



Strategic Community Plan

THE FUTURE CITY REPORT

Hearing Draft January 2019





ACKNOWLEDGEMENTS



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INTRODUCTION

The Freeport *Strategic Community Plan* is a collaboration of the City of Freeport, the Freeport Economic Development Corporation and Port Freeport.

Source: Palacios to Galveston - wordpress.com

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

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

Purpose

A long-range plan is usually the most important policy document a municipal government prepares and maintains. This is because the plan:

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

Through a long-range plan, a community determines how best to accommodate and manage its projected growth, as well as the redevelopment of older neighborhoods and commercial and industrial areas. The *Freeport Strategic Community Plan* is aimed at ensuring

Strategic Community Plan Focus Areas:

- Land Use and Growth
- Transportation and Mobility
- Growth Opportunities
- Economic Opportunity
- Parks, Recreation, and Other Amenities

that ongoing development and redevelopment will proceed in an orderly, well-planned manner so that public facilities and services can keep pace and residents' quality of life will be enhanced.

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

Why Plan?

Local planning allows Freeport to better control its future rather than simply react to change. Planning enables the City to manage future growth and development actively as opposed to reacting to development and redevelopment on a case-by-case basis without adequate and necessary consideration of community-wide issues. The process for developing the *Strategic Community Plan* involved major community discussions about Freeport's priorities and the community capability to provide the necessary public services and facilities to support these priorities. This leads to pivotal discussions about what is “best” for the community and how everything from taxes to quality of life will be affected.

Long-range planning provides an opportunity for the City's elected and appointed officials to step back from pressing, day-to-day issues and clarify their ideas on

the kind of community they are trying to create and maintain. Through the plan development process, they can look broadly at programs for neighborhoods, housing, economic development, and provision of public infrastructure and facilities and how these efforts may relate to one another. The plan ultimately represents a “big picture” of the community and its near-term and longer-range future. Bottom line, the essential reasons for long-range planning include to:

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

Use of This Plan

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

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

- Targeted programs and expenditures prioritized through the City’s annual budget process, including routine but essential functions such as code compliance.
- Major public improvements and land acquisitions financed through the City’s budgeting efforts.
- New and amended City ordinances and regulations closely linked to *Strategic Community Plan* objectives (and associated review and approval procedures in the case of subdivision and land development activities).
- Departmental work plans and resources in key areas.
- Support for ongoing planning and studies that will further clarify needs, costs, benefits, and strategies.
- Pursuit of external grant funding to supplement local budgets and/or expedite certain projects.
- Initiatives pursued in conjunction with other public and private partners to leverage resources and achieve successes neither could accomplish on their own.

Despite these many avenues for action, the *Strategic Community Plan* should not be considered a “cure all” for every tough problem a community faces. This plan focuses primarily on the responsibilities of City government in the physical planning arena, where municipalities normally have a more direct and extensive role than in other areas that residents value, such as education and social services. Of necessity, long-range plans, as vision and policy documents, also must remain relatively general.

The resulting plan may not touch on every challenge before the community, but it is meant to set a tone and motivate concerted efforts to move the community forward in coming years.



Planning Authority

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

Section 213 of the Texas Local Government Code provides that, “The governing body of a municipality may adopt a comprehensive plan for the long-range development of the municipality.” The Code also cites the basic reasons for long-range, comprehensive community planning by stating that, “The powers granted under this chapter are for the purposes of promoting sound development of municipalities and promoting public health, safety and welfare.” The Code also gives Texas municipalities the freedom to “define the content and design” of their plans, although Section 213 suggests that a plan:

- (1) include but is not limited to provisions on land use, transportation, and public facilities;
- (2) consist of a single plan or a coordinated set of plans organized by subject and geographic area; and
- (3) be used to coordinate and guide the establishment of development regulations.

Freeport has completed one previous long-range (comprehensive) plan, in 1964.

Along with state statutes, the City of Freeport operates under an adopted City Charter as a home-rule city. The Freeport Charter includes an Article 8, Municipal Planning and Zoning. Section 8.03 of this Article requires the City Council to appoint a Planning Commission comprised of Freeport residents. Among the powers and duties itemized for the Commission, the Charter requires that the Commission:

“Make recommendations for the amendment, extension and additions to the master plan for the physical development of the City.”

The Future City

While *The Existing City* report provides background and insights about Freeport as it is today, *The Future City* portion of the *Strategic Community Plan* focuses on Freeport as it intends to be in the years ahead. These aspirations are presented in topic areas that are central to Freeport’s physical growth and development as listed on page 1. Each topical section highlights key issues and considerations followed by a Framework for Action portion. A final section on plan implementation considerations, priorities, and procedures rounds out *The Future City* portion of the plan.

Through the process of preparing this *Strategic Community Plan* for Freeport, the set of six overarching Guiding Principles below was developed. A Guiding Principle (GP) expresses a basic value or operating policy that will apply regardless of the course of action ultimately chosen.

GP1: Freeport will be **FORWARD-LOOKING** by planning for new and expanded housing choices, quality schools, great parks and recreational offerings, and a revitalized and vibrant waterfront area.

GP2: Freeport will be **QUALITY-FOCUSED** and seek long-lasting value in its approach to public and private development and infrastructure, seeking to raise the standards for both existing and future development in the city.

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.

GP4: Freeport will be **PROACTIVE** by telling its own narrative and building on the positive perception and image of the city, as enjoyed by its residents, and by strategically investing in improvements that will improve the quality of life and community appearance.

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.

GP6: Freeport will be **RESILIENT** as it plans for its future by continuing to build on its strengths, such as its strong industrial base and storm protection facilities, while investing in elements that will make the city stronger and adaptable to economic trends and other changes.

LAND USE AND GROWTH



Source: marinas.com

With a few exceptions Freeport has limited areas into which it is capable of growing as it is surrounded on three sides either by industry or the Gulf of Mexico as elaborated on in the *Growth Opportunities* section of this *Strategic Community Plan*. As a result, the City must focus on infill growth and the revitalization needs of its existing neighborhoods and non-residential areas.

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

Land use considerations are integrated with all other components of the *Strategic Community Plan*. For instance, the transportation network provides access to land, which influences the type and intensity of development. The provision or lack of public utilities can also dictate the location, amount and timing of development. Similarly, proximity to parks and public facilities promotes public health and safety at specific locations and, as a result, affects the development potential of an area. Site design and development character shape community aesthetics and, thus, the perceptions held by area residents and those considering investment in Freeport. Additionally, Freeport’s coastal location and unique water-based assets such as the Old Brazos River, Brazos River, and Bryan Beach provide further recreational opportunities for residents.

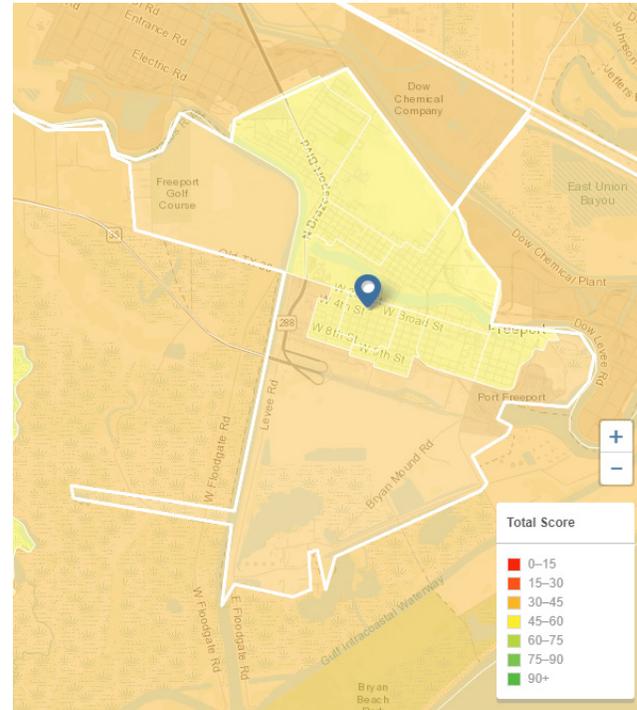
By the Numbers

49 — LIVABILITY INDEX

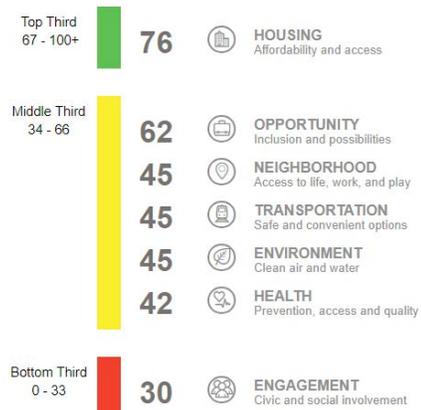
The Public Policy Institute of AARP (American Association of Retired Persons) has developed a web-based Livability Index. The Livability Index, which can be searched by address, ZIP Code, or Community, generates an overall livability score on a 0 (lowest) to 100 (highest) scale. Scores are also provided for each of the seven major livability categories that compose the index (housing, neighborhood, transportation, environment, health, engagement, and opportunity). Each of these livability categories further breaks down into sub-categories of livability. These livability categories contain many of the elements addressed in this *Strategic Community Plan*. As implementation of the Strategic Action Priorities contained in the plan occur,

one measure of progress can be tracking the change in Freeport’s Livability Index score over time for each category, as well as compared to scores for neighboring or other peer communities.

TFC Figure 1, Freeport Livability Index



Freeport, TX
Brazoria County, 77541



The complete Livability Index report generated by AARP is available in Appendix X. This appendix contains a full explanation of each of the scores and how they are calculated. The AARP Livability Index may be found online at: <http://livabilityindex.aarp.org>.

Key Issues and Considerations

The following key issues and considerations related to *Land Use and Growth* were identified through the strategic community planning process. These essential items should be kept in mind as associated strategic action priorities are pursued in the coming years, within the context of related guiding principles and goals for land use and growth as outlined later in this section.

- The existing housing stock within the city has a high proportion of homes over 30 years in age. The median home value is lower than comparison communities and many older homes are in need of repair or improvement. Safety concerns with some existing buildings require involvement of City code enforcement personnel.
- A large number of lots within the city limits are vacant or unimproved, partly due to a legacy of narrow 25-foot lots in various locations. In addition, a high percentage of land within the city is owned by public entities (including the City, Brazoria County, Brazosport ISD, Freeport Economic Development Corporation and Port Freeport, among others). Although Freeport has a large extraterritorial jurisdiction (ETJ), limited area remains within the city limits for extensive new development, and the City is prevented from expanding in most directions by industrial areas, marsh and wildlife areas, and the Gulf of Mexico. Current and potential growth opportunities exist from some notable exceptions:
 - Scattered vacant lots throughout the city, but with the challenge of needing to overcome narrow 25-foot lots in various locations to make new housing construction viable.
 - A few larger remaining developable sites, some of which have preliminary or potential development plans, including:
 1. The Industrial Park District - A large area of vacant land assembled on the Velasco side and sold to a developer;
 2. The 90-lot area in Velasco Heights (roughly bounded by Avenue M on the north, Avenue J on the south, Varner St. on the west, and Skinner St. on the east);
 3. The soon-to-be closed Fleming Elementary School site; and
 4. Areas south of 11th and 12th streets.

- Freeport has limited retail and entertainment uses within the city limits. Downtown Freeport is not the destination it once was and has declined from its peak use of decades past, although some redevelopment activity has occurred in the form of residential lofts (at the bank building). Lack of entertainment options, particularly for youth, was mentioned frequently in engagement activities.

Framework for Action

The *Land Use and Growth* 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 land use and growth:

- GP1:** Freeport will be **FORWARD-LOOKING** by planning for new and expanded housing choices, quality schools, great parks and recreational offerings, and a revitalized and vibrant waterfront area.
- GP2:** Freeport will be **QUALITY-FOCUSED** and seek long-lasting value in its approach to public and private development and infrastructure, seeking to raise the standards for both existing and future development in the city.

Other Guiding Principles specifically for the *Land Use and Growth* topic area include:

Freeport will protect and enhance the quality of existing residential neighborhoods.

Freeport will enhance the appearance of the community by designing future development within the context of the physical environment and nearby development.

Freeport will instill pride in the community by encouraging citizens to take responsibility for their actions in the upkeep and appearance of private and public property.

GOALS

1. Consistent high-quality expectations for development, supported by updated development regulations and standards.
2. Well-maintained housing supported by adequate code compliance staffing and effective enforcement outcomes.
3. New housing that increases the ad valorem tax base and brings more rooftops to the city, stimulating an increase in purchasing power and attracting new development.

STRATEGIC ACTION PRIORITIES

1. Pursue coordinated efforts to encourage maintenance and reinvestment in existing housing and neighborhoods.
 - Increase in code compliance staffing and measurable results.
 - Create a rental registration and inspection program to improve housing condition of rental properties.
 - Increase demolitions and funding for repairs with a prioritization for properties that pose hazards to life, health, or safety. Identify programs and opportunities to assist elderly and low-income residents with home repairs.
 - Produce educational materials for homeowners detailing homeowners versus City maintenance responsibilities. Materials should include resources identified for those who need assistance in meeting their responsibilities, including specific assistance for the elderly.
2. Establish clear City policies to incentivize new housing development at key price points.
 - Incentivize purchase of City owned vacant lots
 - a. Use GIS to maintain an inventory of vacant properties that are City-owned and available for development.
 - Evaluate options for maximizing the use of existing 25-foot lots, or multiples of such lots when assembled and replatted, to accommodate new housing development where appropriate.
 - Consider other policies and tools to incentivize housing development if and when needed (may

include property tax abatement, fee waivers, public infrastructure funding, or creation of special districts for financing infrastructure and other improvements).

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

3. Update development regulations and master plans to ensure adequate mechanisms to accomplish community objectives, including zoning and subdivision regulations, Capital Improvements Program (CIP), utility master plans, parks and recreation master plan, and others as needed.
 - Ensure new plans, policies and ordinances are based on public engagement and are clearly communicated and readily available to the public.
 - Place a high priority on infrastructure improvements for infill areas to encourage their development.
 - Formalize use of a Capital Improvement Program (CIP) to prioritize infrastructure projects that determine the direction of future growth.

Future Land Use Map

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

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

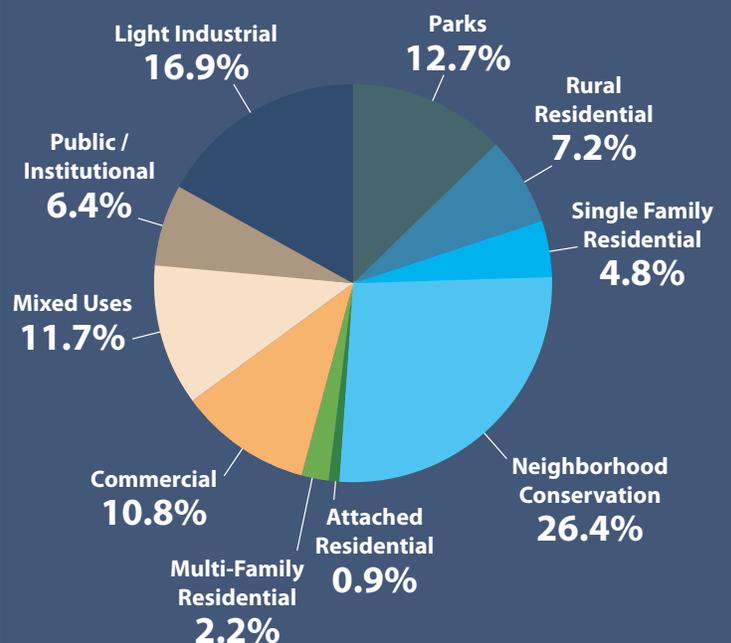
The remainder of this section describes the land use categories shown on the City of Freeport *Future Land Use Map*, TFC Map 1, *Future Land Use (Zoom)* and TFC Map 2, *Future Land Use*:

- **Natural / Undeveloped Areas**
- **Parks / Recreation**
- **Rural Residential**
- **Single-Family Residential**
- **Neighborhood Conservation**
- **Attached Residential**
- **Multi-Family Residential**
- **Public / Institutional**
- **Mixed Uses**
- **Commercial**
- **Port Freeport**
- **Light Industrial**
- **Heavy Industrial**

Implications of Future Land Use Map

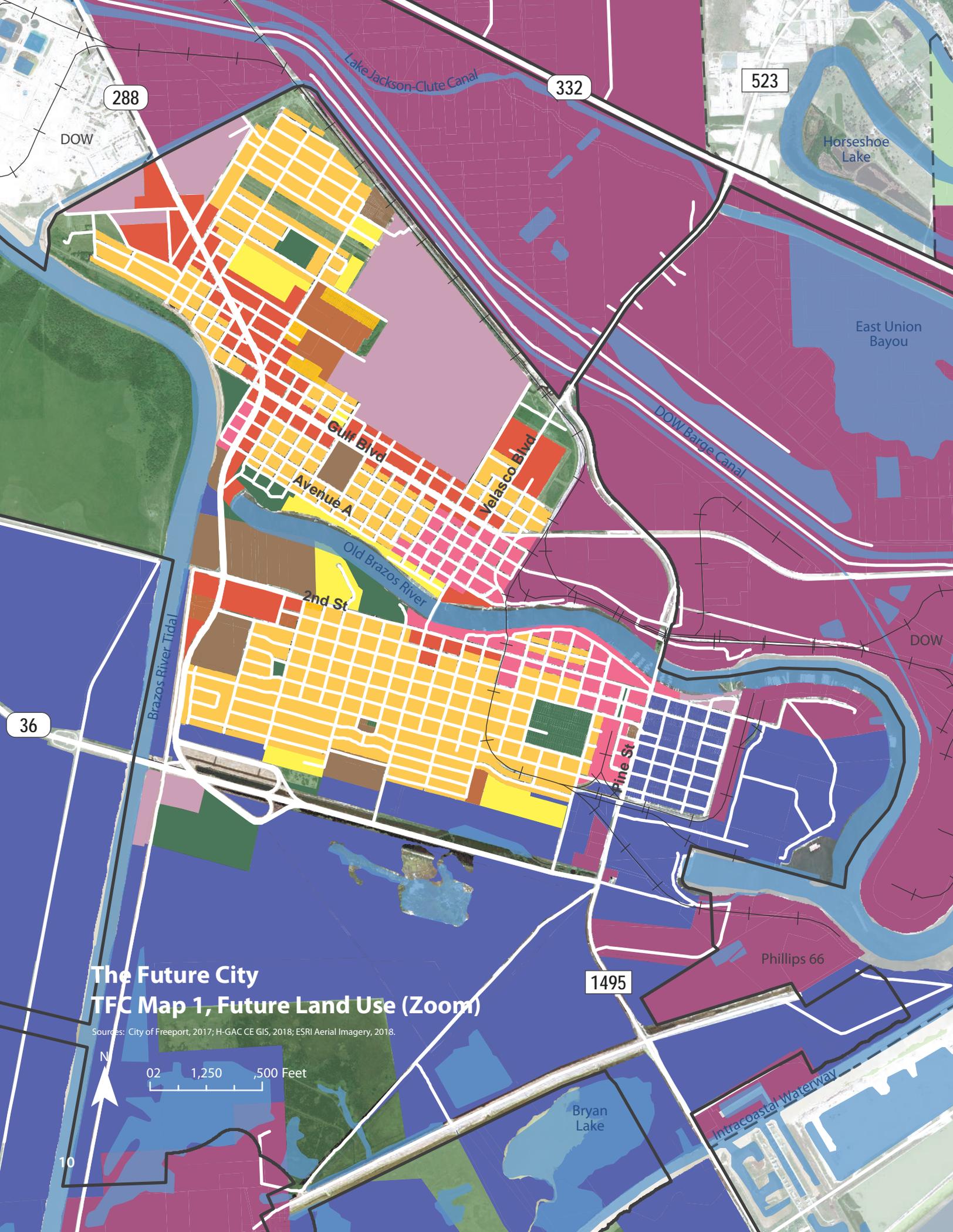
Acreage calculations from TFC Map 2, *Future Land Use*, show that four categories account for nearly three-quarters of the total area within the current city limits: 33.2% in Natural/Undeveloped Areas (largely unsuitable for significant development), 21.9% related to Port Freeport, 10% in rights of way, and 7% in water. The accompanying chart shows the land allocation among the other categories when the four dominant categories are removed from the equation. As a result, 41.5% (1,031 acres) of the remaining incorporated area of the city will be devoted to various types of residential uses (including 26.4% in established areas designated for Neighborhood Conservation); 22.5% (559 acres) will be available for commercial and mixed uses; 16.9% (421 acres) is identified for light industrial use (including in the urban renewal area); and 12.7% (316 acres) is in parks/recreation use and another 6.4% (160 acres) is allotted for public/institutional uses including school campuses.

Within Freeport's overall planning area (city limits plus extraterritorial jurisdiction) as shown on TFC Map 2, approximately one-third (34%) of the territory is designated as Natural/Undeveloped Areas. The other most prevalent land use types are Heavy Industry (21%), Port Freeport properties (14.9%), and areas of water (14.3%). Therefore, these four categories account for 84.2% of the total land area. All other categories are relatively small percentages as a result, with the next largest land use share in Rural Residential (5.7%).



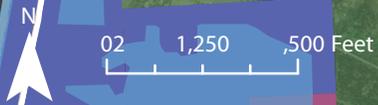


Source: Palacios to Galveston = wordpress.com



The Future City TFC Map 1, Future Land Use (Zoom)

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



10

288

332

523

36

1495

DOW

Horseshoe Lake

East Union Bayou

Lake Jackson-Clute Canal

DOW Barge Canal

Gulf Blvd

Avenue A

Velasco Blvd

Old Brazos River

2nd St

Brazos River Tidal

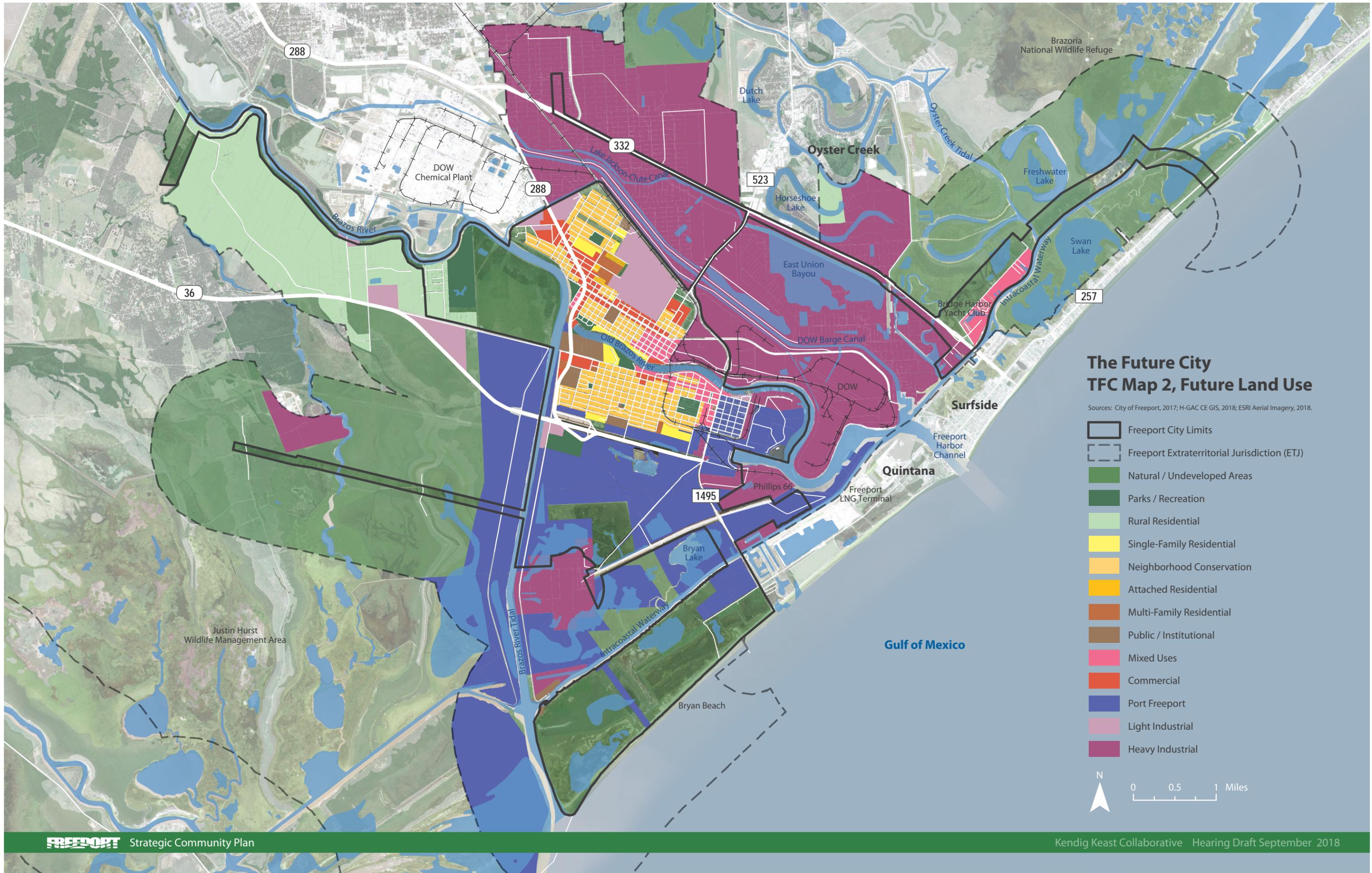
Pine St

DOW

Phillips 66

Bryan Lake

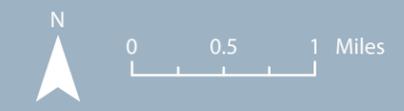
Intracoastal Waterway



The Future City TFC Map 2, Future Land Use

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

- Freeport City Limits
- Freeport Extraterritorial Jurisdiction (ETJ)
- Natural / Undeveloped Areas
- Parks / Recreation
- Rural Residential
- Single-Family Residential
- Neighborhood Conservation
- Attached Residential
- Multi-Family Residential
- Public / Institutional
- Mixed Uses
- Commercial
- Port Freeport
- Light Industrial
- Heavy Industrial



Land Use Categories

NATURAL / UNDEVELOPED AREAS



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

Development Types

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

Characteristics

- Rural character from wide open landscapes, with minimal sense of enclosure and views to the horizon unbroken by buildings in most places.
- Scattered residential development on relatively large acreages, resulting in very high open space ratios and very low site coverage, and providing greater detachment from neighboring dwellings than in single-family residential areas.
- Typically no centralized water or sanitary sewer service available. Also much greater reliance on natural drainage systems, except where altered significantly by agricultural operations or regional storm water management projects and/or infrastructure.
- Potential for conservation developments that further concentrate the overall development footprint through cluster designs, with increased open space set-aside to maintain the overall rural character and buffer adjacent properties. May also make alternative community wastewater treatment methods feasible to eliminate the need for individual on-site septic systems.

PARKS / RECREATION



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

Development Types

- Public parks and open space
- Public trails
- Joint City-school park areas
- Public recreation areas (e.g., public golf courses)

Characteristics

- Public parkland theoretically will remain so in perpetuity compared to other public property and buildings that can transition to private ownership.
- Park design, development intensity, and planned activities should match area character (e.g., public squares in urban downtowns relative to passive nature parks in less developed areas).

RURAL RESIDENTIAL

This designation is similar to Single-Family Residential in that it involves detached dwellings. But it is closer to the Natural/Undeveloped Areas description in terms of the location and character of development relative to the density of the core city – with coastal residential development being a unique situation all its own. In both coastal and inland settings, homes in this category typically do not have centralized water or sanitary sewer service available and rely on private water wells and on-site wastewater (septic) systems or small-scale community systems. Homes in inland Rural Residential settings tend to be on large acreages and clearly set apart from other dwellings. Homes in coastal settings tend to be more clustered due to environmental constraints and limited habitable lands near shorelines and on barrier islands and peninsulas. While homes at the coast may be at a higher density and enjoy less of the sense of separation as an inland rural homestead, this is offset by widespread views to the horizon over the Gulf of Mexico and/or nearby coastal bays and marshes.

SINGLE-FAMILY RESIDENTIAL

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

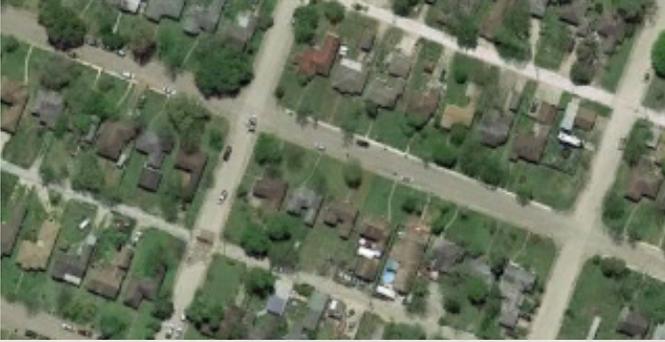
Development Types

- 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.

ATTACHED RESIDENTIAL



This designation provides a transition between residential areas comprised entirely of single-family detached dwellings and those with larger-scale multi-family residential properties.

Development Types

- Duplexes (two-family dwellings)
- Townhomes
- Patio homes or other small-lot housing types with common walls

Characteristics

- Minimum lot sizes, building setbacks, and other zoning standards account for the need to align yard and open space requirements with relatively higher residential densities than found in most single-family detached residential areas.
- Site and dwelling design, including building and garage placement and orientation, should match area character in terms of whether the vicinity is more toward the suburban or auto-oriented range of the community character spectrum.

MULTI-FAMILY RESIDENTIAL

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

Development Types

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

Characteristics

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

PUBLIC / INSTITUTIONAL

In communities that include an Institutional district in their local zoning regulations, this designation provides a corresponding category for most non-commercial, non-residential uses as listed below – although some of these uses (e.g., places of worship) may still be permitted within areas designated for other primary land use types. Public/institutional uses should be designed to match the prevailing character of their vicinity, for compatibility with the character and quality expectations placed upon private properties and developments.

Development Types

- Government offices and other facilities (e.g., community centers, libraries, post offices, etc.)
- Educational campuses and facilities (public, private and parochial)
- Places of worship and medical uses in some cases, including large-scale and campus-style instances of these use types
- Cultural venues and facilities (e.g., theaters, museums/galleries)
- Parks and public spaces

MIXED USES



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

Development Types

- Mixed uses, on single sites and within individual structures
- Potential for residential space above commercial or office uses
- Attached residential types (e.g., townhomes, brownstones), and potential for detached residential on small lots in some cases
- Live/work units
- Commercial retail and services
- Office
- Entertainment uses (e.g., restaurants, pubs, live music venues, theater, cinema, etc.)
- Potential for parking structures and limited public or commercial surface parking areas in some downtowns
- Public/institutional uses
- Parks and public spaces

Characteristics

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

COMMERCIAL

This designation is for properties in commercial retail, office and service uses, primarily along portions of major roadway corridors within the community for high visibility and accessibility, but also in other locations to accommodate neighborhood-focused businesses.

Development Types

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

Characteristics

- Commercial areas with an auto-oriented character that have significant portions of development sites devoted to vehicular access drives, circulation routes, surface parking, and loading/delivery areas, making pavement the most prominent visual feature. This can be offset by enhanced building design, landscaping, reduced site coverage, well-designed signage, etc.
- Buildings typically set back toward rear of site to accommodate expansive parking areas in front, closest to passing traffic, resulting in less emphasis on architectural design in many cases.
- Development desire to maximize signage (number, size) to capitalize on site visibility to passing traffic.
- Often not conducive for access or on-site circulation by pedestrians or cyclists.

PORT FREEPORT

Port Freeport’s development types and characteristics are similar to that of heavy industry.

Port Freeport Development Types

- Oil and gas and petrochemical operations
- Port/shipping activities and water-oriented industrial facilities
- Office uses accessory to a primary industrial use
- Public/institutional

Port Freeport Characteristics

- Outdoor activity and large visible structures and storage facilities, which are difficult to screen from neighboring properties aside from fencing, landscaping and/or berms along site perimeters.
- Significant truck traffic, direct rail service and water access for barges and tanker ships.
- On-site large scale moving and construction equipment in most cases.
- Environmental impacts expected that will affect the proximity and type of adjacent uses, including particulate emissions, noise, vibrations, lighting/glare, smells, etc., plus the risk of fire or explosion depending on the materials handled or processed.
- Often operate “24/7,” which also requires adequate separation and buffering from any nearby residential areas.

LIGHT AND HEAVY INDUSTRIAL



These designations accommodate uses that are intensive in terms of how “light” industrial and especially “heavy” industrial activities can affect other nearby properties. This can include factors such as noise, vibration, light/glare, odor, truck traffic, and hours of operation, as well as the sheer scale and intensity of some heavy industrial uses. Depending on the standards applied through development regulations, an industrial area can allow for a wide range of uses, from office/warehouse to wholesale, product assembly, and manufacturing. Some communities aim for a more aesthetic business or industrial “park” environment, with specific standards for building arrangement and orientation, building materials and design, extensive landscaping, and especially full screening of loading and outdoor activity/storage areas, if such external activity is even permitted. A campus feel may be further reinforced by private or public streetscape and design enhancements, including special signage at industrial area entries and key intersections, unified lighting design, water features, etc.

Light Industrial Development Types

- Warehousing
- Light manufacturing and/or processing/assembly
- Business parks
- Office uses accessory to a primary industrial use
- Retail sales and services, including heavy commercial uses (e.g., building supply)
- Public/institutional
- Light Industrial Characteristics
- Typically auto-oriented character, although master-planned business or industrial park developments may feature more open space and landscaping, regulated signage, enhanced screening, building design standards, etc.

- Potential for outdoor activity and storage, which should be screened where visible from public ways and residential areas.
- May involve significant truck traffic or direct rail service.
- On-site large-scale moving equipment in some cases.
- Potential for environmental impacts that may affect the proximity and type of adjacent uses, including particulate emissions, noise, vibrations, smells, etc., plus the risk of fire or explosion depending on the materials handled or processed.
- Certain intensive publicly-owned uses are best sited within industrial areas (e.g., public works facilities, fleet maintenance, treatment plants, fire training).

Heavy Industrial Development Types

- Heavy manufacturing
- Oil and gas and petrochemical operations
- Port/shipping activities and water-oriented industrial facilities
- Office uses accessory to a primary industrial use
- Public/institutional
- The sole permissible location for sexually-oriented businesses under some local regulations

Heavy Industrial Characteristics

- Outdoor activity and large visible structures and storage facilities, which are difficult to screen from neighboring properties aside from fencing, landscaping and/or berms along site perimeters.
- Significant truck traffic, and sometimes direct rail service and/or water access for barges and tanker ships.
- On-site large scale moving and construction equipment in most cases.
- Environmental impacts expected that will affect the proximity and type of adjacent uses, including particulate emissions, noise, vibrations, lighting/glare, smells, etc., plus the risk of fire or explosion depending on the materials handled or processed.
- Often operate “24/7,” which also requires adequate separation and buffering from any nearby residential areas.

Future Land Use Planning versus Zoning

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

TFC 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.

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

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

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

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

Along with procedures for monitoring and periodically updating the *Strategic Community Plan*, another specific issue involves consideration of proposed amendments

to the adopted *Future Land Use Map*. A first consideration is whether a map amendment is necessary immediately, such as in conjunction with a particular rezoning request? Or, can a potential adjustment to the *Future Land Use Map* wait so that it may be examined more holistically, along with any other map changes under consideration, through the next interim review and update of the entire *Strategic Community Plan*?

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

- **Scope of Amendment:** Is the proposed map change limited to one or a few parcels or would it affect a much larger area?

TFC Table 2, Designations on *Future Land Use Map* Relative to Zoning Districts

DESIGNATION	PREDOMINANT USE	MOST CLOSELY ASSOCIATED ZONING DISTRICT(S)
Natural/Undeveloped	Existing natural areas and areas not currently developed.	All Districts.
Parks/Recreation	Existing park and open space areas.	All Districts.
Rural Residential	Large lot and coastal residential.	– R-1 District, Single Family Residential
Single-Family Residential	Single-family detached dwellings.	– R-1 District, Single Family Residential – R-2 District, Single Family Residential
Neighborhood Conservation	Single-family detached dwellings.	– R-1 District, Single Family Residential – R-2 District, Single Family Residential
Attached Residential	Single-family detached dwellings including patio homes, plus townhomes.	– R-2A District, Single Family Residential, Townhouse or Condominium
Multi-Family Residential	Multiple-family dwellings.	– R-3 District, Multi-Family Residential
Public / Institutional	Government, educational, medical and cultural facilities.	All Districts.
Mixed Uses	Downtown and waterfront areas.	– W-1 District, Waterfront-Resort – W-1R District, Waterfront Single Family Residential – C-2 District, Retail Business
Commercial	Variety of office and retail development.	– C-1 District, Retail Business – C-2 District, General Commercial
Port Freeport	Port Freeport heavy industrial uses.	– M-2 District, Heavy Manufacturing – W-3 District, Waterfront-Heavy
Light Industrial	Manufacturing, assembly, logistics, etc.	– M-1 District, Light Manufacturing
Heavy Industrial	Heavier industrial uses.	– M-2 District, Heavy Manufacturing – W-3 District, Waterfront-Heavy

- **Change in Circumstances:** What specific conditions have changed sufficiently to render the current map designation(s) inappropriate or out-of-date (e.g., city’s population size and/or characteristics, area character and building form, property/structure conditions, infrastructure or public services, market factors including need for more land in a particular designation, etc.)?
- **Consistency with Other Plans:** In addition to the *Strategic Community Plan*, is the proposed map change consistent with the intent and policy direction of any other applicable plans (utility infrastructure or drainage plans, parks master plan, etc.)?
- **Adequate Information:** Do City staff, the Planning Commission, and/or City Council have enough and appropriate information to move ahead with a decision (e.g., utility capacity, potential traffic impacts, other public service implications, resident/stakeholder concerns and input)?
- **Stakeholder Input:** What points, concerns and insights have been raised by area residents, property owners, business owners, or others?

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



RESIDENTIAL

1. Residential areas should not be located next to industrial areas where avoidable.
2. Residential and commercial areas may be adjacent if separated by a buffer.
3. Schools, parks and community facilities should be located close to or within residential neighborhoods.
4. Houses should have direct access to local residential streets but not to collector streets or thoroughfares.
5. Houses should not be adjacent to major highways.
6. New residential development should be buffered from collector streets and thoroughfares.
7. Residential developments should include adequate area for parks and recreation facilities, schools and places of worship.

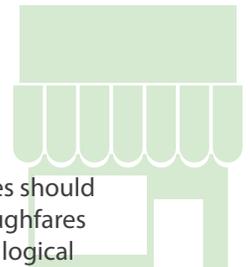
Land Use Policies

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



GENERAL

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



RETAIL / OFFICE

1. Neighborhood retail and service uses should be located at intersections of thoroughfares or collector streets or at the edge of logical neighborhood areas unless appropriately placed within a planned development.
2. Retail development should be clustered throughout the city and convenient to residential areas.

3. Buffers should separate retail/office uses and residential areas.
4. The “Old Town Freeport” area should be a focus for office, retail and service activities in appropriate locations relative to existing residential uses, particularly through adaptive re-use of existing structures or redevelopment of vacant properties and sites with heavy commercial or industrial uses.
5. Office and professional uses should be compatible with nearby residential areas and other uses through appropriate building height limitations and adequate buffering and landscaping.
6. Low-intensity office and professional uses should provide a transition between more intense uses and residential areas.



HEAVY COMMERCIAL

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



INDUSTRIAL

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

PARKS AND OPEN SPACE

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



COMMUNITY FACILITIES

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

Quality Neighborhood Design

As with economic development, where municipal government helps to ensure a positive and supportive “business climate” for commercial and industrial investment, the City has an essential role in promoting adequate and affordable housing development in quality neighborhood settings. The City’s development and subdivision regulations help to ensure sound design practices, and the zoning regulations determine the range of housing types that may be built in the community, and where and in what amounts. These are critical functions given the proportion of developed land in Freeport, as in most communities, that is devoted to residential use.

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

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

- Some focal point, whether a park or central green, school, community center, place of worship, or small-scale commercial activity, that enlivens the neighborhood and provides a gathering place.
- Equal importance of pedestrian and vehicular circulation. Street design accommodates, but also calms, necessary automobile traffic. Sidewalks along or away from streets, and/or a network of off-street trails, provide for pedestrian and bicycle circulation (especially for school children) and promote interconnectivity of adjacent neighborhoods.
- A variety of dwelling types to address a range of needs among potential residents (based on age, income level, household size, etc.).
- Access to schools, recreation and daily conveniences within relatively close proximity to the neighborhood, if not within or at its edges (such as along bordering major streets).
- An effective street layout that provides multiple paths to external destinations (and critical access for emergency vehicles) while also discouraging non-local or cut-through traffic.
- Appealing streetscapes, whether achieved through street trees or other design elements, which “soften” an otherwise intensive atmosphere and draw residents to enjoy common areas of their neighborhood. This should include landscape designs consistent with local climate and vegetation.
- Compatibility of fringe or adjacent uses, or measures to buffer the neighborhood from incompatible development.
- Evident definition of the neighborhood “unit” through recognizable identity and edges, without going so far (through walls and other physical barriers) as to establish “fortress” neighborhoods.
- Set-aside of conservation areas, greenbelts or other open space as an amenity, to encourage leisure and healthful living, and to contribute to neighborhood buffering and definition.
- Use of local streets for parking to reduce the lot area that must be devoted to driveways and garages, and for the traffic calming benefits of on-street parking.
- Respect for historic sites and structures, and incorporation of such assets into neighborhood design.

ELEVATING NEIGHBORHOOD DESIGN

The U.S. Green Building Council (USGBC) developed a now widely familiar building performance rating system entitled Leadership in Energy and Environmental Design (LEED). LEED includes several categories with which to evaluate the performance of various types of buildings including New Construction, Homes, Schools, Healthcare, and Commercial Interiors. In 2007 USGBC introduced LEED for Neighborhood Development (ND) as a means of taking the green certification concept beyond individual buildings and applying it to a neighborhood context. Co-developed with the Natural Resources Defense Council and the Congress for the

GREEN REPORT

New Urbanism, LEED-ND takes a broad approach to neighborhood sustainability, reflecting the most current research and ideas about smart, green, sustainable and well-designed neighborhoods.

LEED-ND involves a set of measurable standards that collectively identify whether an existing or proposed development of two buildings or more can be deemed environmentally superior, considering the development's location and access, its internal pattern and design, and its use of green technology and building techniques. These standards include prerequisites, which are required as a baseline for sustainable neighborhood development, and credits, which provide additional best practice standards for such development. LEED-ND encourages design strategies that conserve resources such as reinvesting within existing neighborhoods, cleaning up contaminated sites, protecting natural areas, and facilitating connections to the surrounding community. The LEED-ND Rating System is organized into three basic sections:

1. Smart Location and Linkage (SLL): Where to Build.
2. Neighborhood Pattern and Design (NPD): What to Build.
3. Green Infrastructure and Buildings (GIB): How to Manage Environmental Impacts.

Land Use and Development Tools

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

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

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

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

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

- **City Charter Article 2** regarding the powers of the City.
- **City Charter Article 8** regarding municipal planning and zoning.
- **City Code Chapter 32** regarding commissions, boards, and departments.
- **City Code Chapter 150** regarding buildings and building regulations.
- **City Code Title XI**, regarding businesses regulations including provisions for adult oriented businesses and food establishments.
- **City Code Chapter 54** regarding stormwater management.
- **City Code Chapter 153** regarding flood damage prevention.
- **City Code Chapter 152** regarding mobile homes and mobile home parks.
- **City Code Chapter 113** regarding advertising and signs.
- **City Code Chapter 97** which includes provisions for streets and sidewalks.
- **City Code Chapter 154** regarding regulation of subdivision activity and platting.
- **City Code Chapter 155** which contains the City's zoning regulations.

Checklist for Evaluating Neighborhoods

The informal checklist below summarizes all credits and prerequisites in the LEED-ND Rating System. The checklist can be used to assess the strengths and weaknesses of a development proposal, site plan, existing neighborhood, or even a neighborhood plan or the zoning standards that apply to a particular neighborhood. The checklist can also be used as a source of potential standards and thresholds to include in plans, policies, regulations, or designs. However, this summary checklist is a simplified version of the full LEED-ND Sustainable Neighborhood Development Checklist, which offers much more detail for such efforts. The LEED-ND Rating System requires sophisticated verification of compliance with standards and, therefore, provides a much more authoritative evaluation. The complete checklist can be found in the Citizen’s Guide publication.

SMART LOCATION AND LINKAGE

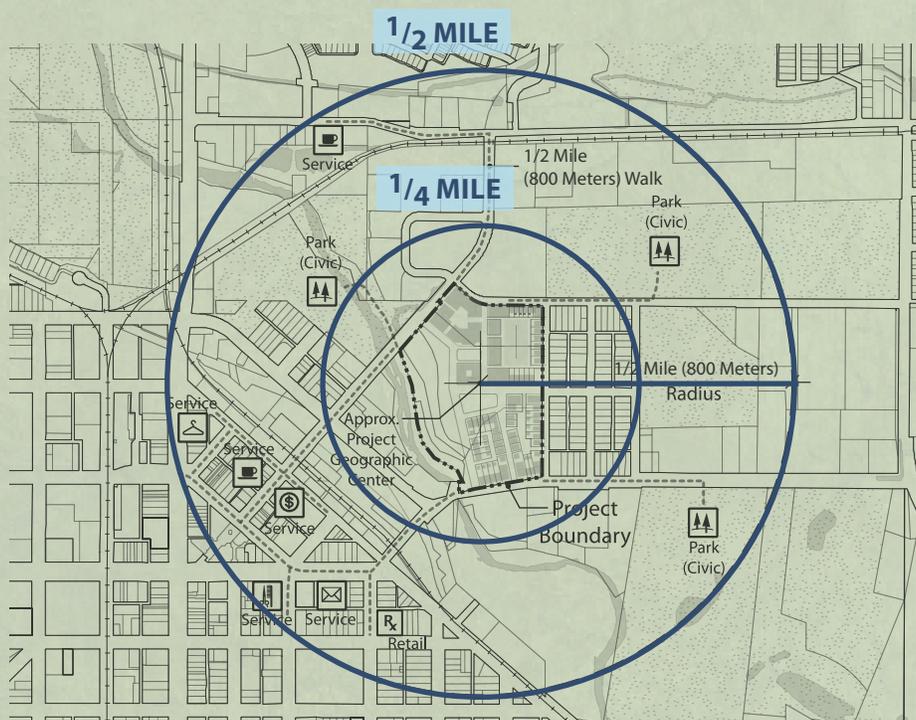
- Location
- Ecosystems and Open Spaces
- Contaminated Sites
- Transit-Accessible Locations
- Cycling Facilities
- Jobs and Housing Proximity

NEIGHBORHOOD PATTERN AND DESIGN

- Walkable Streets
- Compact Development
- Neighborhood Connections
- Mixed Uses
- Affordable and Diverse Housing
- Parking and Transportation Demand
- Parks and Recreation
- Universal Design
- Community Participation
- Local Food
- School Access and Design

GREEN INFRASTRUCTURE AND BUILDINGS

- Construction Techniques
- Energy Efficiency and Conservation
- Energy Production and Distribution
- Water Efficiency and Conservation
- Stormwater and Wastewater
- Green Building Process
- Historic and Existing Building Reuse
- Heat Islands
- Recycling and Reuse
- Light Pollution



This Smart Location and Linkage diagram illustrates a pedestrian network with walking routes and distances from dwellings and nonresidential uses to Diverse Use* destinations.

GREENPRINT

In recent years, many cities in Texas and across the country have migrated toward Unified Development Ordinances or Codes (UDOs, UDCs) to achieve a better coordinated set of development-related regulations, standards and procedures. A UDC typically yields the following benefits:

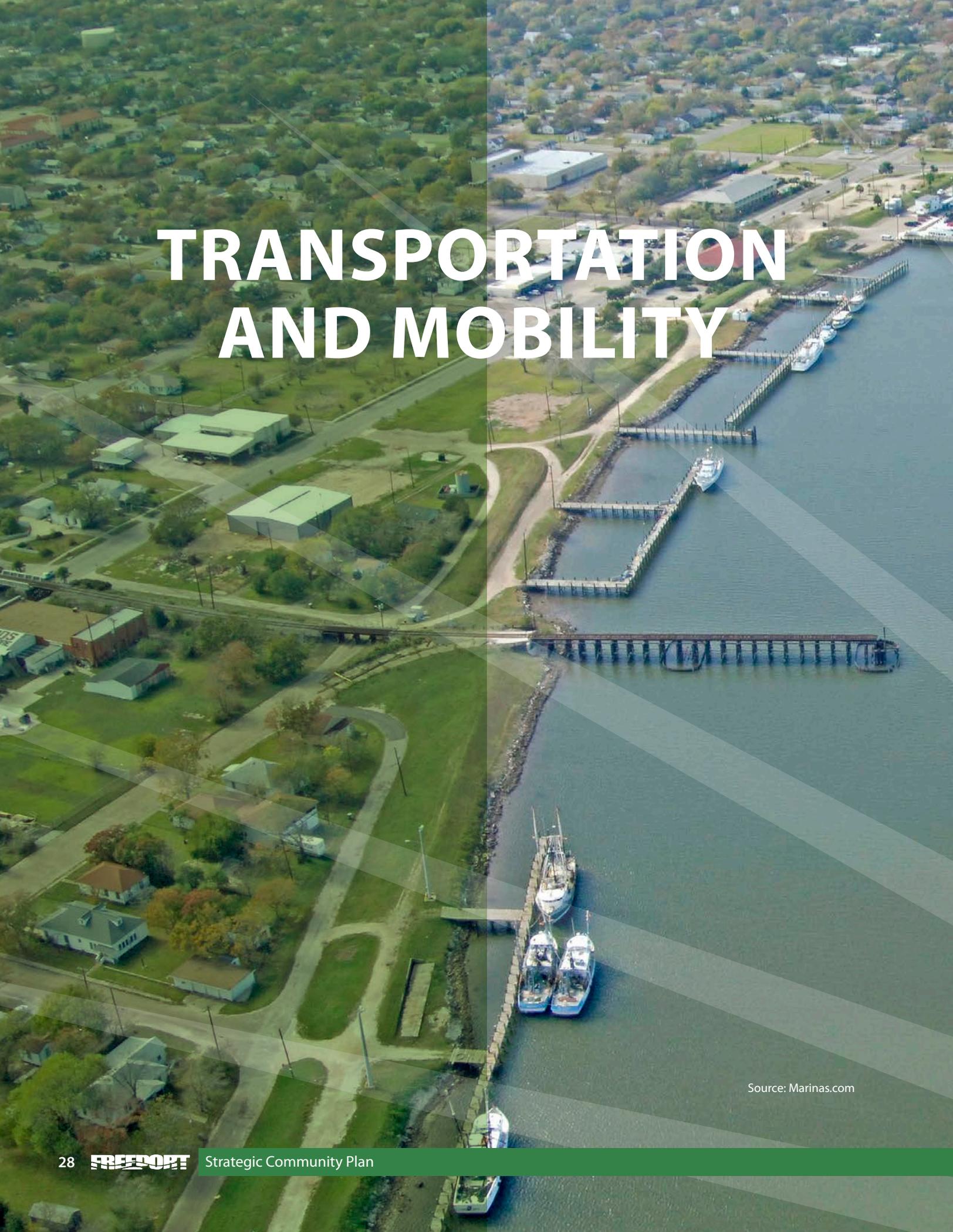
- Consolidates all development-related regulations into one document (e.g., subdivision, zoning, site plan, development and design standards, signs, landscaping, lighting, parking and loading, parkland dedication, streets and utilities, circulation and access management, storm water and floodplain management, nonconformities, etc.). This helps to ensure consistency among the different components and promotes more holistic consideration of subdivision, zoning and site plan requirements and standards by both applicants and the City.
- Makes the regulatory specifics easier to navigate and comprehend (i.e., more “user friendly”) for the development, real estate and consultant communities versus dispersed and uncoordinated provisions within an overall municipal code. A single consolidated index and better cross-referencing across code sections helps to ensure that all relevant provisions are taken into account pertaining to any particular development issue or proposal.
- Condenses into one code section all administrative procedures and considerations, helping to streamline and make clearer the roles and responsibilities of each official and decision-making body. This is especially helpful to identify “crossovers” in the review and approval process between subdivision and zoning reviews, for example.

- Offers a consolidated list of definitions, which helps to prevent inconsistencies and questions of interpretation between codes.
- Greatly improves the City’s ability to track the total development process because various components are organized and coordinated in a logical, sequential order.
- Itemizes all development-related fees in one place so applicants are well informed of process costs.
- Streamlines the process for future code amendments and enhancements.

In reality, despite the earlier statement above, land use and development involve a true partnership between cities and the private development community (property owners, developers, land planners and designers, civil and traffic engineers, etc.). So much of our communities are designed and built by private interests and actors, who rely upon clear parameters and standards from the public sector to ensure that they can meet community expectations within a review and approval framework that yields profitable and mutually beneficial development outcomes. To the extent that a UDC can increase clarity, ease communication and expedite the process, both the development applicant and the community stand to gain.



Source: Palacios to Galveston - wordpress.com

An aerial photograph of a coastal town and marina. The left side shows residential and commercial buildings, while the right side features a large marina with several boats docked. A large white title is overlaid in the center.

TRANSPORTATION AND MOBILITY

Source: Marinas.com

The *Transportation and Mobility* section focuses on current, near-term and long-range transportation needs and priorities in and around Freeport. Many of these are outward focused, involving regional partners and coordination, recognizing Freeport’s role as one of many transportation partners in the region. An overarching concern involves safety and ways to address increasing multi-modal freight movement within the city.

schools and parks. The Walk Score for Freeport is 58, which is defined as Somewhat Walkable, see TFC Figure 2, *Freeport Walk Score*. The existing grid street network that covers much of Freeport, with its short blocks, does lend itself to the potential for completing short trips via walking or bicycling. However, not all streets within Freeport have sidewalks and sidewalks are of varying condition. On the land use side, some areas of Freeport have limited amenities within walking distance.

By the Numbers

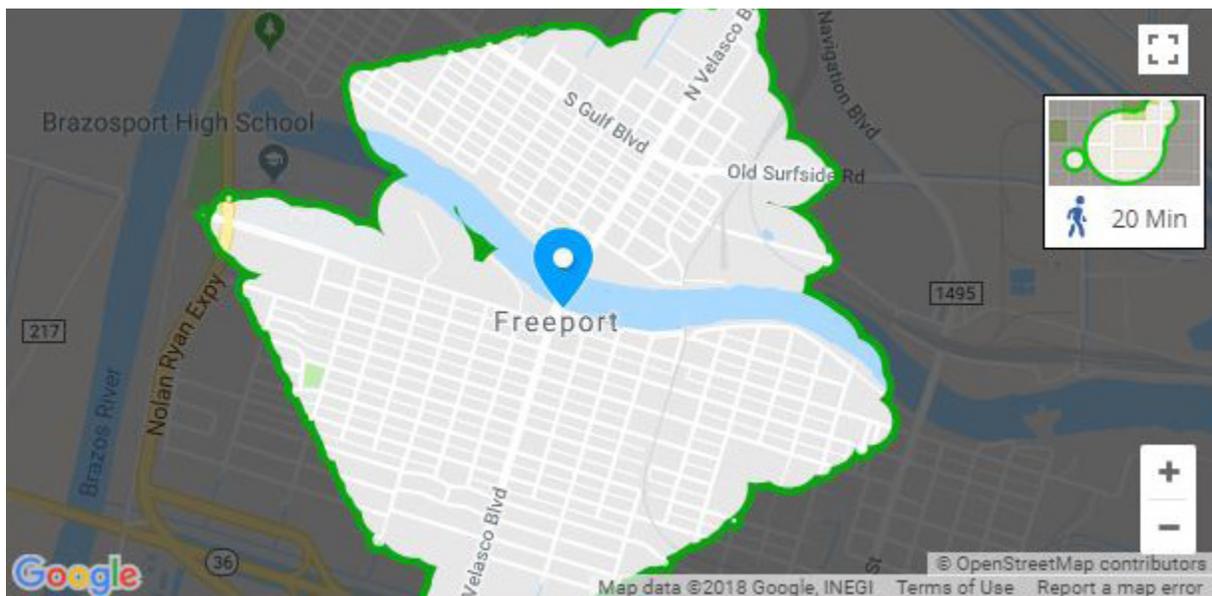
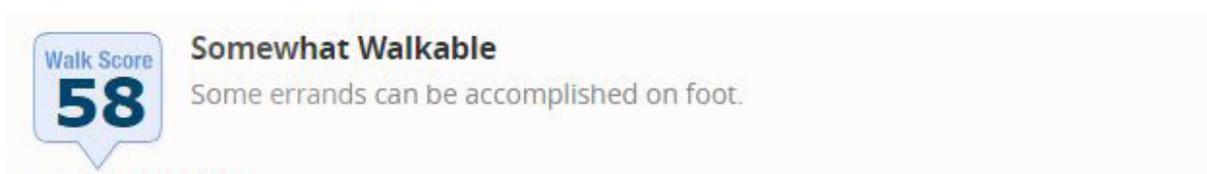
58 — WALK SCORE

Walk Score is a free on-line tool that measures the walkability of a city or neighborhood based on a 0 (least walkable) to 100 (most walkable) scale. The tool calculates the score based on the number of amenities that can be walked to from a given location, including errands, shopping, groceries, dining and drinking,

Complete methodology for Walk Score can be found at walkscore.org.

For comparison purposes, the City of Clute’s Walk Score is 49 (classified as Car-Dependent, most errands require a car), the City of Angleton’s Walk Score is 25 (Car-Dependent) and the City of Pearland’s Walk Score is 20 (Car-Dependent). Freeport’s compact neighborhoods and street grid provide it a significant advantage compared to many of its regional neighbors.

TFC Figure 2, Freeport Walk Score



1,194 – NUMBER OF CRASHES OVER A THREE-YEAR (2015-2017) PERIOD WITHIN THE CITY OF FREEPORT.

During this time period there was approximately one crash per day, including three fatal crashes. Motor vehicle crashes are mapped in TFC Figure 3, *Motor Vehicle Crashes in the City of Freeport*. Crashes were spread throughout the city, as seen in the figure, with each red dot representing one crash. Crashes were concentrated at the following locations:¹

- SH 288 at North Gulf Boulevard;
- SH 288 at West 2nd Street;
- FM 523 at SH 332;
- FM 523 at FM 1495;
- FM 523 at Gulf Boulevard;
- FM 523 at West 2nd Street; and
- FM 523 at West 4th Street.

Transportation Partners

Perhaps in more than any area of planning, transportation involves coordinated efforts and funding streams between different levels of government. Pertaining to Freeport and the Brazosport area, this includes:

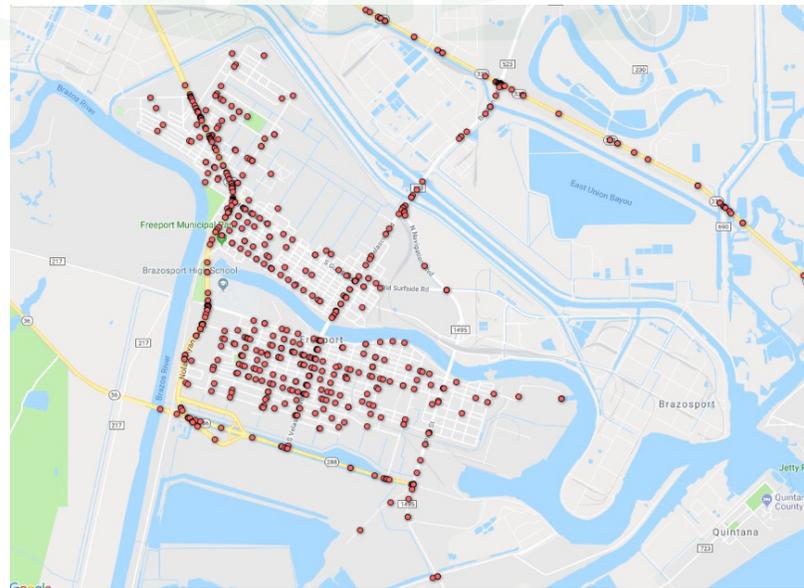
TEXAS DEPARTMENT OF TRANSPORTATION

The Texas Department of Transportation (TxDOT) is the state's lead agency for overseeing the construction and maintenance of the state highway system, with additional responsibilities involving aviation, rail and public transportation. Freeport is within TxDOT's Houston District, which plans, designs, builds, operates and maintains the state transportation system in Brazoria County plus Fort Bend, Galveston, Harris, Montgomery and Waller counties. The agency interacts with all levels of government regarding funding and project implementation, as well as the necessary planning to set the stage for specific improvements.

TxDOT has developed a Local Government Projects Toolkit to help cities and others better navigate Federal Highway Administration procedures and rules for roadway projects developed and managed by local governments that include federal or state

¹ TxDOT Crash Information Record System, 2015-2017.

TFC Figure 3, Freeport Motor Vehicle Crashes



funding provided by TxDOT (usually in the form of reimbursements for eligible project costs). The associated website at the time of this Plan was <http://www.txdot.gov/government/processes-procedures/lgp-toolkit.html>.

A related webpage details each step of the Project Development Process for local government projects (<http://www.txdot.gov/government/processes-procedures/lgp-toolkit/process.html>), including:²

- Project Initiation
- Preliminary Engineering and Design
- Environmental Compliance
- Right of Way and Utilities
- Plans, Specifications and Estimate Development
- Letting and Award
- Construction
- Project Closeout and Maintenance

TxDOT currently has the following projects occurring within the City of Freeport (refer to TFC Figure 4, *Current TxDOT Projects in the City of Freeport*):

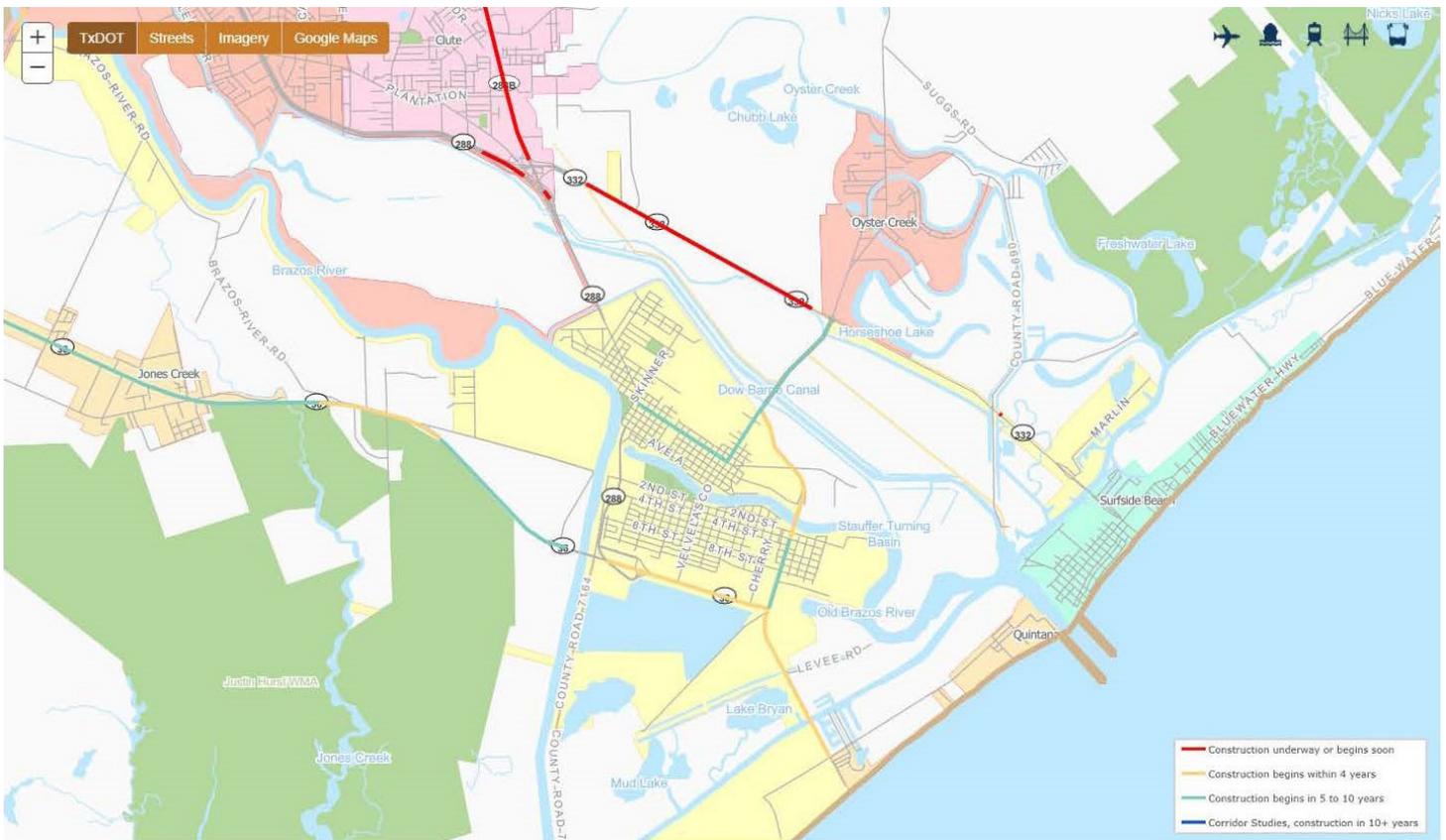
- Construction Scheduled:
 - SH 332 - Remove and replace drainage structure, 0.102 miles east of Levee Road.

² TxDOT

- Finalizing for Construction (underway, begins soon, or within 4 years):
 - SH 332 - Seal, coat, level-up, 1.5" Asphalt Concrete Pavement (ACP) overlay, and loop detectors. From Union Pacific Railroad to FM 523.
 - SH 36 - Widen to 4-lane divided rural. From 0.5 miles south (or east) of the Brazos River (SH 288) to FM 1495.
 - FM 523 - Milling, 1.5" ACP overlay, and pavement markings. From SH 332 to FM 1495.
 - FM 1495 - Milling, overlay, and pavement markings. From FM 523 to Old Quintana Road.
 - FM 1495 Bridge (Pine Street Bridge) - Replace bridge and approaches across Stauffer Turning Basin.
- Under Development (5 to 10 years):
 - SH 332 - Construct grade-separation at FM 523 intersection.
 - SH 36 - Widen to 4-lane divided rural. Between CR 217 (west of Freeport) and CR 429 (south of Brazoria).
 - FM 523 - Widen to 4-lane divided urban. Between SH 332 and south of FM 1495.
 - FM 523 - Remove and replace concrete pavement. Between FM 1495 and SH 288.
 - FM 1495 - Remove and replace concrete pavement. Between Broad Street and SH 36.

TFC Figure 4, Current TxDOT Projects in the City of Freeport

Source: TxDOT, 2018.



HOUSTON-GALVESTON AREA COUNCIL

Along with serving as the state-designated regional planning agency for a 13-county region, including Brazoria County, the Houston-Galveston Area Council (H-GAC) also serves as the federally-designated

Metropolitan Planning Organization (MPO) for transportation planning in the eight-county Houston-Galveston area. A 28-member Transportation Policy Council (TPC) approves a long-range Regional Transportation Plan (RTP) and a near-term Transportation Improvement Program (TIP). During 2018, the TPC chairman was the Brazoria County Judge.

2045 RTP

REGIONAL TRANSPORTATION PLAN

The TPC adopted a 2040 RTP in January 2015. Federal regulations require that RTPs have at least a 20-year planning horizon, and the H-GAC RTP looks ahead 25 years. As of the writing of this plan, H-GAC is in the process of drafting the 2045 RTP. The RTP identifies future transportation needs and the roadway, mass transit, bicycle/pedestrian and other transportation projects that will best meet those needs. The plan also establishes future transportation goals, policy, projects and programs that meet federal air quality standards and are affordable based on transportation revenue projections.

Once a new RTP is adopted, H-GAC's project selection process screens and determines which transportation projects actually move forward. When a city, county or other public agency wants to use federal or state dollars for a transportation project or program in the region, the project/ program must first be submitted, selected and included in the RTP before it can be built. The TIP allocates a defined amount of federal funding to specific transportation projects over the next four years. Projects selected for the TIP are priorities for the region in all surface transportation areas including roadway and highways, transit, bicycle and pedestrian, preventative maintenance, rehabilitation and transportation operations.

New projects are added to the TIP on a periodic basis, and H-GAC conducts a Call for Projects approximately every two years. At the time of this plan, H-GAC had a

webpage devoted to project development resources: <http://www.h-gac.com/taq/tip/tip-project-resources.aspx>. As of the writing of this plan, a Call for Projects had opened July 30, 2018, with approximately \$1.2 billion in funding available for the 2019-2028 timeframe.

BRAZORIA COUNTY

As is the county government model in Texas, Brazoria County's elected Commissioners exercise substantial oversight over road and bridge projects within their respective precincts. Freeport is mostly within Brazoria County Precinct 1, which encompasses portions of the county along and near the Gulf of Mexico.

The Brazoria County Engineering Department provides professional and technical support and is also responsible for:

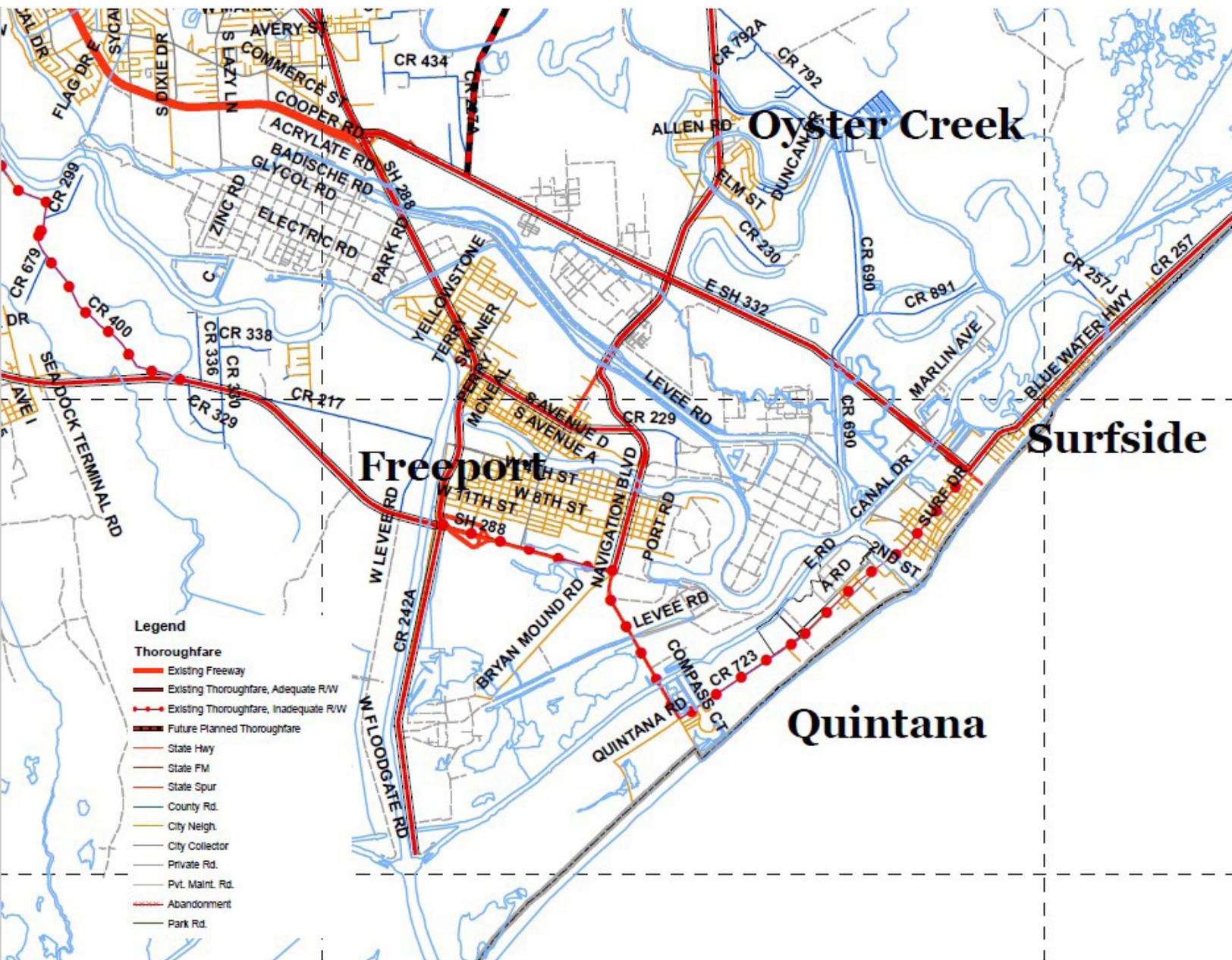
- Managing the County's Road and Bridge Department.
- Regulating subdivisions (including street layouts and connections) in unincorporated areas.
- Issuing permits for driveways and for use of rights of way.
- Managing capital projects involving roads, bridges and drainage (through a five-year Capital Improvements Plan and an Annual Road Plan).
- Coordinating with other government and regulating entities.

Additionally, the County's Emergency Management Department focuses on hurricane preparedness and evacuation assistance, which is a critical element of transportation planning in Brazoria County and the Brazosport area.

Brazoria County also maintains county roads within the Freeport city limits and the City's extraterritorial jurisdiction (ETJ). Currently the County completes repair/rehabilitation work on approximately two miles of roadway a year. Brazoria County maintains a thoroughfare plan that is updated regularly. The thoroughfare map, refer to TFC Figure 5, *Brazoria County Thoroughfare Plan*, shows existing and planned roads. The thoroughfare plan shows future planned thoroughfares in and around the Freeport area as well as existing thoroughfares that do not have adequate right-of-way. The thoroughfare map also shows the functional classification of the road network in Freeport.

TFC Figure 5, Brazoria County Thoroughfare Plan

Source: Brazoria County



SOUTHERN BRAZORIA COUNTY TRANSIT

A partnership between the cities of Freeport, Lake Jackson, Angleton and Clute, Brazosport College, and other area stakeholders led to implementation of a regional transit service operated by Connect Transit/ Gulf Coast Center. The service is especially intended for persons with limited transportation options and other individuals who wish to use alternate transportation,

providing access to employment, schools, shopping, county services, medical services and recreational destinations. The service is primarily funded with federal transportation grant dollars allotted to the area for this purpose. Current Connect Transit bus routes serving the City of Freeport (local and regional routes) are shown within *The Existing City* report.

FREEPORT

BRAZOSPORT INDEPENDENT SCHOOL DISTRICT (BISD)

The City should coordinate with BISD's Transportation Services Department to:

- Monitor and manage bus traffic and the vehicle queuing associated with peak-hour drop-off and pick-up activity at school campuses;
- Ensure the safety of students and parents on foot and on bikes; and
- Control on-street and overflow parking in campus vicinities.

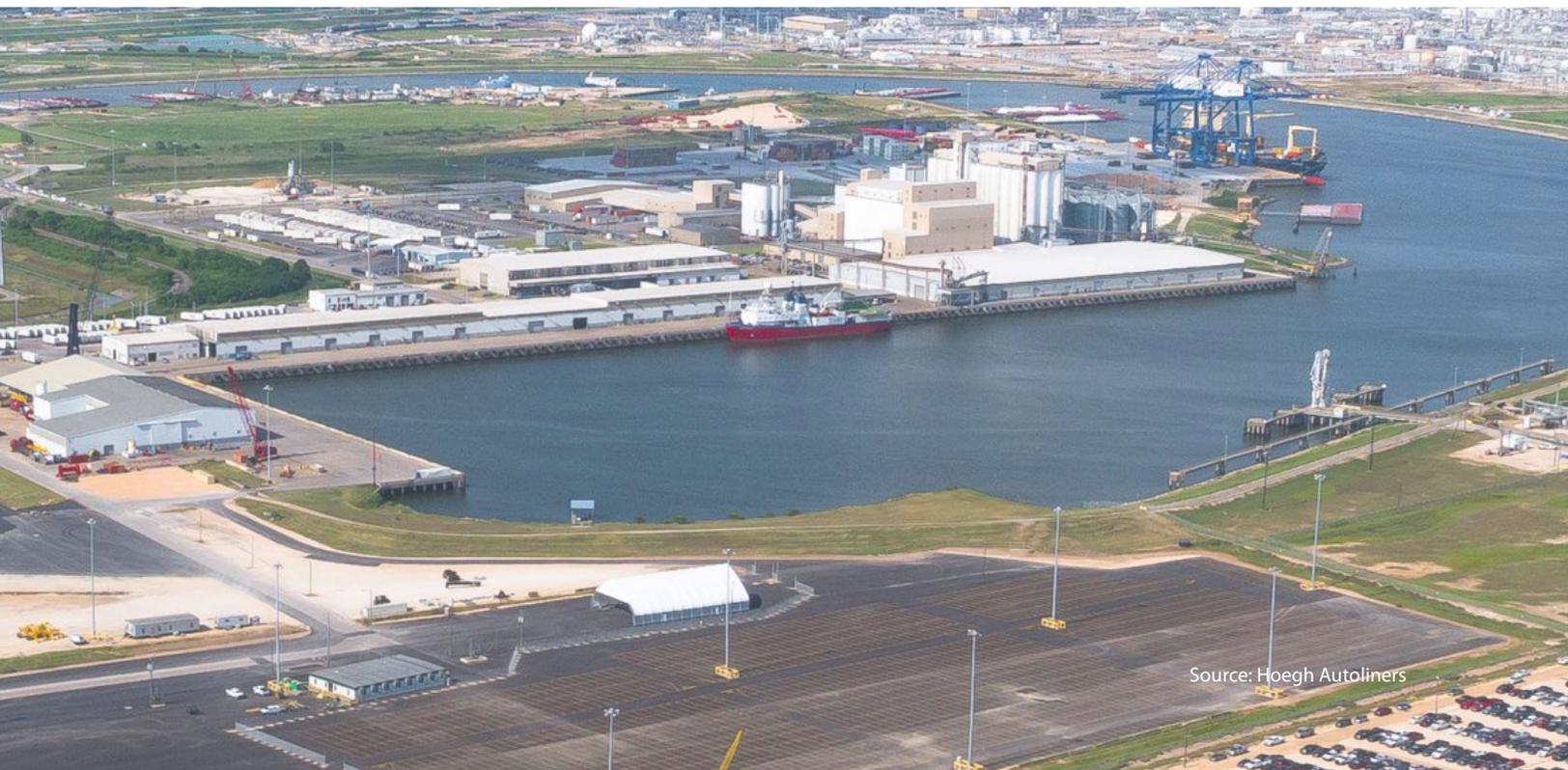
PORT FREEPORT

Coordination between the City and Port Freeport on transportation related issues is critical as the Port is a major property-owning entity within the city as well as a major multi-modal destination and trip generator.

Current identified projects and transportation issues that potentially impact the City of Freeport include:

- At-grade railroad crossing proposed along Gate 4 (Old Quintana Road) within Port about 1,000 feet from FM 1495 at SH 36 intersection. Construction to be complete by January 2019.
- There is a recognized need to continue working with TxDOT to install a permanent traffic signal at FM 1495 and SH 36/Gate 4.

- Hoegh Autoliners ships vehicles to/from Freeport via trucks on FM 1495 and SH 36. Later these vehicles will be transported via railroad. Vehicle crossings at FM 1495 and SH 36/Gate 4 to/from the parking lots are set to increase three- to four-fold.
- New parking areas on either side of FM 1495 south of SH 36/Gate 4. These lots are used to park automobiles. With the cross-traffic across FM 1495 continuing to grow, this poses a safety concern.
- Tenaris' \$1.8 billion Bay City plant is live as of December 2017. Trucks carrying iron billets and finished seamless steel pipes travel through Gate 4. Truck volume is projected to increase substantially in the coming years.
- Port expansion planned east of FM 1495 to Terminal Street for new container terminal. Port is acquiring properties between 8th and 2nd streets on the east side of FM 1495 all the way to Terminal Street.
- Gated entrance is proposed for the container terminal in the vicinity of 5th Street (tentative). Approximately 80 percent of truck traffic from this facility would access SH 36 with the remaining 20 percent accessing the facility via FM 1495.
- Assessing ways to divert inbound Port related truck traffic from 2nd Street.



Source: Hoegh Autoliners

Key Issues and Considerations

Key issues and considerations related to *Transportation and Mobility* were identified through the strategic community planning process. These essential items should be addressed as the City's guiding principles, goals and strategic action priorities for the coming years are pursued.

- Lack of active transportation facilities in the city.
 - Freeport currently has only one pedestrian trail, which begins in Municipal Park and continues along the levee. Public engagement efforts indicated that the levee trail is highly valued by residents. The City's Parks and Recreation Department is planning upgrades to the trail in the near future.
 - The grid street and block network within the city lends itself to the potential for more walking and bicycling, both for recreation and for trips that would otherwise be made by vehicle. Currently most local trips are made by car. A significant share of the current population cannot drive, either because of age or economic reasons, and would particularly benefit from investments in the pedestrian and bicyclist network.
 - Sidewalks exist in some neighborhoods but not in others. Freeport appears to lack a consistently applied design standard for sidewalks related to width, curb cuts, Americans with Disabilities Act (ADA) access, and maintenance.
 - Freeport currently has no formal bicycle facilities (i.e., bike routes, shared-use paths, signed facilities, etc.). Likewise, few bicycle racks or repair shops are seen within the city.
- The need for a formal transportation planning function within City government, including a systematic approach to managing roadway maintenance and improvements. Ongoing coordination with regional transportation partners, including Brazoria County and TxDOT, is also needed to ensure upkeep of area roads and highways not under the City's jurisdiction.
 - Many of the primary roadways within and around Freeport are not City roads but county or state facilities. The City owns and maintains only one traffic signal. Some of the county and state roadways experience congestion and safety issues, along with maintenance

concerns pointed out by residents. Brazoria County upgrades a limited number of road miles a year, and TxDOT must prioritize highway maintenance and upgrades across the Houston region and statewide.

- The City does not have a formal inventory of road and sidewalk conditions. Many City roadways have been repeatedly overlaid resulting in pavement levels that are higher than the adjacent properties, creating drainage issues. The last time many of the roads within the City were re-done was during the 1970s.
 - The City does not have a Public Works Director or a Capital Improvements Program to define and prioritize the road infrastructure projects that will be designed, funded and constructed over a multi-year period.
- Although overall congestion is not a significant issue within the city, an increasing level of freight traffic, much by truck, is generated by area industry.
 - Port Freeport and the area industrial sector are thriving with major expansions planned over the coming years. This growth will bring associated increases in freight traffic volumes. Some but not all of the freight traffic will be by truck, resulting in increased traffic on area freight routes, which mostly do not mix with local streets and traffic. However, some intersections and roads do involve frequent intermingling of trucks and other vehicles, such as the route to Bryan Beach along FM 1495.
 - Freight will also increasingly travel by rail and by barge due to planned multi-modal projects such as channel widening and an additional inland rail link from Freeport.



Source: aaroads.com

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.



Source: aaroads.com

Local Debt Mechanisms

Cities can generate funds for roadway and other capital improvements through two forms of debt, General Obligation bonds and certificates of obligation (COs). Issuing bonds to fund City improvements largely depends on a favorable bond rating and low interest rates, as well as the support of local voters through bond referenda, while COs do not require voter approval.

- Coordinate with Brazoria County and TxDOT to expedite needed projects on county and state roadways within the city limits, including active participation in regional transportation funding entities and efforts (including the SH36A Coalition, Brazoria County Commissioners Court, the Houston-Galveston Area Council, etc.).
 - Establish an interlocal agreement with Brazoria County that outlines street construction standards and potential cooperation for cost-share in construction projects that are mutually beneficial, particularly in the City's ETJ.
 - Partner with TxDOT, Brazoria County, H-GAC and other regional entities to secure transportation funding and advance projects. Even bridges that are City-owned may be eligible for up to 90 percent federal funding.
- Based on coordination with neighboring entities, consider applying for an H-GAC Subregional Planning Study to address mobility issues that cross jurisdictional lines, including the multi-modal freight system.

H-GAC Subregional Planning Initiative



Houston-Galveston Area Council's (H-GAC's) Subregional Planning Initiative provides an opportunity to identify interjurisdictional coordination and implementation strategies for shared transportation goals. Mobility improvements identified in Subregional Planning Studies are included in H-GAC's Regional Transportation Plan (RTP), the long-range plan for transportation improvements in the region. Subregional Planning Studies typically cover a broader area than more localized mobility, access management, or thoroughfare plans. Recent subregional planning studies have included Fort Bend County, Northern Brazoria County/Pearland, and the East (Houston) Port Area. An appropriate geography for a Subregional Planning Study would be the entire Brazosport area. Such a study should involve all the municipalities within the Brazosport area as well as Port Freeport. The first step in initiating such a study is to determine the level of interest and need among potential participating jurisdictions. Transportation planning studies funded through H-GAC typically require a 20 percent local match, with the remaining 80 percent of the study being funded by H-GAC. There is not a specific application or call for partners for participation in the Subregional Planning Initiative. Upon securing confirmation of interest from potential subregional partners, jurisdictions should contact H-GAC to discuss potential timing and funding availability. Potential partners may be required to submit an application through H-GAC's Transportation Improvement Program Call for Projects process.

GREENPORT

2. Integrate the “Complete Streets” concept into local transportation planning and projects. This concept recognizes that streets should be designed for use by all modes. Complete streets can take the form of built projects and policies.

- Plan roadway projects to integrate all modes through appropriate design and facilities for private vehicles, public transit vehicles, pedestrians and cyclists.
- Coordinate with the Gulf Coast Center (operator of Southern Brazoria County Transit) to ensure that public transportation routes and schedules are meeting the needs of Freeport residents. For example, explore whether existing routes maximize access to opportunity (such as

employment, medical care, education/training, etc.).

- Explore if bicycles on buses is feasible for Southern Brazoria County Transit, to expand the reach of the bus network as is done by other transit agencies including METRO in Harris County.
- Provide a direct link on the City website to current transit route and fare information.
- Work with the Gulf Coast Center to have a route map published (both digitally and hard copy) and have the map available at City Hall, the library, the visitors center, businesses, and other strategic locations.



Complete Streets

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

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

An ideal complete streets policy includes:

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

- applies to both new and retrofit projects, including design, planning, maintenance, and operations, for the entire right-of-way;
- makes any exceptions specific and sets a clear procedure that requires high-level approval of exceptions;
- encourages street connectivity and aims to create a comprehensive, integrated, connected network for all modes;
- is adoptable by all agencies to cover all roads;
- directs the use of the latest and best design criteria and guidelines while recognizing the need for flexibility in balancing user needs;
- directs that Complete Streets solutions will complement the context of the community;
- establishes performance standards with measurable outcomes; and
- includes specific next steps for implementation of the policy.¹

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

3. Upgrade local roadway infrastructure through Traffic Impact Analyses (TIA) conducted for new land development activity in the city. Freeport should require a TIA study if projected traffic from a particular development site would exceed a certain established traffic generation threshold or specified development conditions (e.g, square feet of non-residential development, number of residential lots or units, etc.). The TIA helps to quantify the altered traffic conditions and assess and justify mitigation steps that may be required. TIAs are commonplace in many Texas communities. They are used to help evaluate if the scale of development is appropriate for a particular site and what mitigation steps may be necessary, on and/or off the site, to ensure safe and efficient access and maintain traffic flow on affected public roadways and at nearby intersections.

4. Develop an active transportation network that provides safe and efficient connectivity via non-motorized travel options.
- Develop a Pedestrian/Bicycle Master Plan that identifies and prioritizes sidewalk and bicycle facility needs in the city. The master plan should examine potential improvements to promote safety and non-motorized mobility, as well as to enhance pedestrian and bicycle connectivity, particularly to schools, parks, and other nodes of activity.
 - Establish a Safe Sidewalks program to identify locations where unsafe or poorly maintained sidewalks exist or where there may currently be no sidewalks, particularly around, adjacent to, and leading to/from schools; near and adjacent to public buildings and spaces (including parks); and other areas with the potential for high sidewalk usage. GIS mapping should be utilized to delineate priority sidewalk investment areas.
 - Apply for an H-GAC Livable Centers study to identify specific implementation projects and strategies to increase the ability to live/work/play in Freeport without having to use a car to get around.



H-GAC’s Livable Centers Program

Since 2008, Houston-Galveston Area Council (H-GAC) has worked with local governments to complete 25 Livable Centers studies. Currently four additional studies are underway. Local governments apply through a competitive process to H-GAC for funding for a Livable Centers study. The open application period typically occurs once every one to two years. Interested local governments can contact H-GAC at any time to request an information meeting on the Livable Centers study program to learn more about if their jurisdiction would be a good candidate for a future study. Study areas vary in size, but as opposed to the Subregional Planning Studies, typically cover a specific neighborhood or activity center. An appropriate potential Livable Centers study location for Freeport would be the Old Town Freeport (Downtown) area and the waterfront area that is desired for development. Livable Centers studies, once awarded, typically take a year to complete and include a high level of community engagement. Similar to other transportation studies awarded by H-GAC, Livable Centers studies require a 20 percent cash match from the local government, with H-GAC funding the remaining 80 percent of the study. A study such as a Freeport Livable Centers study would potentially be in the \$100-\$150,000 range, depending on the ultimate scale of the study area. A Livable Centers study has not yet been completed for any community in Brazoria County (although the City of Angleton has been awarded funding for a future study). Freeport, with its existing street grid, existing public transportation and under-served populations, would be a good candidate to receive study funding.

Livable Centers studies have a documented record of advancing projects toward implementation, with the following implementation benefits identified by H-GAC in its 2016 Livable Centers Implementation Report:

- **Less Time on the Road:** By concentrating destinations, Livable Centers study areas reduce an estimated 416,541 single-occupancy vehicle trips daily.
- **Employment Opportunities:** From 2009-2013, Livable Centers study areas saw 17.5% job growth, outpacing the overall 8-county region’s job growth rate of 11.7%.
- **Economic Impact:** As of May 2015, a total of \$197 million in locally sponsored capital improvements had been made in Livable Centers study areas. An additional \$272.1 million are planned or programmed.

GREEDPLANET

5. Plan pro-actively for freight mobility and work collaboratively with multiple public and private partners to ensure an efficient, safe, multi-modal system.

- Working with Union Pacific Railroad, identify railroad crossings that need safety improvements, including those associated with industrial facilities for worker and visitor safety. At-grade crossings within the city should be a top priority, especially those crossings that do not have safety arms and/or warning lights.
 - a. Work closely with The Facts newspaper to educate the community on railroad crossing safety issues.
- Support a new inland rail link through advocacy efforts involving regional transportation organizations such as the SH36A Coalition and H-GAC.
 - a. Port Freeport and the City of Freeport should actively participate in regional

transportation committees to advance the Port and the City's mobility priorities, including H-GAC's Greater Houston Freight Committee. The Greater Houston Freight Committee has an open membership. The committee is currently co-chaired by Harris County Judge Ed Emmett and JetCo Houston CEO Brian Fielkow. The committee seeks to establish an ongoing conversation between the private and public sector on freight transportation priorities, needs, and solutions.

- Consider establishing and hosting a formal quarterly meeting of key transportation related officials in Freeport to facilitate better coordination of transportation planning goals, including the City, H-GAC, Freeport Police and Fire, Port Freeport, TxDOT, Brazosport ISD, Gulf Coast Center, and Brazoria County. Currently Port Freeport meets on a quarterly basis with regional transportation entities. During the



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.

course of the *Strategic Community Plan* process the City established a relationship with TxDOT and should continue this coordination.

- Support efforts by Port Freeport to accomplish channel widening and associated facility improvements by securing federal and other partner funding.
- Conduct transportation modeling to examine the potential impacts of increased freight volumes, gain a better understanding of the potential modal split (among rail, barge, and truck), and assess the ability of the existing and future transportation system to support the modeled freight volumes and flows (e.g., impacts of increased truck traffic along 2nd Street unless diverted). The modeling effort should also consider the potential share of freight that will be classified as hazardous.

6. Emphasize resiliency in future transportation network planning, including both redundancy in systems as well as protection from potential hazards and threats.

- Maintain evacuation planning and public awareness of routes as a local priority, even though Freeport is well-protected from hurricanes and other flood events, particularly compared to other cities in the region. Evacuations may be needed not just from severe weather events but also from events such as industrial accidents. Also pursue designation of a future SH36A as another evacuation route available to Freeport residents.
- Work to expand the number of residents who are signed up to receive emergency alerts via the Everbridge notification system utilized by the City. Vulnerable residents, such as the elderly, the mobility impaired, and residents lacking personal transportation, need special evacuation and emergency planning attention, including potential coordination with the Gulf Coast Center for use of buses.

OTHER ACTIONS

- Adopt road design standards that establish materials and maintenance requirements and provide standard designs for roads of varying types to ensure a consistent high-quality road network. These should be contained within a City infrastructure design manual. Then develop new (or re-built) roads based on the locally adopted design standards and with a complete streets philosophy.
- Plan for future transportation technology advancements such as more widespread use of electric vehicles, automated vehicles, and ride sharing. As a home to industry giants, Freeport could potentially create a partnership with area industry to develop a local electric-vehicle charging station (and outside grant and funding possibilities also exist). As an “end-of-the-road” destination, Freeport would be in a better position within the region by having the necessary infrastructure already in place to accommodate future transportation alternatives.
- Examine the potential for an industry partnership to create a state-of-the-art fueling station for City (and potentially other) vehicles.



Source: City of Freeport

What the (Transportation Technology) Future May Hold

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

Although it will be decades before autonomous vehicles (AVs) are the dominant form of transportation, AVs will change our cities sooner rather than later. Between 2018 and 2021, 11 of the largest automakers plan to have fully autonomous vehicles available. Significant early adoption is seen as likely for long-haul truck fleets, through vehicles such as the Otto truck, now owned by Uber.

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

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



Source: APA Preparing Communities for Autonomous Vehicles Report, 2018.

The trucking industry is expected to see some of the first large-scale deployments of AV in long-haul fleets using vehicles such as the Otto truck (now owned by Uber).

Mobility Tools

The highway and roadway networks are the most visible components of the transportation system and are used by private, commercial and public transportation vehicles. A comprehensive transportation system not only supports efficient vehicular circulation within the region and local areas but also advances community goals such as a friendly environment for bicycles, pedestrians and public transit; enhanced safety; and a higher level of streetscape design. While the Freeport street network has historically been developed with a focus on automobile mobility, there is a clear desire going forward to balance transportation needs with quality of life considerations while also providing practical choices among all transportation options.

AVAILABLE MUNICIPAL TOOLS

As a home rule municipality, the City of Freeport has various authorities, methods and partnership opportunities for advancing its mobility priorities and accomplishing needed improvements. The City should also work to become active in various forums and processes to advocate for its “fair share” of available transportation funding. Summarized in TFC Table 3, *Tools for Advancing Mobility Objectives*, are key mechanisms through which Freeport can pursue its mobility-related objectives. Across the top of TFC Table 3, these tools are shown in five categories that represent the main ways that long-range plans such as this *Strategic Community Plan* are implemented:

1. Capital projects.
2. Policies and programs.
3. Regulation.
4. Partnerships and coordination.
5. Targeted planning (especially as required to qualify for external funding opportunities).



Source: texsexplorer.com

TFC Table 3, Tools for Advancing Mobility Objectives

		PLAN IMPLEMENTATION TOOLS											
		Capital Projects	Policies and Programs				Regulation		Partnerships and Coordination		Targeted Planning		
		Strategic Community Plan	Capital Improvements Plan (CIP)	Traffic Law Enforcement	Special Policies	Special Districts	Special Initiatives	Zoning Regulations	Subdivision Regulations	Public/Public	Public/Public	City Master Plans	Special Area Plans
PLANNING OBJECTIVES	Overall framework for mobility system development	★										★ Thoroughfare Plan	★ Corridor Plans
	Access management		★					★ Traffic Studies	★ Traffic Studies		★ Dev Community	★ Traffic Mgmt Plan	★
	Traffic impact assessment and mitigation with development							★ Traffic Studies	★ Traffic Studies		★ Dev Community	★ Traffic Mgmt Plan	
	Bicycle/pedestrian circulation and safety		★ Sidewalk repair / replace	★	★ Traffic Calming / Complete Streets	★ PID / TIRZ	★ Walkability Evaluation	★ Visibility Measures	★ Pedestrian Connectivity		★ Dev Community	★ Trail MP	★ Livable Centers
	Congestion relief measures		★			★ TIRZ	★ ITS / signalization					★ Traffic Mgmt Plan	★
	Transit options		★							★ GCC	★ Employers / Institutions		★
	School and park area safety		★	★						★ ISD		★	★
	Adequate and acceptable street system layout and roadway design				★ Adequate Public Facilities				★ Eng. Design Criteria		★ Dev Community	★ Thoroughfare Plan	★
	Land use-transportation coordination		★		★ Adequate Public Facilities			★	★		★ Dev Community	★ Thoroughfare Plan	★
	External and other funding opportunities		★			★ PID / TIRZ				★ TIP, TAP, TxDOT, Counties, CMAO, CDBG, Grants	★ Cost-sharing		
	Multi-jurisdiction planning		★							★ Cities, Counties, H-GAC			★ Subregional Planning
	Mobility measures for economic development and redevelopment	See other <i>Strategic Community Plan</i> sections: <i>Economic Opportunity</i> and <i>Land Use and Development</i> .											

ACRONYMS: CDBG = Community Development Block Grant; CMAQ = Congestion Mitigation and Air Quality; Dev Community = Development Community; GCC = Gulf Coast Center; H-GAC = Houston-Galveston Area Council; ISD = Independent School District; ITS = Intelligent Transportation System; PID = Public Improvement District; TAP = Transportation Alternatives Program; TIP = Transportation Improvement Program; TIRZ = Tax Increment Reinvestment Zone; Trail MP = Trail Master Plan; TxDOT = Texas Department of Transportation

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.



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.

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





GROWTH OPPORTUNITIES

Source: marinas.com

This section focuses on the potential extent of growth in Freeport in the decades ahead, where this growth might occur, and the implications it could have for the City of Freeport. Growth can bring many economic and community benefits but must be balanced with reinvestment in Freeport's established neighborhoods and non-residential areas, which tax base expansion through revitalization will help to support.

Capital investments in public infrastructure such as utilities and streets signal the desired locations for growth and revitalization, help maintain a high quality of life for residents, and create a framework for land development. Local development regulations govern new subdivision activity, provide for the appropriate use of land through zoning, and set minimum standards for the nature and quality of development. The City can also choose to employ financing and special district mechanisms that advance the community's economic development and growth management goals while supporting beneficial private development and reinvestment. Finally, effective oversight and management of ongoing growth and revitalization 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.

Freeport 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. Along with focused revitalization efforts, 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 housing options and developments.

Guiding Growth with Municipal Infrastructure Investments

At the time of this *Strategic Community Plan*, the City does not currently have a formalized multi-year Capital Improvements Program (CIP). Capital projects will directly support the desired residential development outcomes and economic development opportunities. Having a clear method to prioritize capital investments, that involves the public in a transparent manner, will help Freeport make orderly and needed improvements to its basic infrastructure and focus on improving the quality of life for current and future residents.

This *Growth Opportunities* section provides a foundation for the entire *Strategic Community Plan*, based on which the other plan sections address:

- the housing demands that will come and the development pattern that will emerge with further growth (*Land Use and Growth* section, including as depicted on the *Future Land Use Map*);
- the transportation implications of continued growth (*Transportation and Mobility* section);
- methods for spurring broader non-residential investment to boost private incomes and bolster the City's tax base (*Economic Opportunity* section); and
- the added recreational facilities, green spaces and other amenities that will be essential to maintaining Freeport's long-term livability and positive community image (*Parks, Recreation, and Other Amenities* section).

By the Numbers

9,608 — NUMBER OF WATER CONNECTIONS IN THE CITY OF FREEPORT.

The City purchases most of its water from the Brazosport Water Authority. It is a “take or pay” contract meaning that the City pays for a set amount even if it ends up using less water. The accompanying table from the Texas Water Development Board shows the current breakdown of connections and volume of water in gallons in the City of Freeport.

13,467 – PROJECTED POPULATION OF THE CITY OF FREEPORT IN 2040.

This would mean an additional 1,314 residents from 2016 and implies that Freeport could add the equivalent of 11 percent of its current population by 2040. For perspective, Census 2010 reported an average household size in Freeport of 3.13 persons, meaning that 420 additional housing units would be needed to accommodate 1,314 added residents. This is in line with City staff estimates of the number of additional housing units that the City could support on existing vacant land. The population projection of 13,467 is based on actual growth trends in Freeport over recent decades. This relatively conservative projection could be exceeded if the City aims for a higher growth target through programs such as tax incentives for new development or redevelopment/infill or other economic development policies discussed in the *Economic Opportunity* section of this plan.

35,000 – APPROXIMATE NUMBER OF CALLS FOR SERVICE THAT THE CITY OF FREEPORT POLICE DEPARTMENT RESPONDS TO EACH YEAR.

As of 2015, the Freeport Police Department had 36 full-time police officers, five reserves, and 21 civilian personnel. In 2015 the department obtained “Recognized” status by the Texas Police Chiefs Association Foundation. (Source: texaspolicechiefs.org)

The Freeport Fire and EMS Department responds to approximately 2,500 calls a year, most of which are EMS calls. The Fire and EMS Department serves not only the citizens of Freeport but also Oyster Creek, Quintana, and the surrounding areas of Brazoria County.

TFC Table 4, Water Connections

Connections and Usage	CONNECTIONS	VOLUME (GALLONS)
TOTAL METERED RETAIL	4,804	510,663,000
Residential - Single Family	3,136	177,031,000
Residential - Multi-family	950	51,468,000
Institutional	82	24,065,000
Commercial	607	166,814,000
Industrial	18	86,801,000
Agriculture	11	4,484,000
Reuse	0	0
TOTAL UNMETERED	6	15,000,000

Water System Information	
Estimated full-time residential population served directly by this system	12,750



Key Issues and Considerations

The following key issues and considerations related to *Growth Opportunities* were identified through the strategic community planning process. These essential items should be addressed as the City's guiding principles, goals and strategic action priorities for the coming years are pursued.

Infrastructure is a key consideration in the ability of Freeport to grow and thrive. Without adequate infrastructure the city will not be a viable or attractive location for potential residents or businesses to locate. Well-functioning infrastructure is also crucial for maintaining and improving the standard of living for current residents.

- The existing water and wastewater systems have sufficient capacity to accommodate projected population growth through 2040.
- Much of the City's infrastructure (including roadway, water, and wastewater systems) has not been adequately maintained over the years. Maintenance has been re-active rather than pro-active. The desire for improvements to the City's infrastructure systems consistently came up in public engagement discussions during the strategic community planning process.
- The City does not have maps or digital records of the existing locations and condition of its municipal infrastructure, making assessment of the systems difficult.
- The City has a Sanitary Sewer Overflow (SSO) plan with the Texas Commission on Environmental Quality (TCEQ) stemming from unauthorized discharges. The current status of improvements required by the plan to bring the City into compliance is unknown.
- The City contracts out management of the wastewater system and has no single point of contact for infrastructure, such as a Public Works Director.
- Water is provided to the City by the Brazosport Water Authority. Based on current population and usage, the City may be paying for more water than its residents and businesses actually use.
- Storm water management and on-site detention requirements for developments are coordinated

through the City including issuance of storm water permits. Detention requirements vary based on the entities involved such as for a development near a state highway that triggers TxDOT involvement. The requirements typically are those within the Brazoria County Drainage Criteria Manual as the City of Freeport does not have its own ordinance for storm drainage. While drainage requirements are a standard best practice in development, concerns were raised during the public engagement process for this plan about the need for such requirements in Freeport given its levee system. Those concerned pointed to reduced development potential from having to set aside land for on-site detention, and the quality and aesthetics of such drainage improvements and detention areas.

- Current storm drainage issues include ponding on some streets, excessive street pavement overlays blocking overland sheet flow of runoff, and open ditches routinely silting up and requiring constant maintenance.

Although Freeport is not projected to experience rapid population growth in the coming decades, the community should continue to grow, especially as new development or revitalized housing comes onto the market.

- Freeport does not have many large vacant parcels of land where new development can occur. Some of the existing undeveloped parcels are already under development or under consideration for development. It is estimated that, after accounting for floodplain areas and other constraints, less than one quarter of the remaining vacant land within the city limits is developable.
- Numerous vacant lots are scattered throughout the community, many owned by the City, through which single-lot development may occur.
- Publicly-owned land throughout the city presents additional development opportunities. It is estimated that nearly 40 percent of land in Freeport is owned by either the City, Brazosport ISD or Brazoria County (excluding additional land owned by Port Freeport).
- A projected future footprint for Port Freeport expansion has not been formalized for some time. This has resulted in uncertainty within the East End area of the city.

Framework for Action

The *Growth Opportunities* 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 growth opportunities:

GP1: Freeport will be **FORWARD-LOOKING** by planning for new and expanded housing choices, quality schools, great parks and recreational offerings, and a revitalized and vibrant waterfront area.

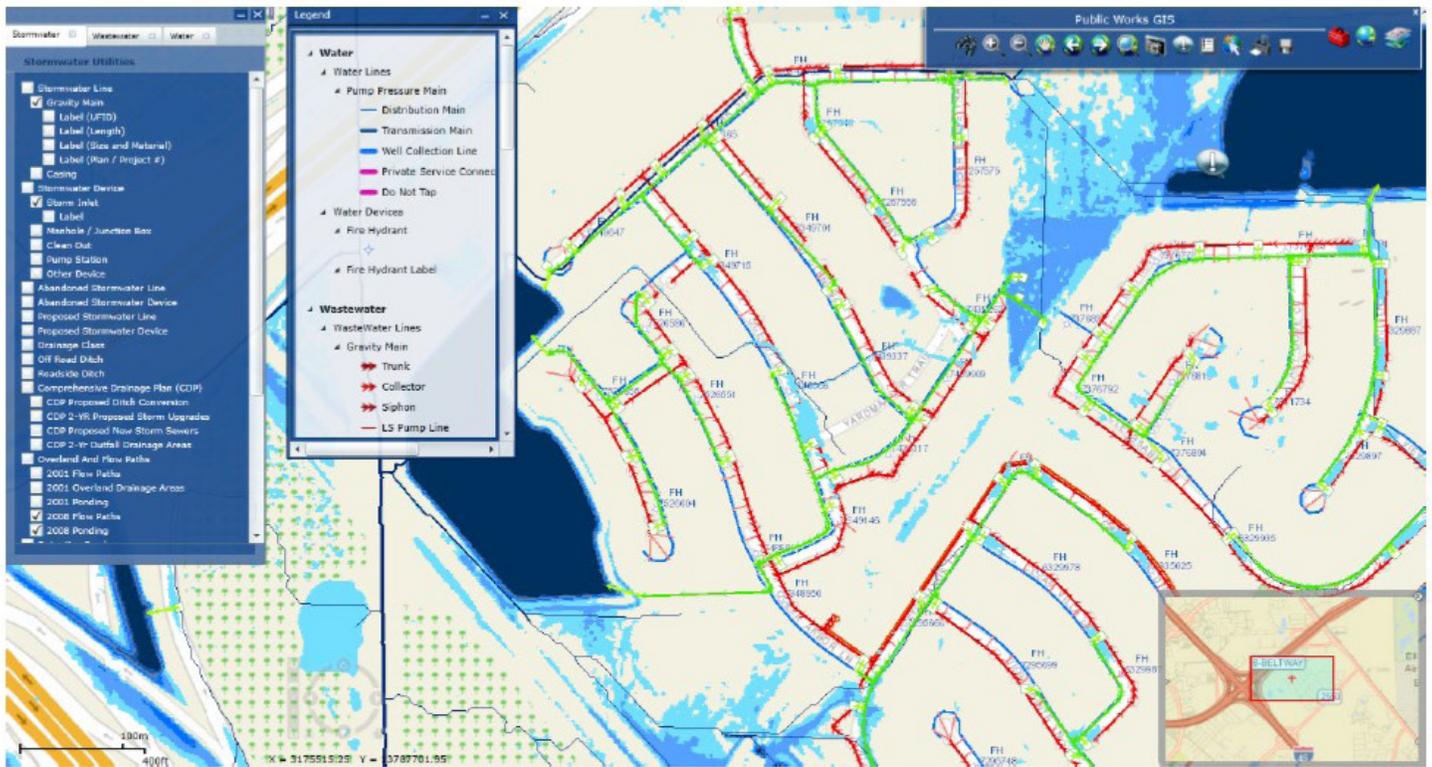
GP2: Freeport will be **QUALITY-FOCUSED** and seek long-lasting value in its approach to public and private development and infrastructure, seeking to raise the standards for both existing and future development in the city.

GOALS

1. An effective and transparent infrastructure rehabilitation program that results in existing and future infrastructure being in good, reliable condition.
2. Timely and effective resolution by the City of the issues and recommendations within the Sanitary Sewer Overflow (SSO) plan it has in place with the Texas Commission on Environmental Quality (TCEQ) to avoid more punitive enforcement action.
3. Updated development regulations and standards that reflect the guiding principles and goals in this *Strategic Community Plan*.
4. A mutually-agreed upon Port Freeport expansion boundary that is reflected in the City's planning and zoning.
5. High-quality redevelopment on vacant lots throughout the city that has a positive transformative effect across the community.

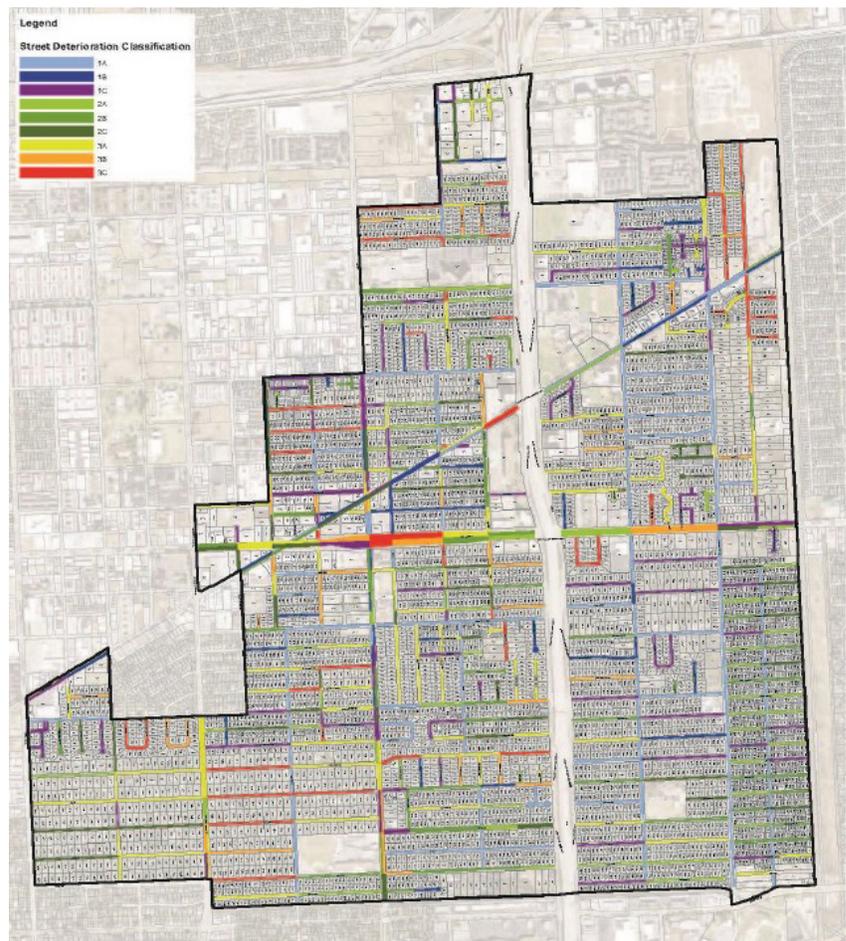
STRATEGIC ACTION PRIORITIES

1. Prepare utility master plans for water, wastewater, and drainage.
 - GIS-based utility systems mapping should be accomplished through the master plans.
 - a. As shown in TFC Figure 6, the municipal GIS-based utility system mapping should include water, sanitary sewer and drainage systems and highlight areas prone to flooding.
 - The utility master plans should inform a formal Capital Improvements Program (CIP) process and associated capital budgeting. Wastewater treatment and collection system capital improvements should be identified in the newly created CIP. The drainage master plan should identify drainage problem areas and strategies and potential projects to address them.
2. Conduct a Pavement Condition Assessment to determine existing road conditions and prioritize rehabilitation (or, in the case of non-city roads, coordinate rehabilitation with the responsible entity such as Brazoria County or TxDOT). The Pavement Condition Assessment should identify pavement defects and failures and can also identify pavement types (asphalt or concrete). The assessment can also include a sidewalk condition survey. See TFC Figure 7 for an example of GIS-based Pavement Condition Assessment.
3. Develop an app, on-line reporting system ("Click It and Fix It"), 3-1-1 call-in system or other easy-to-use system for residents to report needed infrastructure repairs or improvements such as minor street flooding, burst city pipes, potholes, etc. The system should integrate a mechanism by which the resident receives a tracking number to be able to follow-up on the request.
4. Create a Public Works Department and hire a Public Works Director who is responsible for overseeing all municipal infrastructure and providing a single City point of contact for coordinating with other area entities involved in infrastructure provision and services (e.g., Brazosport Water Authority, Velasco Drainage District, Brazoria County, TxDOT, etc.).
5. Develop an educational program that focuses on property owner versus City responsibility for maintenance of property and assets (such as mowing of alleyways, who maintains the pipes in different locations, sidewalk maintenance, etc.).



TFC Figure 7, GIS-based Pavement Condition Assessment Example

- 1A: Best
- 3C: Worst



The program should also include potential funding sources residents can tap into for repairs and maintenance on their own property, especially for elderly and lower-income residents.

6. Update the City's development regulations and standards, including related technical and design criteria that govern street and infrastructure improvements (in an infrastructure design manual). For example, such criteria can include aesthetic standards for the design and maintenance of on-site storm water detention facilities.
7. Between the City and Port Freeport, work collaboratively to establish a predictable footprint for the Port based on its future needs, balanced with the needs and interests of the City and its residents. Areas designated for Port growth should be rezoned to establish development predictability and the stability of nearby areas and neighborhoods.
 - Evaluation and updating of the City's development regulations and standards should ensure appropriate buffering between the Port Freeport perimeter and adjacent properties and neighborhoods.
8. Create an infill development program that actively markets and potentially offers incentives for developers to build on vacant lots owned by the City. An evaluation of the City's existing development regulations should ensure that they do not unreasonably preclude viable development on existing lots based on their size, width and depth, etc.
 - Adopt design standards for infill development to ensure desired, compatible and high-quality outcomes.
9. Review the City's contract for water with the Brazosport Water Authority to determine if the City is paying for more water than it needs.
10. Establish compliance with the Texas Commission on Environment Quality (TCEQ) Sanitary Sewer Overflow (SSO) Plan as a top priority of the City, with the (newly created position) Public Works Director responsible for reporting progress toward compliance to City Council at regular intervals. The City should hire a consultant with expertise in SSO compliance as needed. Determining the TCEQ SSO Enforcement Order Compliance Status is the first step in moving forward with the improvements within the SSO Plan.

Sanitary Sewer Overflow (SSO) Initiative

The City of Freeport has been impacted by a few Sanitary Sewer Overflows (where untreated raw sewage leaves the wastewater system prior to reaching the wastewater treatment plant). The City has reported these unauthorized discharges. The majority of these discharges were due to line failures and power loss. SSO Initiatives address corrective action before there is harm to human health and safety or to the environment. SSOs can occur if there is significant inflow/infiltration of external (non-sewage) water to the system, 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.

SSO Requirements

On June 20, 2014, TCEQ reviewed the City of Freeport's wastewater collection system and found deficiencies. Corrective and reporting requirements were issued to Freeport to inspect, repair and replace manholes, sanitary sewer lines and lift stations. The City is supposed to report to TCEQ every year on the progress of these corrective actions and evaluate the effectiveness of the improvements. The City is also supposed to conduct an Inflow/Infiltrations Study on an annual basis. By September 30, 2020, all necessary improvements must be made or the plan will turn from voluntary to mandatory.

Growth Opportunities Partners

BRAZOSPORT WATER AUTHORITY

The Brazosport Water Authority (BWA) is a non-profit wholesale potable water provider that operates a surface water treatment plant located on the west side of Lake Jackson along FM 2004, just north of the Brazos River bridge. The Authority currently provides drinking water to:

- The cities of Angleton, Brazoria, Clute, Freeport, Lake Jackson, Oyster Creek, and Richwood.
- Two Texas Department of Criminal Justice prison units (Clemens and Wayne Scott).
- Dow Chemical Company.

The Authority's water source is the Brazos River via the Harris and Brazoria Reservoirs. BWA operators are trained and certified for surface water treatment and are required to continuously monitor and analyze finished water to comply with state and federal regulations. BWA is governed by a Board of Directors which consists of one appointed representative from each member city to which water is supplied.

VELASCO DRAINAGE DISTRICT

The Velasco Drainage District was created to provide flood control and drainage improvements in the Brazosport area. The district encompasses 236 square miles, including various highly industrialized areas. Among its functions, the District maintains ditches, canals and levees, as well as the Tidal Gate on the Old Brazos River; reviews subdivision plats and associated drainage plans; and considers permit applications for proposed crossings of its levees.

BRAZORIA COUNTY

Primarily through its Engineering Department, Brazoria County administers various programs and county-level regulations that influence land development activity in unincorporated areas and in cities' extraterritorial jurisdictions (ETJs) in some cases, in coordination with municipal staff. Maintaining and implementing the County's subdivision regulations is a key responsibility, including application of associated drainage criteria. The Engineering Department also facilitates County influence over growth directions and patterns by overseeing the County's capital projects involving roads, bridges and drainage.

Prioritizing Capital Project Needs

As with any priority-setting process, various criteria can potentially be applied to determine the ultimate timing and sequencing of capital improvements projects. For municipal governments, perhaps the most fundamental ranking consideration is public health, safety and welfare. Some projects and improvements the City cannot avoid doing, or cannot put off, as they are mandated by the state or federal governments or are a condition of a permit (e.g., water and wastewater system compliance with water quality standards). Once a set of candidate projects has been identified, reasons should be outlined for placing certain projects ahead of others.

As taxpayer funds are involved, elected officials must also consider equity as they seek to show results to their constituents. Geographic and/or socioeconomic fairness may require that beneficial projects occur in various parts of the community and not be concentrated in only certain parts of the city.

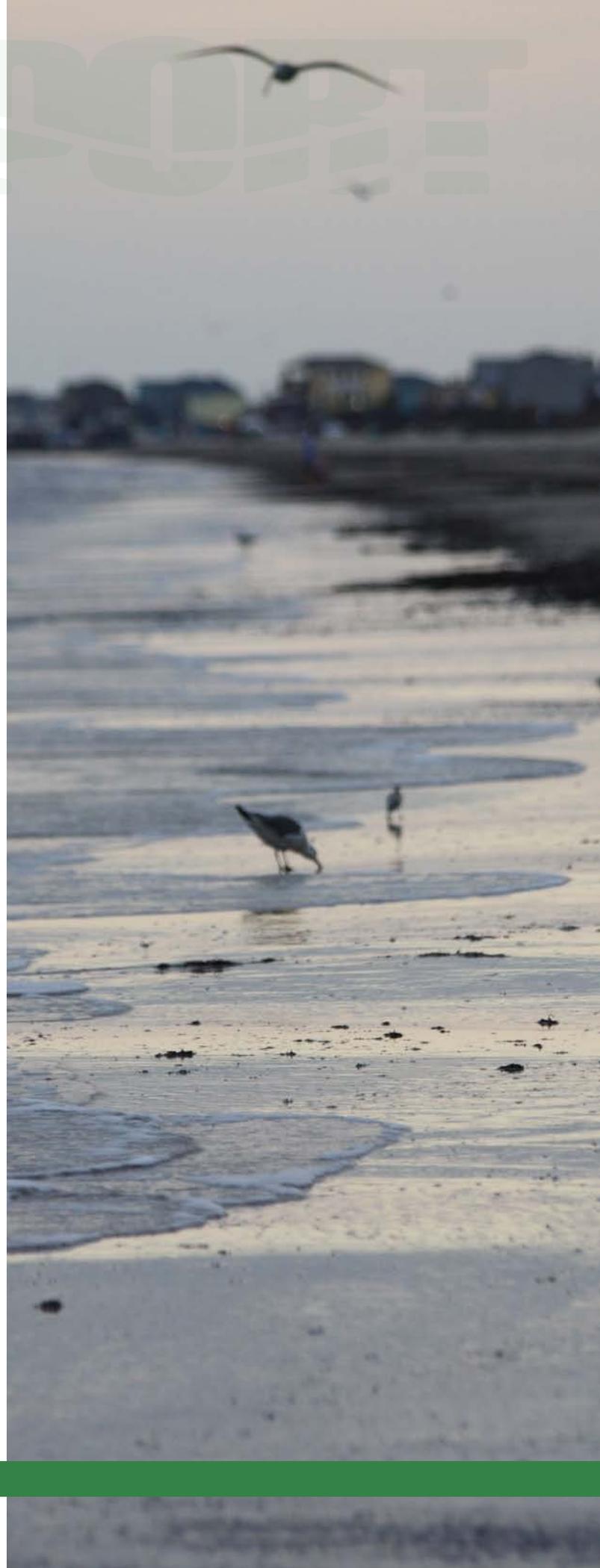
Public engagement and education to help with project vetting and priority setting is another strategy for gaining consensus during the process. Technical and financial staff sometimes must highlight reasons that certain projects must be fast-tracked (e.g., mandated improvements) while others will require more time due to sheer cost, right-of-way acquisition, etc. Inter-departmental working groups, as well as subcommittees of City Council, Planning Commission or other City boards/commissions, may also play a role.

In the end, the project identification and prioritization process should ensure that Freeport is satisfying a key purpose of capital improvements planning, which is to provide predictability – for multiple years in advance – of the City's capital investment plans and priorities for the benefit and awareness of private interests and citizens.

The Brazoria County Floodplain Administration office has the specific responsibility of assisting property owners and developers to comply with Federal Emergency Management Agency (FEMA) regulations and associated building permits requirements, where applicable, for proposed construction, significant building expansions, and relocation of structures within FEMA-designated flood hazard areas. Appropriate flood elevations for structures are determined as part of the permit review and issuance process. Since 2005, the County has required the elevation to be set at two feet above the FEMA-required elevation given the extent of development in flood-prone areas within Brazoria County, and consistent with the County's adopted drainage criteria for new subdivisions. For properties not located in a flood hazard area, an elevation of 24 inches above existing grade is required.

Among its varied duties, the Brazoria County Environmental Health Department oversees another important aspect of managing growth and development around and sometimes inside of cities, which involves the permitting and appropriate installation and maintenance of on-site sewage facilities (OSSFs) in areas not served by centralized public wastewater systems. The Department implements both state- and county-level requirements that govern OSSFs.

Finally, the Engineering Department coordinates and manages the Brazoria County Stormwater Quality Coalition, which also includes the cities of Alvin, Angleton, Clute, Lake Jackson and Richwood; Brazoria County Conservation and Reclamation District No. 3; and Brazoria Drainage District No. 4, along with the Angleton and Velasco Drainage Districts. The coalition was formed in August 2007 to enable coordinated efforts and mutual assistance for all of these public entities to comply with new stormwater quality regulations established by the Texas Commission on Environmental Quality as mandated by the federal Clean Water Act. The County also takes the lead in public education activities and encouraging the public to report incidents of illicit discharges to storm drainage systems, construction sites not complying with erosion control and pollution prevention methods, and illegal dumping activity within the county.



APPENDIX: Population Outlook

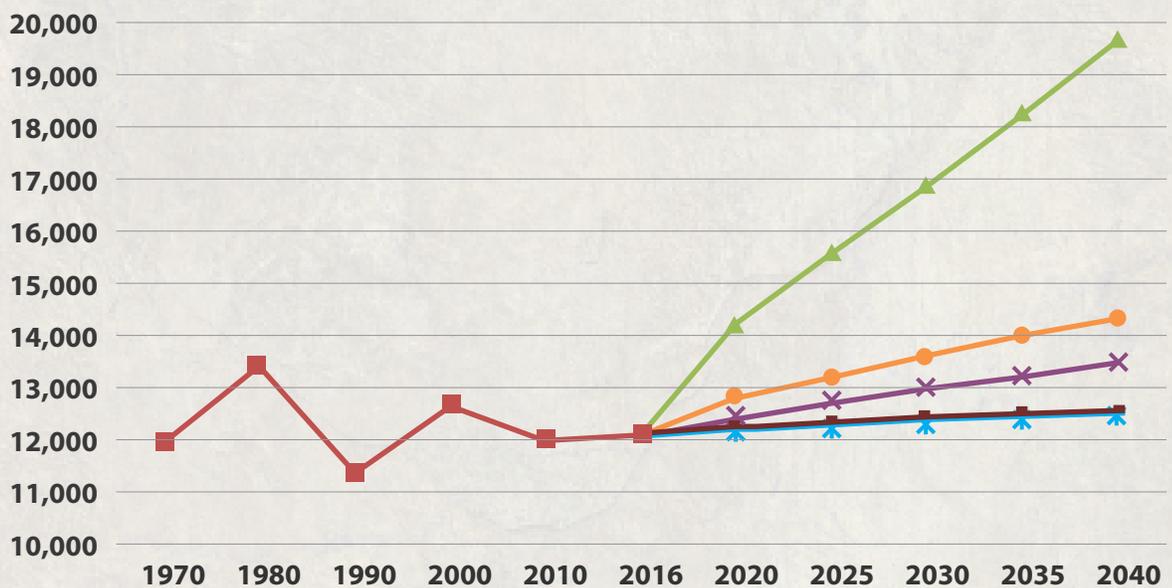
Population projections are an important component of a long-range planning process. They help determine and quantify the demands that will be placed on public facilities and services based on the potential pace and scale of the community's physical growth. Projections reflect local, regional, national 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 and FEDC 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

TFC Figure 8, Alternative Growth Scenarios



	1970	1980	1990	2000	2010	2016	2020	2025	2030	2035	2040
Historical Data	11,997	13,444	11,389	12,708	12,049	12,153					
Texas Water Development Board						12,153	12,863	13,248	13,645	13,996	14,356
Steady Growth Rate (0.1%)						12,153	12,223	12,311	12,399	12,488	12,578
Steady Numeric Growth (173 per decade)						12,153	12,222	12,309	12,396	12,482	12,569
County Step-Down (3.8% of Brazoria County)						12,153	14,323	15,558	16,880	18,271	19,707
Midpoint Projection						12,153	12,548	12,779	13,022	13,242	13,467

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.

Adding to the forecasting challenge in Freeport, as in any community that has seen minimal growth or even some population loss in recent years, is the lack of a clear trend to which traditional projection methods may be applied.

Given this context, the chart in this section provides a comparison of several potential scenarios for future population change in Freeport. The projections build on the latest U.S. Census figure of 12,049 for 2010 and identify potential population levels in five-year increments out to 2040.

Texas Water Development Board Projection

In support of its latest *Regional Water Plan* revision in 2016, the Board released updated statewide, regional and community-level population projections for 2020 through 2070. As with any such exercise, the Board's projections rely on certain assumptions and are not as customized as local projections in terms of accounting for potential increases in incorporated territory through annexation. With these limitations in mind, as well as the very long-range horizon that water planning requires, the Board projects that Freeport will have a little over 14,000 residents in 2040. This would represent nearly 20 percent growth from 2010.

Projections Based on Varying Quantities and Rates of Growth

Another 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 Freeport, adding 173 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 Freeport, the Exponential

and Linear Growth scenarios do not result in large population differences because the growth increments are small. The projections under these two scenarios are almost identical (difference of nine persons) and, as such, cannot be separately distinguished on the chart.

The Exponential Growth line, labeled as "Steady Growth Rate" in the Freeport scenarios chart, is based on the 0.1 percent compound annual growth rate (CAGR) the city had from 2010 to 2016. The CAGR from the last full Census decade (2000 to 2010) was not used as Freeport experienced a small population decline during that decade and had a negative CAGR of -0.5 percent that is not indicative of recent growth. The Exponential Growth line leads to a 2040 population of 12,578 while the Linear Growth line, labeled as "Steady Numeric Growth" on the chart, leads to a 2040 population of 12,569. Both projections are notably lower than the Texas Water Development Board projection of 14,356.

County Step-Down

This method considers the trend in city share of the countywide population in past decades and prospects for its future share. It also draws upon population estimates and projections produced for all counties statewide by the Texas Demographic Center (TDC), which is the official U.S. Census Bureau affiliate in Texas and houses the Office of the State Demographer (currently at the University of Texas at San Antonio). The City of Freeport's share of Brazoria County's population was 11.1 percent in 1970, when the city had 11,997 residents relative to 108,312 in the entire county (including the city). By 2010, Freeport's share had decreased to 3.8 percent of 313,166 persons countywide. The rapid growth of northern Brazoria County, particularly the City of Pearland, during this timeframe accounts for the declining share of Freeport's population relative to the county's population.

The TDC projections show Brazoria County crossing the 500,000 threshold between 2035 and 2040 and reaching 512,195 residents in 2040. The County Step-Down line shows where the City of Freeport's population would be through 2040 (19,707) if it continued to account for 3.8 percent of the county population as in 2010. However, due to the continued rapid growth of northern Brazoria County, and the historic trend of Freeport experiencing a declining portion of the overall County's population, the County step-down scenario seems unlikely to be attained.

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 *Strategic Community Plan* that Freeport's 2040 population will fall within a forecast range of 12,578 to 14,356 persons, which yields a midpoint of 13,467 (approximately 0.3 percent average annual growth rate). These figures represent a potential average annual growth rate ranging from roughly 0.1 to 0.7 percent through 2040 (from a base of 12,153 persons in 2016).

As illustrated by the Midpoint Projection line in the scenarios chart, the midpoint of a potential growth range to assume for this *Strategic Community Plan* – between the higher Texas Water Development Board projection and the Steady Growth Rate projection – would put Freeport's population at approximately

12,543 in 2020; 13,022 in 2030; and 13,467 in 2040. This would mean an additional 1,314 residents from 2016 and implies that Freeport could add the equivalent of 11 percent of its current population by 2040. For perspective, Census 2010 reported an average household size in Freeport of 3.13 persons, meaning that 420 additional housing units would be needed to accommodate 1,314 added residents. This is in line with City staff estimates of the number of additional housing units that the City could support on existing vacant land.

As noted earlier in this section, the City may choose to aim for a higher growth target than the outcome described above, which is based largely on Freeport's actual growth experience over recent decades. This would likely involve the City, EDC and other local partners continuing to pursue policies and strategies that support a more robust scenario that breaks from the sluggish growth trend of the past.



ECONOMIC OPPORTUNITY



Source: Cool Green Science Blog The Nature Conservancy

Economic development is anything that improves a community's standard of living. This includes not only broadened employment opportunities but also improved public services (including education), more commercial and retail to serve residents, and enhanced quality of life and community appeal as a good place to live, work, invest – and have some fun.

Economic development includes:

- Business development;
- Real estate development;
- Job creation/job retention;
- Public infrastructure investments; and
- Improved public services:
 - Water/sewer/drainage;
 - Streets/roads;
 - City administration/departmental operations/parks/libraries/quality of life amenities;
 - Fire/police/EMS; and
 - Education.

Typical economic needs of a mature city, such as Freeport, include:

- Improve/rehabilitate infrastructure;
- Create and maintain jobs;
- Attract retail, restaurants and entertainment venues, including recreation, valued by residents;
- Revitalize declining areas or promote new development;
- Change the community's image or perception (branding);
- Expand housing options for empty nesters and to attract young residents; and
- Grow revenue to keep pace with needs.

By the Numbers

\$0.85 – EQUIVALENT PROPERTY TAX RATE REDUCTION FOR FREEPORT AS A RESULT OF REVENUE FROM INDUSTRIAL DISTRICT AGREEMENTS.

An Industrial Agreement is an agreement between a municipality and an industrial area to not annex the industrial area. This provides predictability for the industries and a payment in lieu of annexation to the cities. Freeport has three multi-year industrial district agreements (some of which cover multiple entities) that will generate the following revenues for the City over their terms:

- **Brazosport: \$1,765,000**
- **Freeport: \$1,050,000**
- **Freeport LNG: \$850,000**

The 2018 total revenue for Freeport is \$3,665,000. This is equivalent to a property tax rate reduction of \$0.85. For a \$79,000 home, not having the agreements would result in a 136 percent increase in taxes to maintain the same City budget and level of services. The industrial district agreements, and other industrial payments (such as DOW paying for underground rights to the municipal golf course property), provide an infusion to the City's annual budget that Freeport would otherwise not have available, refer to TFC Table 5 below.

	WITH AGREEMENTS	WITHOUT AGREEMENTS
Property Tax Rate	\$0.63	\$1.48
Tax on \$79,000 Home	\$497	\$1,173

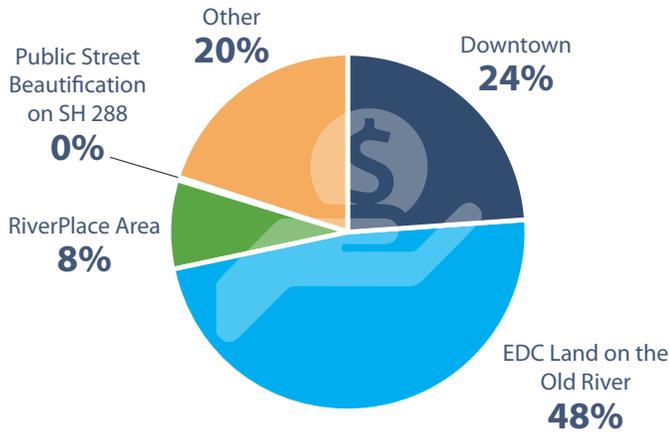
10 - APPROXIMATE NUMBER OF ACRES OF LAND OWNED BY THE FREEPORT ECONOMIC DEVELOPMENT CORPORATION (FEDC) ADJACENT TO THE "OLD BRAZOS RIVER."

The Old River is a feature within Freeport that sets it apart from many other communities. The public- and FEDC-owned land adjacent to the Old River presents an important opportunity for Freeport to capitalize upon this unique asset, both for preserving public access to the waterfront, as well as pursuing economic opportunities. The FEDC has been actively acquiring land adjacent to the Old River, and the area has been the focus of previous master planning efforts. Freeport's Bryan Beach and the nearby Brazos River present additional opportunities to capitalize on water-based assets and promote Freeport's tourism opportunities.

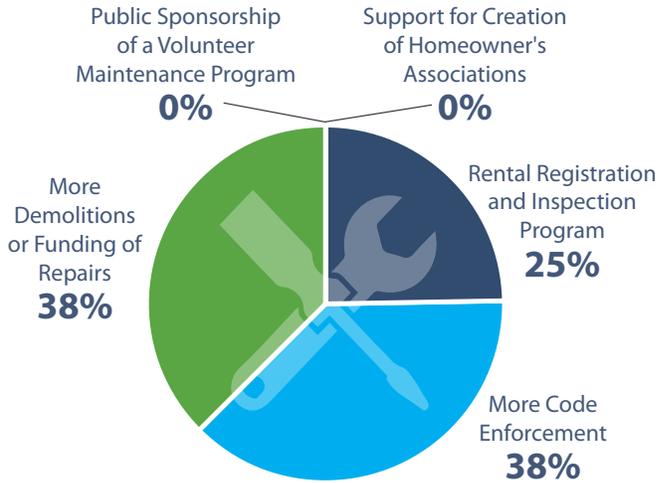
Economic Opportunity Priorities

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.

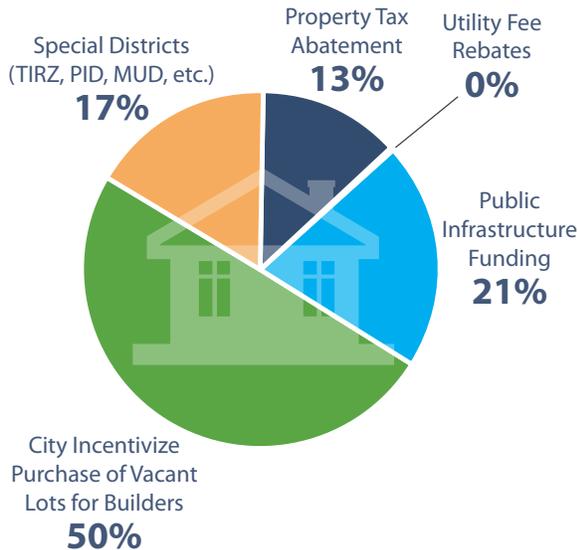
What are the highest priorities for investment of public funds to encourage private redevelopment?



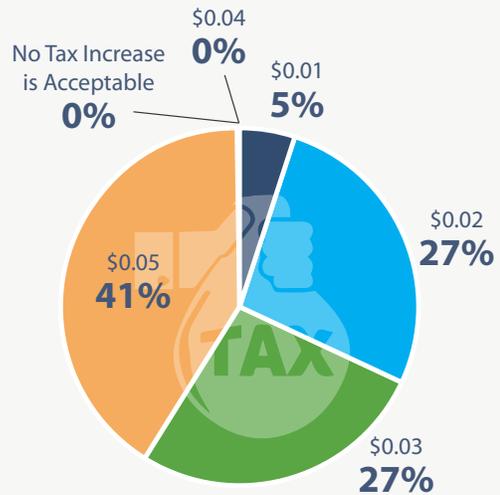
Which tools would you support to encourage better maintenance of existing properties?



What incentives would you support to encourage new housing development?



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

Economic Development Partners

– **Freeport Economic Development Corporation**

The Freeport Economic Development Corporation (FEDC) was formed in 2000 and is an entity of the City of Freeport. The FEDC's major activities include promotion of Freeport, coordinating community events, promoting the City's economic interests, and purchasing property. The annual budget is in the \$1 million range with revenue being approximately \$90,000 a month, generated primarily from the FEDC's share of the local tax rate.

– **Economic Development Alliance for Brazoria County**

This public/private non-profit corporation promotes business retention and expansion county-wide. Along with serving as a clearinghouse for demographic and other data, the Alliance engages in marketing and advocacy activities that benefit Freeport and other area cities and their business and development communities. The mission of the Alliance is to promote and diversify Brazoria County's economic base and attract high-wage jobs and capital in target industries.

– **Brazoria County Hispanic Chamber of Commerce**

This county-wide organization promotes community, business, economic and workforce development. The Brazoria County Hispanic Chamber of Commerce (BCHCC) was established in 2011 and has offices in Freeport's City Hall building, providing a locally accessible business chamber. BCHCC works to increase opportunities for Hispanic businesses and provides leadership to the Hispanic community.

– **Brazosport Area Chamber of Commerce**

Since its formation in 1945, the Brazosport Area Chamber of Commerce has aimed to create a positive and stable business environment, support sustainable economic growth, and improve the area's quality of life. As a voluntary business membership organization, the Chamber maintains a Strategic Plan and pursues its priorities and advocacy efforts through various task forces and committees. This includes committees focused on Major Industry, Transportation, and Shop Local First that are most relevant to themes and priorities in this *Strategic Community Plan*.

Additionally, the Chamber's tourism division, The Brazosport Convention and Visitors Council, promotes the Brazosport area as a family and convention destination.

FREEPORT

Economic Development Tools

TFC Figure 9, Focusing on What You Control

Focusing On What You Control		
Cities Control	Cities Don't Control	Cities Can Influence
<p><i>Regulatory Environment</i></p> <ul style="list-style-type: none"> • Zoning – Land Uses, Overlay Districts • Platting, Lot Size, Setbacks • Right of Way Widths • Access Management • Roadway Alignments • Parking • Sidewalk Widths • Public Realm <ul style="list-style-type: none"> • Lighting • Landscaping • Signage • Public Art • Public Parks • City Buildings • Building, Health & Safety Code Compliance • Tax Rates, Budgets 	<p><i>Private Sector Activity</i></p> <ul style="list-style-type: none"> • Ownership • Parcel Size • Third Party Transactions • Building Architectural Appeal • Edge Conditions in Abutting Areas • “The Market” <ul style="list-style-type: none"> • Competition • Demographics • Demand • Risk Assessment <p><i>Other Governmental Activity</i></p> <ul style="list-style-type: none"> • TXDOT • FEMA • GLO • Corps of Engineers • Port 	<p><i>Via Economic Development</i></p> <ul style="list-style-type: none"> • Visual Aesthetics • Urban Design • Enhancements to and programming of Public Realm • Branding and Marketing • Infrastructure Upgrades • Commercial Renovations • Range of Housing • Risk Mitigation • Land Acquisition / Land Swaps • Interest and Support of Commercial Property Owners • Resident Support

The City of Freeport currently utilizes the following economic development tools to incentivize commercial and residential development:

- **Enterprise Zone Designation** – an economic incentive for businesses wanting to locate to the area.
- **Tax Increment Financing** – a tax incentive for development of commercial and/or residential projects.
- **Tax Abatements** – available for commercial and residential projects (with approval from City Council).

Key Issues and Considerations

The following key issues and considerations related to *Economic Opportunity* were identified through the

strategic community planning process. These essential items should be kept in mind as associated strategic action priorities are pursued in the coming years, within the context of related guiding principles and goals for economic opportunity as outlined later in this section.

- The need for an all-encompassing view of economic development as any activity that improves the community’s standard of living. The standard of living of Freeport’s residents will be improved not only when the tax base grows and through good job opportunities but also as infrastructure, public services, mobility, housing, recreation and amenities improvements are achieved.
- Market perception difficulties due to evident vacancy and underutilization of buildings and properties in Freeport, along with socioeconomic indicators pointing to relatively low average home values, average rents and incomes.

- “Leakage” of retail spending and associated sales tax revenue to Lake Jackson given its long-established role as a regional shopping and services hub and with Freeport’s market challenges (i.e., “end of the road” location at the coast, smaller population base, lower median income and purchasing power profile, etc.).
- The degree of municipal government dependence on revenue from industrial district agreements to finance its annual operating budget and basic public services.
- The importance of making the best use of remaining developable land in Freeport as a land-locked community at the coast.
- Opportunities for strategic private and public investments in Freeport on key sites (e.g., open land near the Freeport Marina and downtown) and on land controlled by public agencies (e.g., Port Freeport properties, Brazosport Independent School District properties, properties along the Old Brazos River acquired by the Freeport Economic Development Corporation, etc.).
- Opportunities to grow the share of the local tax base generated by ad valorem taxes as property values increase through new development and revitalization of older homes and non-residential properties.
- Opportunities to bring more visitation and tourism activity to Freeport through a renewed focus on targeted marketing of local community events and recreational assets that are within close proximity of metropolitan Houston.

Framework for Action

The *Economic Opportunity* 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 economic opportunity:

GP4: Freeport will be **PROACTIVE** by telling its own narrative and building on the positive perception and image of the city, as enjoyed by its residents, and by strategically investing in improvements that will improve the quality of life and community appearance.

GP6: Freeport will be **RESILIENT** as it plans for its future by continuing to build on its strengths, such as its strong industrial base and storm protection facilities, while investing in elements that will make the city stronger and adaptable to economic trends and other changes.

Other guiding principles specifically for the *Economic Opportunity* topic area include:

Freeport will be economically and physically attractive to existing and new businesses and investors.

Freeport will provide a diverse economic base that supports the economic well-being of residents and businesses.

GOALS

1. An expanded and diverse local economy through retaining and growing local businesses and industries and supporting entrepreneurship.
2. Infrastructure that is in good condition to accommodate prospective business and population growth and enhance Freeport’s livability.
3. Boosted tax base through increases in residential values, retail sales, industrial revenue, and hotel occupancy taxes to support investments that improve residents’ quality of life.

STRATEGIC ACTION PRIORITIES

1. Produce a positive narrative and marketing for Freeport to enhance the perception of the City and promote its unique characteristics and amenities.
 - Negative perceptions, valid or not, must be overcome. Freeport must control its own message through an actively marketed narrative and visuals.
 - A pro-active marketing message can be used by FEDC to market specifically to industries and businesses that are a good fit for Freeport.

- Community image and appearance initiatives, along with a branding and identity campaign, should build upon local pride.
2. **Prioritize infrastructure upgrades and repairs through coordinated land use and infrastructure planning, including up-to-date water, wastewater and drainage master plans.**
 - 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).
 - Essential infrastructure improvements should be targeted in high priority development and infill areas.
 3. **Support a vibrant Port Freeport and related industries.**
 - The City can be a key partner supporting state/federal funding applications, bonds, and other measures related to the Port's expansion such as channel deepening and widening, State Highway 36A planning and a new inland rail link.
 - As Port and industry expansion continues, the City and Port can develop a predictable future Port footprint with appropriate residential protections and buffering.
 4. **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.**
 - A holistic approach to revitalization could 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.
 5. **Updated development regulations and standards would promote construction of quality and durable housing and neighborhoods consistent with the *Strategic Community Plan*.**
 5. **Support the local business community with economic development tools to capitalize upon strategic growth and investment opportunities as they arise.**
 - A Leadership Freeport program, focused on citizen leadership and education, would empower and convert local pride into action.
 - The City and Freeport Economic Development Corporation (FEDC) should review and update economic development policies to allow for flexibility in unique and/or complex negotiations.
 - The City and FEDC need to be clear on their economic development priorities and the universe of tools they will use for different types of investment and partnership situations.
 - a. Develop a clear mission statement for FEDC and undertake an annual strategic report to measure progress on mission and goals. Report annually to City Council on progress
 - b. Establish a webpage for FEDC that promotes Freeport and its economic development tools and incentives that are available to eligible businesses and investors.
 6. **Identify opportunities for strategic private and public investments in Freeport on key sites (e.g., open land near the Freeport Marina and downtown) and on land controlled by public agencies (e.g., Port Freeport properties, Brazosport Independent School District properties, properties along the Old Brazos River acquired by the Freeport Economic Development Corporation, etc.).**
 - Update development regulations, standards, and incentives to reflect desired land use outcomes.

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.

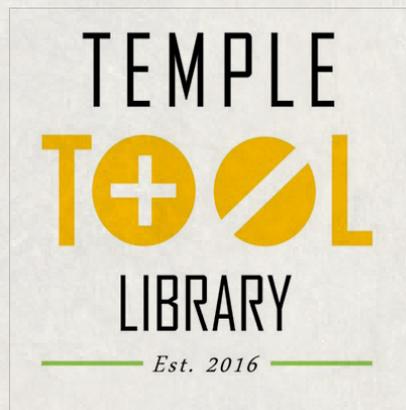
RESOURCES OF THE PROGRAM INCLUDE:

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.

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 TFC Map, 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

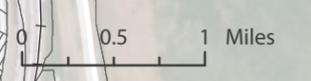
- This is consistent with the Vision Plan as this is a prime waterfront location with access from Velasco Boulevard (and from the south across the bridge) and from Avenue A and facing across the water toward potential commercial and/or mixed-use activity on the south side.

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:
 - a. 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
 - b. The EDC-owned area west of Oak Street, between the levee and properties that front on 1st Street, could be leased—versus sold—in a more piecemeal fashion for an “arts and crafts” and merchant area that emerges in a more organic way with small-scale uses in a strolling setting similar to areas of old Kemah and Rockport.
 - c. As a starting point, the EDC could pursue one anchor restaurant use similar to the Port Neches example discussed previously with the Plan Advisory Committee.
 - d. The area might also be attractive for eventual waterfront-oriented residential use if it overlooks an expanded marina area.
- Areas between the water and levee should be devoted to public use and circulation where appropriate, with continuous links to destinations away from the water (e.g., downtown core around Memorial Park, potential public and sports facilities on current Fleming Elementary School superblock, etc.).

The Future City
TFC Map 3, Old Brazos River Land Use

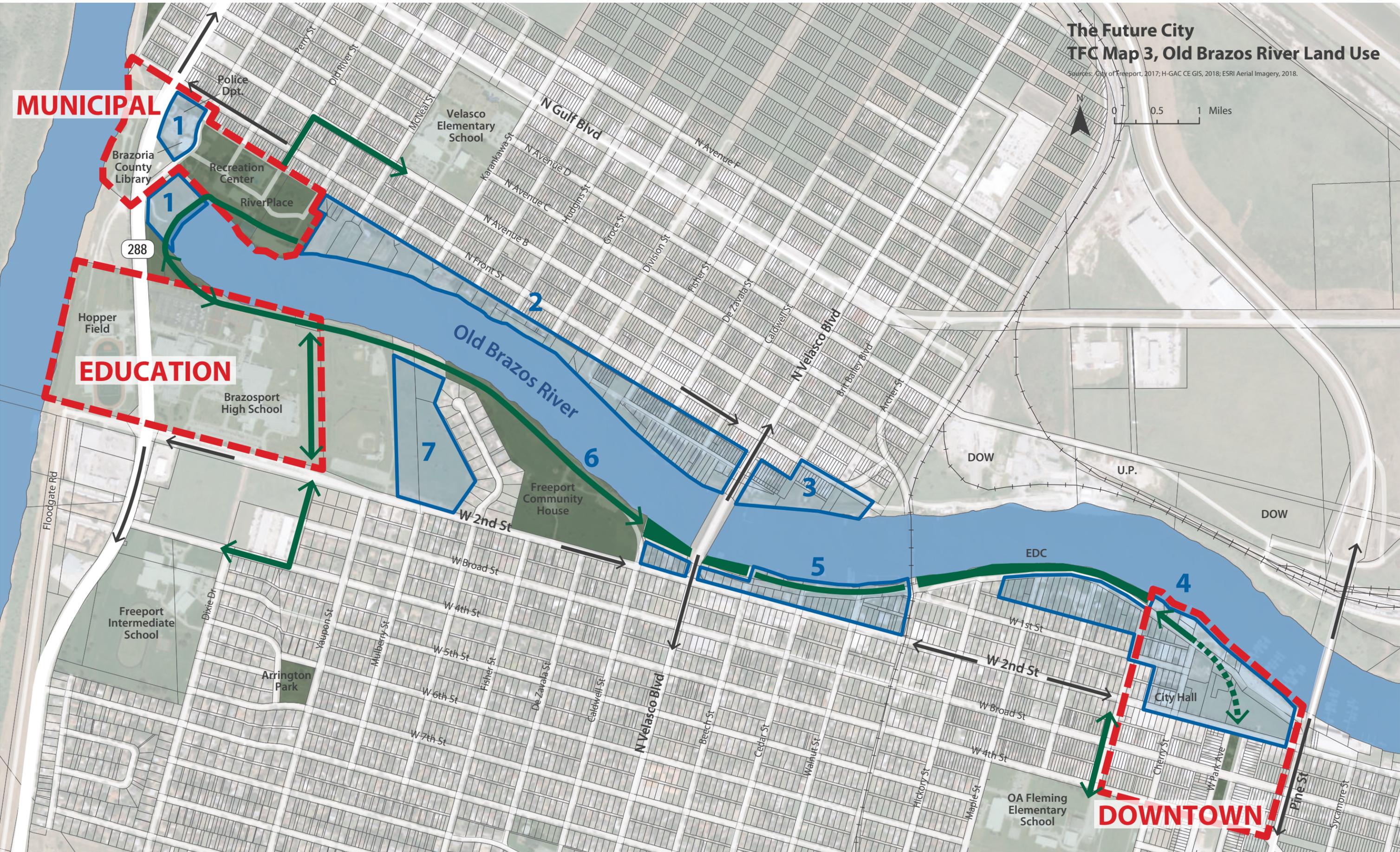
Sources: City of Freeport, 2017; H-GAC CE GIS, 2018; ESRI Aerial Imagery, 2018.



MUNICIPAL

EDUCATION

DOWNTOWN



5. Provide Mixed-Use Flexibility toward the Velasco Boulevard Bridge

- The Vision Plan indicated higher-density townhouses for the entire stretch between the railroad bridge and the Velasco Boulevard bridge, likely in recognition of the limited amount and depth of land area to work with. However, this area could still have commercial or mixed-use potential and is adjacent to the refurbished Motel 6, the popular On the River restaurant, and Girouard's General Store, all along 2nd Street.
- Areas between the water and levee on either side of the Velasco Boulevard bridge should be devoted to public use and circulation where appropriate, especially to connect to the Freeport Community House public property and fishing pier.
- Some residential use may continue for some time on the row of lots fronting on 2nd Street between Velasco Boulevard and the Community House property. Some of these lots and structures might also be appropriate to transition to small-scale office or merchant use at some point, with the Schuster Home also at the Locust Street corner.

6. Maintain the Freeport Community House Property for Public Use

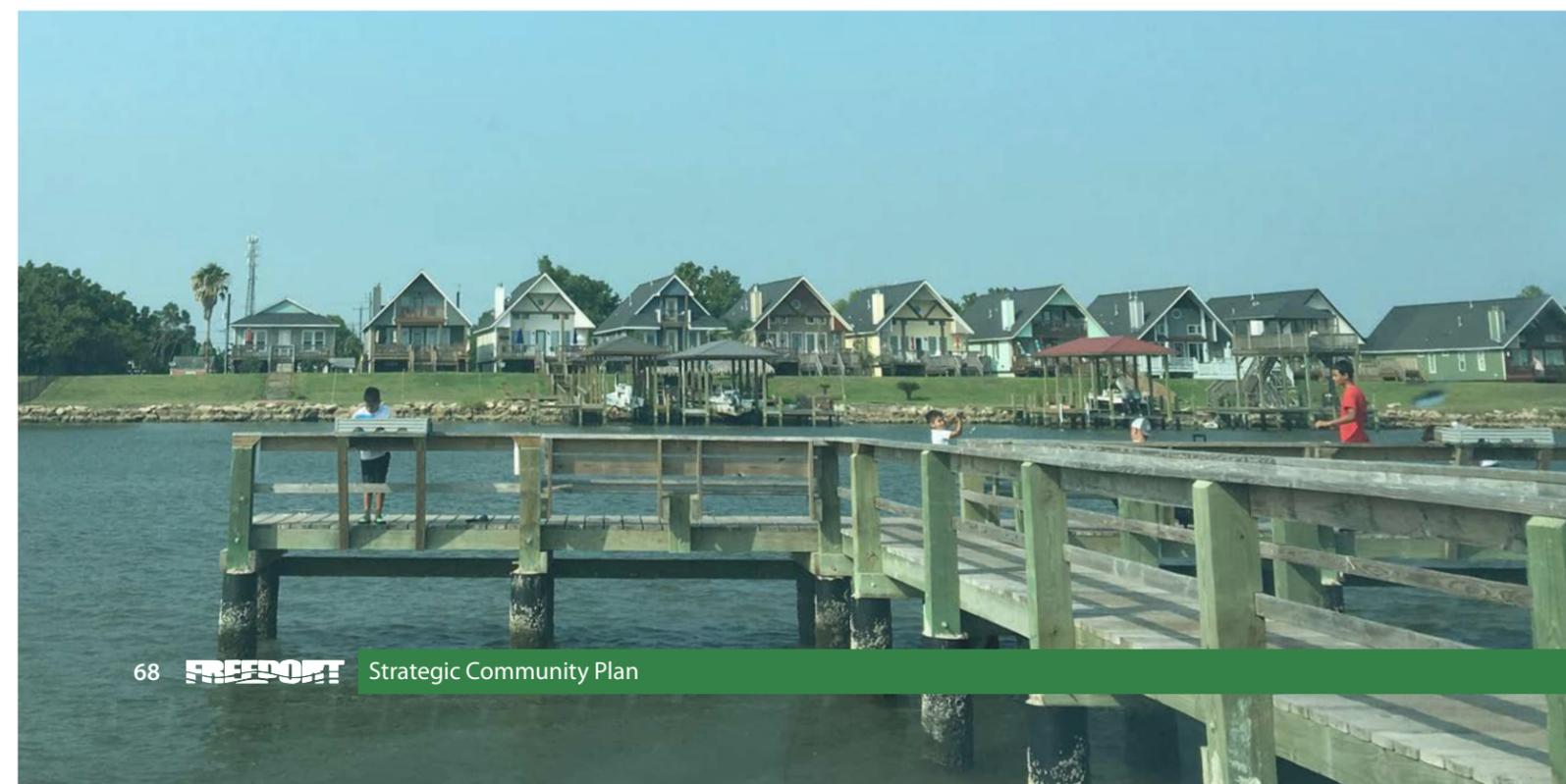
- If the current amphitheater property near Brazosport Boulevard is converted to hotel or other private use, then the Community House property will be the most significant open area

for public use along the Old River. The property also provides valuable public access to the water for fishing and general enjoyment.

- The City has made a further investment in a new splash pad installation at this site.
- Given neighbor concerns about the potential intensity of activity and noise, the Community House property might be better suited to accommodate lower-key local events rather than serving as a "Festival Park" as depicted on the Vision Plan.

7. Add More Residential Rooftops near Brazosport High School

- The land pending for residential development between the existing Brazos Landing cul-de-sac and the Brazosport ISD ball fields will bring another enclave of homes adjacent to the Old River and near schools, parks and the levee trail, and will complement the existing Brazos Landing residential.
- The City should also complete the proposed land swap with Brazosport ISD to put the ball field property back under direct ISD control and enable the City to pursue new facility and recreation options on the Fleming Elementary School superblock.
- As illustrated on the Vision Plan, the concept of providing another public link to the waterfront via the vacant strip between the high school campus and ball fields should be pursued.



Focus on the Fundamentals

Diverse Job Opportunities

High Performing Schools

Safe Neighborhoods

CAPACITY BUILDING TOOLS AND ACTIONS

Help local organizations build capacity to lead housing and neighborhood initiatives through Capacity Building Tools and Actions:

- Visioning
- Community Input and Consensus Building
- Identification of Neighborhood Boundaries
- Organization of Residents
- Sub-Area Planning
- Prioritization of Needs
- Citizen Leadership and Education (develop a Leadership Freeport Program)

REGULATIONS AND CODES

Assess and optimize Freeport's financial and regulatory tools:

- Capital Improvements Programming
- Federal, State and Regional Grants
- Creative Financing
- Zoning Code
- Subdivision Code
- Building Code
- Property Maintenance Code
- Public Safety Codes

PRIORITIZE, FUND, AND IMPLEMENT THE MOST ESSENTIAL PROJECTS AND PROGRAMS:

Capital Improvements

- Sidewalk Construction
- Street Repairs
- Storm Water Drainage Repairs
- Sewer Line Repairs
- Wayfinding and Signage

Education and Outreach

- City Neighborhood Facebook Page
- Technical Assistance to Neighborhood Groups
- New Homeowner Literature
- Code Enforcement Education Program
- Newsletter to Realtors

Homeowner Rehabilitation

- Rehab Program (with no/low-interest loans)
- Historic Preservation
- Home Improvement Loan Program
- Emergency Repair Program (e.g., water or sewer lines)
- Energy Conservation and Efficiency

Beautification Programs

- Adopt-A-Block
- Adopt-A-Street
- Lawn Mowing Assistance Program for Seniors
- Residential Street Tree Program
- Public Art Program
- Community Garden Program

Safety and Enforcement Programs

- Neighborhood Watch Programs
- Crime Prevention Through Environmental Design (CPTED)
- Stricter Building and Property Maintenance Code Enforcement

Infill Programs

- Demolition Assistance
- Vacant Property Plan and Registration Program
- Land Banking and Scattered Lot Program

Homebuyer/Developer Gap Financing

- First-Time Homebuyer Assistance
- New Homeowner Literature

PARKS, RECREATION, AND OTHER AMENITIES



Source: City of Freeport

Parks, open space, and recreation facilities are an essential part of a healthy and sustainable community, offering relaxation and exercise outside of the home and work, and beyond school activities. Much like streets, utilities, and police and fire protection, parks are integral parts of any municipality – and often among the public services most valued by residents. The City of Freeport has recently begun a series of enhancements to many of its park facilities. Nonetheless, some fundamentals still need continued attention, including maintaining and upgrading existing parks while also increasing the quantity and quality of developed, accessible recreational acreage across the community, especially in underserved areas.

Also prominent in the process of preparing this *Strategic Community Plan* was the often-expressed desire to improve the image of Freeport that those who do not reside in Freeport have of the city. While Freeport has much to offer residents and visitors, a challenge is how to raise Freeport’s profile, establish an identity, and improve its outward image to reflect the pride of local residents.

By the Numbers

32.6 - NUMBER OF PARK AND OPEN SPACE ACRES PER 1,000 RESIDENTS WITHIN FREEPORT.

Within its city limits, Freeport park and open space equates to 32.6 acres per 1,000 residents which meets recommended standards for local park systems, although

amenities, conditions, and accessibility vary by park. Along with various sizes of parks and types of facilities for athletics and other active recreation, Freeport also has exceptional areas for passive recreational pursuits (e.g., nature walks and birdwatching, picnics, etc.). These include Bryan Beach and the Freeport Wetlands area, as well as regional proximity to the Brazos National Wildlife Refuge and Justin Hurst Wildlife Management area.

3.5 - APPROXIMATE NUMBER OF MILES OF BRYAN BEACH THAT ARE MAINTAINED BY THE CITY OF FREEPORT.

The City of Freeport annexed Bryan Beach in 2003. Freeport has approximately three and a half miles of beach that are City maintained, including litter pick-up, trash can provision, Port-A-Can provision during peak months, and raking debris from the sand. Currently the City of Freeport does not generate any revenue from Bryan Beach (such as from vehicle parking permit fees or entrance fees).

Key Issues and Considerations

Key issues and considerations related to *Parks, Recreation, and Other Amenities* available within the city, particularly for residents, were identified through the strategic community planning process. These should be addressed as the guiding principles, goals and strategic action priorities in this plan are pursued in the coming years.



Framework for Action

The *Parks, Recreation, and Other Amenities* 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 the image and amenities of Freeport:

GP1: Freeport will be **FORWARD-LOOKING** by planning for new and expanded housing choices, quality schools, great parks and recreational offerings, and a revitalized and vibrant waterfront area.

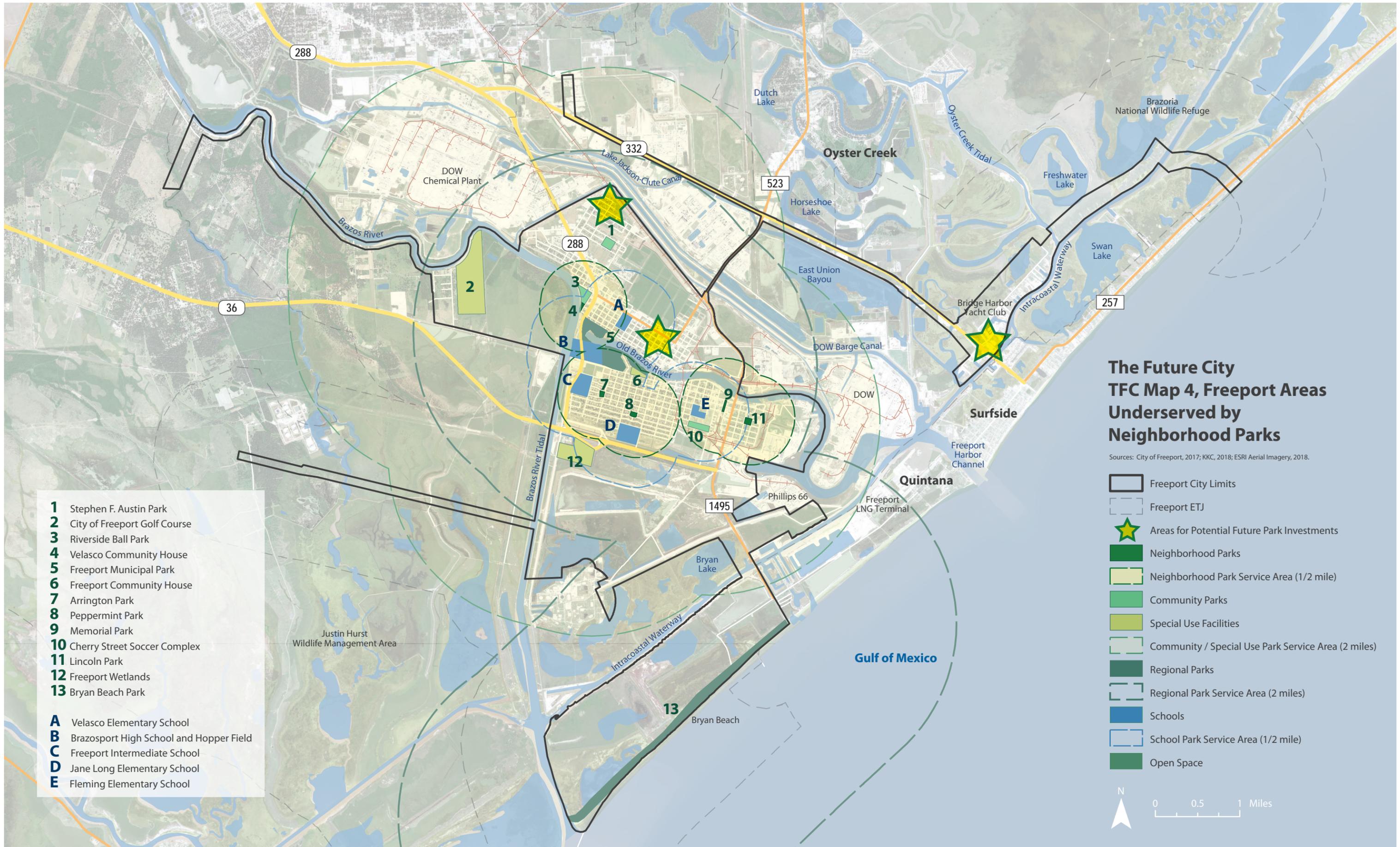
GP4: Freeport will be **PROACTIVE** by telling its own narrative and building on the positive perception and image of the city, as enjoyed by its residents, and by strategically investing in improvements that will improve the quality of life and community appearance.

GOALS

1. A variety of new and improved amenities for current and prospective residents to enjoy.
2. A distinct and marketable identity for Freeport that builds upon the community's assets and lesser known features.
3. Improved access to and utilization of Freeport's water-based assets, both within the city (old and new Brazos River) and at the coast.

- Freeport is surrounded by natural amenities, including the Gulf of Mexico, the Brazos River (new and old), Bryan Beach, the Brazos National Wildlife Refuge and the Justin Hurst Wildlife Management Area.
 - Freeport is a top destination for migratory birds and has the potential to increase eco-tourism activity and local visitor spending.
- The City of Freeport has 13 parks that it manages through its Parks and Recreation Department, along with Bryan Beach, the Freeport Wetlands area, and the Municipal Golf Course. Total park and open space in the city equates to 32.6 acres per 1,000 residents which meets recommended standards for local park systems, although amenities, conditions, and accessibility vary by park.

TFC Map 3, *Freeport Areas underserved by Neighborhood Parks*, highlights areas within Freeport that are currently underserved by neighborhood parks. Typically, a community should strive to have a park space accessible within a quarter-mile (approximately 15-minute) walk from all areas of a city. Currently the Velasco side of Freeport is underserved by parks and the Bridge Harbor area of the city does not have any public park space. These areas are shown on the map with a star, indicating that these areas should be examined for potential future park amenities as development opportunities arise.
- Freeport is missing out on entertainment spending and related tax revenue that “leaks” to Lake Jackson and other surrounding cities, with residents citing a lack of amenities and entertainment options within Freeport, particularly for youth.
- Fleming Elementary closed in 2018 and the property could be part of a land swap between the City of Freeport and Brazosport ISD, presenting an opportunity to utilize the former school site property and facilities for a sports complex and/or other municipal facilities.
- Although the overall crime rate in Freeport has dropped significantly over the past two decades as in most communities across the nation, the per capita crime rate remains higher in Freeport than in other nearby cities.



The Future City TFC Map 4, Freeport Areas Underserved by Neighborhood Parks

Sources: City of Freeport, 2017; KKC, 2018; ESRI Aerial Imagery, 2018.

- Freeport City Limits
- Freeport ETJ
- Areas for Potential Future Park Investments
- Neighborhood Parks
- Neighborhood Park Service Area (1/2 mile)
- Community Parks
- Special Use Facilities
- Community / Special Use Park Service Area (2 miles)
- Regional Parks
- Regional Park Service Area (2 miles)
- Schools
- School Park Service Area (1/2 mile)
- Open Space

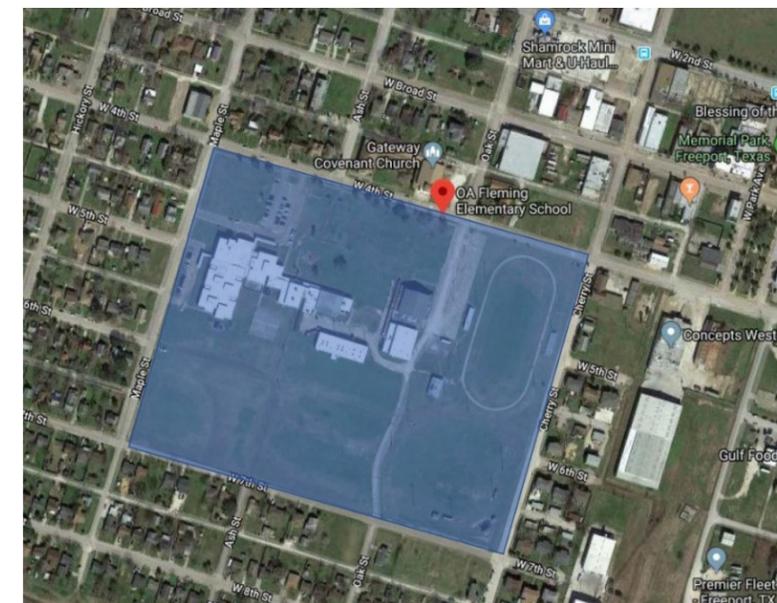
- 1** Stephen F. Austin Park
 - 2** City of Freeport Golf Course
 - 3** Riverside Ball Park
 - 4** Velasco Community House
 - 5** Freeport Municipal Park
 - 6** Freeport Community House
 - 7** Arrington Park
 - 8** Peppermint Park
 - 9** Memorial Park
 - 10** Cherry Street Soccer Complex
 - 11** Lincoln Park
 - 12** Freeport Wetlands
 - 13** Bryan Beach Park
-
- A** Velasco Elementary School
 - B** Brazosport High School and Hopper Field
 - C** Freeport Intermediate School
 - D** Jane Long Elementary School
 - E** Fleming Elementary School



STRATEGIC ACTION PRIORITIES

1. Develop a multi-purpose sports complex facility on the soon to be former Fleming Elementary School campus superblock, see TFC Figure 10. Utilize this strategic opportunity for use of existing available land and facilities to develop an even better amenity for residents, particularly youth and families, to enjoy (refer to sidebar on the following page). The facility could include baseball, soccer, and football facilities along with concessions, restrooms and other ancillary improvements.
 - Explore partnerships with industry for funding upgrades to existing facilities and amenities. Upon securing the land from BISD (potentially through land swaps involving the City-owned property adjacent to the Brazosport High School campus), undertake a facility master plan. Along with the specific design of a potential sports complex, the master plan process would also examine feasibility and cost issues including competing space needs and optimal utilization of the available land, plus traffic flow, parking, lighting, and noise impacts. A phased approach to expansion and enhancement should also result, including to achieve the size and quality of facilities necessary to host tournament-level events if and when desired.
2. Complete a Parks and Recreation Master Plan to prioritize and provide the basis for specific improvements and potential grant opportunities to pursue.
 - As another part of this potential land acquisition, explore the possibility of adapting the existing school buildings for City of Freeport functions, a relocated library, and/or a community center/youth center, among other possibilities.
 - The Parks and Recreation Master Plan should be prepared based on Texas Recreation and Parks Account (TRPA) program guidelines. This would boost the City's chances in competing for the limited funds available through the TRPA grant program administered by the Texas Parks and Wildlife Department. The plan should include system and facility improvement priorities based on community demographics and growth assumptions, land use planning, and identified recreation needs and community input.
3. Identify potential trail alignments and bicycle routes to better connect the community to parks, public facilities, schools, and natural areas including the Old River, Brazos River, and Bryan Beach.

TFC Figure 10, Fleming Elementary School and Cherry Street Soccer Complex



Fleming Elementary School and Cherry Street Soccer Complex

- Approximately 34 acres
- Existing facilities include:
 - 4 City soccer fields
 - Track/football field
 - Bleachers
 - Lighting
 - School playground
 - School building
 - Additional ancillary buildings
- Off-street parking:
 - 38 striped spaces by fields
 - 96 striped spaces at school

Regional Examples of Sports Complexes

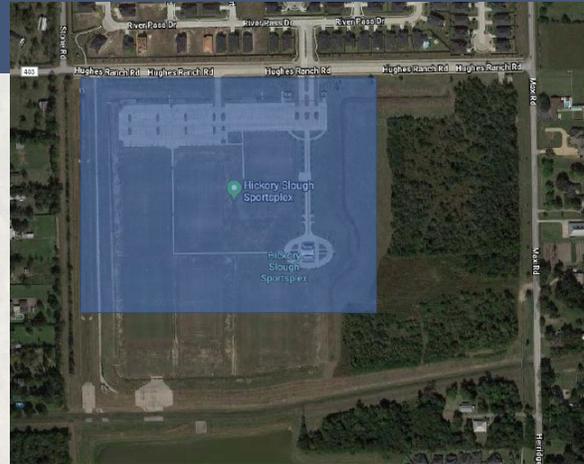
There are numerous examples of sports complexes in the region. Found below for size and amenity comparison, are three regional sports complexes. The blue shading overlaid onto each example represents the size of the Fleming school site in Freeport.

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.



4. Build upon the new splash park by the 2nd Street boat ramp on the Old River through programming to increase public access to the water and shoreline fishing opportunities.



5. Upgrade the Recreation Center to offer more and better amenities, classes and equipment based on community input of what residents of different ages would like to see.
 - Increase marketing of the Recreation Center as an amenity to residents and advertise new features and programming through an enhanced webpage, along with the Center's existing Facebook page.
6. Utilize the power of programming to create additional annual community events/festivals focused on the Old River. Water-based activities should be included in the event/festival to increase awareness of the Old River as an amenity for all residents and visitors.
 - Explore innovative programming and marketing for existing events such as Market Days (Downtown), Fishing Fiesta, and RiverFest to increase the reach of these events.
7. Develop new branding for Freeport to elevate the image of and establish a more customized and distinct identity for the community. Pro-actively control the narrative of the city's image by highlighting success stories from local schools, the unique hurricane and storm protection Freeport has, and the area's natural resource abundance. Distinguish Freeport as more than an industrial and

port city by highlighting its various community events and festivals that both provide an amenity for residents and attract new visitors.

- Build community capacity and pride through development of a Leadership Freeport program. Alumni of the leadership program can act as ambassadors for the community, promoting Freeport within Brazosport and beyond.
 - Create a Keep Freeport Beautiful affiliate organization, which will serve as the local affiliate of Keep America Beautiful. Local affiliates work to beautify the community through reducing litter, facilitating clean-up events and efforts, and sponsoring plantings, among other programs.
8. Utilize the new branding in strategic locations throughout the city to improve Freeport's appearance and aesthetics, particularly at important gateways and activity nodes within the community (as identified in the *Land Use and Growth* portion of *The Existing City* report).
 9. Increase tourism to Freeport from the metro Houston area and beyond. Actively promote the area through targeted marketing of its fishing, birding and other eco-tourism opportunities.
 10. Promote the water-based assets within the city and focus on improvements (signage, trails, lighting, programmed activities, etc.) that will increase visibility of and access to the Old River, Brazos River, Bryan Beach (see sidebar on the following page) and Gulf of Mexico.
 - Continue to promote the marina.
 - Pursue uses on the EDC-purchased land along the Old River that are economically viable and will create synergies with other waterfront and downtown improvements.
 - Extend and provide more connections to the levee trail along the Old River.
 - Improve connectivity to Bryan Beach through increased wayfinding signage. Examine potential for transportation improvements to minimize potential conflicts between beach-going traffic and freight traffic.
 - Explore partnership opportunities with the owners of Bridge Harbor Yacht Club to create community amenities at this location.
 - Examine optimal use of all public lands along the Old River.



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.

11. Maintain focus on public safety services and crime prevention/reduction.

- Organize a neighborhood watch program, with block captains, through the Police Department to engage residents and businesses in becoming more actively involved in crime prevention and reduction.
- Utilize Crime Prevention Through Environmental Design (CPTED) principles in the design and maintenance of public facilities and provide educational materials about CPTED to homeowners and private property owners. CPTED utilizes design principles such as having front porches, front facing windows, adequate lighting, and careful building and landscape placement on sites to maximize visibility and help increase “eyes on the street.”

12. Create safe and fun places within the city for youth to spend time outside of school, potentially in conjunction with the proposed sports complex.

- Pursue partnerships and funding from local industries to support summer and after school Science, Technology, Engineering and Math (STEM) based learning and activities, potentially administered through programs at City parks, the Recreation Center, library and other public facilities.

Connecting with Neighborhoods through Special Events

Examples from cities across the nation illustrate the multiple ways to maintain communication links to neighborhood leaders and representatives. Establishing a community-wide association or network of neighborhood councils (or Ward-based representatives) can also lead to annual gatherings and/or other periodic meetings and seminars on issues of interest to all neighborhoods. Such forums can prove valuable for inviting “grass roots” input into, and notice of, capital improvement priorities, park and public facility upgrades, street and infrastructure projects, pending major developments, crime prevention activities, code compliance initiatives, etc. Some communities also host annual events focused on the interests and needs of neighborhoods including:

- The Neighborhood Conference in Knoxville, Tennessee, that brings together neighborhood and city leaders. Workshops at the 2018 conference included: The Future of Zoning in Knoxville, Community Safety, and Neighborhood Cooperation and Revitalization.



http://www.knoxvilletn.gov/government/city_departments_offices/neighborhoods/activities_and_programs/neighborhood_conference/2018_neighborhood_conference

- Annual “Meet, Greet, and Eats” that the City of Littleton, Colorado, holds in each City Council district at a community park. The informal events provide an opportunity for residents to meet their City Council representative (and their neighbors!), discuss neighborhood issues, and receive information from City staff.



<https://www.littletongov.org/connect-with-us/calendars/city-events-meetings>

Appendix: Parks and Recreation Funding

This listing of federal, state, and private organization grant and funding opportunities is from a Parks Funding Resources inventory maintained by the Houston-Galveston Area Council (H-GAC). Grants for which Freeport does not meet the basic eligibility requirements (based on population size, etc.) have been removed. Website links to each actual grant application is available on the funding resource website at: <http://www.hgac.com/community/qualityplaces/parks/grants.aspx>

North American Wetlands Conservation Act Standard Grant

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

Offered By U.S. Fish and Wildlife Service

Eligible Entities All applicants, including partners, must be eligible to participate in federal grant programs.

Total Program Funding \$40,000,000 annually

Max-Min Award per Project \$100,001 - \$1,000,000

Match 50%

Application Due Date February and July each year

North American Wetlands Conservation Act Small Grant

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

Offered By U.S. Fish and Wildlife Service

Eligible Entities All applicants, including partners, must be eligible to participate in federal grant programs.

Total Program Funding \$40,000,000 annually

Max-Min Award per Project \$100,000 maximum award

Match 50%

Application Due Date October each year

Great Urban Parks Campaign Grant Opportunity

Supports implementation of green stormwater infrastructure projects in parks to positively affect environmental and social change in underserved communities, and to empower residents to be actively engaged in projects that address community needs and meet local stormwater management goals.

Offered By National Recreation and Park Association

Eligible Entities Parks and recreation agencies

Total Program Funding \$2,000,000

Max-Min Award per Project \$150,000 - \$300,000

Match None

Application Due Date August each year

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

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

Offered By Texas Parks and Wildlife Department (TPWD)

Eligible Entities Local governments, river authorities, municipal utility districts (MUDs), other special districts

Total Program Funding \$750,000

Max-Min Award per Project \$75,000 maximum award

Match 50%

Application Due Date October each year

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

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

Offered By Texas Parks and Wildlife Department (TPWD)

Eligible Entities Local governments, river authorities, municipal utility districts (MUDs), other special districts

Total Program Funding \$2,000,000

Max-Min Award per Project \$750,000 maximum award

Match 50%

Application Due Date October each year

Community Outdoor Outreach Program (Co-Op)

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

Offered By Texas Parks and Wildlife Department (TPWD)

Eligible Entities Non-traditional constituents to TPWD related outdoor recreation, conservation, and environmental education programs; local governments; tax exempt organizations

Total Program Funding \$1,500,000

Max-Min Award per Project \$50,000 maximum award

Match N/A

Application Due Date February each year

Recreational Trails Fund

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

Offered By Texas Parks and Wildlife Department (TPWD)

Eligible Entities Local governments, river authorities, municipal utility districts (MUDs), other special districts, federal land managers, nonprofits

Total Program Funding \$3,900,000

Max-Min Award per Project \$200,000 maximum for nonmotorized trails and \$400,000 maximum for motorized trails

Match Reimbursement grants up to 80%

Application Due Date February each year

Boating Access Grants

Provides reimbursement grants for the development of boat launching facilities, including land acquisition, ramps, boat lifts, signage, restrooms, parking areas, etc.

Offered By Texas Parks and Wildlife Department (TPWD)

Eligible Entities Local, state, and federal governments

Total Program Funding \$2,200,000

Max-Min Award per Project \$500,000 maximum award

Match 25%

Application Due Date October each year

Conservation Grant Funding (Birding)

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

Offered By Texas Parks and Wildlife (TPWD) Great Texas Birding Classic

Eligible Entities Local, state, and federal governments, nonprofits, tribes, community groups

Total Program Funding Dependent on team registration fees and corporate sponsorship dollars each year

Max-Min Award per Project \$1,000 - \$20,000

Match Not required, but encouraged

Application Due Date May each year

Texas Preservation Trust Fund

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

Offered By Texas Historical Commission

Eligible Entities Public or private entities who either own the project or whose purpose includes historic preservation

Total Program Funding See detailed funding award information in link

Max-Min Award per Project See detailed funding award information in link

Match 50%

Application Due Date Spring each year

Stronger Region

Supports capital improvement, research, public policy, public engagement, general operating support, and capacity building projects that strengthen the capacity and resiliency of greater Houston.

Offered By Houston Endowment

Eligible Entities Harris County and its contiguous counties (Brazoria, Chambers, Fort Bend, Galveston, Liberty, Montgomery, and Waller counties), nonprofits

Total Program Funding N/A

Max-Min Award per Project N/A

Match None

Application Due Date Rolling

Kaboom! Grants Program

Promotes development of outdoor playgrounds.

Offered By Kaboom!

Eligible Entities City and county governments, schools, child-serving nonprofits, particularly in the Houston area

Total Program Funding N/A

Max-Min Award per Project Varies per program

Match Varies per program

Application Due Date Varies per program

Lowe’s Community Partners Grants

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

Offered By Lowe’s Charitable and Educational Foundation

Eligible Entities Municipalities, nonprofits

Total Program Funding N/A

Max-Min Award per Project \$2,001 - \$100,000

Match None

Application Due Date May and August each year

Shade Structure Grant Program

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

Offered By American Academy of Dermatology

Eligible Entities Public schools, nonprofits

Total Program Funding N/A

Max-Min Award per Project \$8,000 maximum award

Match None

Application Due Date Anticipated fall 2018

Skatepark Grants

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

Offered By Tony Hawk Foundation

Eligible Entities State and local agencies, nonprofits

Total Program Funding N/A

Max-Min Award per Project \$1,000 - \$25,000

Match None

Application Due Date January and June each year

Union Pacific Community-based Grant Program

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

Offered By Union Pacific Foundation

Eligible Entities Municipalities and nonprofits in communities served by Union Pacific Railroad

Total Program Funding N/A

Max-Min Award per Project N/A

Match N/A

Application Due Date September each year

GRO1000	
Helps bring pollinator habitats, edible gardens and public green spaces to neighborhoods across the United States.	
Offered By	Scotts Miracle-Gro Company
Eligible Entities	Nonprofits
Total Program Funding	N/A
Max-Min Award per Project	\$1,500 maximum award
Match	None
Application Due Date	Spring each year

IMPLEMENTATION



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

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

Plan Administration

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

EDUCATION

Long-range plans such as Freeport’s *Strategic Community Plan* are relatively general in nature, but they are still complex policy documents that account for interrelationships among various policy choices. As such, educating decision-makers and administrators about

plan implementation is an important first step after plan adoption. As the principal groups that will implement the plan, City department heads, the City Council, Planning Commission, Freeport Economic Development Corporation, and Port Freeport should all be “on the same page” with regard to priorities, responsibilities, and interpretations.

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

- A discussion of the individual roles and responsibilities of the Council, Planning Commission (and other advisory bodies), FEDC, Port Freeport, and individual staff members;
- A thorough overview of the entire *Strategic Community Plan*, with emphasis on the parts of the plan that relate to each individual group;
- Implementation tasking and priority setting, which should lead to each group establishing a one year and three-year implementation agenda;
- Facilitation of a mock meeting in which the use of the plan and its policies and recommendations is illustrated; and
- An in-depth question and answer session, with support from the City Attorney and other key staff.

Why this Final Plan Section is Important for Freeport

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

Implementation Methods



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.

DEFINITION OF ROLES

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

City Council

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

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

Planning Commission

The Planning Commission should take the lead in the following general areas.

- Ensuring that recommendations forwarded to the City Council are reflective of the plan goals, priorities, and action strategies.
- After holding one or more public hearings to discuss new or evolving community issues and needs, making recommendations to the City Council regarding plan updates and plan amendments.

City Staff

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

- Managing day-to-day implementation of the plan, including coordination through an interdepartmental plan implementation committee.
- Supporting and carrying out capital improvement planning efforts.
- Managing the drafting of new or amended land development regulations.
- Conducting studies and developing additional special-purpose and/or special area plans.
- Reviewing land development applications for consistency with the *Strategic Community Plan*.
- Negotiating the specifics of intergovernmental and development agreements.
- Administering collaborative programs and ensuring open channels of communication with various private, public, and non-profit implementation partners.
- Maintaining an inventory of potential plan amendments, as suggested by City staff and others, for consideration during annual and periodic plan review and update processes.
- Generating and presenting an annual report to the Planning Commission and City Council concerning progress toward implementation of the *Strategic Community Plan*.

Freeport Economic Development Corporation

The Freeport Economic Development Corporation should take the lead in the following general areas:

- In coordination with City staff, hosting the education initiative previously described.
- Periodically obtaining public input to keep the plan up to date, using a variety of community outreach and citizen and stakeholder involvement methods.
- Assisting City staff in implementation of plan elements related to economic development and, in some instances, housing development.
- Assisting City staff in generating and presenting the annual report on plan implementation progress described above.
- Serving on the City's interdepartmental plan implementation committee.

Port Freeport

Port Freeport should take the lead in the following general areas:

- Coordinating with the City and FEDC in regards to regional mobility efforts and representing shared priorities at regional forums such as the Greater Houston Freight Committee. Quarterly staff coordination meetings with the City Manager and Public Works Director (when hired) should be established to discuss ongoing developments that jointly impact the City and Port.
- Participating on the City's interdepartmental plan implementation committee, as needed, for specific components and initiatives involving the Port.
- Inviting City Council, Planning Commission and FEDC Board members to the occasion when an annual State of the Port presentation is made to keep local officials abreast of Port Freeport conditions and developments.

Action Agenda

The goals in this *Strategic Community Plan* will ultimately be attained through a multitude of specific actions. Many of the initiatives highlighted in this section cut across – and are supported by – multiple elements within the plan. Compiled in TFC Table 7, *Action Items*, is a list of key action strategies derived from the various plan elements. The table does not include every recommendation found throughout this plan. Instead, it details a shorter “to do” list of strategic priorities, their potential timing, and who is responsible for initiating, administering, and participating in the implementation process.

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

TFC Table 7 provides a starting point for determining immediate, near-term, and longer-term task priorities. This is an important first step toward plan implementation and should occur in conjunction with the City's annual budget process, during Capital Improvements Program (CIP) preparation (once a CIP process is undertaken), and in support of departmental work planning. Then, once the necessary funding is committed and roles are defined, a lead City staff member should initiate a first year work program in conjunction with City management, other departments, and other public and private implementation partners.

The near-term action priorities should be revisited by City officials and staff annually to recognize accomplishments, highlight areas where further attention and effort are needed, and determine whether some items have moved up or down on the priority list given changing circumstances and emerging needs. It should be kept in mind that early implementation of certain items, while perhaps not the uppermost priorities, may be expedited by the availability of related grant opportunities, by a state or federal mandate, or by the eagerness of one or more partners to pursue an initiative with the City. On the other hand, some high-priority items may prove difficult to tackle in the near-term due to budget constraints, the lack of an obvious lead entity or individual to carry the initiative forward, or by the community's readiness to take on a potentially controversial new program.

Progress on the near-term items, in particular, should be the focus of the first annual review and report a year after adoption of this *Strategic Community Plan*, as described later in this section. Then, similar to multi-year capital improvements programming, the entire action agenda in TFC Table 7 – and all other action strategies dispersed throughout the plan sections – should be revisited annually to decide if any additional items are ready to move into the next near-term action timeframe, and what the priority should be.

TFC Table 7, Action Items

Item Priority High – 1 Medium – 2 Low – 3	Land Use and Growth	Year 1 - 2	Years 3 - 9	10+ Years	Action Leaders
		Years			
 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

TFC Table 7, Action Items (continued)

Item Priority High – 1 Medium – 2 Low – 3	Transportation and Mobility	Year 1 - 2	Years 3 - 9	10+ Years	Action Leaders
		Years			
 CAPITAL INVESTMENTS					
1	Conduct pro-active preventative maintenance on streets and sidewalks and targeted reconstruction in locations with deteriorated conditions.	X	X	X	City, County, TxDOT
1	Prioritize street and sidewalk construction and rehabilitation projects in a multi-year Capital Improvements Program (CIP).	X	X	X	City, FEDC
3	Upgrade City transportation facilities such as a City fueling station.		X	X	City, potential private partners
 PROGRAM AND INITIATIVES					
2	Establish a Safe Sidewalks Program to identify, utilizing GIS mapping, where unsafe or poorly maintained sidewalk exist or where sidewalks are absent but needed.		X		City
 REGULATIONS AND STANDARDS					
2	Require a Traffic Impact Analysis study if projected traffic from a new development will exceed an established traffic generation threshold.		X	X	City
1	Adopt road design standards that establish materials and maintenance requirements in an Infrastructure Design Manual.	X	X		City
 PARTNERSHIPS AND COORDINATION					
2	Consider establishing and hosting a formal quarterly meeting of key transportation-related officials in Freeport to facilitate better coordination of transportation planning goals and projects, including the City, Freeport Police and Fire, Port Freeport, Brazosport ISD, Brazoria County, Gulf Coast Center, H-GAC and TxDOT.	X	X		City, County, Port Freeport, BISD, Gulf Coast Center, H-GAC, TxDOT
2	Establish an interlocal agreement with Brazoria County that outlines street construction standards and cost-sharing in mutually beneficial construction projects.		X		City, County
1	Coordinate with the Gulf Coast Center (Southern Brazoria County transit provider) to ensure that transit routes and schedules are meeting the needs of Freeport residents. Work with GCC to get route maps published and distributed.	X	X	X	City, Gulf Coast Center
1	Work with Union Pacific Railroad to identify railroad crossings that need safety improvements.	X			City, Union Pacific Railroad, Port Freeport

TFC Table 7, Action Items (continued)

Item Priority High – 1 Medium – 2 Low – 3	Transportation and Mobility	Year 1 - 2	Years 3 - 9	10+ Years	Action Leaders
		Years			
	PARTNERSHIPS AND COORDINATION				
1	Work with The Facts to educate the community on railroad crossing safety issues.	X			City, The Facts
2	Actively participate in regional transportation committees and initiatives including the Greater Houston Freight Committee and SH36A Coalition.		X	X	City, Port Freeport
2	Maintain evacuation planning and public awareness of hazards and work to expand number of residents signed up for Everbridge notification system.		X	X	City, County
	TARGETED PLANNING/STUDIES				
3	Consider applying for an H-GAC Livable Centers Study to explore land use/development and transportation strategies for a targeted area within Freeport.		X		City, H-GAC
2	Develop a Pedestrian/Bicycle Master Plan that identifies and prioritizes sidewalk and bicycle facility needs and safety concerns.		X		City
2	Conduct transportation modeling to examine the potential impacts of increased freight volumes.		X		City, County, H-GAC
3	Plan for future transportation technology advancements such as electric and automated vehicles.		X	X	City, Port Freeport, Industry, H-GAC

TFC Table 7, Action Items (continued)

Item Priority High – 1 Medium – 2 Low – 3	Growth Opportunities	Year 1 - 2	Years 3 - 9	10+ Years	Action Leaders
		Years			
 CAPITAL INVESTMENTS					
1	Create a formal Capital Improvements Program (CIP). Wastewater treatment and collection system capital improvements should be identified in the CIP.	X	X	X	City, FEDC
 PROGRAM AND INITIATIVES					
1	Develop an easy-to-use system for residents to report needed infrastructure repairs or improvements.	X			City
1	Create a Public Works Department and hire a Public Works Director to serve as single City point of contact for infrastructure.	X			City
2	Develop an educational program that focuses on property owner versus City responsibility for maintenance of property.		X		City
1	Establish compliance with the TCEQ's Sanitary Sewer Overflow Plan for the City through regular tracking of progress and compliance reporting.	X	X		City, TCEQ
1	Create an infill development program focusing on City-owned vacant lots.	X			City, FEDC
 REGULATIONS AND STANDARDS					
1	Update the City's development regulations and standards, including development of an Infrastructure Design Manual.	X	X		City
2	Adopt design standards for infill development to ensure desired, compatible, and high-quality development outcomes.		X		City
 PARTNERSHIPS AND COORDINATION					
1	Establish a predictable footprint for Port Freeport based on City and Port needs.	X			City, Port Freeport, FEDC
 TARGETED PLANNING/STUDIES					
1	Prepare utility master plans for water, wastewater, and drainage systems, including GIS-based utility systems mapping.	X	X		City, Brazosport Water Authority, Velasco Drainage District

TFC Table 7, Action Items (continued)

Item Priority High – 1 Medium – 2 Low – 3	Economic Opportunity	Year 1 - 2	Years 3 - 9	10+ Years	Action Leaders
		Years			
 CAPITAL INVESTMENTS					
1	Initiate infrastructure upgrades and repairs, prioritized through a formal Capital Improvements Program (CIP) process.	X	X	X	City, FEDC
 PROGRAM AND INITIATIVES					
2	Develop a positive narrative and marketing message for Freeport, including a branding and identity campaign.		X		City, FEDC, Brazosport Convention and Visitors Council
1	Pursue holistic revitalization of existing housing stock and neighborhoods through code enforcement and property maintenance assistance.	X	X	X	City
 REGULATIONS AND STANDARDS					
1	Establish a clear set of economic development priorities, policies, and tools for the City and FEDC.	X	X		City, FEDC, Port Freeport, Economic Development Alliance for Brazoria County
1	Integrate appropriate residential protections and buffering into the City's development regulations upon establishment of a Port Freeport footprint.		X		City, Port Freeport
1	Update development regulations and standards to promote construction of quality and durable housing and neighborhoods.	X	X		City
 PARTNERSHIPS AND COORDINATION					
2	Establish a local business network to capitalize on strategic growth and investment opportunities.		X	X	City, FEDC, Hispanic Chamber of Commerce
2	Develop a Leadership Freeport program, focused on citizen leadership and education.		X		City, FEDC, Hispanic Chamber of Commerce, non-profits
2	Promote Port Freeport vibrancy through supporting funding applications, bonds and other measures.		X	X	City, FEDC, Port Freeport
 TARGETED PLANNING/STUDIES					
1	Develop a mission statement, annual strategic report, and webpage for FEDC.	X			FEDC

TFC Table 7, Action Items (continued)

Item Priority High – 1 Medium – 2 Low – 3	Parks, Recreation, and Other Amenities	Year 1 - 2	Years 3 - 9	10+ Years	Action Leaders
		Years			
 CAPITAL INVESTMENTS					
1	Develop a multi-purpose sports complex facility on the former Fleming Elementary School campus superblock.	X	X		City, FEDC, BISD, Industry
2	Upgrade the Recreation Center to offer improved amenities and programming based on community and user input.		X	X	City, FEDC
2	Invest in improvements (signage, trails, lighting, programmed activities) that will increase visibility of and access to the Old River, Brazos River, Bryan Beach and Gulf of Mexico.		X	X	City, FEDC
 PROGRAM AND INITIATIVES					
2	Identify potential trail alignments and bicycle routes to better connect the community to parks, public facilities, schools, and natural areas.		X		City, BISD
1	Organize a neighborhood watch program through the Police Department.	X			Freeport Police, neighborhoods
2	Actively promote tourism to Freeport through targeted marketing of fishing, birding, and eco-tourism opportunities.		X	X	City, FEDC, Brazosport Convention and Visitors Council
1	Develop branding for Freeport and pro-actively control the narrative of the City's image.	X	X		City, FEDC, Brazosport Convention and Visitors Council
 REGULATIONS AND STANDARDS					
2	Integrate Crime Prevention Through Environmental Design (CPTED) principles in local design standards and practices, especially for public projects as examples.		X		City, County, BISD
 PARTNERSHIPS AND COORDINATION					
1	Explore partnerships with industry for funding summer and after school STEM based learning and activities.	X			City, FEDC, Industry, BISD
3	Create a Keep Freeport Beautiful affiliate organization.		X		FEDC, Keep Amercia Beautiful, community groups
2	Develop a Leadership Freeport program, focused on citizen leadership and education.		X		City, FEDC, Hispanic Chamber of Commerce, non-profits
 TARGETED PLANNING/STUDIES					
2	Develop a Parks and Recreation Master Plan to identify and prioritize park improvements based on public engagement.		X		City, Texas Parks and Wildlife Department

Plan Amendment Process

The *Freeport Strategic Community Plan* is meant to be a flexible document allowing for adjustment to changing conditions over time. Shifts in political, economic, physical, technological, and social conditions, and other unforeseen circumstances, may influence and change the priorities and fiscal outlook of the community. As Freeport evolves, new issues will emerge while others will no longer be as relevant. Some action statements will be found impractical or outdated while other plausible solutions will arise. To ensure that it continues to reflect the overall goals of the community and remains relevant over time, the plan must be revisited on a regular basis to confirm that the plan elements are still on point and the associated goals and action strategies are still appropriate.

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

ANNUAL PROGRESS REPORT

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

The Annual Progress Report should include and highlight the following:

- Significant actions and accomplishments during the last year, including the status of implementation for each programmed task in the *Strategic Community Plan*.

- Obstacles or problems in the implementation of the plan.
- Proposed content amendments that have come forward during the course of the year.
- Recommendations for needed actions, programs, and procedures to be developed and implemented in the coming year, including recommendation of projects to be included in the City's proposed CIP, other programs/projects to be funded, and priority coordination needs with public and private implementation partners.

BI-ANNUAL AMENDMENT PROCESS

Plan amendments should occur on at least a bi-annual (every two year) basis, allowing for proposed changes to be considered concurrently so that the cumulative effects may be understood. Factors that should be considered in deciding on a proposed plan amendment include:

- Consistency with the goals, policies, and action strategies set forth in the plan.
- Potential effects on infrastructure provision including water, wastewater, drainage, and the transportation network.
- Potential effects on the City's ability to provide, fund, and maintain services.
- Potential effects on environmentally sensitive and natural areas.
- Whether the proposed amendment contributes to the overall direction and character of the community as captured in the plan vision and goals, and as reflected in ongoing public input.

FIVE-YEAR UPDATE / EVALUATION AND APPRAISAL REPORT

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

FREEPORT

what has changed over the last five years, and make recommendations on how the plan should be modified in light of those changes.

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

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

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

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

ONGOING COMMUNITY OUTREACH AND ENGAGEMENT

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

Examples might include:

- Acres of new development (plus number of residential units and square footage of commercial and industrial space) approved and constructed in conformance with this plan and Freeport's development regulations.
- Various measures of service capacity (gallons per day, etc.) added to the City's major utility infrastructure systems – and the number of dollars allocated to fund the necessary capital projects.

- New and expanded businesses, added jobs, and associated tax revenue gains through economic development initiatives.
- Lane miles of new or rehabilitated road, plus bike, pedestrian, and other improvements, added to Freeport’s transportation system to increase mobility options.
- Acres of parkland and open space added to the City’s inventory, and miles of trail developed or improved.
- Indicators of the benefits from redeveloped sites and structures (appraised value, increased property and/or sales tax revenue, new residential units, and retail and office spaces in mixed-use settings, etc.).
- The numbers of residents and other stakeholders engaged through City-sponsored education and outreach events related to *Strategic Community Plan* implementation and periodic review and updating, as outlined in this section.

Appendix: High Priority Actions

During the Strategic Community Plan process, a series of high priority action items for implementation were identified.

For each of these high priority action items an in-depth action sheet has been created, beyond the level of information provided in TFC Table 7, *Action Items*. The intent of the action sheets is to provide the necessary steps, cost range, and potential partners to jump-start the implementation of the action item. On the following pages there is an action sheet for Complete Streets, Housing, Infrastructure Design and Construction Manual, Infrastructure Upgrades, Sports Complex, GIS, Pavement Management Program, and TCEQ Sanitary Sewer Overflow Initiative.



COMPLETE STREETS

Priority Action Name

The City integrates the "Complete Streets" concept into its transportation planning and projects

Short- / Mid- / Long-Range

Short to Mid-Range: Plan roadway projects to integrate all modes through appropriate design and facilities for private vehicles, public transit vehicles, pedestrians, and cyclists.

Type of Action

Programs and Initiatives

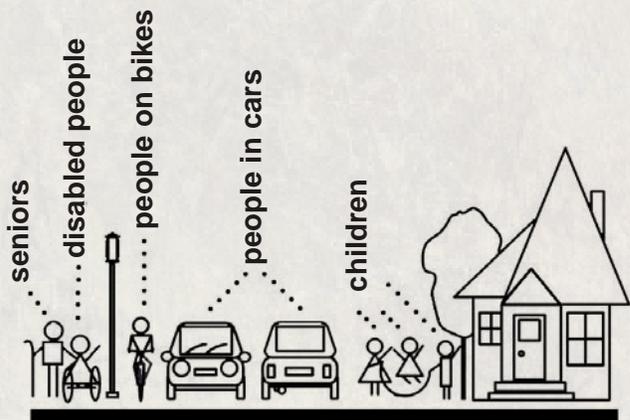
Coordinate with the Gulf Coast Center to ensure that public transportation routes and schedules are meeting the needs of Freeport residents. For example, do existing routes maximize access to opportunity (such as employment, medical care, education/training, etc.)?

Explore if bicycles on buses is feasible for Southern Brazoria County Transit. Publish route and fare information on the City of Freeport website. Work with the Gulf Coast Center to have a route map published (both digitally and hard copy) and have the map available at City Hall, the library, the visitors center, businesses, and other strategic locations.

Description

This concept recognizes that streets should be designed for use by all modes. Complete streets can take the form of built projects and policies. Complete Streets concept does not call for immediate retrofit of all streets but is done with simple and incremental changes. Examples include:

- Improving traffic signal timing and coordination
- Restriping traffic lanes to provide bicycle lane/path in one or both directions
- Providing pedestrian countdown signals and audible push buttons
- Installing ADA-compliant wheelchair ramps/pads and restriping crosswalks for higher visibility
- Installing refuge islands, raised medians etc.
- Installing on-street angled parking, instead of parallel parking, to narrow down wide roadways



Courtesy City of Austin, Texas: <http://austintexas.gov/complete-streets>

Complete Streets Checklist for Private Projects: http://austintexas.gov/sites/default/files/files/Transportation/Complete_Streets/Complete_Streets_Checklist_-_Private_Projects.pdf

Complete Streets Guide to City Programs: http://austintexas.gov/sites/default/files/files/Transportation/Complete_Streets/CompleteStreets_GuidetoCityofAustinResources_1-7-16.pdf

Jump Start Action Steps

1. Identify candidate locations for a Complete street design or redesign.
2. Hire a consultant to secure funding and to design the improvements.
3. Advertise the improvements on City website. Begin implementing in a phased manner.

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

\$100K to \$500k or more.

- City of Freeport budget process.
- Federal funding – TIGER Grants
- Through partnership with TxDOT or H-GAC etc.

Implementors / Lead Entity

City of Freeport

Potential Partners

TxDOT, H-GAC, Private Developers, Brazoria County, Gulf Coast Center

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.

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

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.



Source: Kendig Keast Collaborative and marinas.com

Jump Start Action Steps

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.

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

Less than \$100k for developing Traffic and Signal Design Requirements Chapter.
 Between \$100k - \$500k for developing IDM.

- General Fund operating funds or reserves.
- Utility Fund operating funds or reserves.

Implementors / Lead Entity

City of Freeport

Potential Partners

TxDOT, Brazoria County

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

1. Hire a Public Works Director to oversee and champion this action item.
2. Budget funds for the master plans.
3. 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

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

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.



Fleming Elementary School and Cherry Street Soccer Complex

- Approximately 34 acres
- Existing facilities include:
 - 4 City soccer fields
 - Track/football field
 - Bleachers
 - Lighting
 - School playground
 - School building
 - Additional ancillary buildings
- Off-street parking:
 - 38 striped spaces by fields
 - 96 striped spaces at school

Source: Fleming Elementary School and Cherry Street Soccer Complex

Jump Start Action Steps

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.

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

Facility Master Plan \$\$.

- 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

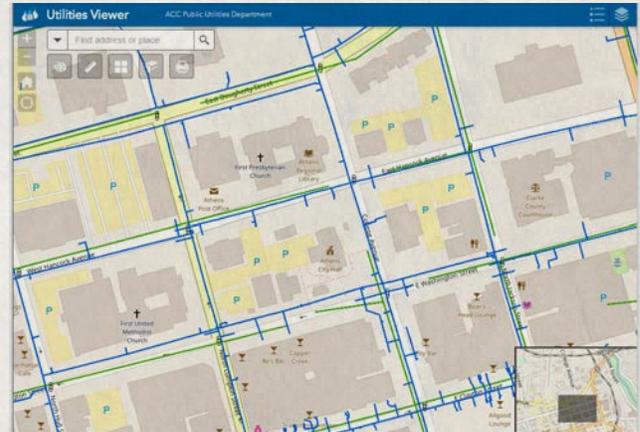
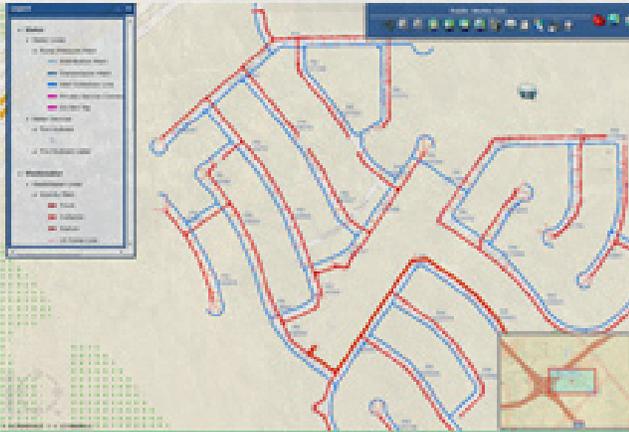
FEDC, BISD, Industry Partners, Local non-profits to provide programming

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

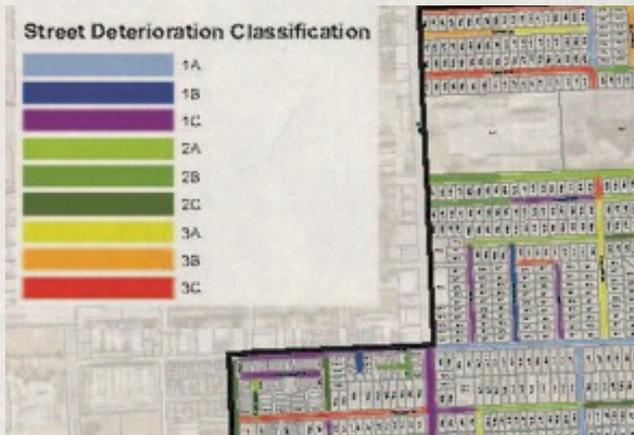
Jump Start Action Steps	Estimated Cost Range (Less than 100K \$, \$100k-\$500k \$\$, \$500k+ \$\$\$) and Possible Funding Sources/Mechanisms
1. Collect utility data.	Less than \$100k.
2. Map utilities.	– City of Freeport Infrastructure Funding.
3. Build utility database.	Implementors / Lead Entity (Future created) City of Freeport Public Works Department
	Potential Partners Brazosport Water Authority and Brazoria County

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 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

1. Inventory condition of streets.
2. Map street conditions.
3. Develop CIP and Maintenance Program.

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

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

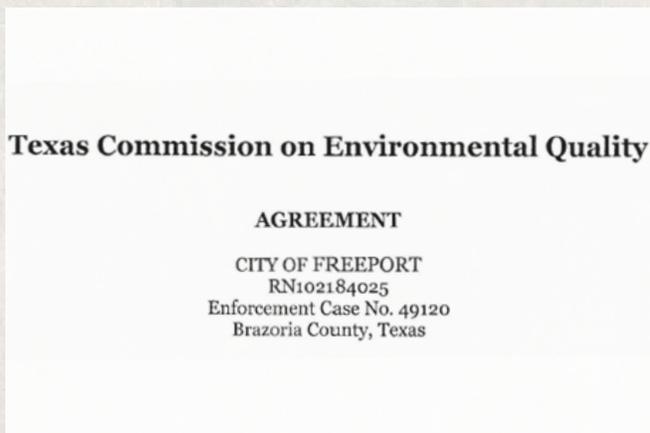
TCEQ SANITARY SEWER OVERFLOW INITIATIVE

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)

Description

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.

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.



Source: City of Freeport and www.texasfreeway.com

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>

FREEPORT

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