

State of Texas

County of Brazoria

City of Freeport

BE IT REMEMBERED, that the City Council of Freeport, Texas met on Wednesday, September 5, 2018 at 6:30 p.m. at RiverPlace, 733 Mystery Harbor Lane, Freeport Texas for the purpose of considering the following agenda items:

City Council: Mayor Troy T. Brimage
Councilman Brooks Bass
Councilman Ken Green
Councilwoman Sandra Loeza
Councilman Roy E. Yates

Staff: Bob Welch, Finance Director / Interim City Manager
Laura Tolar, Asst. City Secretary/Special Projects Coordinator
Loni Kershaw, Human Resources Director
Nat Hickey, Property Manager
Kim Townsend, Parks Director
Ray Garivey, Police Chief
Yvette Ruiz, Building Department Secretary
Jennifer Hawkins, EDC Director
Billy Shoemaker, Building Official

Visitors:	Chris Duncan	Karen Downey
	Tom Zirlott	Ken Tyner
	Stuart Herbst	Ty Morrow
	Ed Garcia	Sandra Leavey
	Kathy Jackson	Tommy Pearson
	Kenny Hayes	James Andrews
	Bob Oliver	Paul Crow
	Sandra Barnett	Jim Barnett
	Moby Burr ridge	Evelyn Burr ridge
	Melanie Oldham	Nicole Mireles
	Sam Reyna	Carol Bettoney
	George Bettoney	Christina Rivas
	Angel Barbosa	Angie Williams
	Edmeryl Williams	David Powers
	Cathy Powers	Eric Hayes
	Lila Diehl	Larry Fansher
	Maria Kouches	Johnny Kouches
	George Hawkins	

Call to order.

Mayor Troy T. Brimage called the meeting to order at 6:34 p.m.

Draft Strategic Community Plan

Joint Workshop • September 5, 2018



Joint Workshop



City Council
Planning Commission
FEDC Board

Port Freeport Commission
Plan Advisory Committee

Our Team





Objectives Tonight

- Overview of **Strategic Community Plan**
- Plan implementation considerations
- Final steps in process

The logo for the Freedport Strategic Community Plan, featuring the word "FREEDPORT" in a bold, stylized font with horizontal lines through the letters.

Strategic Community Plan

EXISTING CITY REPORT

DRAFT (February 23, 2018)

The logo for the Freedport Strategic Community Plan, featuring the word "FREEDPORT" in a bold, stylized font with horizontal lines through the letters.

Strategic Community Plan

THE FUTURE CITY REPORT

DRAFT September 2018



FREEDPORT

Strategic Community Plan

EXISTING CITY REPORT

DRAFT (February 23, 2018)



Map 1: Regional Context
City of Freeport, 2017; MRC, 2016; H-GAC, 2017; ESRI Aerial Imagery, 2018.

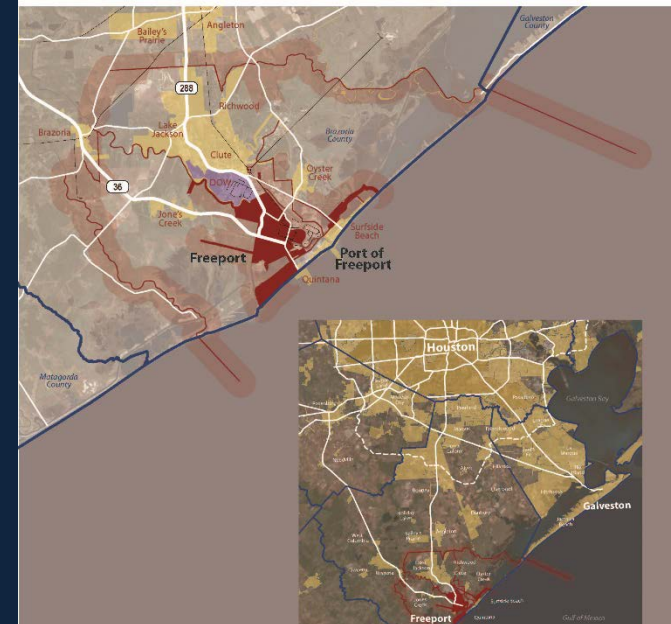
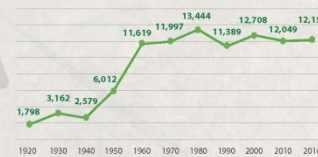


Figure 2: Freeport Community Profile

12,153 Persons

The Census 2016 estimate was 12,153, representing an increase in population of 104 persons or a 0.1 percent annual growth rate from the 2010 Census count of 12,049. The population of Freeport has remained relatively stable since 1960 with little growth over the last 50 years. The peak population of Freeport was recorded in the 1980 Census with a population of 13,444.



28.6 Median Age in the City of Freeport

This is a lower median age than surrounding Brazosport communities as of 2016. This reflects the relatively high percentage of the population under the age of 18. Freeport's median age is also lower than the median age in Brazoria County and the US. The average household size in Freeport is 3.13 persons.



31.7%
Population under age 18

7.9%
Population 65 years and over

3.13
Average Household Size

66.3%
Percent of residents age 25 years and older who had completed high school and/or some level of college in 2015.

7.4%
Percent of residents holding a bachelor's degree or higher.

Profile and Background

26.5% Poverty Rate within the City of Freeport

Freeport has a higher poverty rate and lower household median income than surrounding Brazosport communities, Brazoria County, and the US. With a median household income of \$32,060, residents in Freeport make roughly 45 percent of the County median household income of \$71,230. This may indicate a competitive disadvantage in attracting prospective businesses and residents to the area as the local market may not be able to support the types of development that residents would like to see.



4,647
Housing Units as of 2016, which compared to 4,982 units as of the 2010 Census, down by 335 units.

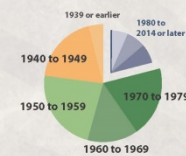
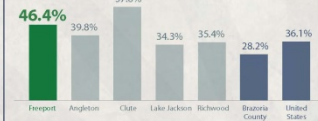
69.9%
Percent of housing units that are single-family detached.

0.2% Percent of the housing stock that has been built since 2010.

Nearly half of all dwellings (45.7 percent) were built in 1959 or earlier. Another 33.3 percent of the housing stock was built in the decades from 1960-1979.

46.4% Percent of all housing units within Freeport that are renter-occupied as of 2016.

Although this is a higher level of renter-occupied housing than in Brazoria County, it is not the highest level in the Brazosport area, with the City of Clute having 57.6 percent of housing units renter-occupied.



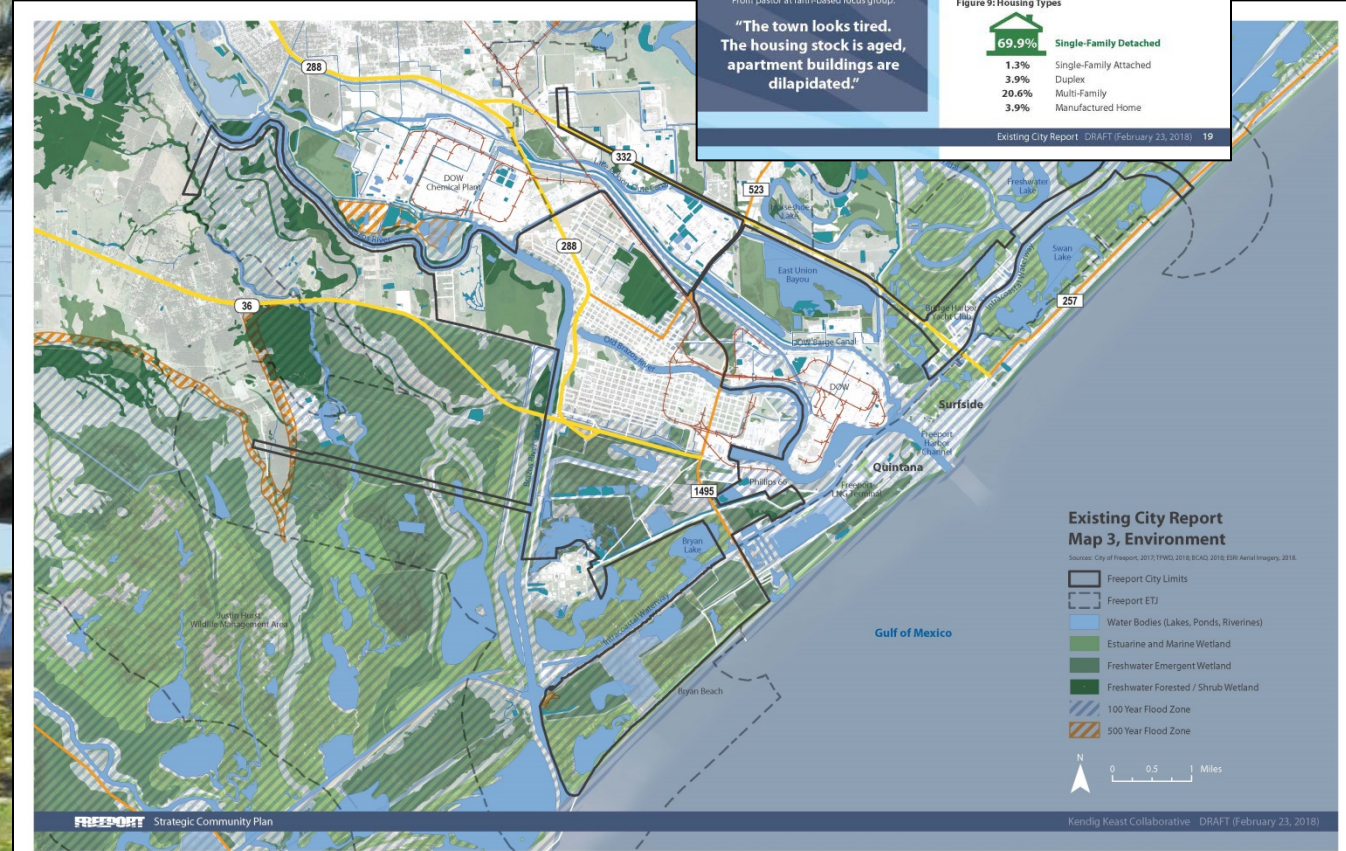
66% Percent of all householders that moved into their unit since 2000. 36.2 percent of householders moved into their housing unit since 2010, with another 29.8 percent moving in since 2000.

FREEDPORT

Strategic Community Plan

EXISTING CITY REPORT

DRAFT (February 23, 2018)



HOUSING CONTEXT

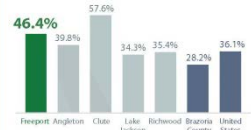
HOUSING UNITS

Freeport had 4,647 total housing units in 2016, compared to 4,982 units as of the 2010 Census, down by 335 units. Of the total housing units, 61.5 percent were occupied and the remaining 18.5 percent vacant as of 2016. The vacancy rate among ownership units was 3.4 percent compared to 12 percent for rental units.

HOME OWNERSHIP

Among all occupied housing units in Freeport, 53.6 percent were owner-occupied and 46.4 percent were renter-occupied at the time of the 2015 American Community Survey. This was higher than the average for Brazoria County (28.2 percent), but not the highest in the Brazosport area, with the City of Clute having 57.6 percent of housing units renter-occupied. Refer to Figure 8, Percent of Housing Units Renter-Occupied.

Figure 8: Percent of Housing Units Renter-Occupied



HOUSING TYPES

Among all housing in Freeport at the time of the 2015 American Community Survey, the majority (69.9 percent) of dwellings were single-family detached units. Multi-family structures were the next most prevalent type at roughly 20 percent of total housing units. Townhome and duplex style units accounted for approximately five percent combined, slightly higher than the percent of units that are manufactured homes (3.9 percent). Refer to Figure 9, Housing Types.

Figure 9: Housing Types



Focus Group Quote on Housing:
From pastor at faith-based focus group:
"The town looks tired. The housing stock is aged, apartment buildings are dilapidated."

EXISTING CITY REPORT

DRAFT (February 23, 2018)

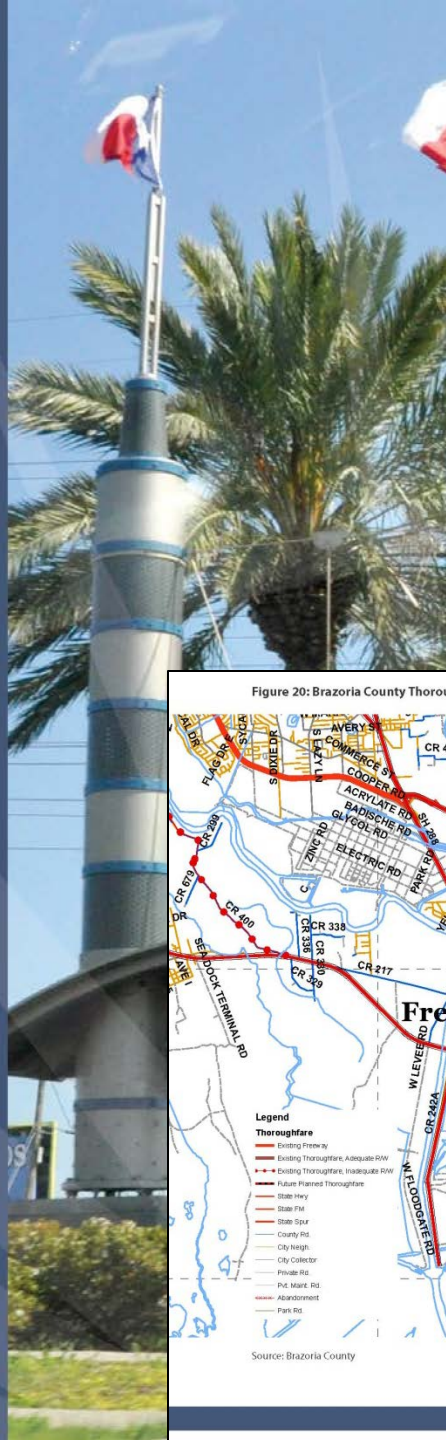


Figure 22: SH 36 Corridor Map from 2040 RTP

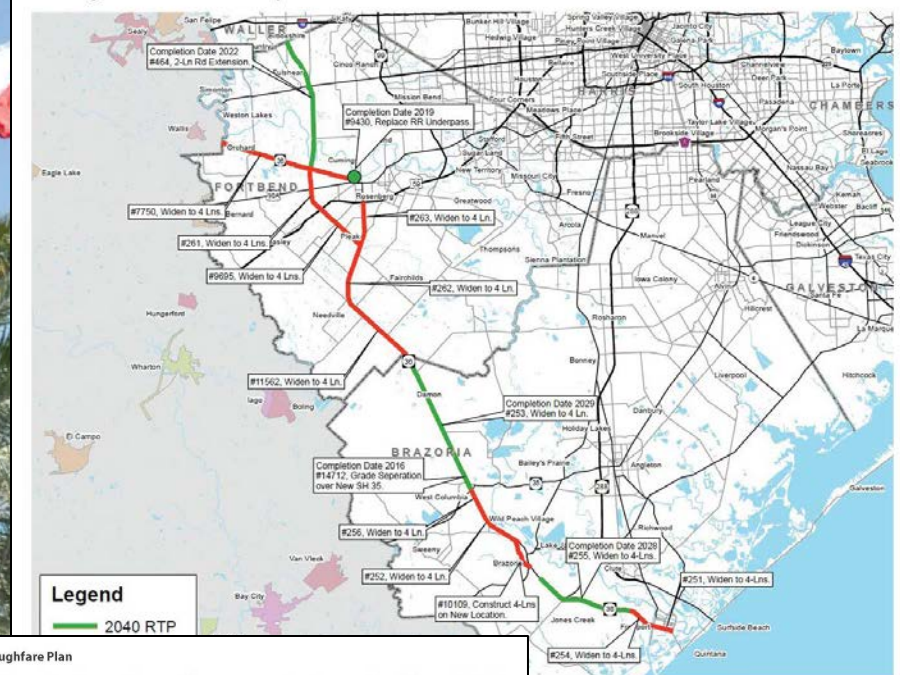
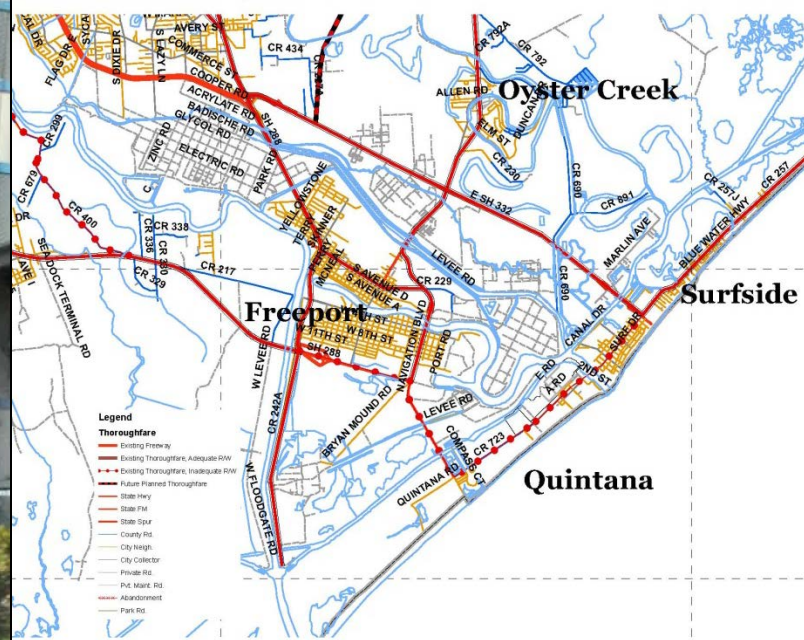


Figure 20: Brazoria County Thoroughfare Plan



Source: Brazoria County

The Future City

- Framework for Action
 - Guiding Principles
 - Goals
 - Strategic Action Priorities
- Tools
- Partners



Framework for Action

The *Transportation and Mobility 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 *Strategic Community 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 *Strategic Community Plan* includes a set of six overall guiding principles, several of which relate most directly to transportation:

- GP3:** Freeport will be **COLLABORATIVE** in its approach to big picture issues, including storm water management, transportation/freight, and economic issues, forming partnerships and actively participating and having a voice in regional decision-making.
- GP5:** Freeport will be **TRANSPARENT** about setting short- and long-term goals for the city, through effective long-range and strategic planning, prudent management and allocation of public resources, and ongoing citizen engagement for setting and accomplishing community priorities.

Other guiding principles specific to the transportation section include:

Freeport will recognize its functional and economic interrelatedness with other areas of the Brazosport region and the Houston metropolitan area and will work with these communities to address cross-jurisdictional freight mobility challenges.

Freeport will seek to create a multi-modal transportation network that will address the mobility needs of all residents.

GOALS

1. A street system that is in good repair and is safe and inviting for all users (vehicles, transit, bicyclists, and pedestrians), utilizing the "Complete Streets" concept whenever feasible.
2. Increased opportunities for Freeport residents to walk and bike within the city, whether for work, shopping or recreation.
3. Multi-modal networks that are efficient and safety-focused, including hazardous freight routes, railroad crossings, and freight truck traffic.
4. Area transportation projects with regional significance and benefits are advanced in a collaborative manner.

STRATEGIC ACTION PRIORITIES

1. 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 include the results in a multi-year funding plan in the form of a Capital Improvements Program (CIP). The prioritization of street repairs should be based on a street condition inventory and made available via a street network map on the City's website. Costs and sources of funds should be included in the annual City budget. If needed, the City should consider mobility related bond propositions to fund projects upon voter approval.



Use of the Plan

Guidance document for City officials and staff during:

- Annual budget process
- Capital projects planning and budgeting
- Department work plans and staffing
- Grant pursuits
- Land acquisitions and facilities planning
- Review of zoning and subdivision applications
- Consideration of development incentives
- New or renewed partnerships (public/public, public/private)

Implementation of the Plan



Capital Projects

The City of Freeport 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 (along with FEDC staff as directed by its Board). 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

Given that private investment decisions account for a vast majority of the City's physical form, land development regulations and engineering standards are fundamental for plan implementation. Consequently, in Freeport, 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.

Implementation of the Plan

TFC Table 7, Action Items

Item Priority	Action Priorities	Year 1 - 2	Years 3 - 9	10+ Years	Action Leaders
		Years			
High - 1 Medium - 2 Low - 3	Land Use and Growth				
	CAPITAL INVESTMENTS				
1	Formalize use of a Capital Improvements Program (CIP) to prioritize infrastructure projects in areas of highest need and areas identified for growth and revitalization.	X	X	X	City, FEDC
2	Increase demolitions and funding for repairs of properties that pose hazards to life, health, or safety.		X		City
	PROGRAM AND INITIATIVES				
2	Implement a rental registration and inspection program to improve housing condition of rental properties.		X		City
1	Increase resources devoted to code compliance and measure results.	X			City
2	Develop and maintain a GIS inventory of vacant properties that are City-owned and available for incentives and development.		X	X	City
	REGULATIONS AND STANDARDS				
1	Update development regulations to ensure adequate mechanisms to accomplish community objectives, including zoning and subdivision regulations.	X	X		City
2	Incentivize housing development through clear policies and tools, which may include property tax abatement, fee waivers, public infrastructure funding, or creation of special districts.		X		City, FEDC
	PARTNERSHIPS AND COORDINATION				
3	Produce educational materials for homeowners detailing homeowner versus City property maintenance responsibilities.		X		City
	TARGETED PLANNING/STUDIES				
1	Develop utility master plans and a parks and recreation master plan. Ensure the new plans are based on public engagement and made available to the public.	X	X		City, Brazosport Water Authority, Velasco Drainage District

INFRASTRUCTURE UPGRADES

Priority Action Name	Type of Action	Short- / Mid- / Long-Range
Infrastructure upgrades and repairs through coordinated land use and infrastructure planning, including up-to-date water, wastewater, drainage, and transportation master plans	Capital Investments	Short Range: Systematically document deficiencies and prepare water, wastewater, drainage, and transportation master plans. Mid to Long Range: Implement infrastructure projects as prioritized in the master plans.

Description

Assessment of utility deficiencies and needed improvements (street repairs, water and sewer lines, flood control structures) should be correlated to a multi-year project prioritization and financing process through a Capital Improvements Program (CIP). The CIP should be coordinated so that related projects in the same vicinity are completed in a logical sequence. Essential infrastructure improvements should be targeted in high priority development and infill areas.



Source: hurricanecity.org and City of Freeport

Jump Start Action Steps

- Hire a Public Works Director to oversee and champion this action item.
- Budget funds for the master plans.
- Develop scopes of work and solicit proposals.

Estimated Cost Range (Less than 100K \$, \$100k-\$500k \$\$, \$500k+ \$\$\$) and Possible Funding Sources/Mechanisms

- Master Plans: \$\$; CIP Implementation: \$\$\$.
- General Fund operating funds or reserves.
 - Utility Fund operating funds or reserves.
 - General obligation or revenue bond issues.
 - Texas Water Development Board low interest loans or grants.
 - Assessments for specifically benefited areas.
 - Partnership with Port Freeport (transportation projects).
 - Partnership with Velasco Drainage District (drainage projects).

Implementors / Lead Entity

City of Freeport

Potential Partners

Port Freeport, Velasco Drainage District, FEDC, H-GAC, TXDOT

Implementation of the Plan

▪ Roles and Responsibilities:

- City Council
- Planning Commission
- FEDC
- Port Freeport
- Staff

▪ Plan Tracking and Updating:

- Annual progress report
- Bi-annual interim amendment process
- Five-year update/evaluation and appraisal report
- Ongoing community outreach and engagement

“Work the Plan”

Lake Jackson Texas

Comprehensive Master Plan



Adopted June 6, 2016

Plan adopted June 2016

Growth Capacity and Management

Lake Jackson Texas

This new Comprehensive Master Plan for Lake Jackson reflects a consensus determination that the community's projected growth over the next several decades should occur primarily to the north of the existing developed city, focused around the SH 288 corridor. This will ensure a growth progression that keeps the most significant development activity contiguous to the city's current urbanized edge and near major highways, allowing for orderly extension of public infrastructure and municipal services to new residential and nonresidential areas.

As a home-rule city, Lake Jackson has the tools to guide and shape this growth within areas where it can best be absorbed. Targeted capital investments in utility and street infrastructure signal the desired locations for growth 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 extend its regulations and services through annexation and incorporation of additional territory as it deems prudent, as well as through land owner requests to have their property incorporated within the City of Lake Jackson. Development agreements provide another avenue for establishing parameters under which the City and private development intend to coordinate their efforts regarding the type, timing, phasing and servicing of future development in strategic locations, especially within the extraterritorial jurisdiction (ETJ) beyond the current city limits. The City can leverage its unique authorities and public service capacities in such negotiations, and 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. Finally, effective oversight and management of ongoing growth also depends on solid partnerships with other key public agencies, including the Brazosport Water Authority, Velasco Drainage District, Brazoria County, and the Brazosport Independent School District, among others.

Master Plan Focus Areas

- ▶ Land Use and Development
- ▶ Mobility
- ▶ Growth Capacity and Management
- ▶ Economic Development
- ▶ Recreation and Amenities

Along with this focus on future growth directions and potential, this and other Master Plan sections also emphasize the need—and stated public desire—to continue reinvesting in Lake Jackson's established neighborhoods and nonresidential areas, which tax base expansion through new growth will help to support. Lake Jackson is a vibrant hub for the entire Brazosport area, but like its neighboring cities, it also faces the challenges of an aging housing stock and certain commercial corridors and intersections that have lost their vitality and need upgrades to compete with contemporary development. Absorbing some of the community's projected population growth within existing developed areas will inject new dollars and energy inside the city, capitalize on public infrastructure and facilities that are already in place, and potentially lead to new “life-cycle housing” options and mixed-use development scenarios that some hope to see in their community.

Comprehensive Master Plan

Adopted June 6, 2016 39



“Work the Plan”

LONG TERM CAPITAL PROJECTS

In June, 2016 City Council adopted the latest 20-year Master Plan. Lake Jackson started as a privately developed, master planned city back in the early 1940's. The original Master Plan for the City was done by Alden Dow, a student of Frank Lloyd Wright. The first residents moved into the City in 1943 and the City incorporated in 1944. Every twenty years the City does a major update of its Master Plan. Every five years or so the Planning Commission reviews the existing Master Plan and makes adjustments when needed.

The new Master Plan was developed using the consultant Kendig Keast Collaborative. Gary Mitchell and his team worked with our City Council, Planning Commission, and an incredible group of volunteers on the Comprehensive Plan Advisory Committee (CPAC). Together they developed the 2016 Master Plan that will help guide our growth for the next 20 years.

Part of that plan is to look at our near term and long term infrastructure and facility needs. Shown below is the “Framework for Action” provided in the new Master Plan.

Framework for Action

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

Guiding Principles

The Comprehensive Plan includes a set of six overall guiding principles, several of which relate to growth and infrastructure:

- GP2:** Lake Jackson will insist on **QUALITY** and long-lasting value in its private development, public facilities and services, and community appearance.
- GP5:** Lake Jackson will be **WELL-MANAGED** through effective long-range and strategic planning, prudent management and allocation of public resources, attention to maintenance and rehabilitation of older streets/infrastructure, and ongoing citizen engagement for setting and accomplishing community priorities.
- GP6:** Lake Jackson will be **GREEN** through sound management of its parks and parkways, responsible stewardship of its water use and waste management, and by staying focused on mature tree cover and preserved open spaces as the physical elements that have always shaped and set apart this master-planned city.

Other guiding principles specifically for the Growth Capacity and Management topic area include:

Lake Jackson will meet the functional needs of residents and businesses (e.g., water supply, waste management, and storm drainage) in a cost-effective manner.

Lake Jackson will, in collaboration with private property owners, make provisions for the timely availability of required public services to lands that remain to be developed in the community's targeted growth areas.

Lake Jackson will provide and maintain adequate, modern sanitary sewer and potable water facilities to serve both existing land uses and planned growth and development.

Lake Jackson will ensure that adequate flood and storm drainage protection to safeguard life and property is provided as new areas are developed.

Growth Capacity and Management

Lake Jackson Texas

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Comprehensive Master Plan

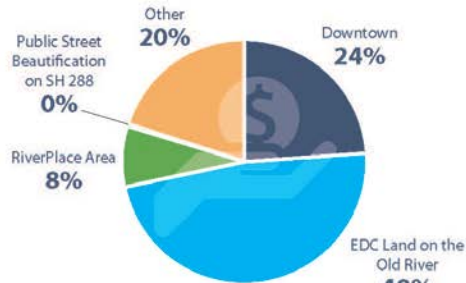
Adopted June 6, 2016 39

Plan cited as basis for initiatives in proposed 2018-19 City budget

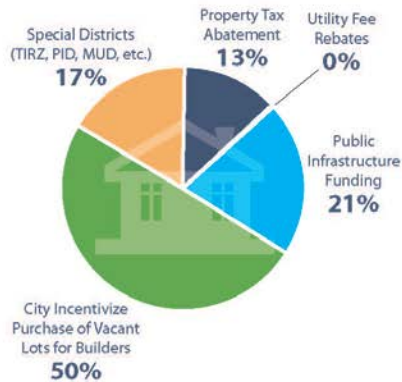
Economic Opportunity Priorities

As part of economic opportunity discussions with the City's Plan Advisory Committee (PAC) for this *Strategic Community Plan*, consultant Marsh Darcy Partners completed an informal voting exercise during a PAC meeting in April 2018. The charts below show the allocation of responses to four essential polling questions.

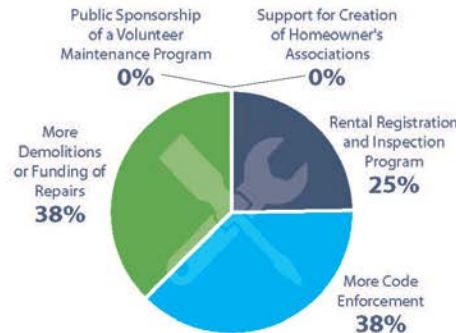
What are the highest priorities for investment of public funds to encourage private redevelopment?



What incentives would you support to encourage new housing development?



Which tools would you support to encourage better maintenance of existing properties?



Which tax rate increase, if any, do you think a majority of citizens would support if the money was used to fund beautification or recreational improvements?



TFC Table 6

At current assessed value, the above tax rate increases would generate the following annual revenues for the City of Freeport:

TAX RATE INCREASE	ADDITIONAL ANNUAL REVENUE
\$0.01	\$45,000
\$0.02	\$90,000
\$0.03	\$135,000
\$0.04	\$180,000
\$0.05	\$225,000



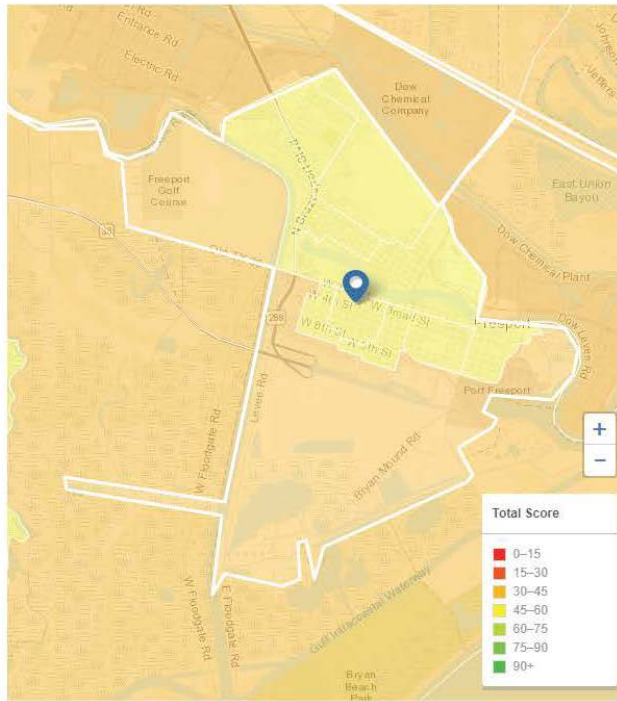
Pine Street Bridge

The Pine Street Bridge (FM 1495), which spans the Old River, is a major connector for truck traffic to access Freeport's industrial facilities. The bridge is a TxDOT facility and is slated to be torn down and re-built in the near future (estimated late 2019). The current TxDOT plans include:

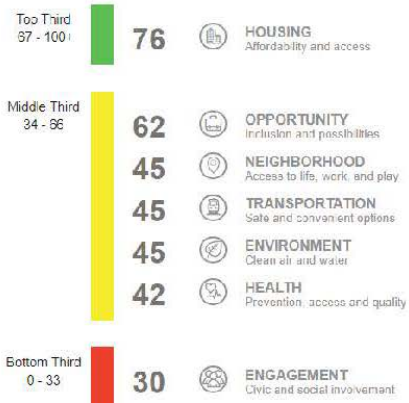
- Re-building the bridge as a two-lane with full-lane shoulders (making it four lanes).
- Vertical clearance remaining at 60 feet. Bridge top will be slightly higher than current due to depth of bridge structure.
- Bridge approaches will touch down at the current spots.
- Option to build new bridge while maintaining traffic on the current bridge was ruled out due to dry dock issue.
- Bridge will be closed for one year for construction. Detours will occur via SH 36 and SH 288. FM 523 likely to be used as well.
- A traffic detour study was performed by TxDOT and found no significant change in intersection congestion due to the detour routes. Detour routes have been used many times during bridge repair/maintenance.
- TxDOT is currently working thru permitting with the US Coast Guard, US Army Corps of Engineers etc.
- Letting of the SH 36 widening project is expected in June 2019, and there will be no construction overlap with the Pine Street Bridge project.
- Port Freeport has shown interest in partnering with TxDOT to widen FM 1495 to four lanes.

Project Status

Figure 1, Freeport Livability Index



Freeport, TX
Brazoria County, 77541

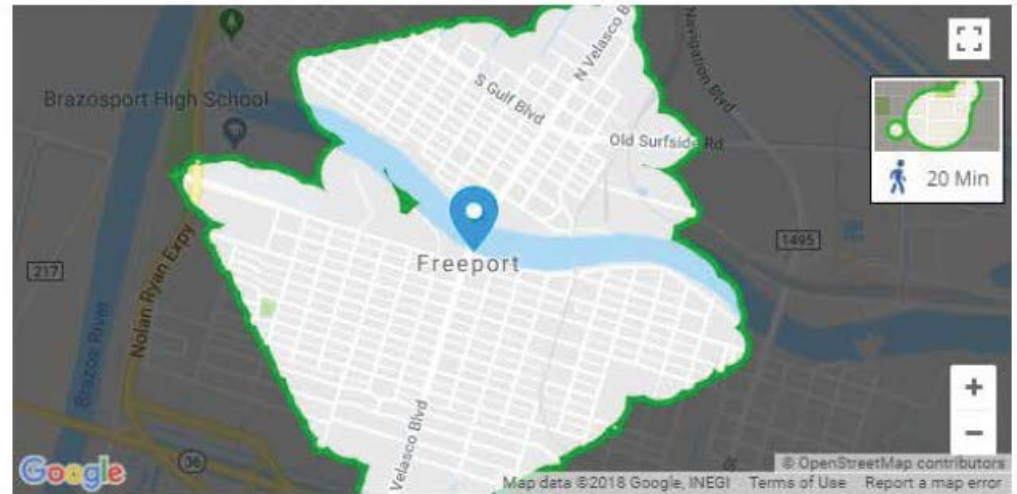


TFC Figure 2, Freeport Walk Score



Somewhat Walkable

Some errands can be accomplished on foot.



Benchmarking and Tracking



Bryan Beach

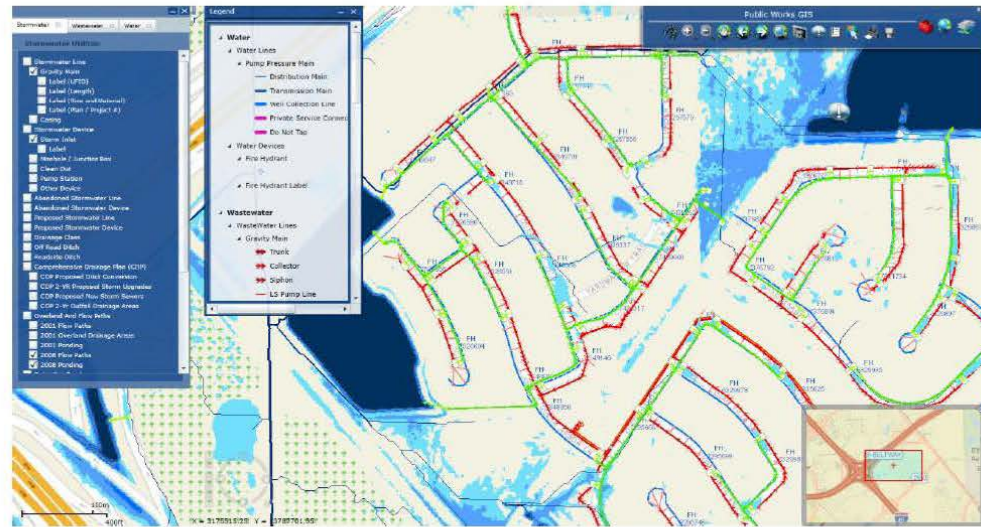
Bryan Beach is a treasured asset within Freeport, providing local, free access to a municipally maintained beach. Although the beach is free for beach-goers the City does undertake significant costs to maintain the beach, including picking up trash and providing security and portable toilets. There has been some debate recently about potential opportunities for the City to re-coup some of these costs through various measures, such as charging for beach parking or charging an entrance fee. Initial informal public feedback shows reluctance from the public to charging a fee. A June 2018 (non-scientific) poll on The Facts website asked if Freeport should start charging a fee for visitors to access Bryan Beach. Of 1,196 people who took the online poll, 933 or 78 percent responded that they do not believe a fee should be charged. Only 95 respondents answered that all users should be charged, while 106 respondents answered that they support a fee if Freeport residents are exempt. Another 62 respondents supported a fee if Freeport residents are exempt and neighboring city residents receive a discount.

In addition to exploring the feasibility of the potential sale of annual parking permits, the City of Freeport should also explore other potential opportunities to offset the cost of beach maintenance which keeping

Bryan Beach accessible. Potential funding opportunities include:

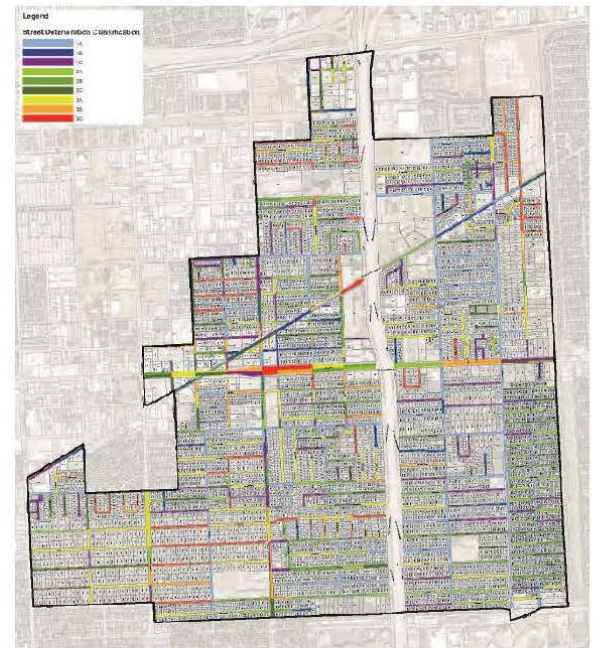
- The Texas General Land Office's Beach Maintenance Reimbursement (BMR) Fund. This fund allocates approximately \$750,000 per year to help communities keep their beaches maintained. Applications are distributed in early fall with contracts renewable annually.
- The Texas General Land Office's Coastal Management Program, which awards approximately \$2.2 million annually in grants. Eligible categories that could be applicable to Freeport and Bryan Beach include projects to enhance public access and waterfront revitalization and ecotourism development. If Bryan Beach can begin to have economic benefits to the City rather than just expenditures, that could offset the costs associated with beach maintenance.
- South Padre Island utilizes a rebate of the state hotel/motel tax to help pay for maintaining its beaches. This is possible through passage in 2013 of House Bill 3042, which made the City of South Padre Island eligible to collect an additional one percent state hotel occupancy tax increment.

TFC Figure 6, Municipal GIS-based Utility System Mapping Example



TFC Figure 7, GIS-based Pavement Condition Assessment Example

- 1A: Best
- 3C: Worst



Quick Actions

Cost-Effective Transportation Improvements with Instant Impact

Many of the strategies and projects discussed in this *Strategic Community 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 H-GAC's Instant Impact Guide, available at www.h-gac.com.

CROSSWALKS

Paint crosswalks at intersections and in the middle of long streets to facilitate pedestrian mobility.



BIKE LANE

Paint a bike lane on the street or delineate one with traffic cones. A comfortable bike lane is about six feet wide.¹



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.¹



¹ National Association of Transportation Officials.



INSTANT IMPACT GUIDE

TEMPORARY, COST-EFFECTIVE IDEAS
FOR MORE VIBRANT STREETS



Houston-Galveston
Area Council

Regional Examples of Sports Complexes

There are numerous examples of sports complexes in the region. Found below for size and amenity comparison, are three regional sports complexes. The blue shading overlaid onto each example represents the size of the Fleming school site in Freeport.

HICKORY SLOUGH SPORTSPLEX - PEARLAND, TX

- Approximately 64 acres.
- Dual function as storm water detention and sportsplex.
- Funded through bond election and Capital Improvements Plan (CIP).

Facilities Include:

- 6 sports fields (3 lighted).
- Parking for 400 vehicles.
- Landscape promenade and viewing deck.
- Shade canopy.
- Restroom facilities and concessions.



CARLOS GARZA SPORTS COMPLEX - TEXAS CITY, TX

- Approximately 48 acres.

Facilities Include:

- Lighted softball fields (2).
- Lighted Little League field.
- Lighted adult softball field.
- Lighted adult baseball field.
- Concessions (2).
- Large covered pavilion.
- Restroom buildings (2).
- Lighted football field.
- Lighted soccer/multi-purpose fields (3).
- Lighted parking lot.
- Scorer tables.
- Press box.



BIG LEAGUE DREAMS SPORTS PARK - LEAGUE CITY, TX

- Approximately 35 acres.
- Property owned by League City, TX.
- Fields are "pay to play" - host private league events.

Facilities Include:

- Baseball fields (6).
- Soccer fields.
- Skate park.
- Playground.
- Picnic areas.
- Clubhouse.
- Parking lots.



Examples and Best Practices

Neighborhood Revitalization

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

Temple's Neighborhood Revitalization Program's goal 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



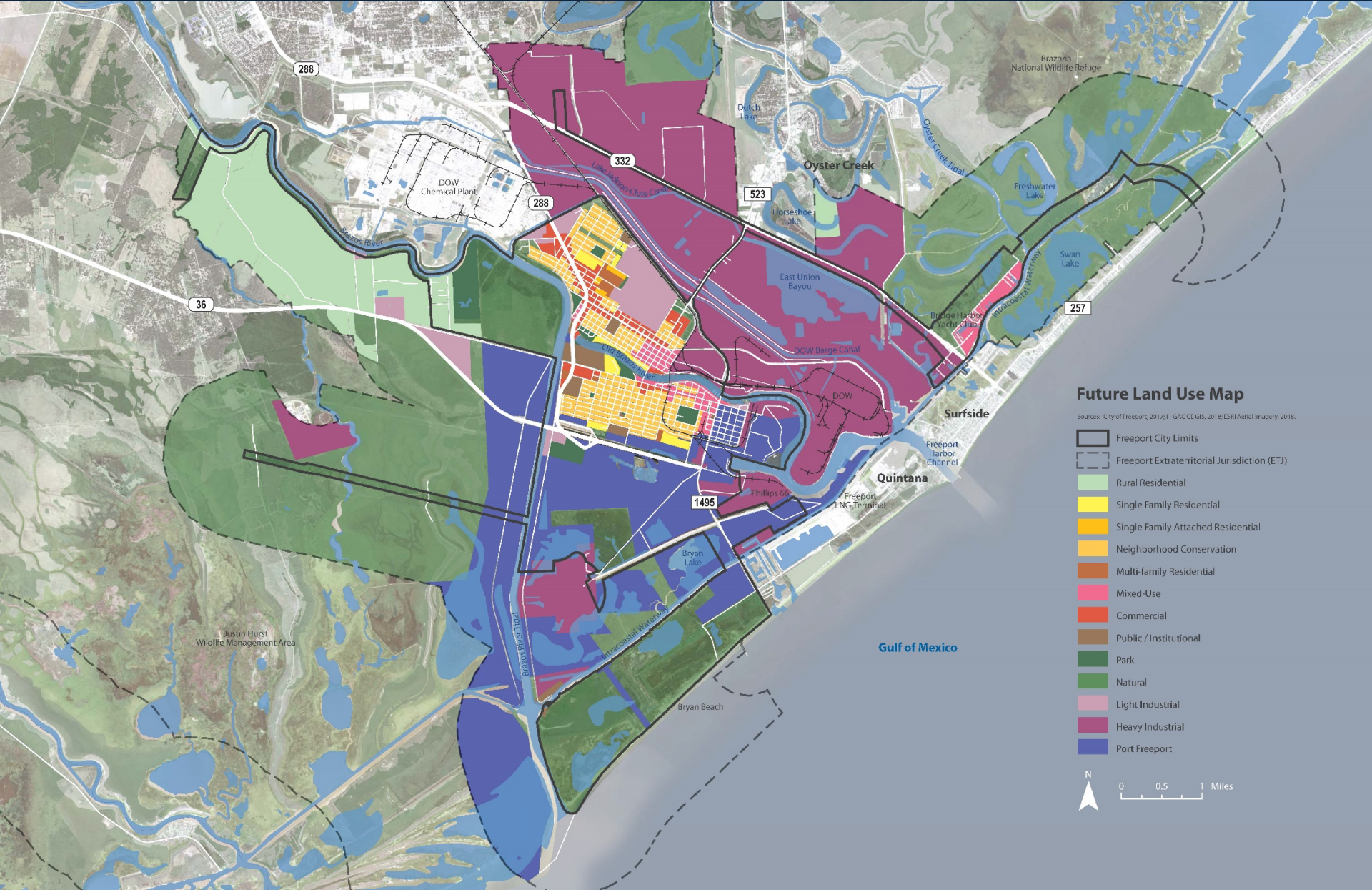
The Tool Library provides residents access to tools to maintain and improve their homes by offering a "lending library" of tools. Through a no cost membership, Temple residents can borrow tools that may otherwise be too costly for residents to purchase.

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.

Future Land Use Map



Future Land Use Map

Sources: City of Freeport; 2017/11 GAC CL GIS; 2018 ESRI Aerial Imagery, 2018.

- Freeport City Limits
- Freeport Extraterritorial Jurisdiction (ETJ)
- Rural Residential
- Single Family Residential
- Single Family Attached Residential
- Neighborhood Conservation
- Multi-family Residential
- Mixed-Use
- Commercial
- Public / Institutional
- Park
- Natural
- Light Industrial
- Heavy Industrial
- Port Freeport



The Future City

Map 1, Future Land Use

Sources: City of Freeport, 2017; H-GAC CE GIS, 2018; ESRI Aerial Imagery, 2018.



SINGLE-FAMILY RESIDENTIAL



This designation covers areas with predominantly single-family residential uses at typical in-city densities.

Development Types

- Detached residential dwellings
- Recreational vehicle park
- Mobile home park
- Planned development, potentially with a mix of housing types and varying densities, 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 and/or a more suburban character.
- 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.
- 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.

NEIGHBORHOOD CONSERVATION



This designation is applied to established neighborhoods that are largely built-out and stable and where no significant change in development type or pattern is expected or desired. To implement a conservation strategy, the current zoning districts for these areas may warrant repurposing, and their uses and standards may require recalibration, to maintain the desired neighborhood character. This zoning approach is designed to “lock in” standards that reflect and reinforce how a neighborhood originally developed or has evolved over time, to preserve its existing, prevailing character. In other cases, a customized Neighborhood Conservation zone may serve to manage a neighborhood in transition, such as where older homes fronting on a perimeter street with increasing traffic volumes could be allowed to convert to small-scale office uses over time while still maintaining a residential character and appearance.

Development Types

- Detached residential dwellings and some attached housing types in particular neighborhoods
- Public/institutional uses
- Parks and public spaces

Characteristics

- Integrity of older, intact neighborhoods may be protected through customized Neighborhood Conservation zoning with standards that ensure no significant change in the development type or pattern and reinforce existing physical conditions (e.g., prevailing lot sizes, building setbacks, architectural elements such as front porches, etc.).
- Designed to preserve existing housing stock (and avoid excessive nonconformities and variance requests), and also to govern periodic infill and/or redevelopment activity within a neighborhood to ensure compatibility.
- Depending on the particular neighborhood, the customized zoning may provide for small-scale office or retail uses on vacant sites at the edge of the neighborhood or other appropriate locations.

Land Use Outlook around Old Brazos River

Land use and development around the Old Brazos River is especially important for the economic prospects of the City of Freeport. The Old Brazos River is one of the defining features of the city. The points below cover future land use considerations in this area, as illustrated in the accompanying map figure, beginning at the west end of the Old Brazos River near Brazosport Boulevard. References to the "Vision Plan" involve the Freeport Harbor Vision Plan concept prepared by LJA in 2016.

1. Consider Converting Part of the Municipal District to Commercial Use

- As on the previous Vision Plan, the map shows a potential hotel site at the current waterfront amphitheater location (approximately 3.5 acres).
- The map goes beyond the Vision Plan by also suggesting that prime property near the Old River and along Brazosport Boulevard be freed up for additional commercial use, which would involve relocating current public functions (police, library, Parks Department and Visitor Center storefront).
- All such private non-residential uses along the waterfront, here and elsewhere, should be required to accommodate public pedestrian and bicycle circulation along the water.
- Upgrades should be considered for the City Recreation Center within Municipal Park.

2. Maintain a Residential Focus between Municipal Park and the Velasco Boulevard Bridge

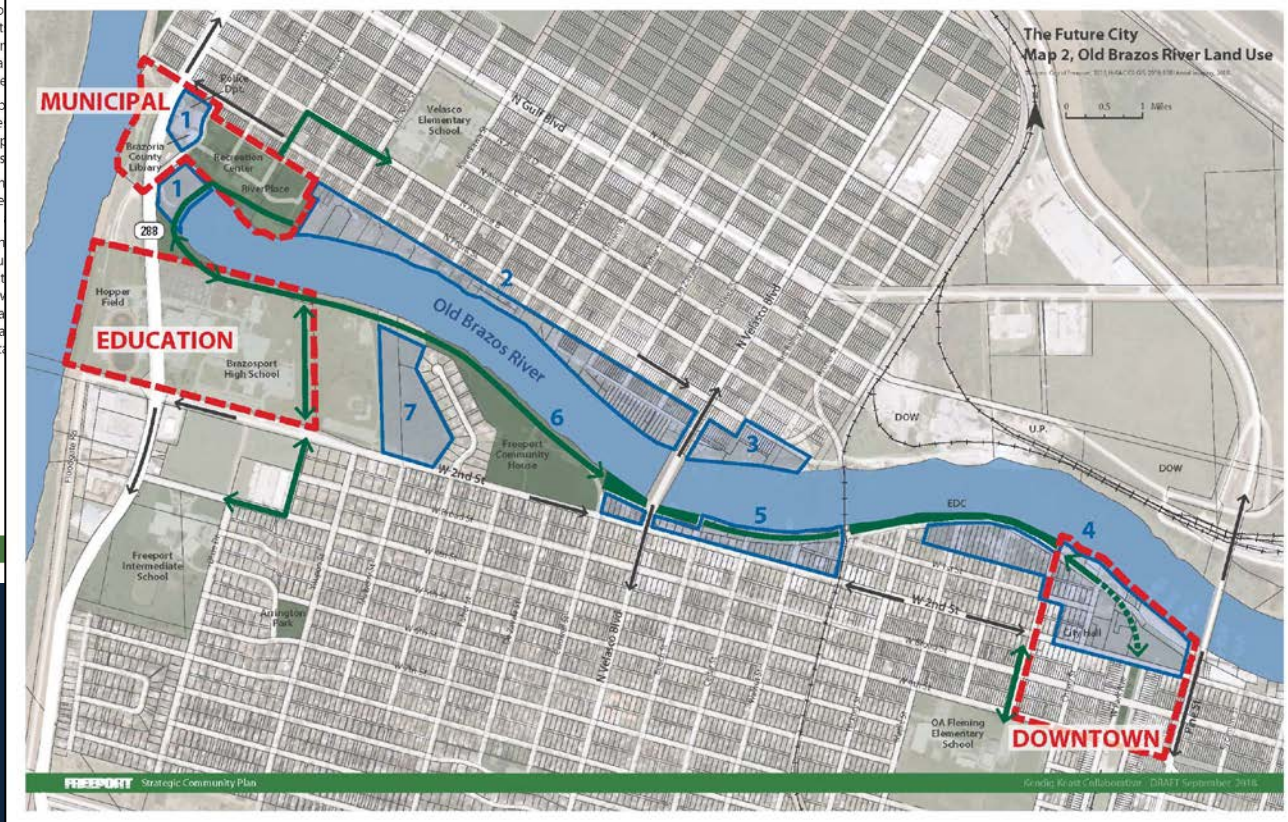
- Focus waterfront residential in this area given its proximity to established residential areas on the Velasco side, nearby schools, Municipal Park and Recreation Center, and the trail along the Old River.

3. Develop a Commercial Node between the Velasco Boulevard Bridge and the rail bridge

- This is consistent with the Vision Plan as this is a prime waterfront location with access from Velasco Boulevard (and from the south across the bridge) and from Avenue A and facing across the water toward potential commercial and/or mixed-use activity on the south side.

4. Develop a Mixed-Use and Events/Destination Focus for Downtown

- This is consistent with the Vision Plan and reinforces the delineation of a Downtown District with Memorial Park and the Park Avenue block faces as a focal point for this renewed activity node.
- The map goes beyond the Vision Plan by also suggesting that the current City Hall block be among those freed up for additional commercial or mixed use near the Old River and within the Downtown District.
- Regarding the question of whether the EDC should reserve its acquired properties for a larger unified concept and potential master developer versus allowing nearer-term piecemeal use:
 - The larger area not owned by the EDC, east of Oak Street near the marina and downtown core, could be "reserved" for the time being
 - The EDC-owned area west of Oak Street, between the levee and properties that front on 1st Street, could be sold—in a modular fashion—to private developers for arts and crafts galleries, retail, and other small-scale uses in a manner consistent with the Plan Advisory Committee's recommendations.
 - As a starting point, the plan suggests one anchor retail building, such as the Neches example, and a public square or plaza.
 - The area might be developed in a piecemeal fashion if it overlooks the waterfront.
- Areas between the downtown core and the waterfront should be devoted to public uses, such as where appropriate to destinations and activities in the downtown core and potential public uses in the waterfront area, such as Fleming Elementary School.



Future Land Use Map vs. Zoning Map

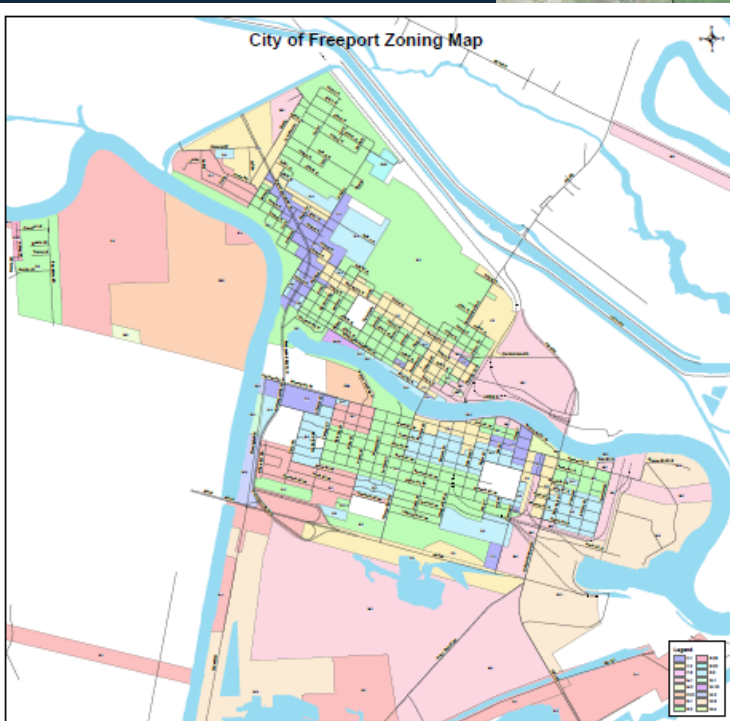
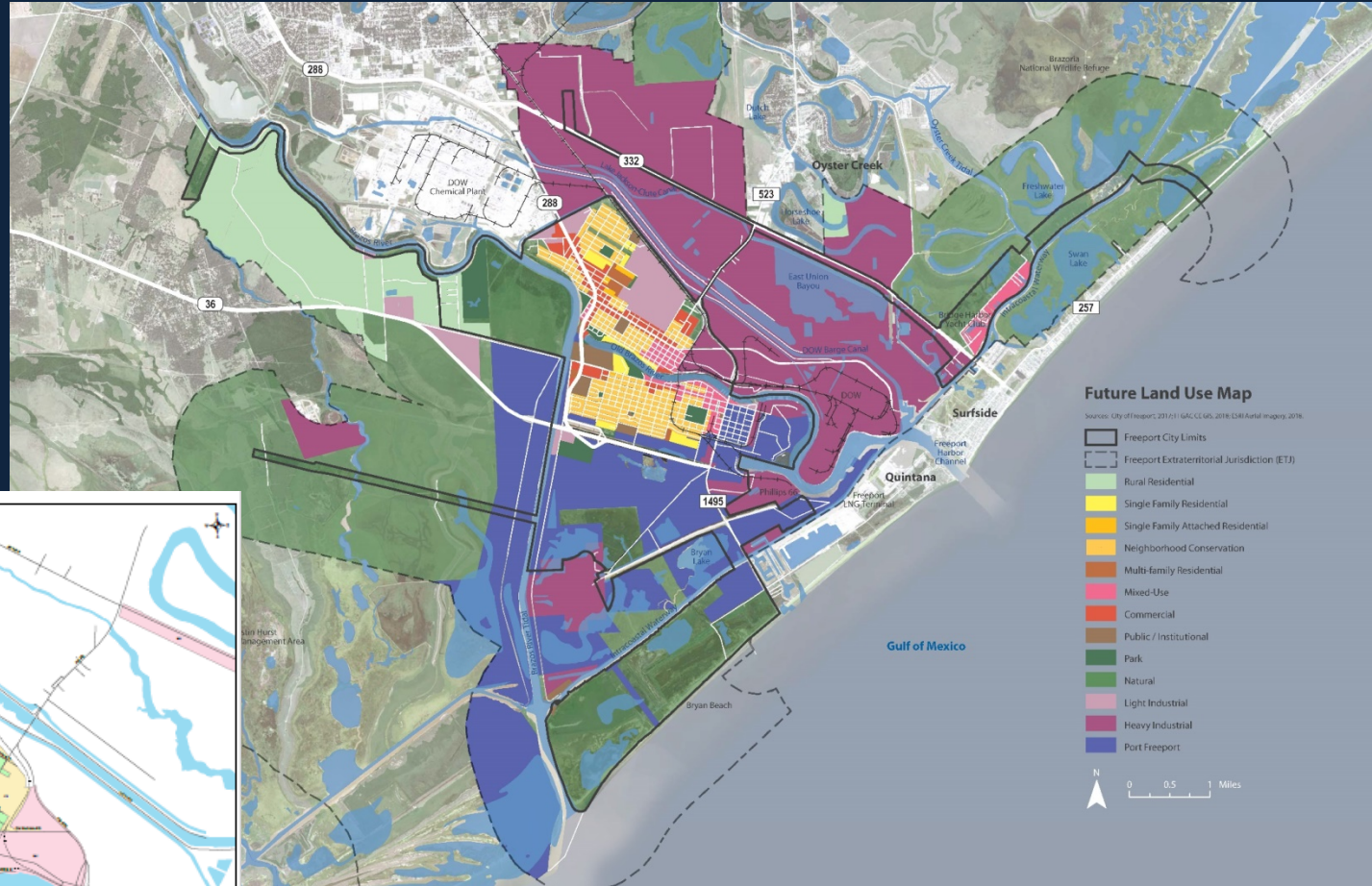


Table 1, Future Land Use Planning versus Zoning

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

14 Key Initiatives in Strategic Community Plan

1. Develop a multi-year **Capital Improvements Program** to transparently plan for and fund improvements within the City.
2. Conduct preventative maintenance on **sidewalks and streets** and targeted reconstruction in locations with deteriorated street conditions.
3. Develop a **multi-purpose sports complex** on the former Fleming Elementary School campus.
4. Comply with **TCEQ's voluntary Sanitary Sewer Overflow Plan** for the City.
5. Launch coordinated effort to encourage **maintenance and reinvestment** in **existing** homes and neighborhoods.
6. Develop clear City policies to incentivize **new housing development**, especially on **vacant lots** owned by the City.
7. Create a **Public Works Department** and hire a **Public Works Director**.
8. Update **development regulations** to ensure desired outcomes.
9. Participate in **regional transportation initiatives** and host **quarterly meeting** of state/regional/local transportation officials.
10. Create a **Leadership Freeport** program.
11. Create a **Keep Freeport Beautiful** local affiliate.
12. Prepare utility master plans for **water/wastewater/ and drainage systems**.
13. Apply for an **H-GAC Livable Center Study**.
14. Prepare a **parks and recreation master plan**.

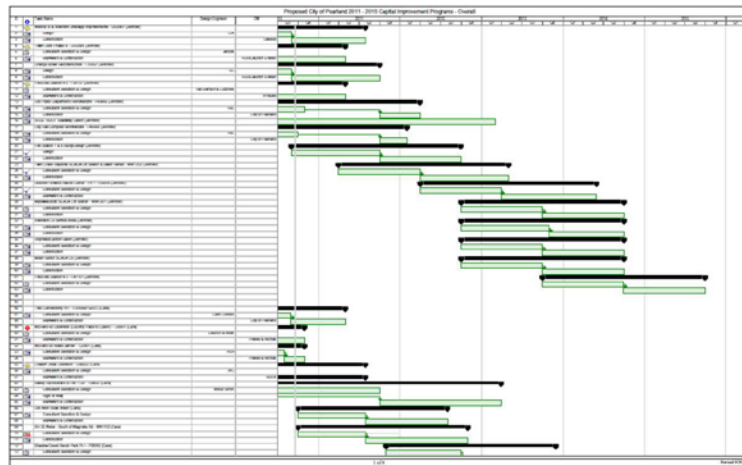
1. Develop a multi-year Capital Improvements Program (CIP)

CIP Content

Some cities focus on a tabular compilation of projects, with associated timelines and some supporting text, as the core of their CIP. The example City of Pearland materials include this aspect, but also an in-depth report with further background, documentation of the process used, a glossary of terms, project highlights, and summary tables of cost by major project types and projects grouped by particular funding source. The bulk of the report provides a worksheet page for each project with the following detail:

PROJECT NAME	LOCATION	START YEAR	END YEAR	COST (\$)
...

PROJECT TYPE	START YEAR	END YEAR	TOTAL COST (\$)
...



- Transparent and formalized system for capital project funding.
- Clear method to prioritize capital investments.
- Predictability for residents, businesses, and investors.

2. Maintenance and reconstruction of streets and sidewalks

- First step is GIS mapping of existing conditions.
- Then systematic prioritization of need.
- Feeds into Capital Improvements Program.

GIS		
Priority Action Name	Type of Action	Short- / Mid- / Long-Range
Geographic Information Systems (GIS) –based mapping of the City's utility systems	Programs and Initiatives	Short Range: Collect available infrastructure data. Long Range: Use collected data as Capital Improvements Planning tool.

Description

A framework to organize, communicate and understand water, sanitary sewer, storm drainage and roadway systems in the City of Freeport. Develop short term and long term Capital Improvements Program and maintenance budgets.




Source: ArcGIS and ACCPUD Utility Viewer

Jump Start Action Steps	Estimated Cost Funding Sources
<ol style="list-style-type: none"> 1. Collect utility data. 2. Map utilities. 3. Build utility database. 	Less than \$100K – City of Freeport
	Implementors (Future created)
	Potential Partners Brazosport Water

PAVEMENT MANAGEMENT PROGRAM		
Priority Action Name	Type of Action	Short- / Mid- / Long-Range
Pavement Management Program	1) Capital Investments; 2) Programs and Initiatives	Short Range

Description

The City can use a Pavement Management Program (PMP) to assist with prioritizing streets to include in maintenance and rehabilitation projects. Inventory the condition of the streets and assign each a rating. This rating is referred to as the Pavement Condition Index (PCI). The PMP is designed to optimize funding available to maintain the roadways in the most cost efficient manner. The most cost effective does not mean pave the "worst streets" first. Often times, the worst streets are the most expensive streets to do because they require some form of reconstruction. Many streets identified for simple, regular maintenance treatments are those that are rated in better condition. The program will provide suggestions on various types of maintenance treatments and the quantities that should be done/amount that should be spent in order to keep street conditions at a specific desired PCI. Keeping the "good streets" in good condition is one of the keys to effective maintenance.



Source: Kendig Keast Collaborative

Jump Start Action Steps	Estimated Cost Range (Less than 100K \$, \$100k-\$500k \$\$, \$500k+ \$\$\$) and Possible Funding Sources/Mechanisms
<ol style="list-style-type: none"> 1. Inventory condition of streets. 2. Map street conditions. 3. Develop CIP and Maintenance Program. 	Less than \$100k. – General Fund operating funds or reserves. – Utility Fund operating funds or reserves. – General obligation or revenue bond issues.
	Implementors / Lead Entity (Future created) City of Freeport Public Works Department
	Potential Partners Brazoria County, TxDOT


3. Develop **multi-purpose sports complex** on former Fleming Elementary School block

SPORTS COMPLEX		
Priority Action Name	Type of Action	Short- / Mid- / Long-Range
Develop a Multi-Purpose Sports Complex Facility	1) Targeted Studies/Planning; 2) Capital Investment; 3) Partnerships and Coordination	Initial site acquisition and Facility Master Plan. Mid-to-Long Range: Additional upgrades, including potential for moving City facilities.
Description		
<p>Develop a multi-purpose sports complex facility on the former Fleming elementary school campus superblock. The facility could include baseball, soccer, and football facilities along with concessions, restrooms and other ancillary improvements. The site is near the Old Town area and Old River, creating synergies with other revitalization efforts. Acquisition of the campus keeps the site in public ownership versus other potential re-uses of the property and maintains large open, green area accessible from nearby residential neighborhoods. A phased approach for expansion and enhancements should be undertaken, with a focus on providing amenities for existing residents rather than attracting tournaments.</p>		
		<p>Fleming Elementary School and Cherry Street Soccer Complex</p> <ul style="list-style-type: none"> • Approximately 34 acres • Existing facilities include: <ul style="list-style-type: none"> • 4 City soccer fields • Track/football field • Bleachers • Lighting • School playground • School building • Additional ancillary buildings • Off-street parking: <ul style="list-style-type: none"> - 38 striped spaces by fields - 96 striped spaces at school
<p>Source: Fleming Elementary School and Cherry Street Soccer Complex</p>		
Jump Start Action Steps		Estimated Cost Range (Less than 100K \$, \$100k-\$500k \$\$, \$500k+ \$\$\$) and Possible Funding Sources/Mechanisms
<ol style="list-style-type: none"> 1. Secure the land at Fleming Elementary currently owned by Brazosport Independent School District, potentially through land swaps involving the City-owned property adjacent to the Brazosport High School campus (BHS ballfields). 2. Undertake a Facility Master Plan for the superblock property once City-ownership is finalized. The facility master plan should examine the feasibility and cost issues of the sports complex, including space needs, specific design, optimal utilization of land, traffic flow, parking, lighting and noise impacts. The master plan should examine a phased approach to expansion and enhancement of the site, including examining the possibility of adapting existing buildings for City of Freeport functions. The plan should also address operating costs and revenue assumptions and financing and implementation strategies. Sample reference Master Plan: Township of Springwater Multi-Purpose Recreation Complex Feasibility Study (http://www.springwater.ca/municipal_services/parks_facilities/). 3. Once site plans, projects, and costs are determined through facility master plan, seek partnerships with industry to help fund amenities and upgrades. 		<p>Facility Master Plan \$\$</p> <ul style="list-style-type: none"> – Land swap with BISD (for site acquisition). – City of Freeport budget process (for Facility Master Plan). – Industry/Business sponsorships/donations (for amenities/programming).
		Implementors / Lead Entity
		City of Freeport
		Potential Partners
		FEDC, BISD, Industry Partners, Local non-profits to provide programming

- Potential for land swap – brings property into City control.
- Potential for partnerships.
- Phased approach needed.
- Facility master plan is next step.

4. Ensure compliance with TCEQ's Sanitary Sewer Overflow Plan for the City

- Sanitary Sewer Overflow (SSO) is when untreated raw sewage leaves the wastewater system prior to reaching the plant.
- The SSO initiatives address corrective actions.
- The TCEQ SSO plan dates from 2014. City has until **September 2020** to make all necessary improvements or the process will turn from voluntary to mandatory.

TCEQ SANITARY SEWER OVERFLOW INITIATIVE		
Priority Action Name	Type of Action	Short- / Mid- / Long-Range
Texas Commission on Environmental Quality (TCEQ) Sanitary Sewer Overflow (SSO) Initiative	1) Programs and Initiatives; 2) Capital Investments	Mid (must complete by 2020 to retain voluntary status)
<p>Description</p> <p>The City of Freeport has been impacted by a few Sanitary Sewer Overflows and has reported unauthorized discharges. The majority of these discharges were due to line failures and power loss.</p> <p>SSO Initiatives involve corrective action before there is harm to human health and safety or the environment. SSOs can occur if there is significant inflow/infiltration, the collection system is poorly operated and maintained, or the system lacks adequate capacity to collect or store flows for treatment, or to treat them. The City of Freeport will not be subject to formal enforcement by TCEQ for most continuing SSO violations, as long as the overflows are addressed by the SSO plan.</p>		
<p>Texas Commission on Environmental Quality</p> <p>AGREEMENT</p> <p>CITY OF FREEPORT RN002184025 Enforcement Case No. 49120 Brazoria County, Texas</p> 		
<p>Source: City of Freeport and www.texasfreeway.com</p>		
Jump Start Action Steps	Estimated Cost Range (Less than 100K \$, \$100k-\$500k \$\$, \$500k+ \$\$\$) and Possible Funding Sources/Mechanisms	
<ol style="list-style-type: none"> Catch up on TCEQ reporting requirements. Revise SSO Plan as needed. Fund and implement wastewater collection improvements. 	<p>\$500k+.</p> <ul style="list-style-type: none"> General Fund operating funds or reserves. Utility Fund operating funds or reserves. General obligation or revenue bond issues. 	
	<p>Implementors / Lead Entity</p> <p>(Future created) City of Freeport Public Works Department</p>	
	<p>Potential Partners</p> <p>Texas Commission on Environmental Quality and Texas Water Development Board</p>	

5. Maintenance and reinvestment in existing homes and neighborhoods

HOUSING		
Priority Action Name	Type of Action	Short- / Mid- / Long-Range
Measures to revitalize the existing housing stock to ensure safe and decent living conditions for all residents and encourage development of new housing stock that adds to the quantity of local "rooftops" in support of commercial businesses and services	1) Regulations and Standards; 2) Programs and Initiatives	Short Range

Description

The downward cycle of housing quality and availability needs to be halted and reversed. This action item envisions a holistic approach starting with updated development regulations and standards to promote construction and maintenance of quality and durable housing consistent with the Strategic Community Plan. The programs and initiatives aspect of this action item continues with revitalization programs that include infrastructure rehabilitation, public services, code enforcement and property maintenance assistance, rental property inspection and licensing, housing programs, redevelopment and infill incentives, and special district and financing tools to encourage redevelopment.



Source: Google Maps Streetview

Jump Start Action Steps

1. Designate a staff member responsible who will champion this action item.
2. Designate funding and solicit proposals to update development regulations, code enforcement, and property maintenance codes.
3. Prepare and implement the rental property inspection and licensing program.

Estimated Cost Range (Less than 100K \$, \$100k-\$500k \$\$, \$500k+ \$\$\$) and Possible Funding Sources/Mechanisms

- Regulations and Standards: \$; Programs and Initiatives: \$\$\$.
- General Fund operating funds.
 - Community Development Block Grant funds.
 - Fines, fees, and assessments.
 - Industry/Business sponsorships/donations.
 - Economic Development Corporation.

Implementors / Lead Entity

City of Freeport

Potential Partners

FEDC, industry/business community, non-profits, faith-based community.

- Code enforcement and property maintenance assistance.
- Potential rental property licensing and inspection.
- Education on property owner versus City responsibility for property and asset maintenance.

6. Incentivize **new housing development**, especially on **vacant lots** owned by the City

- Infill development program that actively markets and offers incentives to build on vacant City-owned lots.
- Could be coupled with design standards for infill development to ensure desired, compatible, high-quality outcomes.

7. Create a **Public Works Department** and hire a Public Works Director

- Single point of contact for infrastructure and transportation in the city.
- Coordinate with all entities involved in infrastructure provision.
- Provide leadership in developing Capital Improvements Program.
- Report to City Manager.

8. Prepare **utility master plans** for water/wastewater/drainage systems

INFRASTRUCTURE UPGRADES

Priority Action Name	Type of Action	Short- / Mid- / Long-Range
Infrastructure upgrades and repairs through coordinated land use and infrastructure planning, including up-to-date water, wastewater, drainage, and transportation master plans	Capital Investments	Short Range: Systematically document deficiencies and prepare water, wastewater, drainage, and transportation master plans. Mid to Long Range: Implement infrastructure projects as prioritized in the master plans.

Description

Assessment of utility deficiencies and needed improvements (street repairs, water and sewer lines, flood control structures) should be correlated to a multi-year project prioritization and financing process through a Capital Improvements Program (CIP). The CIP should be coordinated so that related projects in the same vicinity are completed in a logical sequence. Essential infrastructure improvements should be targeted in high priority development and infill areas.



Source: hurricanecity.org and City of Freeport

Jump Start Action Steps

- Hire a Public Works Director to oversee and champion this action item.
- Budget funds for the master plans.
- Develop scopes of work and solicit proposals.

Estimated Cost Range (Less than 100K \$, \$100k-\$500k \$\$, \$500k+ \$\$\$) and Possible Funding Sources/Mechanisms

- Master Plans: \$\$; CIP Implementation: \$\$\$.
- General Fund operating funds or reserves.
 - Utility Fund operating funds or reserves.
 - General obligation or revenue bond issues.
 - Texas Water Development Board low interest loans or grants.
 - Assessments for specifically benefited areas.
 - Partnership with Port Freeport (transportation projects).
 - Partnership with Velasco Drainage District (drainage projects).

Implementors / Lead Entity

City of Freeport

Potential Partners

Port Freeport, Velasco Drainage District, FEDC, H-GAC, TxDOT

- Documents existing conditions and deficiencies.
- Allows for prioritization of projects for funding.
- Ties into Capital Improvements Program.

9. Update development regulations

INFRASTRUCTURE DESIGN AND CONSTRUCTION MANUAL		
Priority Action Name	Type of Action	Short- / Mid- / Long-Range
Infrastructure Design and Construction Manual	Regulations and Standards	<p>Short Range: Develop Traffic and Signal Design Requirements similar to City of Houston's Infrastructure Design Manual (IDM) – Chapter 15.</p> <p>Mid-Range: Develop IDM for all other engineering and design requirements.</p>
Description		
<p>Develop a manual to establish the basic criteria from which engineers can design infrastructure in a manner acceptable to the City of Freeport. As the City continues to grow, it is necessary to have an IDM (and an Engineering/Public Works Department) to manage, permit, regulate and standardize infrastructure design and land development. In the meantime, City can continue to partner with TxDOT on State-owned infrastructure but can also seek TxDOT's assistance/advise/direction for City-owned infrastructure under certain funding/grant programs that has federal participation such as Safe Routes to Schools, off-system bridge replacement, roadways etc.</p>		
		
<p>Source: Kendig Keast Collaborative and marinas.com</p>		
Jump Start Action Steps		
<p>Estimated Cost Range (Less than 100K \$, \$100k-\$500k \$\$, \$500k+ \$\$\$) and Possible Funding Sources/Mechanisms</p> <p>Less than \$100k for developing Traffic and Signal Design Requirements Chapter. Between \$100k - \$500k for developing IDM.</p> <ul style="list-style-type: none"> – General Fund operating funds or reserves. – Utility Fund operating funds or reserves. 		
Implementors / Lead Entity		
City of Freeport		
Potential Partners		
TxDOT, Brazoria County		
<ol style="list-style-type: none"> 1. Collect IDMs from local cities, counties, and the state (TxDOT). Review and determine appropriate material that is applicable to City's needs. Collect existing County and City criteria. 2. Hire a consultant to develop the various chapters. Prioritize what chapters need to be drafted and implemented first followed by subsequent chapters. 3. Meet with stakeholders to discuss new IDM requirements. Begin implementing the guidelines as they are developed. 		

- Promote construction of quality and durable housing.
- Update and consolidate technical and design criteria for street and infrastructure improvements (Infrastructure Design Manual).


10. Participate in **regional transportation initiatives** and host quarterly meeting



TEXAS DEPARTMENT OF TRANSPORTATION

 PORT FREEPORT™



 Houston-Galveston Area Council



11. Create a **Leadership Freeport** program

- Build civic leadership capacity and pride.
- Typically 8-12 month program for participants, focused on city's history, economy, development.
- Participants often complete a hands-on project. Converts local pride to action.
- Alumni promote Freeport and act as ambassadors.

12. Create a **Keep Freeport Beautiful** local affiliate

- Local link to Keep America Beautiful and its national network and resources.
- Works to beautify community by reducing litter, facilitating clean-up events, and sponsoring plantings, among other efforts.
- Harnesses local community volunteers and taps into local pride.





13. Apply for an **H-GAC Livable Centers Study**

- Studies identify implementation strategies and projects to create vibrant places to live/work/play.
- Proposed study location: Downtown and waterfront area.
- Applications go through a competitive funding process requiring a 20 percent local cash match.



14. Prepare a Parks and Recreation Master Plan

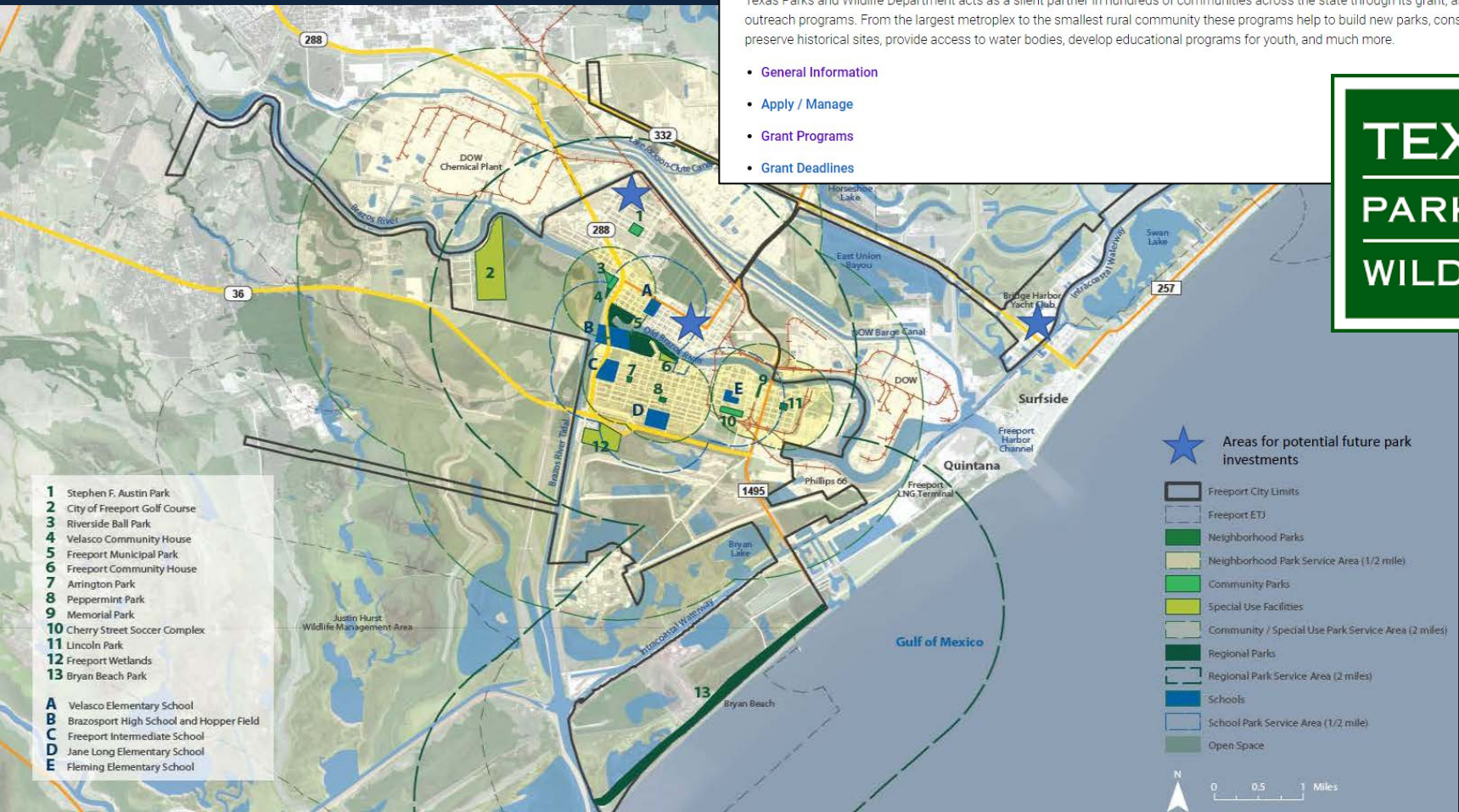
TPWD Grants and Assistance

Recreation Grants

Texas Parks and Wildlife Department acts as a silent partner in hundreds of communities across the state through its grant, assistance, education, and outreach programs. From the largest metroplex to the smallest rural community these programs help to build new parks, conserve natural resources, preserve historical sites, provide access to water bodies, develop educational programs for youth, and much more.

- [General Information](#)
- [Apply / Manage](#)
- [Grant Programs](#)
- [Grant Deadlines](#)

**TEXAS
PARKS &
WILDLIFE**



Voting Exercise ...



- Put on your **elected official hat**
- More expectations of City than **\$\$ or time** to address
- **14 Key Initiatives** in Strategic Community Plan
- 5 marbles to vote on which are **most urgent to pursue immediately**



Celebrating a new playground opening

SECTION 6

Parks and Tourism

As an indication of Pearland's growing size and sophistication, residents and leaders are increasingly focused on recreation, culture, and tourism amenities as keys to future success, along with typical community fundamentals such as traffic management, housing affordability and neighborhood protection and enhancement. The City has a solid history of planning and subsequent investment in parks and recreation facilities, through a Parks and Recreation Master Plan (last updated in 2010, with a next update under way)



Annual Crawfish Festival in Pearland



Pearland 20/20



PEARLAND 20/20: A BLUEPRINT FOR PEARLAND, TEXAS STRATEGIC PLAN

Submitted by Market Street Services Inc.
www.marketstreetservices.com

April 2013

6.1

ADOPTED SEPTEMBER 21, 2015

"Work the Plan"

Pearland 20/20 A BLUEPRINT FOR PEARLAND, TEXAS

VIEW MAIN PEARLAND WEBSITE -> CONTACT US INFO@PEARLANDEDCC.COM 281.997.3000

f t in

PLAN OVERVIEW PLAN DOCUMENTS STRATEGIES PROGRESS TO DATE

INITIATIVE 1: MARKETING

Ensure relocation prospects are effectively supported and managed [More](#)

WHAT IS PEARLAND 20/20?

The Pearland 20/20 Strategic Plan leverages research and public input to provide a comprehensive set of strategic recommendations for the next five years. The strategy addresses specific Pearland challenges and capitalizes on opportunities for continued economic growth. Intended to serve as a consensus blueprint, Pearland 20/20 is action-oriented and incorporates a wide range of economic development partners.

By focusing on a broad range of key aspects that contributes to the enhancement of Pearland's community "product" - the qualities and assets that companies and residents look for when relocating to or remaining in an area - Pearland leaders will best prepare for a sustainable future with continued population and economic growth.

STRATEGIES:

Marketing	Lower Kirby
Mobility	Multi-Use Event Center
Corridors	Workforce
Recreation & Culture	Internal Marketing
Aesthetics	



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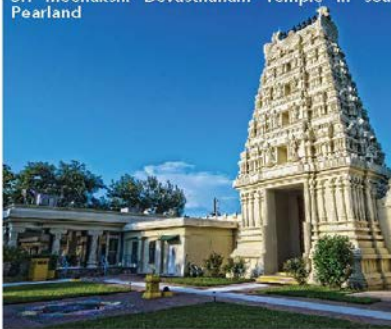
ACTION: INTERNAL MARKETING INITIATIVE

Among the nine core strategies in the *Pearland 20/20 Strategic Plan* is an initiative to “Develop an internal marketing campaign to increase awareness and promotion of Pearland and its assets.” The Strategic Plan notes that while several other core strategies seek to establish a greater “sense of place” in Pearland, this initiative is designed to develop a stronger identity and sense of pride among Pearland residents for their community, its assets, and its future.

The following points were made in the rationale for including this item among the highest priority initiatives in the Strategic Plan:

- The extent of recently-arrived residents in Pearland has led to many identifying more with their new neighborhood, or with their high school and its football team, than the city as a whole.
- Longstanding distinctions between east and west Pearland – or the “old” and “new” – make it difficult to cultivate support for citywide efforts or initiatives.
- For Pearland to successfully transition from boomtown to established city, it will be important for Pearland residents and businesses to commit more time and, occasionally, resources for local projects.

Sri Meenakshi Devasthanam Temple in south Pearland



STRATEGIC PRIORITY 2: MULTI-PURPOSE EVENTS VENUE / CONVENTION CENTER

At the time this Comprehensive Plan update was initiated, the City had recently established a Cultural Planning Committee that later evolved into the Pearland Alliance for Arts and Culture. Those active in this effort had future facility possibilities in mind, among other priorities. At about the same time, the new *Pearland 20/20 Strategic Plan* reinforced this momentum for exploring facilities development by including among its nine core strategies an initiative to “Construct a multi-use events center in Pearland.” As a result, the notion of a multi-purpose venue was mentioned often in the early public input for this Comprehensive Plan, echoing input heard in various previous community planning efforts in Pearland.

The following points were made in the rationale for including this item among the highest priority initiatives in the Strategic Plan:

- Stakeholders emphasized that the time has come for Pearland to complement the development of physical infrastructure to support growth with a focus on cultural and lifestyle amenities for residents and businesses looking for a more complete community to call home.

“Work the Plan”



Pearland Developments: Spring 2018

FEASIBILITY STUDY COMPLETED FOR MULTI-USE EVENT CENTER IN PEARLAND

To begin the process of developing one or more public facilities, PEDC completed a feasibility study in 2017 for a potential new multi-use events center in Pearland. The study evaluated the market potential of several types of facilities, including a hotel & conference center, spectator/entertainment arena, expo/multi-purpose venue, performing arts/cultural venue, indoor/outdoor amateur sports facilities and amphitheater/festival grounds. The study also analyzed existing market conditions, industry characteristics and trends, comparable and competitive facilities, and market surveys. In addition, an initial analysis of costs, benefits and funding alternatives was performed.

The study revealed two types of facilities would be the most feasible in our market: the indoor amateur sports facility and the hotel & conference center. PEDC is currently further analyzing the development potential of both facilities.

“Work the Plan”



Pearland Developments: Summer 2018

PEARLAND COMMUNITY MARKETING CAMPAIGN

One of the nine key strategies in the [Pearland 20/20 community strategic plan](#) is to develop an internal marketing campaign. In 2017, PEDC formed a steering coalition of influencers within the community to develop a plan to promote Pearland and its assets.

The committee worked with MMI Agency to develop a marketing plan for the community, including messaging narratives, brand attributes and other creative elements that can be used in both internal and external communications.

The committee is now working on the development of a brand hub that will house the promotional assets, including fact sheets, infographics and videos, for use throughout the community.



Tonight and Beyond

- **Public Open House**
on Draft Plan
- **Joint FEDC Board/
Planning Commission**
public hearing,
workshop and
recommendation
- **City Council**
public hearing,
consideration of
plan adoption

Adjourn

On a motion by Councilwoman Loeza, seconded by Councilman Yates, with all present voting “Aye”, Mayor Brimage adjourned the meeting at 7:14 PM.

Mayor, Troy T. Brimage
City of Freeport, Texas

Assistant City Secretary, Laura Tolar
City of Freeport, Texas