

City of Brady, Texas

2013 Comprehensive Plan "The Heart of Texas"

Adopted: November 19, 2013



Acknowledgements

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INTRODUCTION

A city's comprehensive plan can be defined as a long-range planning tool that is intended to be used by citizens, the City Council, City Staff and other decision makers to guide the growth and physical development of the community for 10 to 20 years. The State of Texas has established laws with regard to the ways incorporated communities can ensure the health, safety and welfare of their citizens. State law gives municipalities the power to regulate the use of land, but only if such regulations are based on a plan. Specifically, the law states:

The governing body of a municipality may adopt a comprehensive plan for the long-range development of the municipality...A municipality may define the relationship between a comprehensive plan and development regulations and may provide standards for determining the consistency required between a plan and development regulations

-Chapter 213 of the Texas Local Government Code

In basic terms, the primary objectives of a comprehensive plan are to accomplish the following:

- Efficient delivery of services,
- Coordination of public and private investment,
- Minimization of potential conflicts between land uses,
- Management of growth in an orderly manner,
- Cost-effective public investments, and
- A rational and reasonable basis for making decision which impact the community.

There are two interrelated purposes of a comprehensive plan: one, it allows the citizens of a community to create a shared vision of what they want the community to become; and two, it establishes ways in which a community can effectively realize this vision. This 2013 Comprehensive Plan is a vision of what Brady can become and is a long-range statement of the city's public policy.

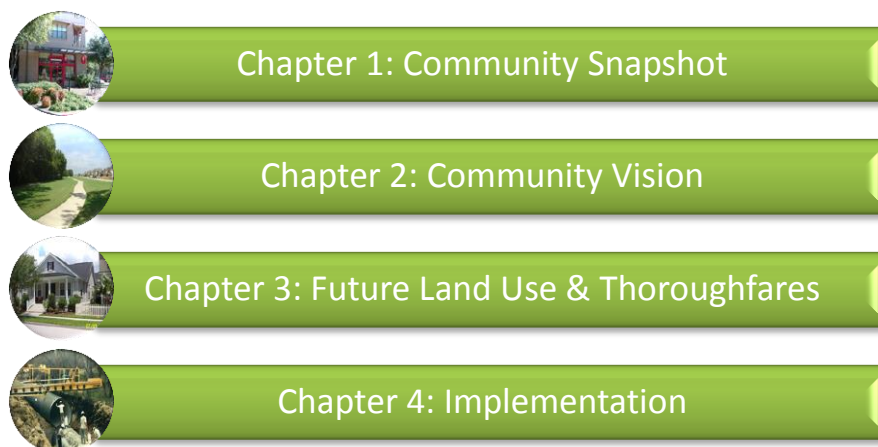


Figure 1: Comprehensive Plan Chapters



Introduction

2013 Comprehensive Plan

The City of Brady has embarked on an important journey—the creation of its Comprehensive Plan. This plan is not a mandate, but rather is a flexible guide for City Staff and City decision makers as to what the future of Brady should be. This comprehensive plan will contain ideas, graphics, policies and actions that ultimately stem from the identified vision created by its residents.

The creation of the 2013 Comprehensive Plan will signal to current residents, prospective residents and future business interests that Brady has a vision and a plan for its future. This plan may appeal to business and real estate investors by showing that investment in Brady is part of a greater plan, ensuring the long term sustainability and viability of business and real estate investment.

When putting together a puzzle, it is helpful to know what the ultimate outcome of the puzzle will be.



While you would still be able to assemble the puzzle without the vision or picture of the overall puzzle, knowing your ultimate vision makes assembling the puzzle much easier.

The Comprehensive Plan works in this same fashion—it serves as the vision and makes assembling the various pieces of the development puzzle much easier.



Figure 2: Nonresidential Images from Brady



Figure 3: Residential Images from Brady



The foundation of this plan is community input; the vision of Brady must be created by the people who know it best—its residents. The Planning and Zoning Commission guided the development of actions, policies and the future land use scenario for the City. The graphic below depicts the comprehensive plan development process that was followed.

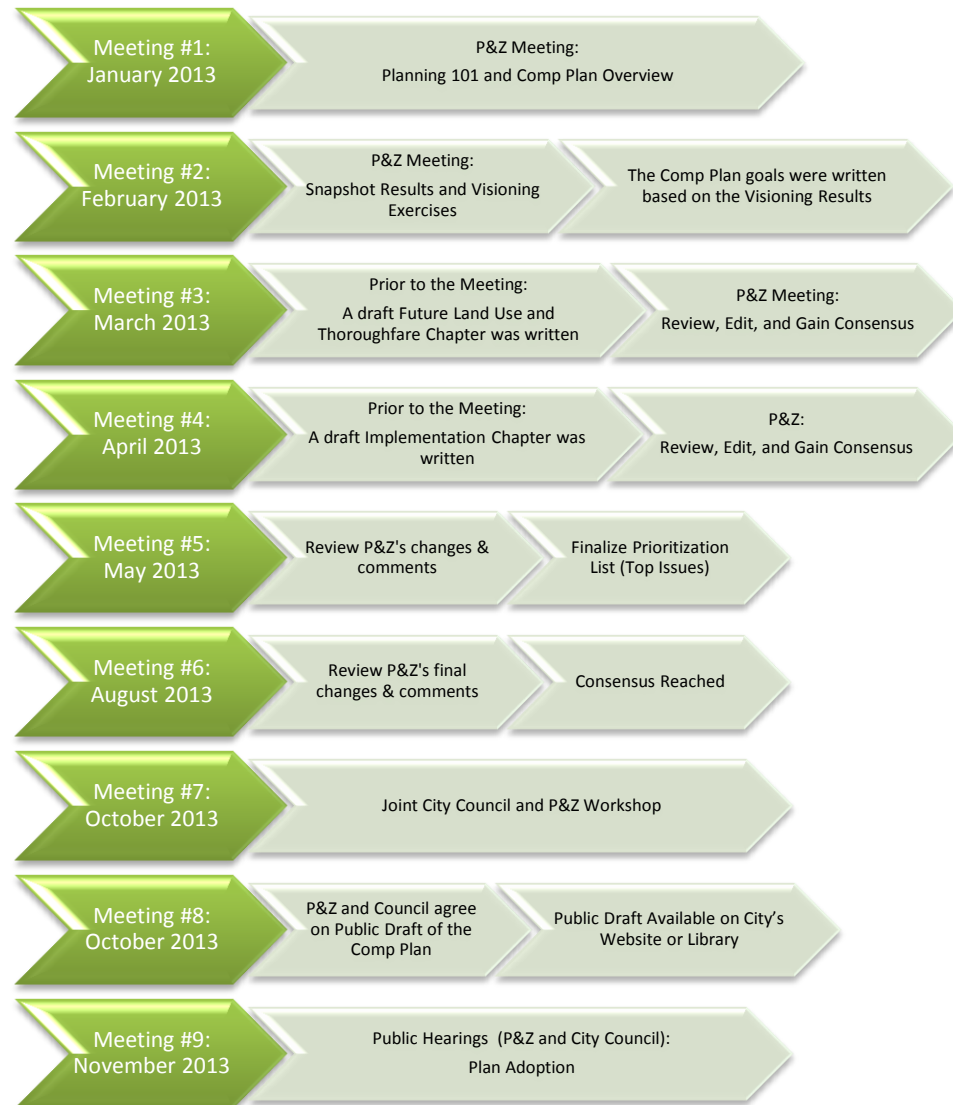


Figure 4: Comp Plan Process



Introduction

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Brady, Texas

Comprehensive Plan 2013



Chapter One: Community Snapshot

1



CHAPTER 1: COMMUNITY SNAPSHOT

Effective planning requires an understanding of a number of important baseline features including demographics, existing land use, physical constraints, and past planning efforts. Understanding these factors not only paints a picture of Brady, but it allows for sound and coordinated future land use and transportation decisions to be made. Brady is located in the center of Texas, a region commonly referred to as the “Heart of Texas,” and serves the region as a hub for tourism and outdoor activities, such as hunting. Understanding baseline facts about Brady will help to ensure that coordinated, informed, and realistic scenarios are ultimately developed for the community.

Population Growth Trends

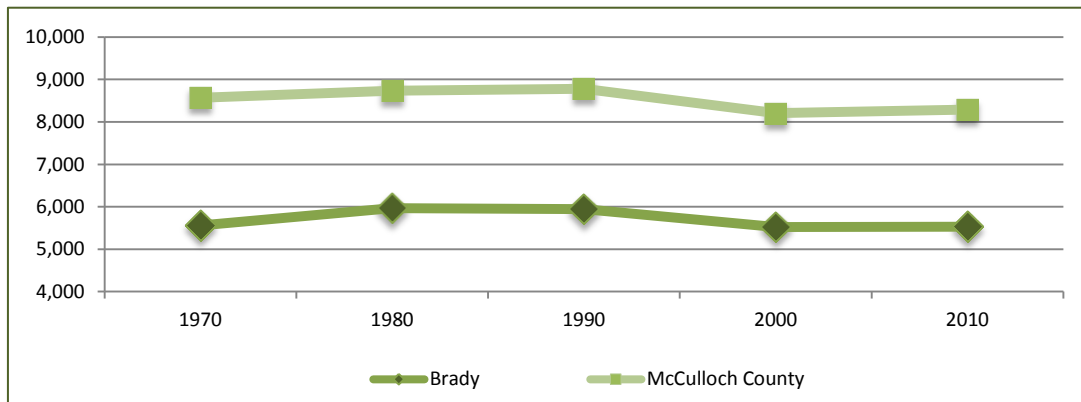
Population growth trends are important to consider—they tell a story about where a community has come from and may help to project where it is going. The City of Brady’s population has held constant from 2000 and 2010, growing by only five people during that time. During the 1990s (i.e., 1990-2000), the City declined by 423 residents or 7.66 percent. The City’s most recent highest population occurred in 1980, with a population of almost 6,000 people.

Table 1: Population Growth, Brady and McCulloch County

Year	Brady			McCulloch County			City % of County
	Population	Population Change	Percent Change	Population	Population Change	Percent Change	
1970	5,557	----	----	8,571	----	----	65%
1980	5,969	412	6.90%	8,735	164	1.88%	68%
1990	5,946	(23)	-0.39%	8,778	43	0.49%	68%
2000	5,523	(423)	-7.66%	8,205	(573)	-6.98%	67%
2010	5,528	5	0.09%	8,290	85	1.03%	67%

Source: U.S. Census

Figure 5: Population Growth, Brady and McCulloch County





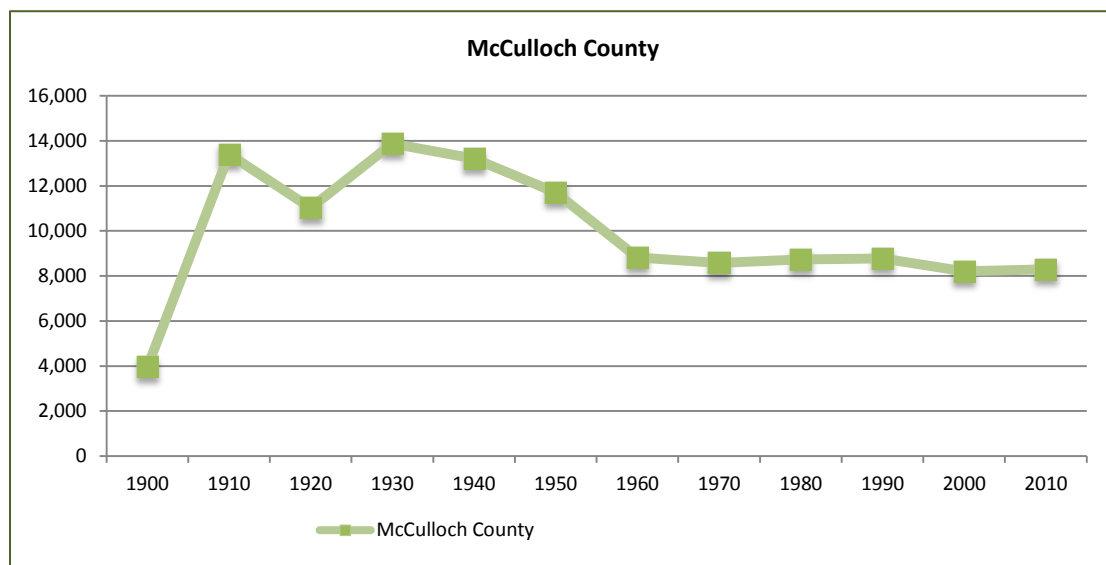
Chapter 1: Community Snapshot

Like many rural Texas counties, McCulloch County has declined in population from its peak in the early twentieth century, with almost 14,000 residents. This is indicative of the historic trend of people moving to metropolitan areas for employment opportunities as the nation's economy transited away from agricultural uses (small farms, etc.) as a primary employer to more corporate and service type (urban) jobs. Notably, the County has held a steady population of approximately 8,000 to 9,000 people since 1970. Appreciate

Table 2: McCulloch County Population

Year	McCulloch County		
	Population	Change	% Change
1900	3,960	----	----
1910	13,405	9,445	70.46%
1920	11,020	(2,385)	-21.64%
1930	13,883	2,863	20.62%
1940	13,208	(675)	-5.11%
1950	11,701	(1,507)	-12.88%
1960	8,815	(2,886)	-32.74%
1970	8,571	(244)	-2.77%
1980	8,735	164	1.88%
1990	8,778	43	0.49%
2000	8,205	(573)	-6.98%
2010	8,290	85	1.03%

Figure 6: McCulloch County Population





Regional Relationship Map

Brady is located in the center of Texas. From the Dallas/Fort Worth area, Brady is approximately a three to four hour drive (200-250 miles). Abilene is located to the north and is less than a two hour drive. San Angelo is located 75 miles to the west and can be driven to in about an hour. Further to the west, people traveling from Midland have a three hour drive to reach Brady. The larger hill country cities of Austin and San Antonio are within a two hour drive of Brady. Given its rural location, natural environment, and close proximity to many larger metropolitan areas, Brady is a great tourist destination for people wanting to enjoy the natural environment of central Texas, such as hunters, horse enthusiasts, and weekend vacationers.

Travel time to Brady, Texas from:

- San Angelo: 1 hour
- Abilene: 1.5-2 hours
- Midland: 3 hours
- Austin: 2 hours
- San Antonio: 2 hours
- Dallas/Fort Worth: 3-4 hours

Figure 7: Regional Relationship Map





Chapter 1: Community Snapshot

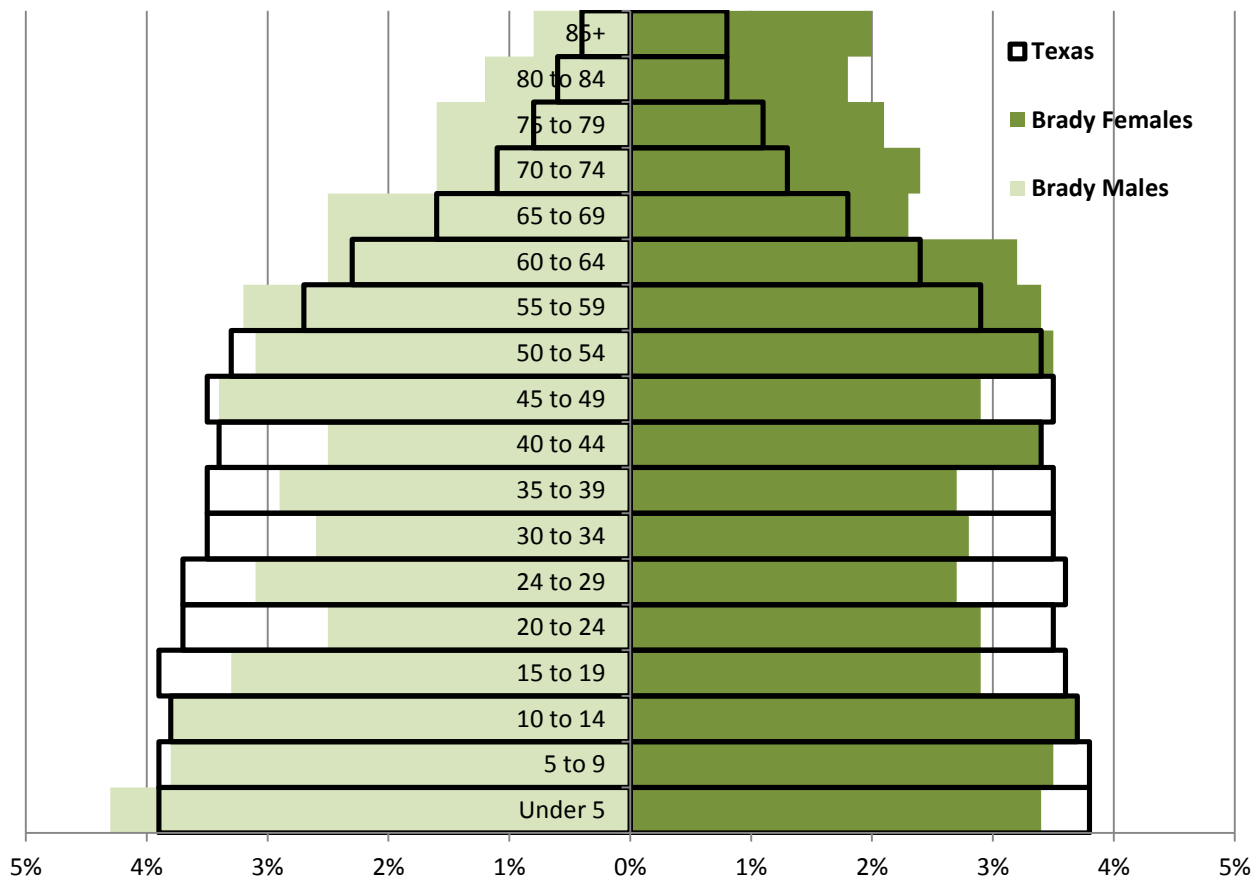
Demographic Profile

Age

An interesting way to examine age composition within Brady is through the age pyramid. The age pyramid breaks down age into five-year cohorts and is a graphic representation of age distribution within the community. In the graphic, the green colors represent the age breakdown for the City of Brady while the black outline represents the age breakdown for the State of Texas as a whole.

The age pyramid reveals that Brady has a much larger percentage of individuals ages 55 and older than the State of Texas. The community's percentages are similar to the State's percentages for children 10 years old and younger. On the other hand, Brady has a significantly lower percentage of individuals between the ages of 15 and 44 than the State of Texas as a whole. This indicates that there are fewer young professionals and starter families within the community.

Figure 8: Age Cohort Pyramid



Source: 2010 U.S. Census

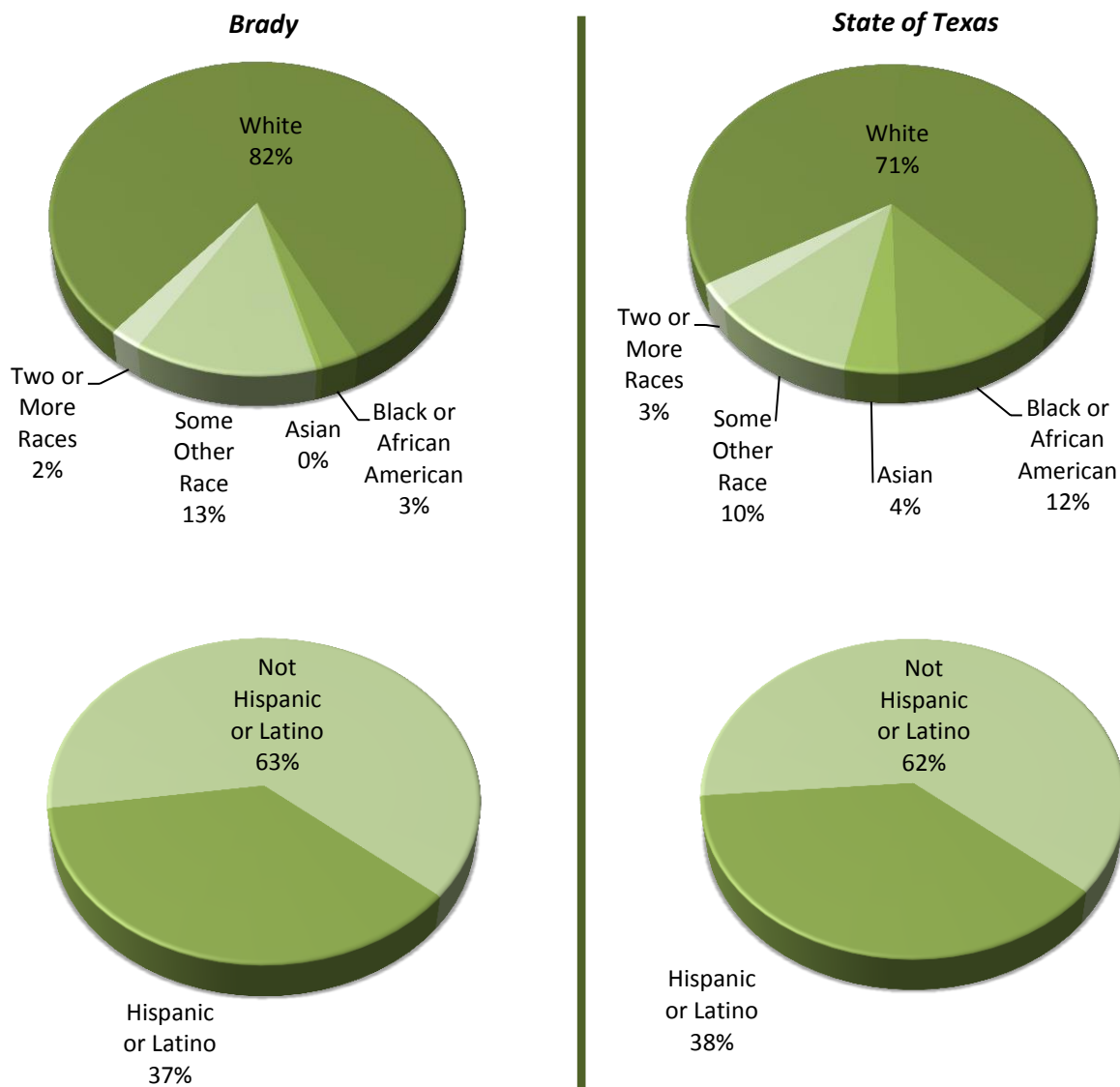


Race & Ethnicity

In the 2010 Census, those who identify as Caucasian/White made up the largest portion of the total population in Brady, accounting for approximately 82 percent of the total population. This is significantly higher than the State of Texas at 71 percent.

The ethnic composition of Brady as of the 2010 Census was 37 percent Hispanic or Latino and 63 percent non-Hispanic or Latino. In comparison, in the 2010 Census, approximately 38 percent of the population within the State of Texas identified as Hispanic or Latino.

Figure 9: Racial and Ethnic Composition



Source: 2010 U.S. Census



Chapter 1: Community Snapshot

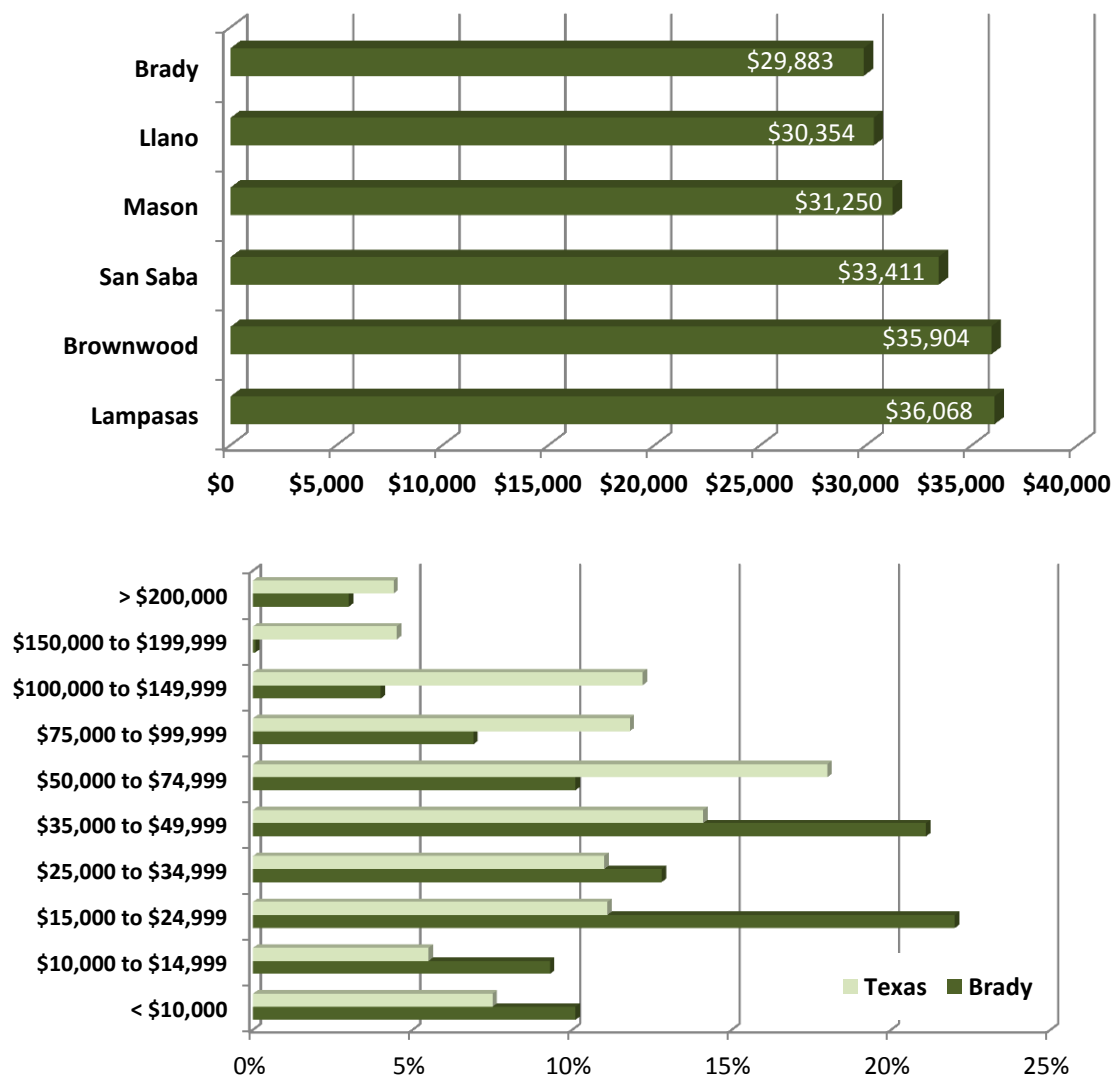
Income

Income can serve as an indicator for the retail market; higher income levels generally mean more disposable income and more retail possibilities, which in turn can translate into a higher tax base for the community. Below are comparisons with the State and selected communities to reflect household income.

The median household income for Brady according to the 2007-2011 American Community Survey (ACS) was \$29,883 compared to the State of Texas average of \$50,920. Notably, the ACS reported a margin of error of \$6,666 for median household income. Therefore, Brady's median household income can range from \$23,217 to \$36,549. The margin of error is greater for smaller communities due to sample sizes and lower populations.

When compared to the State of Texas, Brady has a significantly larger number of households earning under \$50,000. The largest income bracket in Brady was households earning \$15,000 to \$24,999 per year, followed by families earning \$35,000 to \$49,999 per year.

Figure 10: Household Income/Income Breakdown



Source: 2007-2011 American Community Survey



Education

The educational level of a community can be an indicator of the types of jobs in the region. It can also provide general information on the skills and abilities of the local workforce. Knowledge of a City's workforce can also help a City target the types of businesses that should be recruited to the community. According to the 2007-2011 American Community Survey, Brady is similar to the State of Texas as a whole, with the exception that more people State-wide have bachelor's degrees and graduate/professional degrees.

Table 3: Educational Attainment

Attainment	Brady	Texas
Less than 9th grade	14%	10%
9th to 12th grade, no diploma	9%	10%
High school graduate (includes equivalency)	40%	26%
Some college, no degree	16%	22%
Associate's degree	6%	6%
Bachelor's degree	10%	17%
Graduate or professional degree	5%	9%

Source: 2007-2011 American Community Survey

Households

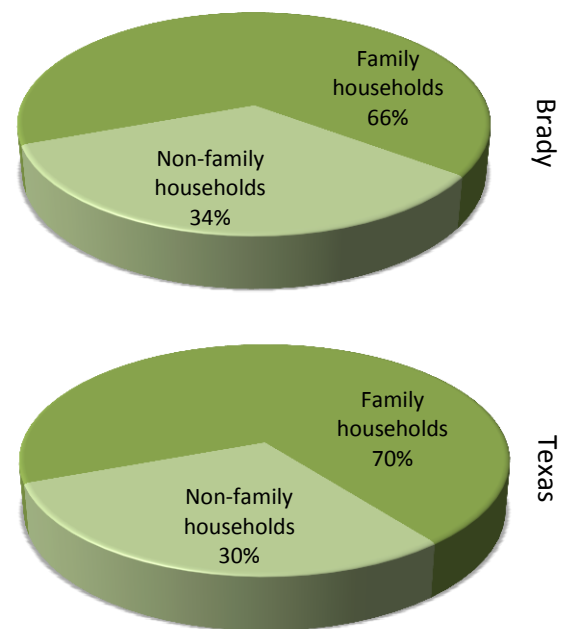
Household composition has been shifting over the past decades from predominately traditional families to a large percentage of nontraditional and blended families, referring to a combination of two families, single-parent families, couples without children, etc. Examining the composition of households within a community can help determine the potential needs within the community and can help Brady more appropriately address the needs of its residents. Brady has similar percentages of Family Households to the State of Texas. In the 2010 Census, 46.6 percent of Family Households identified as Husband-Wife families, and approximately 18.9 percent of households identified as single-parent households. Twenty-eight percent of family households had children under the age of 18 present within the household. The percentage of householders living alone in Brady, 30.6 percent, was significantly higher than the State percentage.

Table 4: Household Type

Household Type	Brady	Texas
Total Households	2,174	8,922,933
Family Households	65.6%	69.6%
With own children under 18	28.3%	34.2%
Husband-wife family	46.6%	50.6%
Male Householder, no Wife Present	6.2%	5.2%
Female Householder, no Husband Present	12.7%	14.1%
Non-family Households	34.4%	30.1%
Householder living alone	30.6%	24.2%

Source: 2010 U.S. Census

Figure 11: Household Type





Chapter 1: Community Snapshot

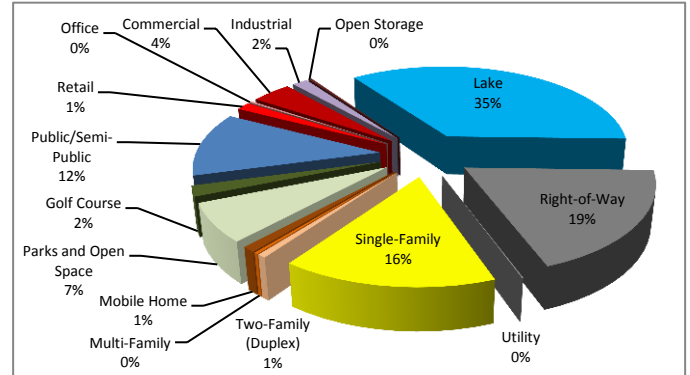
Existing Land Use

Table 5 shows the generalized existing land use composition for Brady, the extraterritorial jurisdiction (ETJ) and the planning area (city limits and ETJ combined).

City Limits

Including all land types (developed and vacant land) within the city limits of Brady, vacant land constitutes the largest land use at 47.95 percent (see Table 5). This is followed by Brady Lake at 18.26 percent. Single-family land uses account for 8.08 percent of the land uses.

Figure 12: City Limits Developed Acreage (excludes vacant land)



When vacant acreage is removed and only developed land is analyzed (see Figure 12), approximately 16 percent of the land use acreage is single-family residential. Right-of-way and public/semi-public land uses constitutes the City's other large land use types.

Extraterritorial Jurisdiction (ETJ)

Within the ETJ of the City, the largest land use is vacant acreage at 96.93 percent followed by right-of-way and single-family residential at 1.16 and 1.02 percent, respectively.

Planning Area

The planning area is the city limits and ETJ combined. This area must be viewed in its entirety in order to make appropriate and coordinated decisions between what the City currently controls and what the City could control in the future. Within the planning area of the City, approximately 86 percent of the land is currently vacant. This is followed by lake, right-of-way, and single-family residential at 4.10, 3.11 and 2.61 percent, respectively.

















Table 5: Existing Land Use

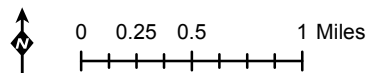
Land Use	City Limits		ETJ		Planning Area	
	Acres	Percent	Acres	Percent	Acres	Percent
Single-Family	645.0	8.08%	282.6	1.02%	927.6	2.61%
Two-Family (Duplex)	26.7	0.33%	---	---	26.7	0.08%
Multi-Family	12.0	0.15%	---	---	12.0	0.03%
Manufactured Home	41.2	0.52%	45.5	0.17%	86.7	0.24%
Parks and Open Space	291.0	3.64%	---	---	291.0	0.82%
Golf Course	79.7	1.00%	---	---	79.7	0.22%
Public/Semi-Public	488.8	6.12%	38.3	0.14%	527.1	1.48%
Retail	60.9	0.76%	---	---	60.9	0.17%
Office	12.2	0.15%	---	---	12.2	0.03%
Commercial	170.0	2.13%	56.3	0.20%	226.3	0.64%
Industrial	65.9	0.82%	78.8	0.29%	144.7	0.41%
Open Storage	14.7	0.18%	24.3	0.09%	39.0	0.11%
Lake	1,458.3	18.26%	0.0	0.00%	1,458.3	4.10%
Right-of-Way	787.0	9.85%	321.0	1.16%	1,108.0	3.11%
Utility	3.3	0.04%	1.5	0.01%	4.8	0.01%
Vacant	3,830.0	47.95%	26,752.8	96.93%	30,582.8	85.94%
Total Acres	7,986.7		27,601.1		35,587.8	

City of Brady, Texas

2013

Existing Land Use

- | | |
|--|--|
|  Brady City Limits |  Public/Semi-Public |
|  Brady ETJ |  Office |
|  Single family |  Retail |
|  Two-Family (Duplex) |  Commercial |
|  Multi-Family |  Industrial |
|  Manufactured Home |  Utilities |
|  Parks and Open Space |  Open Storage |
|  Golf Course |  Vacant |





Vacant Acreage

Approximately 86 percent of Brady's 55.6 square mile planning area is considered vacant or undeveloped land. This land amounts to 30,582 acres that have the potential to be developed in the future or preserved for community open space. The importance of analyzing the amount of vacant land within the City lies in the fact that it is this land that will allow Brady to grow in population and development in the future. This land also represents areas where decisions must be made regarding service provisions and roadway expansion/maintenance. The amount of land available within the City is also significant because this land has the potential to be developed in different ways and in accordance with the ultimate community vision.

Figure 13: Planning Area Acreage

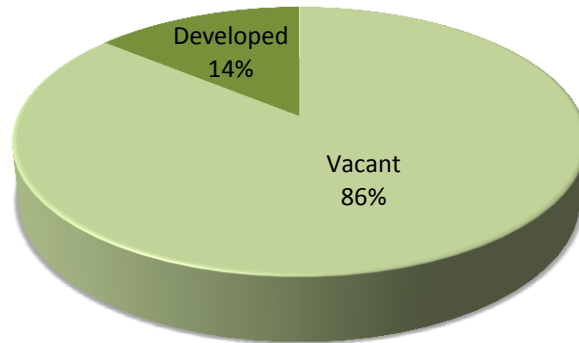


Figure 14: Highway 87 Aerial Image



Chapter 1: Community Snapshot

Physical Constraints

Brady's man-made and natural patterns have influenced the shape and growth of the City. Understanding such features, which ultimately control and regulate City expansion, creates knowledge of how and where the City can grow in the future. These patterns are divided into two primary categories: *Natural Constraints* that examine the geographical aspects of Brady and *Man-Made Constraints* that examine features that have been constructed or added to the City.

Natural Constraints

Natural features influence what type of development can occur and where such development may most appropriately occur. Topography and floodplain are typically factors that can have a direct effect on development and are therefore important factors that should be considered during the planning process, especially in planning for future land use, public facilities and thoroughfares.

Brady is located upon relatively flat land, and the core of Brady is located along Brady creek, as shown in the [Topography Map](#) and [Physical Features Map](#). The highest point of the City is near the airport, at 1,825 feet. The high points in the community are in the north and south, with Brady Creek serving as the single drainage feature, flowing from west to east.

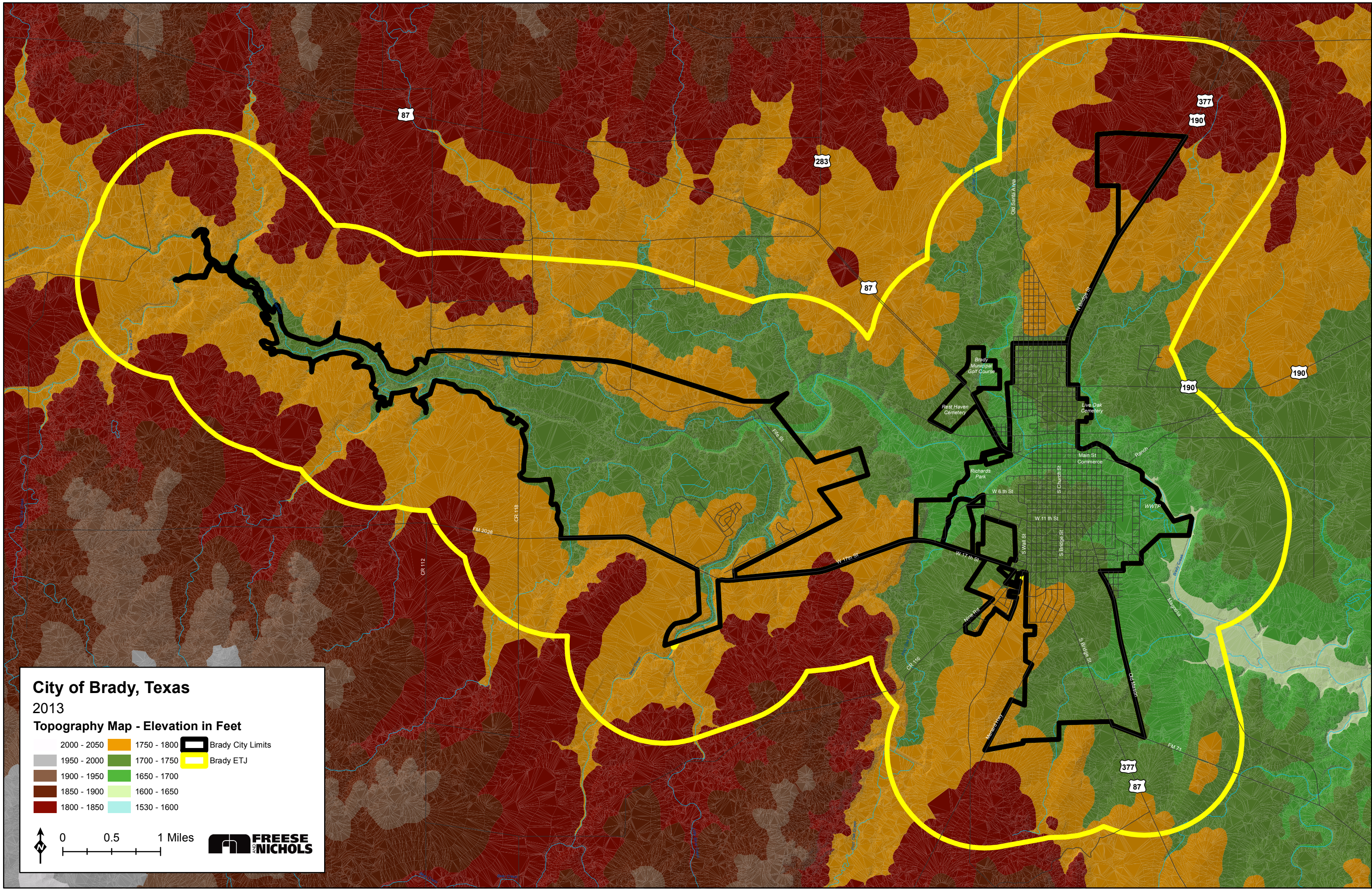
The only significant area of floodplain lies along Brady Creek and in association with Brady Lake. Any development that occurs within the floodplain is required to meet FEMA standards, and can be costly to construct. More appropriate uses for land within the floodplain typically include community parks, open spaces and outdoor recreational facilities. Notably, FEMA maps depicting the floodplain are only available for land within the city limits.

Man-Made Constraints

The importance of man-made features, such as transportation facilities, public infrastructure and city limit/extraterritorial jurisdiction (ETJ) boundaries are significant factors that influence development patterns. The largest transportation facilities currently serving the City are Highway 87 and Highway 377, which provide access to Brady from other central Texas communities. These two highways also provide significant opportunities for retail and commercial development that ultimately increase the tax base within Brady.

The city limit boundary of Brady has been established as growth and development has occurred within the City and currently stands at 12.5 square miles (7,987 acres). The City may exercise the highest degree of control over land use decisions within the city limits, particularly through zoning.

Extraterritorial jurisdiction (ETJ) is the land that an incorporated City may legally annex for the purpose of planning and accommodating future growth and development. The City of Brady is not bordered by any other community. As a result, outward expansion and annexation opportunities are generally unlimited. While the subdivision ordinance for the City is legally enforceable within the ETJ, the City's zoning ordinance is not enforceable within the ETJ; however, the Future Land Use Plan will address land use within the ETJ in order to provide a framework for growth if and when such areas are ultimately annexed into the City.

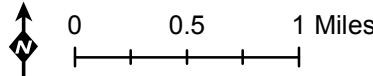


City of Brady, Texas

2013

Topography Map - Elevation in Feet









2000 - 2050	1750 - 1800	Brady City Limits
1950 - 2000	1700 - 1750	Brady ETJ
1900 - 1950	1650 - 1700	
1850 - 1900	1600 - 1650	
1800 - 1850	1530 - 1600	

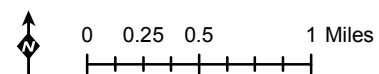


City of Brady, Texas

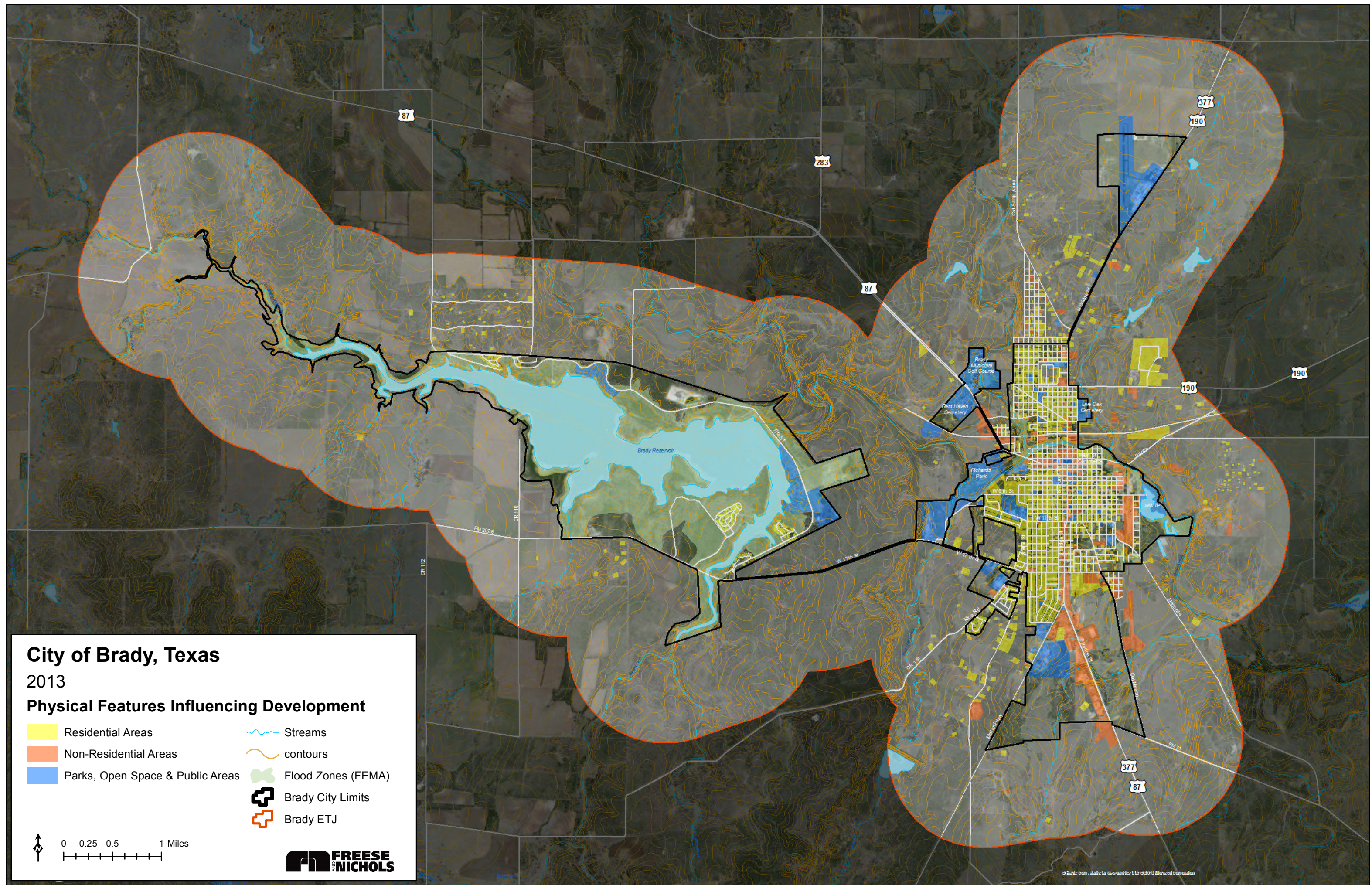
2013

Physical Features Influencing Development

- | | |
|--|--|
|  Residential Areas |  Streams |
|  Non-Residential Areas |  contours |
|  Parks, Open Space & Public Areas |  Flood Zones (FEMA) |
|  Brady City Limits |  Brady ETJ |



**FREESE
NICHOLS**





US Highway 87 and Highway 377

Highway 87 and Highway 377 are the major arterials that traverse Brady. These two corridors are essentially the lifeblood for the community—it is these areas that provide the best opportunities for commercial and retail development. Retail and commercial development diversify the tax base of the community and provide sales tax revenue for the City, therefore careful considerations to the most appropriate land uses should be given for these areas.

In addition to tax base benefits, these two corridors are also the face of Brady for the thousands of visitors who travel through the community each year. Quality development can serve to enhance the commercial image of the community and urban design can help to establish a visually recognizable identity for the City.

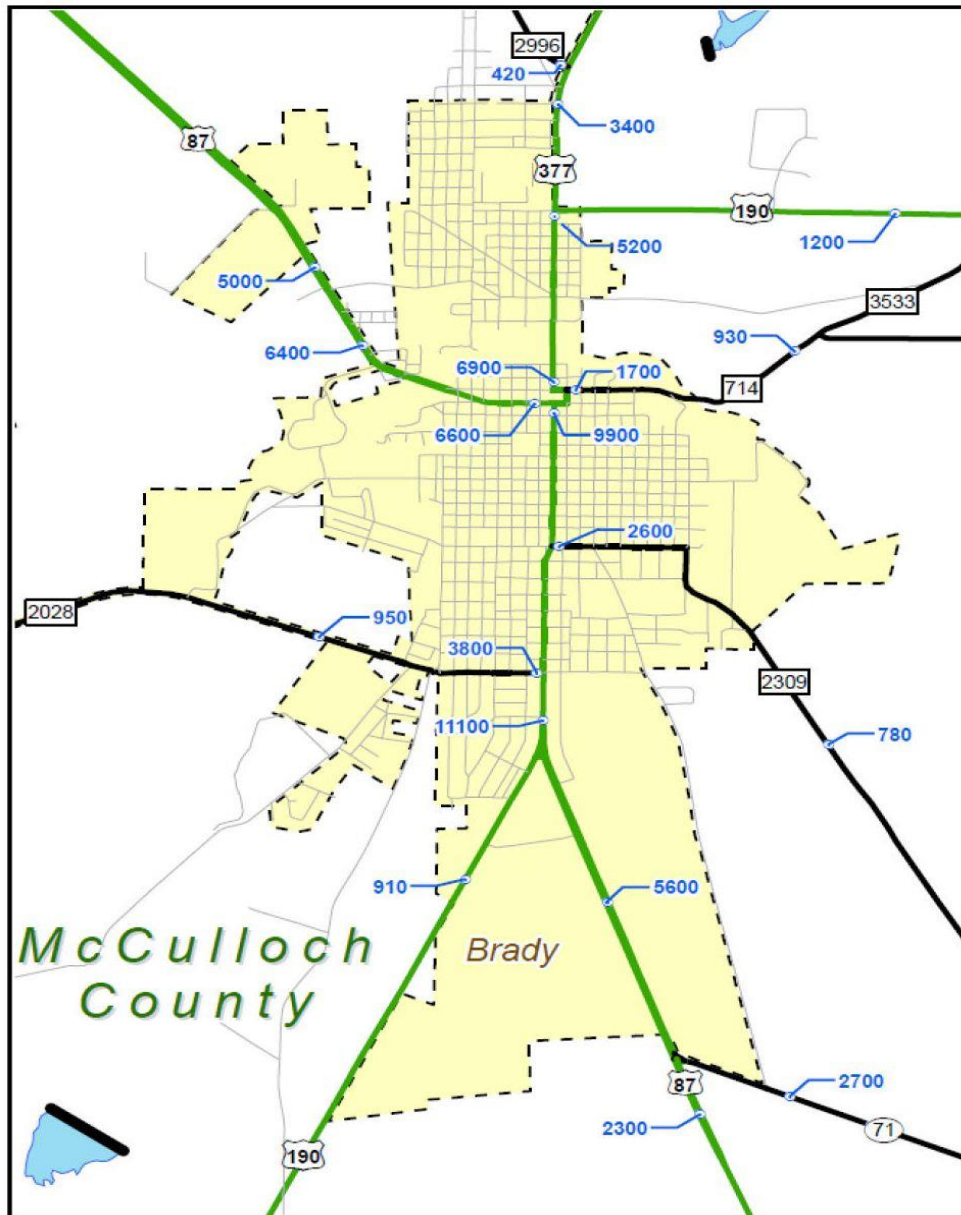


Figure 16: 2012 Traffic Counts

(Source: Brady/McCulloch County Chamber of Commerce)



Chapter 1: Community Snapshot

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Brady, Texas

**Comprehensive Plan
2013**



Chapter Two:
Community Vision

2



CHAPTER 2: COMMUNITY VISION

The Community Snapshot, Chapter 1, provided a foundation for this 2013 Comprehensive Plan. It does this by outlining facts about Brady that need to be considered – facts that pertain to demographics, housing, and land use characteristics. This chapter also provides a foundational element for this Plan, but in a very different way. This Vision chapter outlines the vision of Brady that will be pursued as a result of this 2013 Comprehensive Plan, in the form of community goals.

What should the future hold for Brady? What should the City be like in the year 2020 or 2030? These are the key questions this chapter addresses. This chapter creates a vision for this comprehensive planning effort, as well as for the City of Brady in general. The vision for Brady that is described within this Plan will help guide growth and development in the City for the next ten years and beyond. This is also the chapter upon which many of the recommended actions and implementation efforts of Brady's 2013 Comprehensive Plan will be based. In order to do this effectively, this Plan should be premised upon a shared vision of what Brady should become as it grows and becomes an increasingly mature, livable, and sustainable City.



Figure 17: McCulloch County Courthouse

To identify and define this shared vision, input from the community was collected. The Planning and Zoning Commission (P&Z) met on February 28, 2013 to begin the visioning process. The P&Z, along with the members of the public who attended the meeting, participated in visioning exercises designed to establish the goals of the Comprehensive Plan. These exercises provided a framework to capture a wide array of community input.

S.W.O.T. Exercise and Analysis

A Strengths-Weaknesses-Opportunities-Threats (SWOT) Analysis is a technique in which various characteristics are evaluated in regards to their influence on the community in question. When this method is applied to a business setting, strengths and weaknesses are considered to be internal evaluations, while opportunities and threats are considered to be external. However, in reference to a community or City, strengths and weaknesses are thought to reflect the present, and opportunities and threats refer to the future. It is important to note that some characteristics, such as growth for example, could easily fall into more than one category. In fact, depending on the point of view, growth could be considered a strength, weakness, opportunity, and threat, all for the same City.



Figure 18: Entryway Sign



Chapter 2: Community Vision

The SWOT exercise gives participants an opportunity to freely discuss characteristics about Brady and issues facing the City. Four questions for the SWOT were provided – these were:

- **Strengths:** What aspects/characteristics does Brady currently have that are favorable to the City and should be built upon for success in the future?
- **Weaknesses:** What aspects/characteristics does Brady currently have that are unfavorable to the City and should be realized and addressed or minimized for success in the future?
- **Opportunities:** What aspects/characteristics could Brady seize upon as opportunities for success in the future?
- **Threats:** What aspects/characteristics does Brady need to effectively counteract or guard against that might have an adverse effect on the City's success in the future?

After these questions were given, participants were asked to take time and think of their responses. Then participants were asked to publicly share their responses with the other participants. The responses were recorded on large easel pads at the front of the room. The results of the SWOT exercise are outlined in bulleted form in the following sections.

Strengths

- 1) The City's Location
- 2) Brady Lake
- 3) Natural Resources
 - a. Sand
 - b. Water
- 4) Good Schools
- 5) Quality Health Care Facilities
- 6) Great Regional Access (Highways)
- 7) Climate
- 8) Out of Town Property Owners
- 9) Economic Diversity
- 10) Vast Majority of Real Estate is Recreational Property (Weekend Homes, etc.)
- 11) Historic City (Similar to Fredericksburg)
- 12) Good Airport

Weaknesses

- 13) Lack of a Steakhouse
- 14) No Maternity Ward at the Hospital
- 15) Education and Income
- 16) Traffic Around the Square
- 17) Infrastructure (Water, Wastewater, Streets, and Electric Lines)
 - a. Aging
 - b. City's Relationship with the County
- 18) Junky Appearance – View from the Road (East Side of Town)



Opportunities

- 19) Recreational Property Owners
- 20) Lake is Underutilized
- 21) Tourism
- 22) Have Places to Eat
- 23) Sports Recreation
 - a. Baseball
 - b. Softball
 - c. Soccer, etc.
- 24) Support Quality City Leaders
 - a. Keep/Get Great Civic Leaders
- 25) G. Rollie White Complex

Threats

- 26) Community Divisiveness/Leadership
- 27) Mismanagement of the City
- 28) Water Contamination
 - a. Relationship with the TCEQ
- 29) Consistency/Continuity between the Following:
 - a. City Managers,
 - b. Planning Efforts,
 - c. Policies, and
 - d. Knowledge.

The strengths identified tend to reflect three main categories. First, the **natural community aspects or elements**, such as the City's location, the lake, climate, and area's natural resources are considered a strength. Second, the desire for people to be in Brady for **recreation** is a strength, as evidenced by the number of out of town property owners and individuals looking for weekend homes. The third main category is the **diverse economy** with a range of different businesses in the community.

The weaknesses identified are varied and cannot be grouped into main categories. There appears a lack of higher-end eating establishments. The lower level of education and income opportunities was reported as a weakness. Traffic (e.g., semi-trucks) around the square, aging infrastructure, the lack of a maternity ward at the hospital, and a "junky" appearance along the roadway were the remaining weaknesses.

The opportunities can be grouped into two main categories: tourism/recreation and City leadership. There were many concepts that appear under the **tourism/recreation** category. These reflected using recreational opportunities, such as the lake, having places to eat, event at the G. Rollie White Complex, and sports tournaments and fields to draw visitors to Brady and create economic opportunities. The second main category was the community being supporting of its **City leaders** and actively recruiting new leaders.

The threats identified also fit into two main categories: infrastructure and City leadership. **Infrastructure** threats related to water contamination and the City's relationship with TCEQ. The **City leadership** threats dealt with how the City operates in the future.



Chapter 2: Community Vision

Achievement Actions Exercise and Analysis

The second vision exercise was to develop actions the City should achieve within 3-4 years, and within 5-15 years. Individuals were asked to think of the following three main categories:

- 1) Future Land Use
- 2) Thoroughfares
- 3) Livability (What items the City needs to tackle to make Brady a great place to live.)

The results of the Achievement Actions exercise are outlined in bulleted form below. Each achievement action has been classified as either a land use action, transportation action, or infrastructure action.

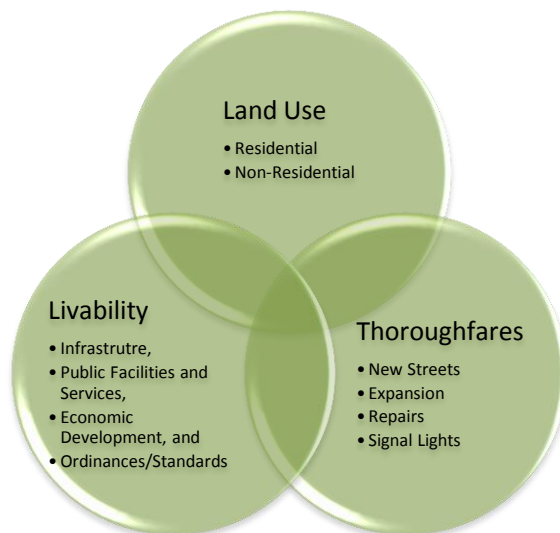


Figure 19: Three Areas for Action

- | | |
|--|-------------------------------------|
| 1) Develop a Land Use Plan | (Land Use) |
| 2) Create Lake Development Strategies | (Land Use) |
| 3) Determine Appropriate Appearance Standards | (Land Use) |
| 4) Look into Ways to Cross Brady Creek | (Transportation) |
| 5) Plan for and build a Truck Reliever Route | (Transportation) |
| 6) Coordination with TxDOT | (Transportation) |
| a. Intergovernmental Coordination | |
| b. Improvements to 71 | |
| c. Bridge Street | |
| d. Hallum Draw | |
| 7) Develop a CIP (Capital Improvement Plan) | (Transportation and Infrastructure) |
| 8) Get Assistance with Infrastructure Improvements | (Infrastructure) |
| 9) Maintain Existing Recreational Facilities | (Infrastructure) |

Notably, all the livability actions can be classified under the subsection of infrastructure, as reflected above.

The land use actions refer to establishing a community wide land use plan, creating development strategies for the lake, and having appearance standards for residential and nonresidential areas of the City. The transportation items addressed new roadways and roadway improvements. The infrastructures actions dealt with the need to improve existing infrastructure (water, wastewater, electric lines, etc.) and recreational facilities.



Community Goals

Goals are created to define what Brady wants to accomplish. These goals were derived from the vision exercises conducted with the P&Z members (i.e., SWOT and Achievement Actions). The following goals were created to guide the Future Land Use and Thoroughfare Chapter (Chapter 3) and the Implementation Plan (Chapter 4).

Table 6: Summary of the Topics for each Goal

Goal	Topic Addressed
Goal 1:	Land Use
Goal 2:	Transportation
Goal 3:	Infrastructure
Goal 4:	Community Appearance/Identity
Goal 5:	Tourism/Recreation

Goal 1: Create a Land Use Plan that promotes the development of quality housing options, recreation, tourism, Brady Lake and a diversified economy.

Residents of Brady desire to build upon the many great existing community characteristics the City possesses. Developing a Land Use Plan that addresses the many different community needs will be important for the future development of Brady. Brady should utilize its natural elements, such as the lake, its location, existing businesses, and its many recreational opportunities to promote development. Specific considerations regarding land use recommendations will be developed for the following areas of Brady:

1. Brady Lake
2. Downtown
3. Central Brady
4. South Brady (South of the intersection of Bridge Street and Menard Highway)
5. North Brady (North of Brady Creek)

Goal 2: Improve the City's transportation system by planning for new roadways to improve traffic flow and by prioritizing improvements and maintenance of existing roadways.

The primary issues currently facing the City are finding a solution to the high volume of semi-truck traffic through downtown, identifying a new roadway to cross Brady Creek, and coordinating roadway improvements with TxDOT. Brady's existing transportation network funnels most of the community's traffic to Bridge Street (Hwy 87/377), which can be viewed both positively and negatively. The higher traffic volumes help support the City's retail and commercial business and provide a central location for commerce. However, the increased traffic does cause issues with street maintenance and the high volume of large trucks can make the square an uninviting place at times.



Figure 20: Bridge Street Looking South at Menard HWY

Goal 3: Plan for improvements to the City's infrastructure system (water, wastewater, electric lines, parks, physical buildings, etc.) to ensure quality services are available to residents, businesses, and tourists.

It has been identified through the visioning process that several of Brady's key infrastructure components need attention. An infrastructure systems that meets the community's needs is



Chapter 2: Community Vision

critical for the future growth of the community. It is also important for the retention of existing businesses and maintaining the community's existing quality of life.

Goal 4: Improve the City's visual appearance and identity.

Brady's corridors not only provide critical sales tax revenue, they also serve as the most visible areas of the community. In order to maintain and attract quality retail businesses that provide tax dollars, it is important that the corridors be well maintained. It is the desire of the community to appeal to tourists, who typically want to see nice and attractive areas on their recreational time. Additionally, creating quality corridors protects the viability and long-term investment in adjacent residential neighborhoods.

Brady residents should identify a brand or image for the community. Similar to how its neighbor to the south, Fredericksburg, has branded itself as a historic town with great recreational opportunities, Brady should do likewise. With its many great natural features and affordable cost, Brady makes a great get-away destination. The City is already well-known as a place for outdoor activities and wildlife. The City should build upon this existing marketable data and appeal to people looking for outdoor-based recreation. However, the City should not be limited to just outdoor recreation and should focus on its historic nature and providing recreation opportunities for those individuals not interested in outdoor sporting events, such as hunting.



Figure 21: New Hotel along Bridge Street



Figure 22: New Wal-Mart along Bridge Street

Goal 5: Promote recreational opportunities to support tourism and to provide a benefit to local residents.

Tourism is a critical component to the City's economy. During the visioning exercises, it was noted that many of the people seeking to buy a home in Brady are looking to purchase that home as a recreational property and not as their permanent residence. As people from outside Brady look to buy homes, they tend to look for nice-looking, well-kept areas of the community to invest their money in a second home. The area's existing recreational opportunities have driven this market condition. Therefore, efforts to support this trend should be considered.



Figure 23: A Demand for Recreational (Weekend/Summer) Homes Exist in Brady



The lake is one major opportunity that should be considered. The opportunities around the lake are currently underutilized. The lake is a community asset and the ultimate vision for the lake should be fully established.

Other recreational opportunities that should be considered include sports recreation. Many communities across the state hold sports tournaments, such as baseball, softball, soccer, etc. These sports tournaments have the potential to bring hundreds of visitors to the City, which would subsequently help support local business (hotels and restaurants).



Figure 24: Example of a Sports Park (Similar to the Existing Richards Park) That Can Be Used for Sports Tournaments



Chapter 2: Community Vision

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Brady, Texas

Comprehensive Plan

2013



Chapter Three:

Future Land Use &

Thoroughfares

3



CHAPTER 3: FUTURE LAND USE & THOROUGHFARES

The right of a municipality to coordinate growth is rooted in its need to protect the health, safety, and welfare of local citizens. An important part of establishing the guidelines for such responsibility is the Future Land Use Plan, which sets an overall framework for the preferred pattern of development within Brady. In general, the Future Land Use Plan is intended to be a comprehensive blueprint of Brady's vision for its future land use pattern. Specifically, the Future Land Use Plan designates various areas within the City for particular land uses, based principally on the specific land use policies outlined herein.



Figure 25: Wildlife Entryway Feature Located in South Brady along Bridge Street

The Future Land Use Plan is graphically depicted for use during the development plan review process. The Future Land Use Plan should ultimately be reflected through the City's policy and development decisions. The Future Land Use Plan is not a zoning map, which deals with specific development requirements on individual parcels. The zoning map and changes in zoning should, however, be based on the Future Land Use Plan.

Additionally, a community's thoroughfare system and thoroughfare plan are vital to its ability to grow and attract businesses. Transportation is directly linked to land use. The type of roadway dictates the use of adjacent land, and conversely, the type of land use dictates the size, capacity and flow of the roadway. A prime example of the interrelated nature of land use and transportation within Brady is Bridge Street (U.S. Highway 87/377) south of its intersection with Menard Highway; the high traffic volumes of this roadways have resulted in an abundance of nonresidential development along its frontages. Retail and other nonresidential land uses have sought and will continue to seek locations in areas with high visibility and accessibility.



Figure 26: Photos of Bridge Street



Chapter 3: Future Land Use & Thoroughfares

Legal Authority

Authority of a city to create a comprehensive plan is rooted in Chapters 211, 212, and 213 of the Texas Local Government Code.

Chapter 211

Chapter 211 of the Texas Local Government Code allows the government body of a community to regulate zoning and requires zoning to be in conformance with a plan.

Chapter 212

Chapter 212 of the Texas Local Government Code allows the governing body of a community to regulate subdivision development within the city limits and also within the extraterritorial jurisdiction (ETJ) which varies depending upon the population of the community.

Chapter 213

Chapter 213 of the Texas Local Government Code allows the governing body of a community to create a comprehensive plan for the “long-range development of the municipality.” Basic recommendations for comprehensive planning are to address land use, transportation and public facilities, but may include a wide variety of other issues determined by the community.

It is important to note that a comprehensive plan is *not* a zoning ordinance, but rather is intended to be used as a tool to guide development, infrastructure and land use decisions in the future. The comprehensive plan does, however, serve as a basis on which zoning decisions are made, as specified by Chapter 211 of the Texas Local Government Code.



Figure 27: Brady City Hall



Figure 28: State Capitol Building

Planning Areas

In order to focus discussions regarding the future land uses of the community, five planning areas with unique and distinctive qualities have been developed for Brady. The following are the planning areas for Brady, with a map on the following page.

1. Brady Lake Area
2. Downtown Brady
3. Central Brady
4. South Brady (south of the intersection of Bridge Street and Menard Highway)
5. North Brady (north of Brady Creek)

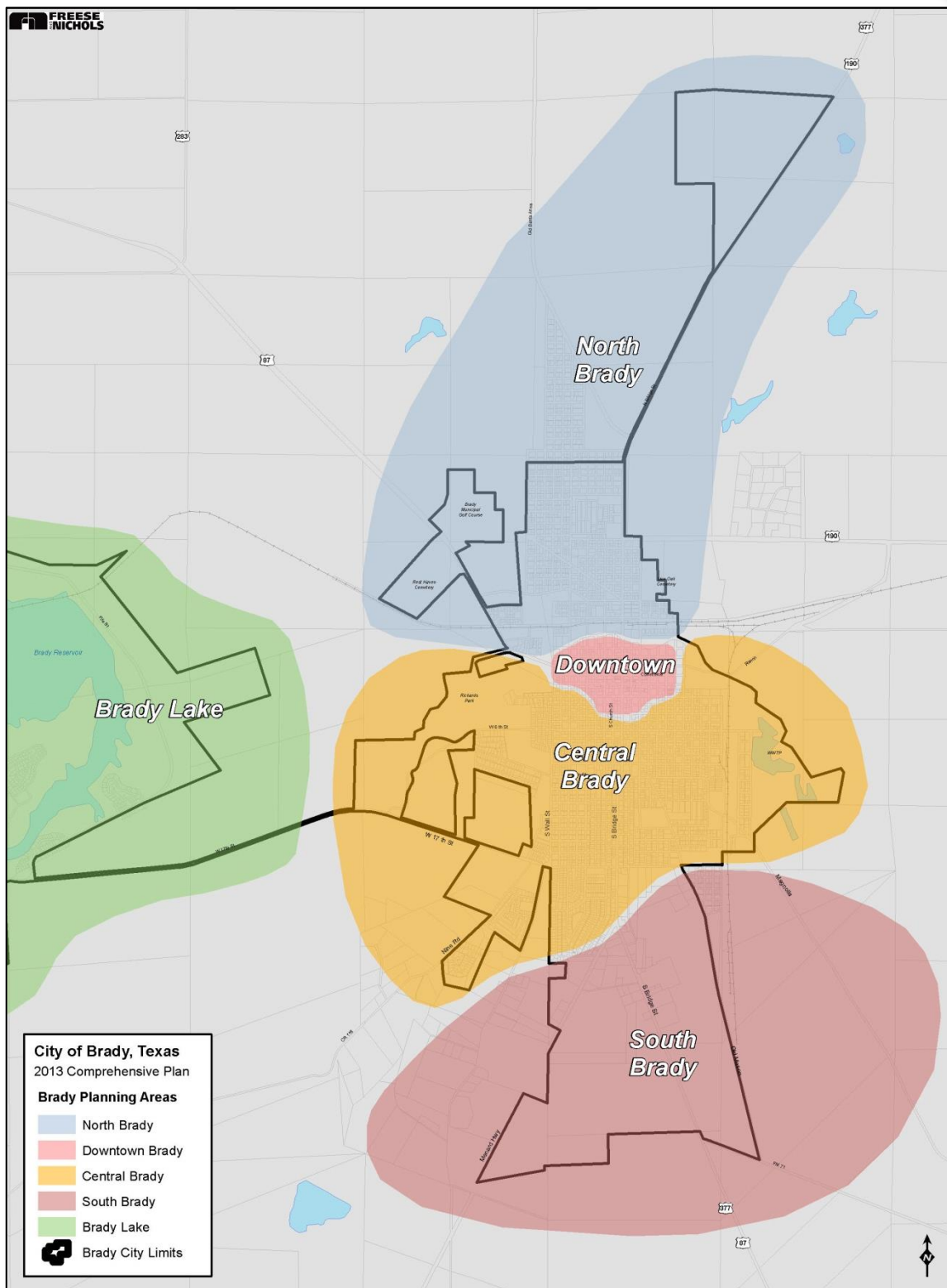


Figure 29: Five Planning Areas
(Full Lake Area Not Shown)



Chapter 3: Future Land Use & Thoroughfares

Land Use Types

Low-Density Residential

Single-family detached residential structures are examples of low-density residential uses. This land use is exemplified by the density and character of the central Brady area. Typically speaking, low-density residential land uses will include homes located on 5,000 to 8,000 square foot lots and greater. Residential densities within low-density areas will generally be less than six (6) dwelling units per acre.



High-Density Residential

High-density residential includes single-family detached dwelling units, duplexes, and apartment complexes. Generally speaking, high-density residential areas will have densities over six (6) dwelling units per acre. Assisted living facilities would also be considered a high-density residential land use.



Bridge Street District

Bridge Street through central Brady is an eclectic mixture of business and residential uses, which is anticipated to continue. Lots along the roadway are typically smaller (10,000 square feet) and fit into the existing street grid. Almost all traffic traveling through central Brady uses Bridge Street. Business uses typically include establishments that provide merchandise for retail sale and may also include light commercial uses.



Retail/Commercial

Areas designated as retail/commercial are intended for a variety of retail and commercial uses. The types of uses are anticipated along the City's major highways in both North Brady and South Brady. Primary examples of the intended land uses are the new businesses that have located along South Bridge Street, such as a new restaurant, hotel, and big-box store.





Downtown

The downtown comprises the buildings and related areas that are adjacent to the County Courthouse. Generally, land uses within Downtown should be residential, public/semi-public, retail, commercial, and office. The preservation of Downtown is very important to City leaders and citizens alike. The intent is for the area to be a place where people go to shop, live, work, and feel a sense of community. The image, uniqueness, and architectural style are elements that the community has expressed a desire to maintain.



Lake Recreation

This category is reflective of land used for public recreational purposes and limited retail/commercial uses, such as a restaurant, meeting citizens' desire for recreational needs and to support tourism. Since the Brady Lake was created in 1963, this area has served to meet recreational needs of residents and tourists. The primary function of this category is intended to provide public recreational uses such as parks, a conference/retreat center, festivals, and special events. The secondary purpose is to provide limited business uses that supplement the lake's ability to provide recreational opportunities to residents and tourists.



Public/Semi-Public

This land use is indicative of all uses that are governmental, educational or religious in nature. Public/semi-public may include community facilities, fire and police facilities, schools, churches and any additional land used by the City for storage or utilities.





Chapter 3: Future Land Use & Thoroughfares

Land Use Projections

As depicted on the Future Land Use Plan map, the largest land use in Brady will continue to be low density single-family residential, comprising approximately 32 percent of the total land use. The future land use plan indicates that 29 percent will be devoted to lake recreation, Brady Lake will cover 19 percent of the city limits, and seven percent of the total land use will be devoted to public/semi-public uses. The smaller land uses will comprise the retail/commercial uses, Bridge Street District, industrial uses, and downtown uses.

Table 7 depicts the acreage breakdown of Brady based upon the Future Land Use Plan. The total acreage of the future land use plan coincides with the total acreage of the planning area, depicted in Table 5 (Existing Land Use) of the Community Snapshot.

Figure 30: Future Land Use Acreage

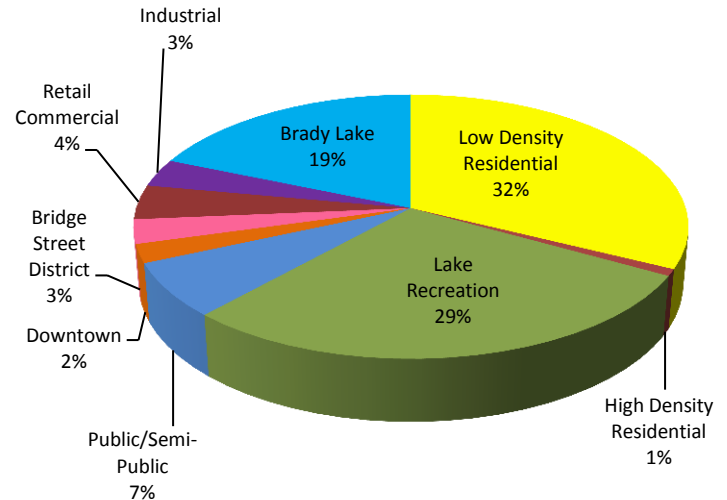











Table 7: Future Land Use Acreage (within the City Limits)

Land Use	Acres	Percent
Low Density Residential	2,583	32.3%
High Density Residential	65	0.8%
Lake Recreation	2,292	28.7%
Public/Semi-Public	533	6.7%
Downtown	182	2.3%
Bridge Street District	236	2.9%
Retail/Commercial	337	4.2%
Industrial	274	3.4%
Brady Lake	1,497	18.7%
Total Acreage	8,000	100.0%
Note: Acreage are Approximates		

City of Brady, Texas

Future Land Use Plan

2013 Comprehensive Plan

- | | |
|---|--|
|  Low Density Residential |  Downtown |
|  High Density Residential |  Bridge Street District |
|  Lake Recreation |  Retail/Commercial |
|  Public/Semi-Public |  Industrial |
|  Brady City Limits | |

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



0 0.5 1 Miles





Administration of the Future Land Use Plan & Map Interpretation Policies

Development Proposals and the Future Land Use Plan

At times, the City will likely encounter development proposals that do not directly reflect the purpose and intent of the land use pattern shown on the Future Land Use Plan. Review of such development proposals should include the following considerations:

- Will the proposed change enhance the site and the surrounding area?
- Is the proposed change a better use than that recommended by the Future Land Use Plan?
- Will the proposed use impact adjacent residential areas in a negative manner? Or, will the proposed use be compatible with, and/or enhance, adjacent residential areas?
- Are uses adjacent to the proposed use similar in nature in terms of appearance, hours of operation, and other general aspects of compatibility?
- Does the proposed use present a significant benefit to the public health, safety and welfare of the community? Would it contribute to the City's long-term economic well-being?

Development proposals that are inconsistent with the Future Land Use Plan (or that do not meet its general intent) should be reviewed based upon the above questions and should be evaluated on their own merit. It should be incumbent upon the applicant to provide evidence that the proposal meets the aforementioned considerations and supports community goals and objectives as set forth within this Comprehensive Plan.

It is important to recognize that proposals contrary to the Plan could be an improvement over the uses shown on the Plan for a particular area. This may be due to changing markets, the quality of proposed developments and/or economic trends that occur at some point in the future after the Plan is adopted. If such changes occur, and especially if there is a significant benefit to the City, then these proposals should be approved, and the Future Land Use Plan should be amended accordingly.

Reactive Use of Zoning & the Plan

It is recommended that the City amend the Future Land Use Plan prior to rezoning land that would result in such inconsistency. In order to expedite the process of amending the Future Land Use Plan to ensure zoning regulations correspond, the related amendment recommendation(s) should be forwarded simultaneously with the rezoning request(s).

Proactive Use of Zoning & the Plan

A proactive approach is the reverse of reactive approach. In the reactive approach, the landowner or developer applies for a zoning change and the Future Land Use Plan Map is updated accordingly. In a proactive approach, the City leads the effort to rezone land according to the Future Land Use Plan Map. This approach may be necessary in some situations within the City.

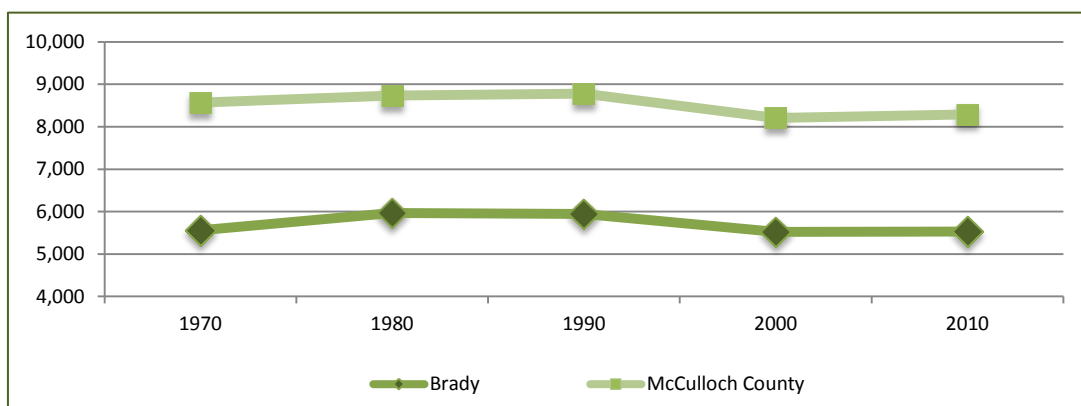


Chapter 3: Future Land Use & Thoroughfares

Population Growth and Ultimate Capacity

As mentioned in Chapter 1, Brady and McCulloch County have not seen any significant growth or decline of the last few decades. In order to plan for future growth and meet water needs throughout Texas, the State of Texas is divided into 16 water region planning areas. Brady is located within the Texas Water Planning Region F. Region F has a population projection for each county and shows McCulloch County as maintaining its current population for the next 50 years.

Figure 31: Population Growth, Brady and McCulloch County



Even though it is anticipated that Brady will not see any significant growth within the near future, it is important to know how much population could be produced within the city limits if the Future Land Use Plan is followed. Without expanding its city limits, Brady has the potential to more than double to a population of 13,170. This is evidence that Brady does have the ability to accommodate growth, if and when it occurs.

Table 8: Brady Ultimate Capacity based upon Future Land Use Scenario

Land Use	Vacant Acres	DUA	OCC*	PPH**	Population
Low Density	800	4	82.9%	2.49	6,600
Medium Density	65	8	82.9%	2.49	1,070
Existing Population***					5,500
Ultimate Capacity					13,170

*Occupancy Rate, U.S. Census

**Persons per Household, U.S. Census

***Approximate, U.S. Census



Land Use Recommendations

Recommendation 1: The vision for Brady Lake is recreational uses supplemented by housing.

Brady Lake is an asset to the entire community. Besides helping the community meet its water needs since 1963, the lake serves as a place for people to have a home and to enjoy the outdoors. The lake has approximately 150 single family homes around the lake, an RV park, a shooting range, and an all-terrain vehicle park.

When establishing the vision for the lake, it is important to note that uses can be limited due to flooding issues. Generally, the current single family homes are located on the higher elevation around the lake, while much of the remaining lower areas have been used as recreational areas or remain vacant (see [Topography Map](#) for details regarding elevations). Any new development at Brady Lake should take flooding issues into account.

It is the vision for Brady Lake that recreational uses be the predominate land uses, supplemented by a smaller percentage of land for use as quality single-family neighborhoods. These neighborhoods should attract both people interested in purchasing principal residences and individuals looking for vacation homes. New mobile/manufactured home developments should be avoided; however, mobile/manufactured homes are appropriate in the Davee Subdivision (on the north side of the lake), given that numerous homes already exist within this subdivision. Recreational uses should include a conference/retreat center, parks and outdoor sporting activities, and community festivals (amphitheater, etc.). Limited retail and commercial establishments, such as a restaurant, serving to support the use of the lake as a recreation destination, would be appropriate. Residential uses should be buffered from nonresidential uses in the lake area, buffering techniques include landscape screening. The locations for existing single family development should be maintained and any new residential areas should be located outside the 100-year floodplain.



Figure 32: Images from Brady Lake



Figure 33: Boat Docks

Since the lake is a valuable community asset, two important aspects were identified as needing to be addressed regarding its future use. First, the City-owned boat docks are in need of maintenance. While some docks are currently unusable because of the drought conditions, many of the docks are showing signs of aging and are not appealing to residents and visitors in their current conditions. In order to promote quality recreational opportunities, the City should identify the docks in need of repair, prioritize the docks, and allocate funding in the general budget or in the Capital Improvement Program (CIP).



Chapter 3: Future Land Use & Thoroughfares

The second aspect needing to be addressed is the level of quality or standards for single family homes surrounding the lake. The type of homes built around the lake should reflect a high quality image in order to attract new residents and maintain/improve property values, thus maximizing the City's investment in the lake as both a recreational destination and an area of quality-built and designed residences. Except within the Davee Subdivision, new mobile/manufactured home development should be prohibited surrounding the lake. The following elements should be considered for incorporation into the zoning ordinance to help produce quality single family units.

Potential Residential Building Standards

- **Masonry Standard for Home Façades**
 - The City currently does not have a masonry requirement for **residential** buildings. However, per section 32.11 of the zoning ordinance, **nonresidential** buildings are required to have thirty percent (30%) masonry construction on the front of the building. The City should consider establishing a percentage of masonry required for homes near the lake. Masonry materials should include the use of brick, stone, granite, marble, and fiber cement siding (commonly referred to as HardiePlank).
- **Residential Roof Pitch**
 - A minimum 6:12 roof pitch is required for each dwelling unit.
- **Roofing System Required**
 - Installed roofing must consist of shingles, metal slate or other long-term material. In no instance shall wood shingles be allowed. Shingles must be of a dimensional design and have a minimum manufacturer's rating of thirty (30) years. Metal roofs shall either be a baked-on color finish or anodized aluminum with specific exclusion to galvanized metal roofing.
- **Garage Siding**
 - All garages shall be constructed to comply with the minimum masonry requirements.
- **Chimney Design**
 - The exterior veneer of a chimney constructed as part of the exterior wall of a residential structure must be constructed of like and similar brick or other masonry material to that of the primary structure. No exterior veneer of a chimney shall be constructed of wood products.
- **Garage Arrangement**
 - Except for corner lots, no garage shall open to the road frontage giving public view into the interior. Front-entry, J-lot garages must be side-loaded and not swing-loaded (i.e., the garage entrance is located away from the front door of the home such that a vehicle entering the garage, or parking in front of it, does not pass/park in front of the front door, the garage door faces a side lot line rather than the front door of the residence).



Figure 34: Existing Brady Home



Recommendation 2: Downtown as a vibrant destination.

Downtown Brady is a unique environment and is one of the most distinctive parts of the community. Therefore, as shown on the [Future Land Use Plan](#), Downtown Brady has been designated as its own land use category to provide for a more functional land use classification for this unique environment and does not limit uses to commercial or retail. The following are key land use policies for the downtown.

- Downtown has historic buildings and unique design characteristics (such as small building setbacks) and should be treated as a separate land use category to allow for a variety of retail, commercial, office and residential uses.
- The downtown should be considered as a focal point of the community, and efforts should be made to improve the area.
- Focus on developing tourism and recreational opportunities downtown.
- Conduct a survey of downtown business owners.
 - A survey of downtown business owners should be conducted by the year 2014. The purpose of the survey would be to help the City determine what role the public sector should have in revitalization efforts from the perspective of people operating businesses in the area. Either this could be an actual scientific survey, in which case a survey consultant would likely be needed, or the survey could simply be conducted by the City staff or another organization. A questionnaire delivered to each business in person by a City official would be a positive way to ensure that business owners recognize the importance of their responsiveness; mailing questionnaires is unlikely to elicit an equally high response rate. Possible questions that could be asked include:
 - What specific improvements do you feel would have the most positive impact on downtown as a whole? Choices could include: sidewalks, roadways, building facades, gateways, directional signage, and other.
 - What improvements would you like to make to the exterior of your business that you are not currently able to afford? Choices could include: new doors, new windows, new signage, new windows, new paint, and other.
 - How could the City most effectively help with downtown revitalization? Choices could include: marketing efforts, directional signage, altering City regulations, business development, City-sponsored events, and other.
 - Responses to the survey would help the City more effectively decide how and where capital funds would best be spent in order for both the private and public sectors to get the most benefit for funds expended.

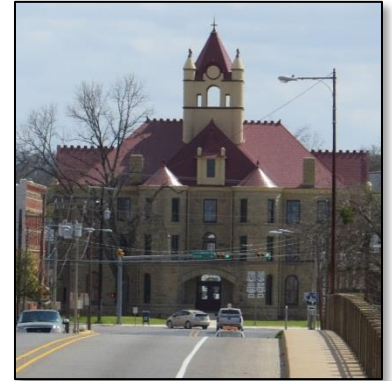


Figure 35: Images of Downtown Brady



Chapter 3: Future Land Use & Thoroughfares

Recommendation 3: Keep and build upon central Brady's existing development.

Central Brady (as shown on [Figure 29: Five Planning Areas](#)) is the heart of the community. The grid roadway pattern, lots, and blocks were established long ago. Like many historic cities, Brady has developed along its main thoroughfare. Homes and businesses can often be found within the same block. Similar to how the City of Fredericksburg has developed an eclectic use of shops and business, the same should occur along Bridge Street. Overall the uses in central Brady have been proportioned well, opportunities do exist for the appearance of buildings to be improved.



Figure 36: Businesses along Bridge Street

Recommendation 4: Focus quality nonresidential development along South Bridge Street.

Most of the recent development in the community is occurring in South Brady. The new hotel, restaurant, and big-box store all have located in this area. Two of the primary reasons for this recent development are the highway (access and high traffic volumes) and the large tracts of vacant land. Land use along the highway should be limited to retail and commercial uses to promote a positive visual experience. Industrial uses, while important to the community, do not depend on the high traffic volumes like retail and commercial uses, and should be located away from the highway.



Figure 37: Land Uses in South Brady

Recommendation 5: Maintain land uses along North Bridge Street and encourage infill development.

North Brady is an important part of the community, as it is the location for the City's airport, North Bridge Street, and Highway 87 (to San Angelo). While growth has not been occurring at the rate South Brady has been experiencing, opportunities



Figure 38: Brady Train Station



for growth are present. New growth will most likely occur as infill development, as vacant lots are built upon or existing buildings are replaced by new ones. It is recommended the land use pattern remain as it currently exists, with one



Figure 39: Industrial Uses in North Brady

exception. If opportunities exist to develop the north side of Brady Creek from industrial to another use, then the benefits of that opportunity should be weighed by the City.

Transportation Recommendations

Recommendation 6: Plan for a reliever route for semi-truck traffic.

The high volume of semi-trucks traveling through the City has been an issue, most notably in the downtown area. The environment created by the trucks rumbling down the road can diminish the charm and character of the downtown area and other areas of the City. Reducing truck traffic in these areas will strengthen the community character and economic appeal of the downtown and other major corridors. A reliever route would also benefit the trucks as well, if they could use a route through Brady that is less congested and has fewer traffic lights.

It is recommended that the City plan for a “Truck Reliever Route” and once the initial policy direction has been created regarding the preferred route, then City leaders should meet with TXDOT and work towards the selection of the best route alternative.

The possible locations for the “Truck Reliever Route” are shown on the [Thoroughfare Plan](#). Six alternatives are shown for the location of the route. Alternatives are arranged in order of least disturbance of properties and lowest cost (i.e., Alternative #1) to greatest disturbance and highest cost (Alternative #6).

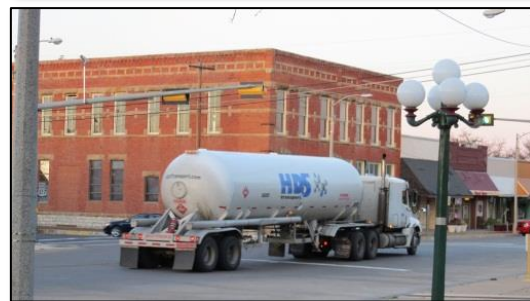


Figure 40: Downtown Truck Traffic



Chapter 3: Future Land Use & Thoroughfares

Recommendation 7: Plan for an additional creek crossing for Brady Creek.

Mobility across Brady Creek is an important community issue. Currently, there are only two main ways to cross the creek. The first way is Bridge Street and the second way is Highway 87, west of downtown. A low water crossing does exist along Elm Street and two smaller bridge crossings exist along East Main Street (adjacent to the elevated train bridge) and Memory Lane (within Richards Park). During the selection process for the Truck Reliever Route (see the [Thoroughfare Plan](#)), City leaders should consider which route would best serve the community by providing a crossing for Brady Creek. Additionally, the [Thoroughfare Plan](#) identifies two possible new crossings for Brady Creek in Downtown. The first option is High Street. This option would allow a connection from the train depot to the Heart of Texas Historical Museum, which could be beneficial to connect the two tourist destinations (see [Potential Creek Crossing Map](#)). The second option would be Walnut Street. This option is located further to the west and Walnut Street is a wider thoroughfare than the surrounding streets.

Recommendation 8: In order to improve traffic flow around the courthouse, investigate alternatives to lane arrangements, parking, and traffic flow (i.e., one-way traffic versus two-way traffic).

Traffic around the courthouse may prove difficult for motorists to navigate, and opportunities may exist for improving the traffic around the square. Alternatives can range from striping lanes and parking spaces or staining the concrete of the one-way “ring” drive around the courthouse to a major capital improvement program (CIP) project to install landscaped islands and other traffic control features. Notably, one alternative could be to change the traffic flow from two-way around the square to one-way and effectively make the square function as a traffic circle.



Figure 41: Downtown Square

Recommendation 9: Priority listing of roadway maintenance and improvement items.

It is recommended that roadway maintenance and improvement be planned on an annual basis. Coordination with TXDOT will be critical to ensuring that roadway efforts between the two organizations are complementary or joint efforts. During the visioning process, the following projects or events were identified as needing attention:

- 1) Addressing drainage issues with Hallum Draw,
- 2) Addressing drainage issues with the new Bridge Street improvement in South Brady,
- 3) Identifying improvements and starting construction on improvement on Highway 71, and
- 4) A monthly coordination meeting between the City and TXDOT officials to ensure both parties are aware of transportation projects.
 - a. This meeting is an opportunity for both agencies to coordinate and improve effectiveness of transportation projects.

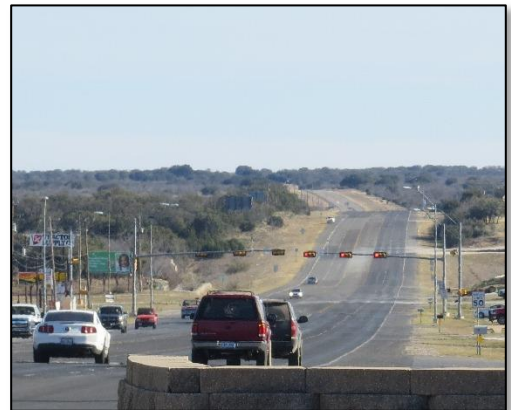
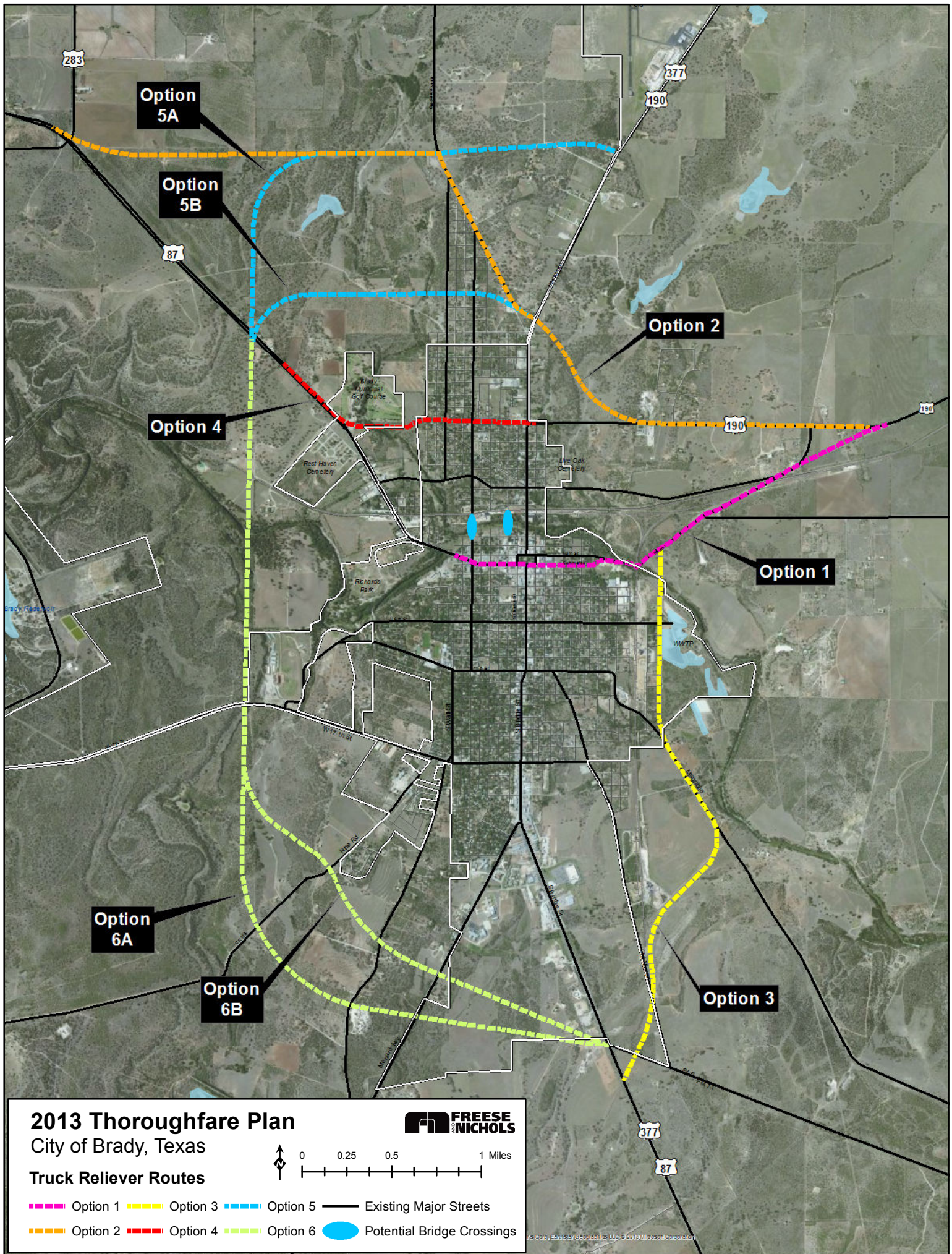
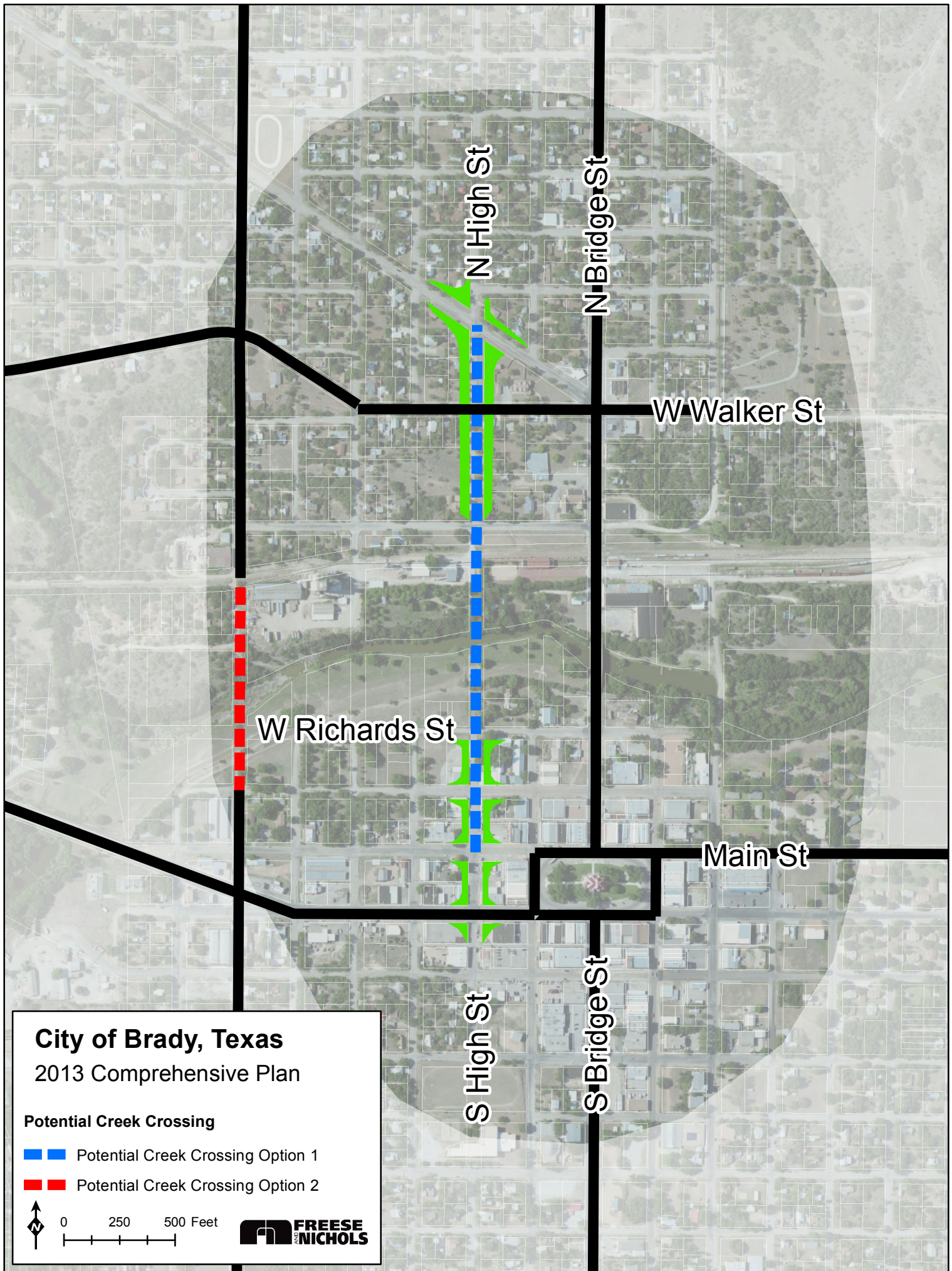




Figure 42: South Bridge Street





City of Brady, Texas
2013 Comprehensive Plan

Potential Creek Crossing

-  Potential Creek Crossing Option 1
-  Potential Creek Crossing Option 2



0 250 500 Feet





Infrastructure Recommendations

Recommendation 10: Develop a CIP and action list for infrastructure improvements.

In order to support the vision the community has for itself, the City must have the appropriate infrastructure available to accommodate existing and future development. As the City ages, existing infrastructure will need to be maintained or replaced. The following is a list of infrastructure elements that should be added to the Capital Improvement Plan (CIP) or policy action list that the City wants to achieve during a certain period of time. The elements should be reviewed annually to monitor progress.

1) Water Utilities Items

a. Water Supply.

- i. The Brady Lake dam is in need of attention, and the City has contracted with Halff Engineering (a private firm) to address the necessary repairs to the dam. The engineer is currently studying the issues affecting the dam and is developing alternatives to repair the dam. The City should evaluate the engineer's alternatives and proceed with the necessary repairs.
- ii. With the current state-wide drought conditions affecting all municipal water supplies, the City should assess its ability to supply its customers with water in the short term (5 years or less) and in the long term. If drought conditions continue to persist, then a greater reliance on providing water from wells (i.e., aquifers) to supplement the surface water supply (i.e., Brady Lake) may occur, which the City will need to plan for to accommodate its population.

b. Pipe or Water Transmission.

- i. The City is currently addressing the issue of high radon levels in water supply. Working with the State of Texas, the City is planning to replace cast iron transmission pipes to reduce the radon level. The City should continue to work with the state and secure funding to replace the older cast iron water transmission pipes within the community.

c. Water Conservation.

- i. It is recommended that the City consider implementing water conservation measures. One way to do this is to prepare and adopt a water conservation plan, which would specify the actions the City and local citizens should take to more actively conserve water. There are many benefits to be derived from water conservation, including reducing capital and operating costs for water and wastewater systems, postponing the need for new or expanded water or wastewater



Figure 43: Water Storage Tank and Stand Pipes near Brady Lake



Figure 44: Brady Lake Dam



Figure 45: Brady Lake Raw Water Intake



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systems, drought-proofing water systems so that rationing (e.g., restricted lawn watering) can be avoided or the need for such measures reduced. Following is a listing of steps that Brady could take to prepare and adopt such a water conservation program:

- Identify needs and establish goals;
- Investigate the use of gray water;
- Assess supply and demand management potentials;
- Analyze the cost effectiveness and impacts of each;
- Involve the public in planning process;
- Choose management program(s), design the specifics of each, and specify a plan of action for each measure chosen;
- Evaluate and select the necessary equipment (such as new meters), materials and supplies;
- Summarize the conservation plan; and
- Develop and adopt implementing documents, ordinances and other enforcement instruments.

Cities across Texas have experienced the need for such conservation measures. Although Brady is in a good position of having plenty of water available currently, water conservation measures that are initiated now may help the City in the future as water becomes an increasingly scarce commodity.

2) Wastewater Utility Items

a. Wastewater Treatment Plant.

- The Brady Wastewater Treatment Plant, located on the eastern side of the community along Brady Creek, is an aging facility. A detailed assessment of the facility should be performed to understand the extent of the conditions of the plant. After the assessment is performed, the City should evaluate whether the plant should be upgraded, or should be replaced if it is more cost-efficient in the long term. An additional factor to consider is whether the current plant and its capacity will be able to accommodate the anticipated yet marginal growth of the community.



Figure 46: Brady Wastewater Treatment Plant

b. Wastewater Package Plant.

- It was noted during the development of this plan that the City should investigate supplementing its wastewater treatment capabilities with a small wastewater package plant. This concept should be considered along with the upgrades/replacement of the current Wastewater Treatment Plant.



- c. Wastewater Master Plan.
 - i. The City needs to develop a detailed Wastewater Master Plan to include in a Capital Improvement Program to ensure that the treatment capacity is available on a timely basis.
- d. Inflow and Infiltration (I&I) Study.
 - i. Additionally, an inflow and infiltration (I&I) study is recommended to maximize the efficiency of the water treatment plant. The I&I study would serve to identify potential sources of infiltrating ground water. Additional groundwater in the system forces the treatment plant to treat water that is not produced by sanitary flows.

3) Electric Utilities

- a. The City of Brady owns and operates the electric distribution system for the City's electric needs. The Lower Colorado River Authority (LCRA) is the City's primary wholesale electric provider, with American Electric Power (AEP) providing the remaining power (approximately 15%) to the City's system. Similar to other City infrastructure, the distribution line and poles are showing signs of aging and currently require maintenance and repair. The City has recently replaced utility poles within the community; however, other utility poles and line are in need of care. The City should create an Electric Utility Plan and establish a CIP or other budgetary means to replace and upgrade poles and lines.



Figure 47: Brady Electric Substation along HWY 87

4) Public Buildings (Police, Fire, EMS)

- a. According to the input received during the Comprehensive Plan process, there currently is a lack of adequate facilities for several municipal services. The Fire Department is operating in the building constructed in 1926, which is insufficient for the department needs related to space and maintenance. A similar situation exists for the police department. One of the greatest concerns related to the police department's needs was related to the lack of space, both for office space and holding facilities. The City should conduct a facilities assessment and examine opportunities to meet the needs for all municipal services.



Figure 48: Brady Fire Station

5) Recreational Facilities

- a. A top priority is the condition and appearance of the public property around Brady Lake. The boat ramps, cabanas, cabins, and marina in the City parks are aging and in need of maintenance. The RV Park currently allows long term residency. This practice should be



Figure 49: Brady Lake Park



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reconsidered. The use of the RV park is to accommodate the typical tourist and should not be used as a long term residence, which can be an impediment to creating a nice and attractive RV park.

- b. Updates to the baseball/softball facilities are needed. Notably, the facilities are in need of a central concession area. Other improvements should include additional landscaping and upgraded facilities, such as canopies or shade structures, to make the facilities more attractive to tournaments. The chamber of commerce and other individuals involved in economic development should be consulted when planning improvements to the facilities in order to better understand which improvements would make the park more attractive to tournaments.
- c. Input was received about the need to develop a multipurpose recreational facility. There are several possibilities regarding a future multipurpose recreational facility, such as the reuse of an existing building or new construction. It would also have to be determined what primary purpose the new recreation center would serve. It is recommended that the City survey its existing residents to determine what the multipurpose recreational facility should be. Notably, the facility could serve as a catalyst for downtown development and could be built along the south side of Brady Creek in close proximity to the downtown park and museum.
- d. Improvement to the G. Rollie White facility should be considered. The facility is currently configured to host rodeo events. In addition, the purpose of the entire facility should be evaluated. Opportunities should be evaluated the expand the use of the complex. Events such as equestrian competitions, festivals (including multi-day festivals), concerts, auto shows are possible opportunities for the facility.
- e. Furthermore, the City should capitalize on the G. Rollie White's connection with the wide array of nearby recreational opportunities, which appeal to both residents and tourists alike. First, this connection must be recognized and marketed to the general public. As [Figure 53: Aerial View of Existing Park Facilities](#) shows, there is an incredible connection with Richards Park, scenic



Figure 50: Example of a Concession Stand

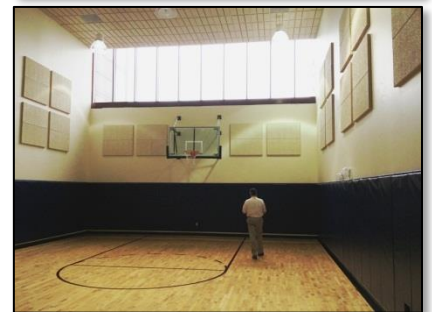


Figure 51: Recreation Facility



Figure 52: G Rollie White Facility



picnic areas along Brady Creek, a fenced-in soccer field, fenced-in tennis courts, camping area, and aquatic center, and baseball/softball fields. Second, signage improvements must be made to inform visitors that these recreational opportunities exist. Currently, signage does not exist along the roadway indicating these facilities exist. Finally, physical improvements (e.g., roads, fences, buildings, landscaping, etc.) should be prioritized and budgeted for within the next five years. Also, the City is currently using part of the property for the storage of equipment and materials. This storage should be relocated to another site.



Figure 53: Aerial View of Existing Park Facilities



Chapter 3: Future Land Use & Thoroughfares

Appearance and Identity Recommendations

Recommendation 11: Improve or maintain City regulations (zoning, etc.) to create a positive image from the roadway.

The following image and design guidelines are intended to improve the quality of life, or “livability”, within Brady. These guidelines focus on elements of the man-made environment that can be enhanced, such as screening, site design, landscaping, and similar elements. Such elements are often difficult to quantify because their aesthetic quality is inherently subjective - they often deal with the sensory response of people to the physical environment in terms of its visual appearance and spatial character and relationships. Although individual responses to aesthetic considerations vary, the careful application of image-related design principles in planning practice should enhance the quality of the built environment and the corresponding quality of life enjoyed by Brady’s citizens and visitors.

Design elements such as landscaping, screening, and signage – which are typically reviewed by the City during the development approval process – will serve as the basis for many of the recommendations herein. New projects offer the opportunity for development standards to be implemented as part of the zoning process. By implementing the image and design guidelines recommended here, site development and building design standards for future development can be applied throughout the City.

Outside Storage

Outside storage areas are generally defined as areas where goods and materials are displayed or stored outside a building for more than 24 hours or on a permanent basis. Common examples of materials include pre-fabricated storage sheds, pipe, lumber, and some landscaping materials. Although many nonresidential uses require outside storage areas to accommodate the types and amount of goods necessary to be successful, these areas (if they are displayed in an unsightly manner) can detract from the overall positive image that Brady desires to portray along most major thoroughfares.

It is recommended that the City require all new businesses to locate outside storage areas such that they are not facing onto or primarily visible from any major thoroughfare. When a site is adjacent to residential land uses, outside storage areas should be required to be screened from public view with a screening wall or fence at least six feet in height. The City’s regulations should also specify that outside storage materials may not be stacked above the height of the screening wall. If outside storage cannot be located or positioned such that it is not facing onto or primarily visible from any major thoroughfare (e.g., behind the building, etc.), then it should be displayed in an orderly manner.



Figure 54: Example of Outside Storage



Loading and Service Areas

Many types of nonresidential uses require loading docks and service entrances to receive and distribute goods. Also, service bays, such as those used by automobile repair shops can be unattractive. Thus, the placement and screening of these elements are of a primary concern to ensure quality development. The following recommendations define ways in which potentially negative impacts of loading and service areas can be alleviated through quality design.

1) Location:

Loading docks and service bays should be positioned such that they do not face onto and are not visible from the front of buildings. Loading docks should generally be located to the rear of nonresidential buildings. Service bays or doors (i.e., for a commercial use) should be placed to the side or rear of the structure.



Figure 55: Example of Service Bay

2) Distance:

The City should require loading areas to be set back from the street at least 50 feet in most cases within its zoning regulations. Additionally, offsite maneuvering of delivery vehicles should be prohibited.



Figure 56: Example of a Screening Wall Built to Conceal a Loading/Service Area

3) Screening:

If loading areas or service bays are adjacent to residential uses, then they should be screened or have an additional setback.

Refuse Containers

As ubiquitous as a parking lot, refuse is an unavoidable product of business development. Trash receptacles, however, do not have to be unsightly or reduce the visual quality of nonresidential developments. Two key factors can ensure this: the placement of these receptacles and the design of screening elements for them.

1) Location:

Trash receptacles should be prohibited in front parking areas, or should be placed within a visually screened area. Trash receptacles may be placed in the rear of buildings without required screening.



Figure 57: Example of a Refuse Area that is not Screened

2) Screening:

Trash receptacles placed in the front or side yards should be screened from public view with a masonry wall (on three sides with a gate on the fourth) that is



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at least one foot taller than the container, and that is compatible with the primary building. “Public view” should be defined as the view from a major street as well as the view from any adjacent residential uses. “Compatible” should be defined as similar in material and color to the primary building. It is further recommended that the gated side, which is to be used for garbage pickup service, remain closed except when service is being provided.



Figure 58: Example of a Refuse Areas Being Screened

Landscaping Elements

It is recommended that some landscaping be required within nonresidential sites along major streets and highways, and should apply to new construction and to any major remodeling, or where the primary function of the building is altered. However, due to the semi-arid Texas climate, many typical landscaping materials could have problems taking hold and flourishing in Brady’s natural environment. Therefore, the City should establish landscaping standards to reproduce landscaping elements that many Brady businesses have been able to implement and maintain.

It is important to note that landscaping requirements may need to be adjusted or not applied to older parts of the community along Bridge Street and Downtown to accommodate existing small lots with current buildings and the development pattern.

The following are recommended landscaping guidelines for the City to consider:

- 1) One tree per 50 feet of street frontage, and
- 2) A minimum 300 square-foot landscaping area consisting of shrubs or ground cover should be located within the front yard.



Figure 59: Landscaping Examples in Brady



Nonresidential Building Facades

The importance of building materials used on the facades of nonresidential structures along major roadways cannot be overstated. Cities across the nation have recognized the importance of ensuring that nonresidential structures along major roadways are as reflective of community image as signage, landscaping, or any other development-related element commonly associated with aesthetics. Currently, the City requires:

“All nonresidential buildings shall be 30% masonry construction on the front of the building, exclusive of doors, windows and other openings.”

It is recommended that the City consider increasing this standard to 50% or requiring landscaping adjacent to the building to improve the look of the metal building.



Figure 60: Metal Buildings



Figure 61: Metal Building Facades with Masonry Improvements



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Screening and Buffering between Residential and Nonresidential Areas

The Future Land Use Plan seeks to minimize conflict between residential and nonresidential areas, but screening and buffering efforts can help to mitigate any remaining incompatibility between land uses.

The City should consider and implement screening and buffering requirements between residential and nonresidential developments. There are several options to alleviate the conflict.

Larger setbacks may be utilized to protect the public view and create a more rural feel. Within such setbacks, extensive landscaping, such as berms, double rows of large trees and solid living evergreen screens may be used. This is typically referred to as a living screen and is typically located on a setback greater than 25 feet. When landscape berms are used, consideration for maintenance should be a priority. Typically speaking, a 1:3 slope should be used for landscape berms to ensure proper maintenance. For example, a 25' setback would allow a 4' high berm; a 30' setback would allow a 5' high berm; and a 40' setback would allow a 6' high berm.



Figure 62: Masonry Screening Wall

If a screening wall is used, the wall should be constructed entirely of brick, masonry, or other like material consistent with the exterior finish of the primary structure. It should also be at least six feet in height. Wood is a high maintenance material and therefore is not recommended for screening walls. Construction of such a wall would typically be a responsibility of the nonresidential land use developer. If a retaining wall is located on the property line, the screening wall should be located on top of the retaining wall to maximize visual screening.



Parking Lot Landscaping

When parking lots are adjacent to the public right-of-way, the use of two foot shrubs, landscape berms, a two foot masonry wall or enhanced landscaping, in addition to turf grass, should be required. Use of a wall for parking lot screening should be accompanied with landscape planting in the form of low shrubs and ground cover to soften the appearance of the wall.

Parking lots greater than 50 parking spaces should be broken up with a landscape median between every other parking bay. A landscape island should be provided at least every twelve stalls and include a minimum of one large tree. Parking lots greater than 50 parking stalls should provide a landscape median on each side of major internal parking drives. Landscape islands should be located at the terminus of each parking bay and include a minimum of one large tree. Parking aisles should be arranged perpendicular to building entrances when possible. The ground surface for all parking lot landscape medians and landscape islands shall be covered with mulch, turf, small shrubs or groundcovers.



Figure 63: Parking Lot Landscaping Example

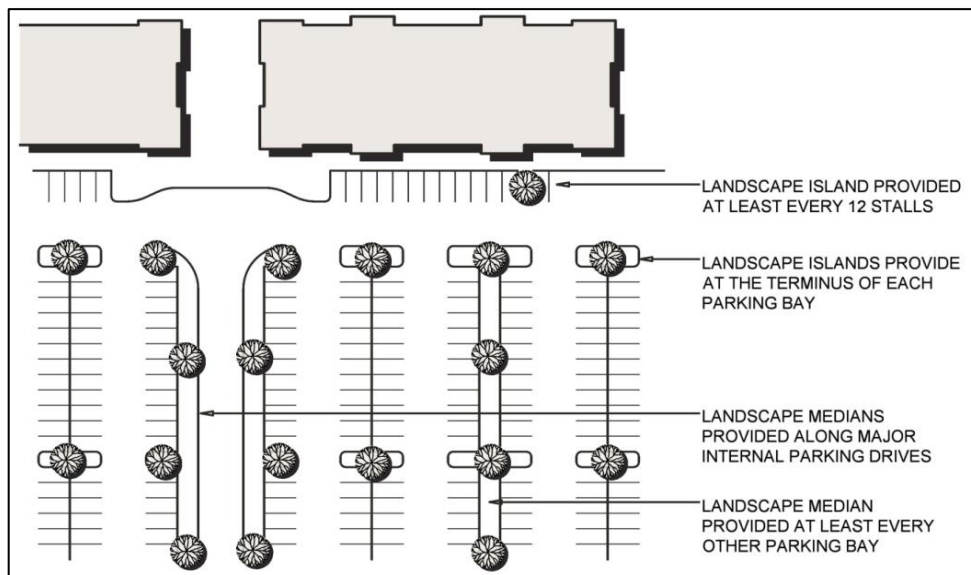


Figure 64: Parking Lot Landscaping Diagram



Chapter 3: Future Land Use & Thoroughfares

Recommendation 12: Develop an incentive program to improve existing building and lots.

While the City has some control over the appearance of new construction, the City's ability to influence existing construction is limited to primarily code enforcement. Improvements to the façades or sites of existing buildings are mostly by private initiatives by the business/property owners, not by the City. However, the City can offer incentives to business and property owners to improve their premises, and one way to do this is for the City to subsidize the improvements by matching the owner's investment up to a specific dollar amount. The owner benefits from the incentive by either reducing their cost or by adding additional building features they might want to increase their business's visibility or customer appeal. Also, the City benefits because the appearance, and eventually the value and tax base of the overall area, is increased by these improvements.

Incentives can also be provided to remove pole signs. However, one major difference between improving building façades and mitigating pole signs is that pole signs can legally be amortized out of use. Notably, the amortization of signs can be more difficult to achieve due to political pressures. Incentives tend to create a "win-win" scenario for business owners and for the City.



Figure 65: Existing Brady Businesses

It is recommended the City develop a program or guidelines where the City will match a dollar amount, up to a given point, for a business to either improve its existing façade or to remove an existing pole sign. Additionally, the City should investigate possible funding options with the City's economic development corporation.

Recommendation 13: Continue to develop a marketable identity for Brady.

Brady is a tourist destination waiting to be discovered by thousands of people. City leaders should work together to build upon existing events, such as the July Jubilee, to establish more reasons to visit Brady year-round. During the vision process, it was mentioned that Brady is very



Figure 67: Branding Sign

appealing to people who are interesting in enjoying the outdoors, such as hunters and nature enthusiasts. The City, with assistance from the community, should decide on a brand/marketable identity to communicate who and what the community of Brady is all about and why it is distinguishable from all other communities.



Figure 66: Entryway Feature using a Wildlife Images to Brand Brady



Recreation (Tourism) Recommendations

Recommendation 14: Investigate a Conference/Retreat Center.

In order to promote tourism, it recommended the City investigate the feasibility of the development of a conference/retreat center. A conference center could increase the appeal of having outside events held in Brady. The center could work in concert with the G. Rollie White complex and other recreational facilities.

A possible location for the conference/retreat center would be Brady Lake. Communities across Texas have established similar facilities near lakes to take advantage of the scenic and rural settings.

Recommendation 15: Establish a Hunter's Festival.

The City, with assistance from the community, could sponsor a hunting/wildlife festival and market this concept outside of Brady. Brady is well-known for its wildlife and could build upon this reputation. This festival could be used to showcase the many other activities or points of interest in the community, such as Downtown and the Texas Historical Museum.

Recommendation 16: Hold events in Downtown to foster community spirit/pride and social interaction.

The term “community” naturally implies the congregation and interaction of people. Fostering a sense of community by providing opportunities for interaction creates a sense of identity and belonging and ultimately helps to facilitate relationships among residents. As the City continues to grow and mature, a sense of community will continue to be an important characteristic that connects residents of Brady together. The built environment will need to provide spaces and opportunities for residents to meet, congregate, interact and play.

The downtown will serve as a significant destination point for Brady residents. Due to the small-town nature of Brady and the rural feel of McCulloch County, a farmers market may also provide a social event and a chance to support local farmers. The Chamber of Commerce is currently working this project. Many communities in Texas have begun to offer farmers markets, encouraging local growers to bring in fresh produce for residents to purchase. The number of farmers markets has increased nationally 17 percent from 2010 to 2011, with the second largest growth occurring Texas at 38 percent (US Department of Agriculture – Agricultural Marketing Service news release, Aug 5, 2011).



Figure 68: (Top) Farmers Market; (Bottom) Town Square



Chapter 3: Future Land Use & Thoroughfares

Farmers markets can also be beneficial in supporting the local economy while providing an opportunity for residents to purchase fresh produce.

The creation of a community festival may also provide an opportunity to both foster community/civic pride and promote Brady on a more regional level. For example, an annual event at a local park that involves local organizations and citizens may be held. Many communities celebrate “founder’s day” or have an annual event situated around a holiday, such as the 4th of July.

Additional events, such as National Night Out, neighborhood block parties or summer movies in the park may be considered and may be promoted by the City. While many of these events will not necessarily be City funded, the City may have a certain role in such events, such as providing rules and regulations and by promoting such events.

Recommendation 17: Hold sports tournaments within the community.

With its great location and short driving distance to major metropolitan areas, Brady can serve as a place to hold a variety of sports tournaments. It is recommended that the City conduct an assessment of its existing facilities at Richards Park to understand which sports tournaments are best suited for the community. Depending on the sport and level of improvements needed, the City may consider updates or expansion of existing facilities to meet demand.

Recommendation 18: Downtown Improvements (i.e., new park) along Brady Creek and connection to the train station, Heart of Texas Historical Museum, and courthouse.

There is an opportunity to improve the downtown environment and improve its appeal to residents and visitors. Brady Creek and the creation of a park can serve as a catalyst for adding new life into downtown. A new park combined with pedestrian connections to the train station, Heart of Texas Historical Museum, and courthouse could be a significant draw for residents and tourists to spend time in downtown. The key tourist destinations in town should be linked together by streetscape improvements.

Streetscape Elements

The term streetscape can be described as the aesthetic value of the view along a street. Positive or negative, numerous elements contribute to this view, including landscaping, street trees, and street hardware (e.g., lighting, traffic lights, etc.). The incorporation of aesthetically pleasing streetscape elements within Downtown can help to provide the City with a downtown area that has a pleasing view from the road and will help to make the area more conducive to pedestrian activity. The following improvements are recommended for consideration within Downtown by the year 2018.



Figure 69: Examples of Streetscape Elements Creating a Distinctive Atmosphere



1. Street Hardware

Light fixtures within a room can create a distinct atmosphere. Likewise, light fixtures along a street can create an ambiance when special attention is given to their design and aesthetic appeal. It is recommended that the City place new distinctive streetlights in Downtown. There are numerous choices for streetlights. One option for the City is to review old pictures of Downtown and attempt to replicate the type of lighting that was prevalent during Downtown's early years.

2. Landscaping Elements and Street Trees

The integration of natural elements has generally been promoted within the dense urban settings in many communities. However, the successful integration of such elements often eludes cities because of the way in which the landscaping is installed. The key is to make landscaping elements a part of the overall streetscape through consistency and maintenance.

Pedestrian Elements

In order to create a more walkable downtown, there must be elements in Downtown that make it conducive to pedestrian activity.

1. Sidewalks/Walkways

Perhaps the most basic element necessary for a pedestrian environment, sidewalks allow people to move freely. In the late 1800s and early 1900s, downtown areas were truly the center of commerce for Texas towns, and walkways allowed people to safely distance themselves from the street to shop for goods and services. These walkways were also often covered with awnings or overhangs to provide protection from the Texas sun. Wide, expansive walkways remain in Downtown today, which is an advantage for the City. Unlike many communities trying to create pedestrian activity in a certain area, there is no need to retrofit the downtown area with sidewalks.

It is recommended that the City install well-designed landscaping within the Downtown walkway areas to further create a pedestrian environment. Additionally, the incorporation of awnings and wide overhangs on building facades within Downtown would provide shade for pedestrians, as they did in the past.



Figure 70: Streetlight Example



Figure 71: An Example and Landscaping and Street Furniture



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2. Street Furniture

Another important element of a pedestrian environment is the provision of a place for pedestrians to stop and rest, to take a break and enjoy the scenery. Further, to prevent litter, trash receptacles are a necessity for any active pedestrian area. In order to promote a pedestrian environment, it is recommended that the City incorporate benches and trash receptacles into the Downtown area. The incorporation of benches and trash receptacles that are designed with the desired environment in mind can add to the aesthetics of the downtown area. As with special light fixtures, furniture can also help create a certain atmosphere within an area, just as it can within a room. It is recommended that the City choose light fixtures, benches and trash receptacles that are of similar, complementary design. This will begin to create the atmosphere within Downtown for which the City is striving.

Summary of the Recommendations

The following is a summary of the chapter recommendations. Specific action items and timelines for each of the below recommendations is included in the [Chapter 4: Implementation Plan](#).

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Brady, Texas

Comprehensive Plan

2013



Chapter Four:

Implementation Plan

4



CHAPTER 4: IMPLEMENTATION PLAN

The importance of city planning can never be overstated—planning provides for the protection of private property and ensures future development occurs in a coordinated and organized fashion, consistent with the Comprehensive Plan. The future of Brady will be shaped with the policies and recommendations developed in this 2013 Comprehensive Plan. Based on this Plan, decisions will be made that will influence many aspects of the City’s built and social environments. Brady has taken an important leadership role in defining its future, with the adoption of this Plan. The Plan will provide a very important tool for City Staff and civic leaders to use in making sound planning decisions regarding the long-term growth and development of Brady. The future quality of life in Brady will be substantially influenced by the manner in which Comprehensive Plan recommendations are administered and maintained.

Planning for the City's future should be a continuous process, and this plan is designed to be a dynamic tool that can be modified and periodically updated to keep it in tune with changing conditions and trends. Changes in Brady’s socioeconomic climate and in development trends that were not anticipated during preparation of the Plan will occur from time to time, and therefore, subsequent adjustments will be required. Elements of the City that were treated in terms of a general relationship to the overall area may, in the future, require more specific and detailed attention.

Plan policies and recommendations may be put into effect through adopted development regulations, such as zoning and subdivision, and through capital improvement programs. Many recommendations within the Plan can be implemented through simple refinement of existing City regulations or processes, while others may require the establishment of new regulations, programs, or processes. This final section of the 2013 Comprehensive Plan describes specific ways in which Brady can take the recommendations within this plan from vision to reality.

Proactive and Reactive Implementation

There are two primary methods of plan implementation: proactive and reactive methods. To successfully implement the plan and fully realize its benefits, both methods must be used in an effective manner. Both proactive and reactive actions that could be used by Brady are described within this Implementation Chapter.

Examples of proactive methods include:

- Developing a capital improvements program (CIP), by which the City expends funds to finance public improvements to meet objectives cited within the Plan;
- Establishing or updating zoning regulations; and
- Establishing or updating subdivision regulations.

Examples of reactive methods include:

- Approving a rezoning application submitted by a property owner consistent with the Comprehensive Plan;
- Site plan review; and
- Subdivision review.



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Roles of the Comprehensive Plan

Guide for Daily Decision-Making

The current physical layout of the City is a product of previous efforts put forth by many diverse individuals and groups. In the future, each new development that takes place, whether a subdivision that is platted, a home that is built, or a new school, church or shopping center that is constructed, represents an addition to Brady's physical form. The composite of all such efforts and facilities creates the City as it is seen and experienced by its citizens and visitors. If planning is to be effective, it must guide each and every individual development decision. The City, in its daily decisions pertaining to whether to surface a street, to approve a residential plat, to amend a zoning ordinance provision, to enforce the building codes, or to construct a new utility line, should always refer to the basic proposals outlined within the Comprehensive Plan. The private builder or investor, likewise, should recognize the broad concepts and policies of the Plan so that their efforts become part of a meaningful whole in planning the City.

Flexible and Alterable Guide

This 2013 Comprehensive Plan is intended to be a dynamic planning document for Brady – one that responds to changing needs and conditions. Plan amendments should not be made without thorough analysis of immediate needs, as well as consideration for long-term effects of proposed amendments. The City Council and other Brady officials should consider each proposed amendment carefully to determine whether it is consistent with the Plan's goals and policies, and whether it will be beneficial for the long-term health and vitality of Brady.

Annual Review

At one-year intervals, a periodic review of the plan with respect to current conditions and trends should be performed. Such on-going, scheduled evaluations will provide a basis for adjusting capital expenditures and priorities, and will reveal changes and additions that should be made to the Plan in order to keep it current and applicable long-term. It would be appropriate to devote one annual meeting of the Planning and Zoning Commission to reviewing the status and continued applicability of the plan in light of current conditions, and to prepare a report on these findings to the City Council. Those items that appear to need specific attention should be examined in more detail, and changes and/or additions should be made accordingly. By such periodic evaluations, the Plan will remain functional, and will continue to give civic leaders effective guidance in decision-making. Periodic reviews of the plan should include consideration of the following:

- The City's progress in implementing the plan;
- Changes in conditions that form the basis of the plan;
- Community support for the plan's goals, objectives & policies; and,
- Changes in State laws.

The full benefits of the plan for Brady can only be realized by maintaining it as a vital, up-to-date document. As changes occur and new issues within the City become apparent, the plan should be revised rather than ignored. By such action, the plan will remain current and effective in meeting the City's decision-making needs.



Complete Review and Update with Public Participation (5-10 Years)

In addition to periodic annual reviews, the Comprehensive Plan should undergo a complete, more thorough review and update every five or ten years. The Planning and Zoning Commission should be in charge of periodic review of the plan. Specific input on major changes should be sought from various groups, including property owners, neighborhood groups, civic leaders and major stakeholders, developers, merchants, and other citizens and individuals who express an interest in the long-term growth and development of the City.



Figure 72: Brady City Hall

Regulatory Mechanisms

The usual processes for reviewing and processing zoning amendments, development plans, and subdivision plans provide significant opportunities for implementing the Plan. Each zoning, development and subdivision decision should be evaluated and weighed against applicable proposals contained within the Plan. If decisions are made that are inconsistent with Plan recommendations, then they should include actions to modify or amend the Plan accordingly in order to ensure consistency and fairness in future decision-making. Amending the Subdivision Ordinance and Zoning Ordinance represent two major proactive measures that the City can take to implement 2013 Comprehensive Plan recommendations.

Zoning Ordinance

Zoning is perhaps the single most powerful tool for implementing Plan recommendations. The City's Zoning Ordinance should be updated with the recommendations contained within the chapters of this 2013 Comprehensive Plan. All zoning and land use changes should be made within the context of existing land uses, future land uses, and planned infrastructure, including roadways, water and wastewater.

Zoning Text Amendments

There are numerous recommendations within this 2013 Comprehensive Plan that relate to enhancing design standards. Their implementation will not only improve future development and interaction between land uses, but will also improve Brady's overall image and livability. Such recommendations involve landscaping, nonresidential building design, and compatibility, to name a few. These recommendations should be itemized and prioritized, and should be incorporated into the Zoning Ordinance accordingly.

Zoning Map Amendments

State law gives power to cities to regulate the use of land, but regulations should be based on a plan. Therefore, Brady's Zoning Map should be as consistent as possible with the Comprehensive Plan, specifically the Future Land Use Plan. It is not reasonable, however, to recommend that the City make large-scale changes in its zoning map changes immediately. It is therefore recommended that the City prioritize areas where a change in current zoning is needed in the short-term and that efforts be concentrated on making such changes. In the long-term, consistent zoning policy in conformance with the Future Land Use Plan will achieve the City's preferred land use pattern over time.



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Subdivision Ordinance

The act of subdividing land to create building sites has a major effect on the overall design and image of Brady. Much of the basic physical form of the City is currently created by the layout of streets, easements, and lots. In the future, the basic physical form of Brady will be further affected by such action. Requirements for adequate public facilities are essential to ensure the City's orderly and efficient growth.

Implementation Matrix

Implementation is one of the most important, yet most difficult, aspects of the comprehensive planning process. Without viable, realistic strategies for implementation, the recommendations contained within this 2013 Comprehensive Plan will be difficult to realize. It is important to note that the recommendations and action items (listed below) are derived from the five (5) Community Goals established previously within this plan (see Page 33). The Community Goals were created based upon the visioning exercises conducted with the Planning and Zoning Commission.

Few cities have the ability to implement every recommendation or policy within their comprehensive planning document immediately following adoption—Brady is no exception. Plan implementation, therefore, must be prioritized to guide short-term priorities, long-term priorities and on-going priorities. These priorities must be balanced with timing, funding, and City Staff resources. While all the recommendations share some level of importance, they cannot all be targeted for implementation within a short time period; some must be carried out over a longer period of time.

The following matrix is a summary of the recommendations within this Comprehensive Plan. The columns *What*, *When*, *Who* and *How* are intended to provide the City with specific tasks to work toward implementing the vision of this plan.

What: This table is a summary of the Action Items from the previous section, organized by Community Goal.

When: Action items are divided into the following categories to indicate when the City should start working to achieve the action item.

- *Priority #1 Recommendations:* City leaders should start implementing these action items by **July 1, 2014** (approximately **one (1) year** following plan adoption).
- *Priority #2 Recommendations:* City leaders should start implementing these action items by **July 1, 2018** (approximately **five (5) years** following plan adoption).
- *Priority #3 Recommendations:* These actions items should be continually addressed by City leaders (i.e., no specific time fame is applicable) or action should occur when possible because these items are not critically time sensitive.

Who: Although the responsibility for accomplishing a task may include additional parties, the purpose of this column is to identify the main player(s) in completing the Action Item.

How: This column identifies generally how each Action Item can be accomplished.



Table 9: Action Item Implementation Matrix

What	When			Who	How
	Priority #1	Priority #2	Priority #3		
Goal 1: Create a Land Use Plan that promotes the development of quality housing options, recreation, tourism, Brady Lake and a diversified economy. (Reference Page 33)					
Recommendation 1: The vision for Brady Lake is recreational uses supplemented by housing. (Reference Page 49)					
Action Item 1: Update the zoning map to reflect the Future Land Use Plan (Page 45) and the land uses depicted surrounding Brady Lake.	P1			City Staff, P&Z, and City Council	Zoning Ordinance Amendment
Action Item 2: Add a “Lake Recreation” zoning district to the zoning ordinance to align with the “Lake Recreation” land use category. (See Pages 43 and 49 for a description of “Lake Recreation”)	P1			City Staff, P&Z, and City Council	Zoning Ordinance Amendment
Action Item 3: Amend the zoning ordinance to ensure residential uses around the lake are buffered from nonresidential uses.	P1			City Staff, P&Z, and City Council	Zoning Ordinance Amendment
Action Item 4: Secure funding to address maintenance and replacement of boat docks.	P1			City Staff and City Council	Regular Budget Item
Action Item 5: Amend the zoning ordinance to establish standards for single family homes surrounding the lake.	P1			City Staff, P&Z, and City Council	Zoning Ordinance Amendment
Recommendation 2: Downtown as a vibrant destination. (Reference Page 51)					
Action Item 6: Ensure that the zoning ordinance text and map are in agreement with the Future Land Use Plan (Page 45) and land use descriptions, and inform the City Council of any possible discrepancies.			P3	City Staff	Review Ordinance
Action Item 7: Evaluate developing park, tourism, and recreational opportunities in downtown and identify possible properties for acquisition.			P3	City Staff and Chamber of Commerce	Study / Staff Report
Action Item 8: Conduct a survey of downtown business owners regarding needed downtown improvements, possible assistance in the maintenance/improvement of downtown buildings, and the identification of any other various needs for downtown businesses.			P3	City Staff and Chamber of Commerce	Survey
Recommendation 3: Keep and build upon central Brady’s existing development. (Reference Page 52)					
Action Item 9: Ensure that the zoning ordinance text and map allow for the current eclectic mix use of shops and businesses along Bridge Street.			P3	City Staff	Review Ordinance
Action Item 10: Evaluate the zoning ordinance and develop standards to improve the appearance of buildings within central Brady.			P3	City Staff	Review Ordinance



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What	When			Who	How
	Priority #1	Priority #2	Priority #3		
Recommendation 4: Focus quality nonresidential development along South Bridge Street. (Reference Page 52)					
Action Item 11: Amend the zoning ordinance text and map to ensure retail and commercial uses create a positive visual experience adjacent to South Bridge Street.			P3	City Staff, P&Z, and City Council	Zoning Ordinance Amendment
Action Item 12: Allow rezonings to industrial uses only when the use is located away from South Bridge Street and is in accordance with the Future Land Use Plan (Page 45).			P3	City Staff, P&Z, and City Council	Rezoning Applications
Recommendation 5: Maintain land uses along North Bridge Street and encourage infill development. (Reference Page 52)					
Action Item 13: If opportunities exist to develop the north side of Brady Creek from industrial to another use, then the benefits of that opportunity should be weighed by the City.			P3	City Staff and Chamber of Commerce	Study / Staff Report
Goal 2: Improve the City’s transportation system by planning for new roadways to improve traffic flow and by prioritizing improvements and maintenance of existing roadways. (Reference Page 33)					
Recommendation 6: Plan for a reliever route for semi-truck traffic. (Reference Page 53)					
Action Item 14: Select one of the six alternatives or a hybrid of the alternatives as the preferred truck reliever route for the City.	P1			City Staff, P&Z, and City Council	City Policy / Staff Report
Action Item 15: Once a preferred truck reliever has been approved by the City Council, City leaders should meet with TXDOT officials to communicate the City’s desired route.	P1			City Staff, P&Z, and City Council	City Policy / Staff Report
Recommendation 7: Plan for an additional creek crossing for Brady Creek. (Reference Page 54)					
Action Item 16: Evaluate both creek crossing options and select a preferred route, possibly in connection with the Truck Reliever Route.	P1			City Staff, P&Z, and City Council	City Policy / Staff Report
Recommendation 8: In order to improve traffic flow around the courthouse, investigate alternatives to lane arrangements, parking, and traffic flow (i.e., one-way traffic versus two-way traffic). (Reference Page 54)					
Action Item 17: Evaluate options for improving the traffic around the square (e.g., striping lanes, adding traffic islands, and changing the traffic flow to one-way around the square) and select a preferred option.		P2		City Staff	Staff Report



What	When			Who	How
	Priority #1	Priority #2	Priority #3		
Recommendation 9: Priority listing of roadway maintenance and improvement items. (Reference Page 54)					
Action Item 18: Investigate the cause and propose solutions to the City Council to addressing drainage issues with Hallum Draw.		P2		City Staff	Staff Report
Action Item 19: Utilize the services of an engineering consultant to perform an in-depth drainage study and develop a City-wide Drainage Master Plan.			P3	City Staff	City Policy / Staff Report
Action Item 20: Conduct a roadway conditions analysis and proactively address roadway maintenance issues.			P3	City Staff	Inventory of maintenance issues and allocation of funding
Action Item 21: The City should maintain contact with TXDOT.			P3	City Staff	Monthly Meetings
Action Item 22: It is recommended the City consider developing a comprehensive CIP to categorize and prioritize projects through an inclusive and objective process.			P3	City Staff, P&Z, and City Council	City Policy / Staff Report
Goal 3: Plan for improvements to the City’s infrastructure system (water, wastewater, electric lines, parks, physical buildings, etc.) to ensure quality services are available to residents, businesses, and tourists. (Reference Page 33)					
Recommendation 10: Develop a CIP and action list for infrastructure improvements. (Reference Page 59)					
Action Item 23: Implement findings related to the engineering study for Brady Lake Dam.			P3	City Staff and City Council	Staff Report / Consultant
Action Item 24: Implement water conservation measures by preparing and adopting a water conservation plan.			P3	City Staff and City Council	City Policy
Action Item 25: Continue to work with State to address the radon levels.	P1			City Staff and City Council	City Policy
Action Item 26: In order to properly plan for internal distribution system of the water system, the City should develop a detailed Water Master Plan.	P1			City Staff	Staff Report / Consultant
Action Item 27: Annually review local water system capacity availability by 2030 to ensure that there is time to budget for and complete any necessary improvements in time to accommodate projected need.	P1			City Staff	Staff Report



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What	When			Who	How
	Priority #1	Priority #2	Priority #3		
Action Item 28: Develop a City-wide Wastewater Master Plan and a Capital Improvement Program to plan for construction of the wastewater treatment plant to accommodate projected demand.	P1			City Staff and City Council	Staff Report / Consultant
Action Item 29: Conduct an assessment of the current wastewater treatment plant and its capacity to handle future demand.	P1			City Staff	Staff Report / Consultant
Action Item 30: Conduct an assessment of the need for a small wastewater package plant.	P1			City Staff	Staff Report / Consultant
Action Item 31: Conduct an Inflow and Infiltration (I&I) Study to maximize the efficiency of the water treatment plant.	P1			City Staff	Consultant
Action Item 32: Create an Electric Utility Master Plan and establish a CIP or other budgetary means to replace and upgrade poles and lines.			P3	City Staff	Staff Report / Consultant
Action Item 33: Conduct a facilities assessment and look for opportunities to meet the needs for all municipal services (e.g., Police, Fire, and EMS).			P3	City Staff	Staff Report / Consultant
Action Item 34: Provide for updates to the baseball/softball facilities.			P3	City Council	Staff Report
Action Item 35: Investigate the feasibility of a multipurpose facility recreational facility.			P3	City Council	Staff Report
Action Item 36: Investigate what improvements to the G. Rollie White facility are needed and alternative uses for the entire facility.			P3	City Staff and City Council	Staff Report / Consultant
Action Item 37: Add signage and develop a marketing campaign highlighting the number activities in the G. Rollie White/Richards Park area. (See Figure 53)			P3	City Staff, Chamber, and City Council	Staff Report / Consultant
Goal 4: Improve the City's visual appearance and identity. (Reference Page 34)					
Recommendation 11: Improve or maintain City regulations (zoning, etc.) to create a positive image from the roadway. (Reference Page 64)					
Action Item 38: Amend the zoning ordinance to reflect recommendations for (1) outside storage, (2) loading and service areas, (3) refuse containers, (4) landscaping, (5) nonresidential building facades, (6) screening/buffering between residential and nonresidential areas, and (7) parking lot landscaping.			P3	City Staff, P&Z, and City Council	Staff Report
Recommendation 12: Develop an incentive program to improve existing building and lots. (Reference Page 70)					
Action Item 39: It is recommended the City develop a program or guidelines where the City will match a dollar amount, up to a certain point, for a business to improve its existing façade or to remove an existing pole sign.			P3	City Staff and City Council	City Policy / Staff Report



What	When			Who	How
	Priority #1	Priority #2	Priority #3		
Action Item 40: The City should consider being involved with the Keep Texas Beautiful program, and investigate feasibility of a landscaping/wildflower program to enhance the image of the corridors.			P3	City Council	City Policy / Staff Report
Recommendation 13: Continue to develop a marketable identity for Brady. (Reference Page 70)					
Action Item 41: Develop a branding strategy to communicate who Brady is and what the community is about, and why it is distinguishable from all other communities.			P3	City Staff, Chamber, and City Council	Staff Report / Consultant
Goal 5: Promote recreational opportunities to support tourism and to provide a benefit to local residents. (Reference Page 34)					
Recommendation 14: Investigate a Conference/Retreat Center. (Reference Page 71)					
Action Item 42: Investigate the feasibility of the development of a conference/retreat center, with the possibility of sharing facilities with the G. Rollie White complex.		P2		City Staff, Chamber, and City Council	Staff Report / Consultant
Action Item 43: Investigate possible locations for a conference/retreat center within the community.		P2		City Staff, Chamber, and City Council	Staff Report / Consultant
Recommendation 15: Establish a Hunter's Festival. (Reference Page 71)					
Action Item 44: Work with the Chamber and local businesses on establishing Hunter's Festivals, which could possibly be a weekend or weeklong festival.		P2		City Staff, Chamber, and City Council	Staff Report
Recommendation 16: Hold events in Downtown to foster community spirit/pride and social interaction. (Reference Page 71)					
Action Item 45: Support existing efforts for a local farmers market in downtown.			P3	Chamber and City Council	Staff Report
Action Item 46: Plan for a "Brady Trade Days" in downtown.		P2		Chamber and City Council	Staff Report
Action Item 47: Plan for seasonal festivals and community activities in downtown.			P3	Chamber and City Council	Staff Report
Recommendation 17: Hold sports tournaments within the community. (Reference Page 72)					
Action Item 48: Conduct an assessment of its existing facilities at Richards Park to understand which sports tournaments are best suited for the community.			P3	City Staff and City Council	Staff Report



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What	When			Who	How
	Priority #1	Priority #2	Priority #3		
Recommendation 18: Downtown Improvements (i.e., new park) along Brady Creek and connection to the train station, Heart of Texas Historical Museum, and courthouse. (Reference Page 72)					
<u>Action Item 49:</u> Establish a plan to create a new park in the downtown that offers recreational opportunities and provides pedestrian connections to the train station, Heart of Texas Historical Museum, and courthouse to improve downtown environment and provide for recreation/tourism, which would serve as a significant draw for residents and tourists to spend time in downtown.		P2		City Staff and City Council	Staff Report
<u>Action Item 50:</u> Create a plan for the selection and installation of streetscape elements to help enhance and beautify the downtown area.			P3	City Staff and City Council	Staff Report

Summary of Prioritized Action Items

The following is a summary by priority ranking of the action items listed in the the above [Implementation Matrix](#) (starting on Page 82). This summary is intended to provide a quick overview of the anticipated time frames for the implementation of the action items. Subsequently, the action items are classified into the following three priority ranking categories.

- Priority #1 Recommendations:**
 City leaders should start implementing these action items by **July 1, 2014** (approximately one (1) year following plan adoption).
- Priority #2 Recommendations:**
 City leaders should start implementing these action items by **July 1, 2018** (approximately five (5) years following plan adoption).
- Priority #3 Recommendations:**
 These actions items should be continually addressed by City leaders (i.e., no specific time fame is applicable) or action should occur when possible because these items are not critically time sensitive.



Priority #1 Recommendations

- **Action Item 1:** Update the zoning map to reflect the Future Land Use Plan (Page [45](#)) and the land uses depicted surrounding Brady Lake.
- **Action Item 2:** Add a “Lake Recreation” zoning district to the zoning ordinance to align with the “Lake Recreation” land use category. (See Pages [43](#) and [49](#) for a description of “Lake Recreation”)
- **Action Item 3:** Amend the zoning ordinance to ensure residential uses around the lake are buffered from nonresidential uses.
- **Action Item 4:** Secure funding to address maintenance and replacement of boat docks.
- **Action Item 5:** Amend the zoning ordinance to establish standards for single family homes surrounding the lake.
- **Action Item 14:** Select one of the six alternatives or a hybrid of the alternatives as the preferred truck reliever route for the City.
- **Action Item 15:** Once a preferred truck reliever has been approved by the City Council, City leaders should meet with TXDOT officials to communicate the City’s desired route.
- **Action Item 16:** Evaluate both creek crossing options and select a preferred route, possibly in connection with the Truck Reliever Route.
- **Action Item 25:** Continue to work with State to address the radon levels.
- **Action Item 26:** In order to properly plan for internal distribution system of the water system, the City should develop a detailed Water Master Plan.
- **Action Item 27:** Annually review local water system capacity availability by 2030 to ensure that there is time to budget for and complete any necessary improvements in time to accommodate projected need.
- **Action Item 28:** Develop a City-wide Wastewater Master Plan and a Capital Improvement Program to plan for construction of the wastewater treatment plant to accommodate projected demand.
- **Action Item 29:** Conduct an assessment of the current wastewater treatment plant and its capacity to handle future demand.
- **Action Item 30:** Conduct an assessment of the need for a small wastewater package plant.
- **Action Item 31:** Conduct an Inflow and Infiltration (I&I) Study to maximize the efficiency of the water treatment plant.

Priority #2 Recommendations

- **Action Item 17:** Evaluate options for improving the traffic around the square (e.g., striping lanes, adding traffic islands, and changing the traffic flow to one-way around the square) and select a preferred option.
- **Action Item 18:** Investigate the cause and propose solutions to the City Council to addressing drainage issues with Hallum Draw.
- **Action Item 42:** Investigate the feasibility of the development of a conference/retreat center, with the possibility of sharing facilities with the G. Rollie White complex.
- **Action Item 43:** Investigate possible locations for a conference/retreat center within the community.



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- **Action Item 44:** Work with the Chamber and local businesses on establishing Hunter's Festivals, which could possibly be a weekend or weeklong festival.
- **Action Item 46:** Plan for a "Brady Trade Days" in downtown.
- **Action Item 49:** Establish a plan to create a new park in the downtown that offers recreational opportunities and provides pedestrian connections to the train station, Heart of Texas Historical Museum, and courthouse to improve downtown environment and provide for recreation/tourism, which would serve as a significant draw for residents and tourists to spend time in downtown.

Priority #3 Recommendations

- **Action Item 6:** Ensure that the zoning ordinance text and map are in agreement with the Future Land Use Plan (Page [45](#)) and land use descriptions, and inform the City Council of any possible discrepancies.
- **Action Item 7:** Evaluate developing park, tourism, and recreational opportunities in downtown and identify possible properties for acquisition.
- **Action Item 8:** Conduct a survey of downtown business owners regarding needed downtown improvements, possible assistance in the maintenance/improvement of downtown buildings, and the identification of any other various needs for downtown businesses.
- **Action Item 9:** Ensure that the zoning ordinance text and map allow for the current eclectic mix use of shops and businesses along Bridge Street.
- **Action Item 10:** Evaluate the zoning ordinance and develop standards to improve the appearance of buildings within central Brady.
- **Action Item 11:** Amend the zoning ordinance text and map to ensure retail and commercial uses create a positive visual experience adjacent to South Bridge Street.
- **Action Item 12:** Allow rezonings to industrial uses only when the use is located away from South Bridge Street and is in accordance with the Future Land Use Plan (Page [45](#)).
- **Action Item 13:** If opportunities exist to develop the north side of Brady Creek from industrial to another use, then the benefits of that opportunity should be weighed by the City.
- **Action Item 19:** Utilize the services of an engineering consultant to perform an in-depth drainage study and develop a City-wide Drainage Master Plan.
- **Action Item 20:** Conduct a roadway conditions analysis and proactively address roadway maintenance issues.
- **Action Item 21:** The City should maintain contact with TXDOT.
- **Action Item 22:** It is recommended the City consider developing a comprehensive CIP to categorize and prioritize projects through an inclusive and objective process.
- **Action Item 23:** Implement findings related to the engineering study for Brady Lake Dam.
- **Action Item 24:** Implement water conservation measures by preparing and adopting a water conservation plan.
- **Action Item 32:** Create an Electric Utility Master Plan and establish a CIP or other budgetary means to replace and upgrade poles and lines.



- **Action Item 33:** Conduct a facilities assessment and look for opportunities to meet the needs for all municipal services (e.g., Police, Fire, and EMS).
- **Action Item 34:** Provide for updates to the baseball/softball facilities.
- **Action Item 35:** Investigate the feasibility of a multipurpose facility recreational facility.
- **Action Item 36:** Investigate what improvements to the G. Rollie White facility are needed and alternative uses for the entire facility.
- **Action Item 37:** Add signage and develop a marketing campaign highlighting the number activities in the G. Rollie White/Richards Park area. (See [Figure 53](#))
- **Action Item 38:** Amend the zoning ordinance to reflect recommendations for (1) outside storage, (2) loading and service areas, (3) refuse containers, (4) landscaping, (5) nonresidential building facades, (6) screening/buffering between residential and nonresidential areas, and (7) parking lot landscaping.
- **Action Item 39:** It is recommended the City develop a program or guidelines where the City will match a dollar amount, up to a certain point, for a business to improve its existing façade or to remove an existing pole sign.
- **Action Item 40:** The City should consider being involved with the Keep Texas Beautiful program, and investigate feasibility of a landscaping/wildflower program to enhance the image of the corridors.
- **Action Item 41:** Develop a branding strategy to communicate who Brady is and what the community is about, and why it is distinguishable from all other communities.
- **Action Item 45:** Support existing efforts for a local farmers market in downtown.
- **Action Item 47:** Plan for seasonal festivals and community activities in downtown.
- **Action Item 48:** Conduct an assessment of its existing facilities at Richards Park to understand which sports tournaments are best suited for the community.
- **Action Item 50:** Create a plan for the selection and installation of streetscape elements to help enhance and beautify the downtown area.