's Future received 84 responses. The input from the survey is summarized in the Town Hall Input Highlights paper.
- Initial meeting with a Comprehensive Plan Advisory Committee (December).



Top Strategic Priorities

Proposed List of Top Strategic Items

The list below was compiled, in no particular priority order, based on the Existing City findings, input from the Comprehensive Plan Advisory Committee, joint workshop with City elected and appointed officials, results of varied public engagement activities to date, and the consultant team's own input.

1. Growth and Revitalization Strategies

- Focus on implications of growth for the City, including identifying logical areas for growth (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 off-campus 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, especially for Brenham's youth.
- 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.
- Updated Thoroughfare Plan to provide a long-range roadway network outlook that addresses cross-town mobility while also providing parcel-level clarity.
- Mechanisms for promoting economic development and facilitating redevelopment.
- Continued emphasis on partnerships (public/public, public/private, public/non-profit).
- Special area and neighborhood planning in follow-up to city-wide planning.

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.

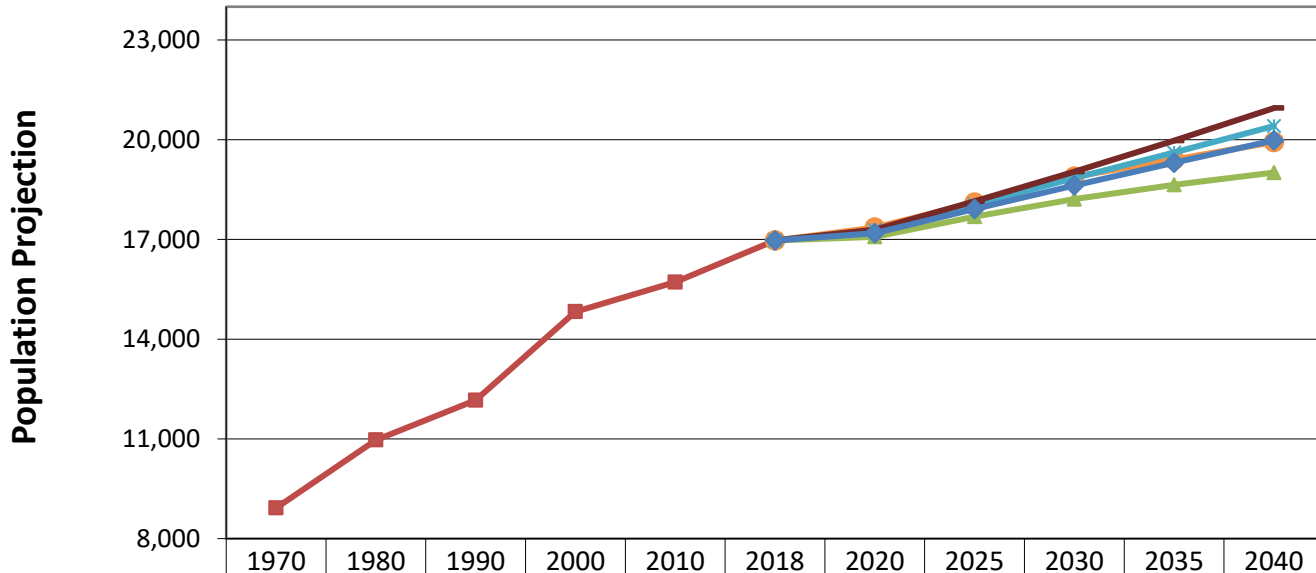
Projections Based on Varying Quantities and Rates of Growth

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 and Linear Growth scenarios result in a population difference of 539. 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 State Data 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.



Historical Data	8,922	10,966	12,163	14,828	15,716	16,968					
County Step Down						16,968	17,078	17,685	18,213	18,643	19,011
Texas Water Development Board						16,968	17,355	18,104	18,886	19,400	19,929
Steady Numeric Growth (1,565 per decade)						16,968	17,281	18,047	18,846	19,613	20,411
Steady Growth Rate (1.0%)						16,968	17,296	18,145	19,035	19,970	20,950
Midpoint						16,968	17,187	17,915	18,624	19,306	19,980

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.**

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 below 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.

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

In the end, all of the information presented here is just a numbers exercise on paper at this point. The next essential step in the Future City phase of the comprehensive planning process will involve:

- More in-depth consideration of available, developable land in and around Brenham where such growth may occur – and the extent and timing of development activity that is already anticipated;
- The projected capacity of the City’s infrastructure and public services to accommodate this growth in future years; and
- Community values and preferences as to where growth occurs, which would ultimately translate into capital projects and public services planning.

Guiding Principles

This section identifies an initial set of guiding principles for the Comprehensive Plan that will be refined in conjunction with each of the major planning topics considered through the remainder of the plan development process (Land Use and Development, Transportation, Growth Capacity, Economic Development, and Recreation and Amenities).

- 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.

Working Outline for Future City Portion of Comprehensive Plan

This section provides a working outline of the Future City portion of the eventual Comprehensive Plan document to guide work efforts during the upcoming Future City phase of the planning process.

Standard Elements in All Sections

After an Introduction section that summarizes the purpose of the plan, how it is used, the authority under which the City prepares and adopts it, and an overview of its content, each of the topical plan sections that follow will include these standard elements:

- Introduction:
 - › Focus of section.
 - › Links to other plan sections.
- By the Numbers:
 - › Significant statistics that illustrate or reflect key issues related to this plan section.
- Legacy of Past Planning:
 - › Previous relevant plans/studies.
 - › Accomplishments.
 - › Ongoing issues/items still needing attention.
- Key Issues and Considerations.
- Framework for Action:
 - › Guiding Principles specific to this topic.
 - › Goals for this topic.
 - › Strategic Action Priorities for this topic.
 - › Other Actions, presented in five categories that are the main ways these plans are implemented:
 - 1) Capital investments.
 - 2) Programs and initiatives.
 - 3) Regulations and standards.
 - 4) Partnerships and coordination.
 - 5) More targeted planning/study.
 - › Itemization of routine practices and tools the City already uses, along with new or highlighted items in the plan.

Land Use and Development

Considerations in this section for completing the standard elements above, along with a Future Land Use Map, will include:

- Development opportunities and redevelopment/infill needs.
- Barriers to desired local housing development.
- Land use compatibility.

- Site and building design practices that contribute to quality development and other community objectives.
- Urban design and beautification considerations primarily involving the “public realm” (i.e., key roadway corridors, community entries/gateways, other public lands/facilities, etc.).

Transportation

Considerations in this section for completing the standard elements above will include:

- Projected traffic concerns based on growth and land use assumptions.
- Major trip generators.
- Vehicular and bicycle/pedestrian circulation needs.
- Street design considerations related to safety, bicycle/pedestrian accommodation, street network and sidewalk system connectivity, etc.
- Transportation planning of other entities (Washington County, Brazos Valley Council of Governments, Texas Department of Transportation, Brazos Transit District, etc.).
- Development of new, stand-alone Thoroughfare Plan and supporting documents.

Growth Capacity

Considerations in this section for completing the standard elements above will include:

- Suitable and preferred growth and reinvestment areas.
- City intentions for accommodating and guiding projected growth and redevelopment.
- Implications for utility infrastructure, public safety services, and community facilities of the growth projections assumed for the plan.

Economic Development

Considerations in this section for completing the standard elements above will include:

- Areas where Brenham can differentiate itself from the competition and leverage local advantages, such as Downtown and Brenham’s established tourism focus.
- Linkages to other plan sections in areas that influence or support economic development objectives (e.g., infrastructure and public services, mobility, housing, land use, recreation and amenities, community appearance, etc.).
- Decision guidance for the use of available economic development tools.
- Ways to measure progress on economic development objectives.

Recreation and Amenities

Considerations in this section for completing the standard elements above will include:

- Ongoing and new park and recreation needs (including parkland acreage needs and location considerations, park/facility rehabilitation, recreational programming, etc.).
- Resource protection (natural, historic/cultural, scenic).
- Community best practices to promote healthy living opportunities for residents.

Implementation

The Implementation section will address:

- Prioritization of actions as:
 - › Immediate (6 months to 1 year).
 - › Short Term (2-5 years).
 - › Medium Term (6-10 years).
 - › Long Term (10+ years).
- Implementation roles of City Council, Planning and Zoning Commission, Board of Adjustments, and City staff.
- 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.
- Procedures for annual plan review and progress reporting and periodic plan updates.