



# Downtown Brenham: Strategic Investments for Revitalization

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# About Us

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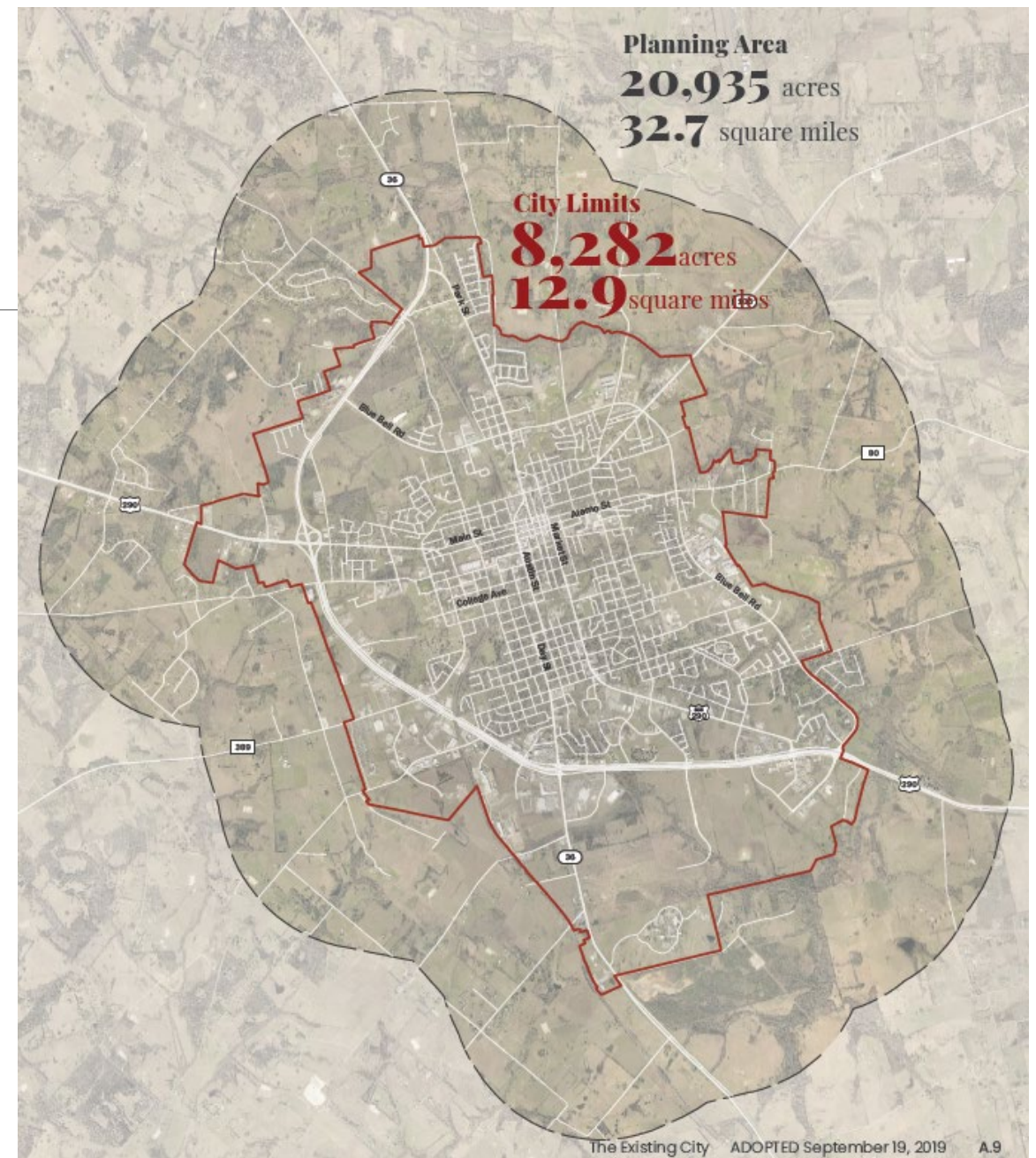
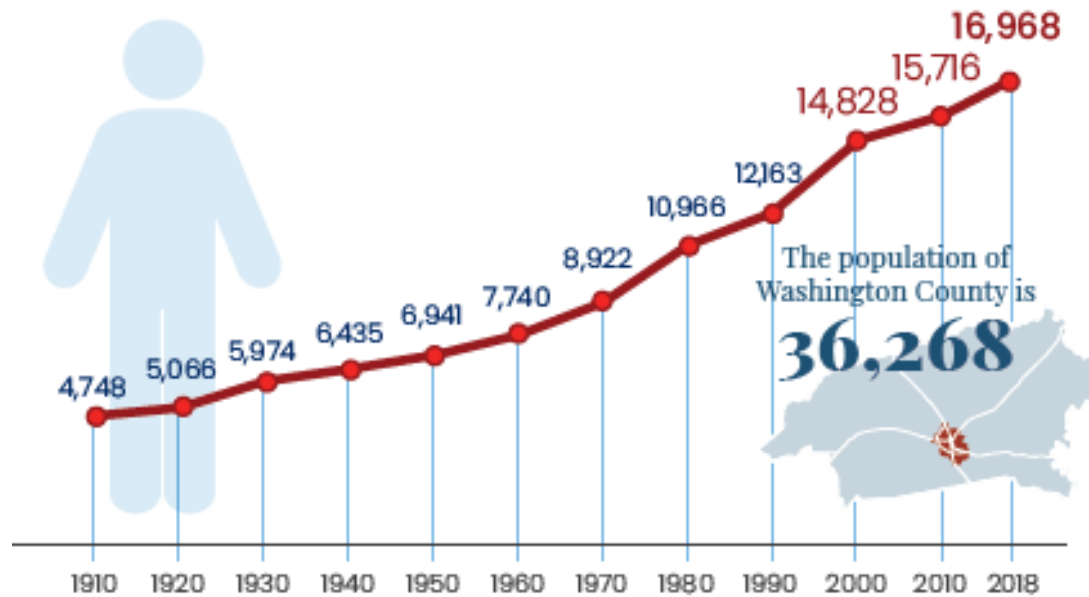
Tourism and Marketing Director

City of Brenham



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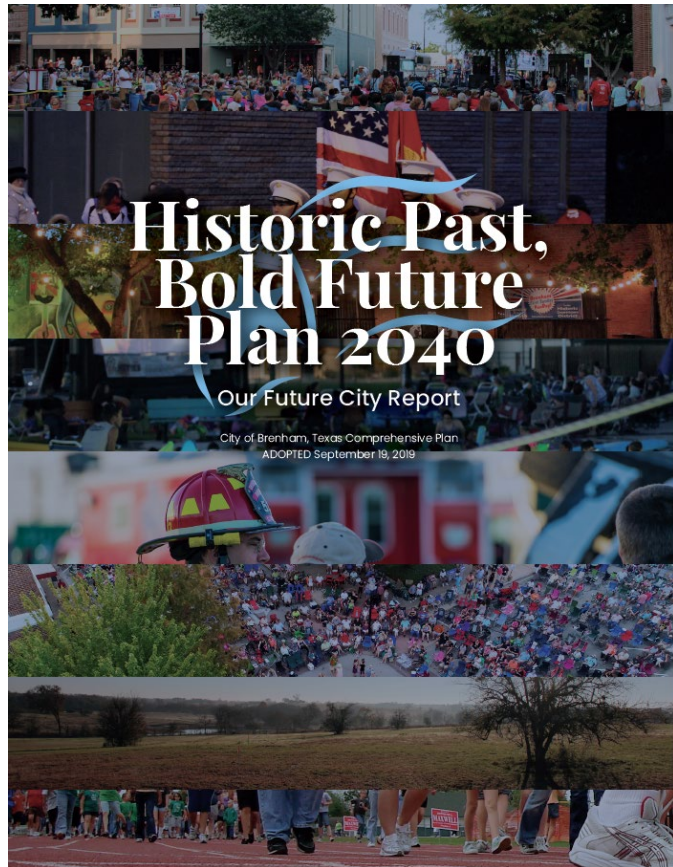
# Brenham, TX Est. 1844





# What is a Comprehensive Plan?

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- Long-range plan for the community
- Guides future development, redevelopment and community enhancement over 20 year period
- Considers entire City, not just the Downtown area

Plan 2040 Focus Areas:  
Land Use and Development  
Growth Capacity  
Economic Opportunity  
Transportation  
Parks and Recreation

# Downtown Brenham

Texas Main Street Program:

- 1983-1989
- 1999-current

National Register Historic District (2004)

\$23.3M in reinvestment activities since 2007

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DOWNTOWN BRENHAM DISTRICT PLAN

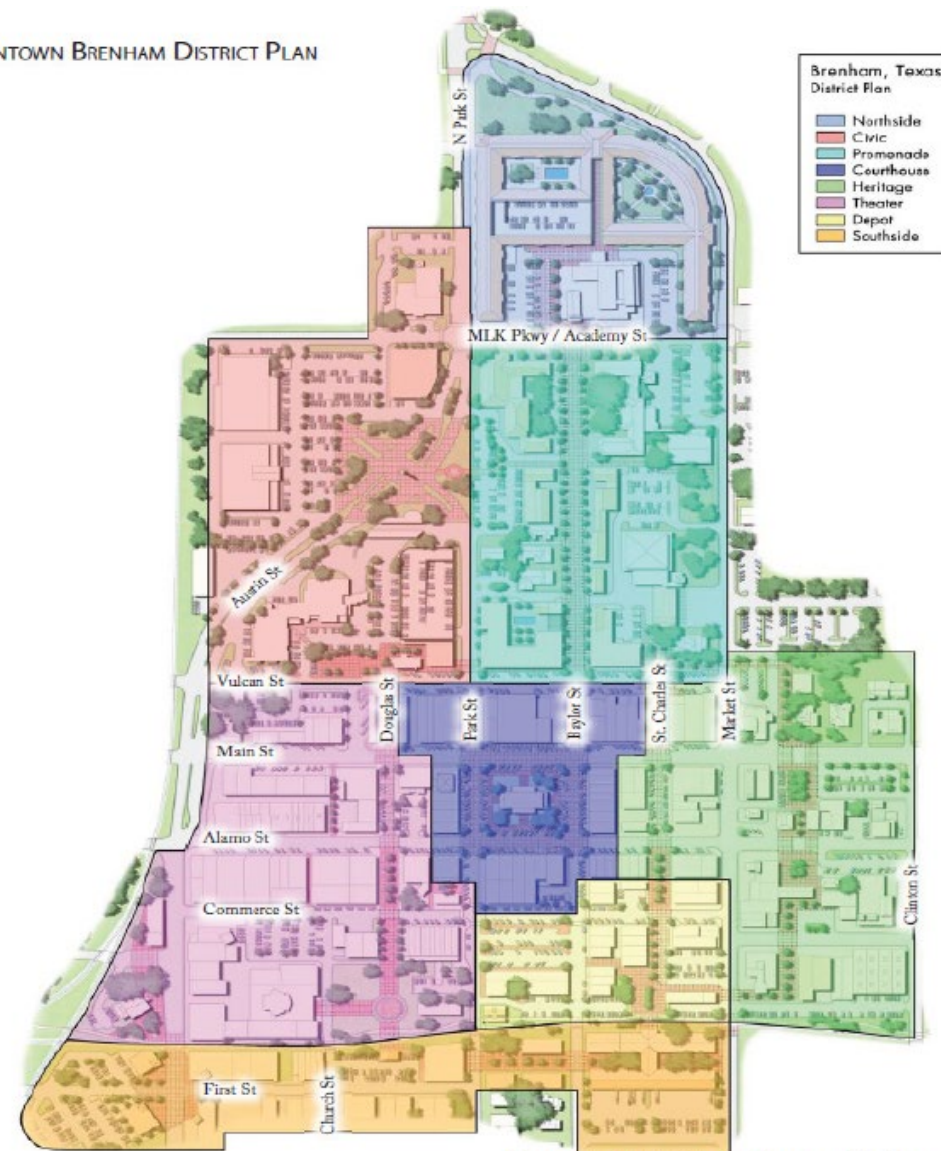


Figure 101: District Plan for Downtown Brenham

# What is a Downtown Master Plan?



BREHAM DOWNTOWN MASTER PLAN  
CITY OF BREHAM, TEXAS

MESA

- Specific to Downtown Area
- Addresses Downtown transportation, land use, economic development issues
- Design framework



Figure 63: The Promenade Aerial Perspective



Figure 64: The Promenade





Downtown enhancement top  
community priority



## Downtown woven into Plan's Guiding Principles, Goals, and Strategies

**GP3.** Brenham will be **AUTHENTIC** by continuing to focus on those elements that differentiate Brenham such as its historic downtown, natural assets, Blinn College, and its "small town feel" as a benefit for both current and future residents to enjoy.

- ▶ Increase visitation to downtown from existing tourism trade
- ▶ Avoid "in and out", unsustainable businesses and short term tenures in downtown



## PLAN IMPLEMENTATION METHODS

FIVE WAYS OF MOVING TOWARD ACTION



**Capital Investments**



**Programs and Initiatives**



**Regulations and Standards**




**Partnerships and Coordination**



**Targeted Planning / Studies**



# Comprehensive Plan Action Agenda

Table 3: Top Priorities Action Agenda				
Action	Where in Plan	Initiate	Action Type	Action Leaders
DOWNTOWN ENHANCEMENTS				
Build upon success of Downtown revitalization with continued focus on Downtown enhancement.	Economic Opportunity Strategic Action 10	Years 1 and 2, ongoing	Programs and Initiatives 	City Development Services Department

Explore potential methods of helping to defray costs of cost-prohibitive fire and life safety improvements required in older and historic properties.			City Development Services Department, City Fire Department	Upon completion of the Downtown Master	Coordinate improvements				City Development Services Department, Main Street Program
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# Making the Connections

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## Brenham Events as an Economic Development Driver

Many festivals and events are held in Brenham throughout the year. Many of these events draw visitors into the city to participate and enjoy the happenings. The City sponsors 11 major events that occur throughout the year. Continuing to advertise and host such events will keep Brenham an active tourism destination. Such events also bring those that already live in Brenham out to participate in events within their community. The downtown bollard project, which restricts vehicle access through use of bollards, enhances public safety during events downtown.



Downtown's Role In:  
Land Use and Development  
Growth Capacity  
Economic Opportunity  
Transportation  
Parks and Recreation

# Raising Awareness

## Highlight Accomplishments Ongoing Initiatives



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## Main Street Brenham Program – Recent Accomplishments

As noted in the FY2018 Comprehensive Financial Annual Report, the Main Street Brenham program continues to thrive with a strong volunteer base which organizes and supports many downtown festivals, events and tourism promotions. A vibrant downtown district has a positive impact upon economic development. Notable recent accomplishments include:

- ▶ Two downtown businesses were finalists in the Texas Downtown Association's Presidents Awards: (1) Best Commercial Interior: Puppy Dawgs and Cat Tails and (2) Best Renovation: The Barnhill Center at the Historic Simon Theater.
- ▶ The Main Street Advisory Board was instrumental in designing a comprehensive wayfinding signage program for the City. The final phase of this project was completed in 2019.
- ▶ The City Council adopted design guidelines for the Brenham Downtown Historic District as recommended by the Main Street Advisory Board. The guidelines preserve historical character and assist property owners in maintaining and improving historic structures.
- ▶ The Board also developed an incentive grant program for Downtown Brenham property and business owners. This grant program includes exterior design improvements, sign grants and new business recruitment. To be eligible for incentive grant funding, owners are required to follow the design guidelines for the Brenham Downtown Historic District. The grants are funded by Main Street Brenham fundraising and matched with 4B sales tax revenues as allocated by the Brenham Community Development Corporation (BCDC) Board.

Source: FY2018 CAFR

In the fall of 2019 Main Street will celebrate its 20th anniversary of participating in the Main Street Program and continues to be recognized as a Nationally Certified Main Street Community.





# Downtown Stake Holders



Main Street Board



City Staff – Main Street Manager



Texas Main Street (Promotion, Design, Organization,  
Economic Vitality)



Business Owners



Downtown Property Owners



At-large community

# Events

A month-by-month breakdown of what's happening in Downtown Brenham:

- First Fridays Farmers & Artisan Market
- January - Uptown Swirl in Downtown Brenham
- March/April - Spring Eggs Art Walk
- June - Summer Sip Wine Walk
- July - Hot Nights, Cool Tunes Summer Concert Series
- October - Scarecrow Extravaganza
- October - Texas Arts and Music Festival
- December - Christmas Stroll





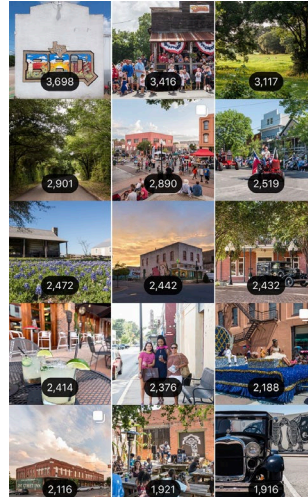
## June 2020 Organic Posts

**facebook**  
**79 Posts**  
**91,659 Reach**  
**101,028 Impressions**

**+**

**Instagram**  
**19 Posts**  
**41,018 Reach**  
**45,069 Impressions**

**Total Impressions = 146,097**



## June 2020 Instagram



**1,321** Posts  
**4,224** Followers  
**333** Following



Most Likes & Most Impressions

## Most Popular Facebook Post - June 2020

**Visit Brenham/Washington County, Texas**  
 Published by Natalie Lacy Lange [7] · June 3 at 9:50 AM · 🌐

Hot Nights, Cool Tunes Downtown Brenham is more than just a concert series! Join us for this small town summer favorite and experience it for yourself! Find schedule and details on our website: <https://visitbrenhamtexas.com/hot-nights-cool-tunes-2020/>

**7,981** People Reached  
**310** Reactions, Comments & Shares 🗨️

213 Like	40 On Post	173 On Shares
19 Love	4 On Post	15 On Shares
1 🤔 Wow	0 On Post	1 On Shares
26 Comments	11 On Post	16 On Shares
51 Shares	50 On Post	1 On Shares

**812** Post Clicks

251 Photo Views	227 Link Clicks 🗒️	334 Other Clicks 🗒️
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**7,981** People Reached  
**1,122** Engagements  
 5 Comments 50 Shares

Visit Brenham, Texas –  
 A Destination Marketing Organization

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# Revitalization Gems

## Community Support & Involvement

### Investment in Public Spaces:

- Parklet
- Belle's Alley
- Pocket Park (Tobin Park)

### Grant Opportunities:

Texas Capital Fund – Main Street Grant (DOA)


- Parking lots – Vulcan Street & Commerce Street Parking Lot
- Sidewalk Improvements

### Transportation Enhancement Grant (TEA-21)

- Downtown restrooms tied to streetscape and sidewalk improvements along TXDOT roadway
- Alamo Alley

# COVID-19 Response

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Goal: Keep  
businesses  
open

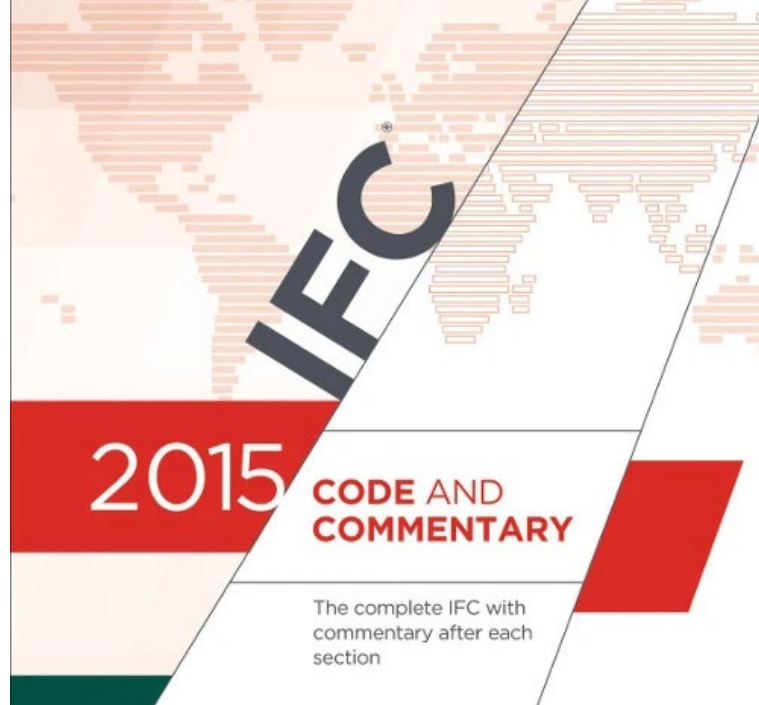
Method: Small  
Business Loans

Impacts:  
Closing  
Relocation

# Next Steps

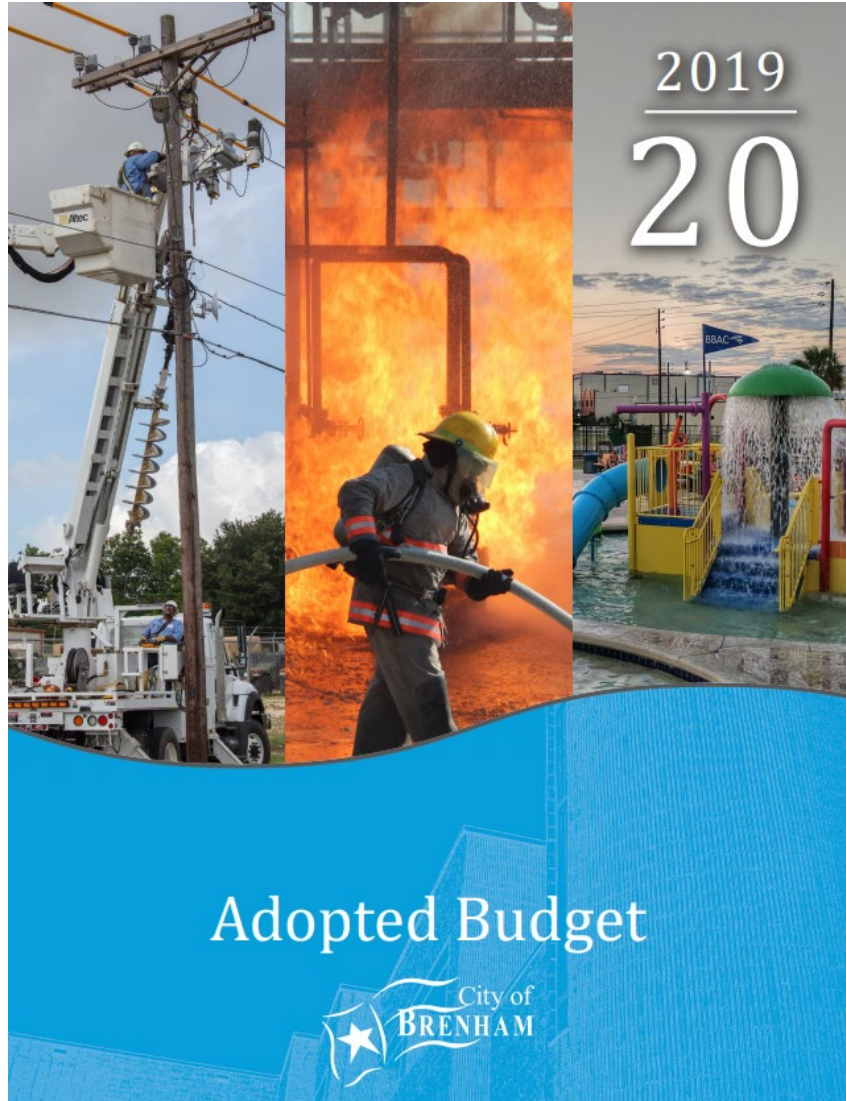
Life Safety

Vacant Second Story Development



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# Plan 2040 & Adopted Budget

## City of Brenham FY19-20 Budget

### DEPT 122

#### Goals and Objectives

Key goals and objectives for the Department include:

	PLAN 2040 GOAL
➤ Provide the highest level of customer service possible	GLUD5
➤ Assist the public in navigating the City's development processes to ensure quality development within the City	GLUD5
➤ Actively seek and identify economic and community development opportunities	EO1,4
➤ Review subdivision and zoning ordinances and recommend revisions as deemed necessary	GLUD1
➤ Identify opportunities to improve City's built environment and improve our quality of place	GLUD3,4,6
➤ Manage consultants and contractors for public projects	GLUD5
➤ Provide assistance to developers, contractors, and design professionals	GLUD5
➤ Review and approve development site plans, engineering drawings, surveys, plats, and construction permits	GLUD5
➤ Revise and maintain construction details, specifications, and manuals	GLUD5
➤ Oversee City infrastructure projects, including inspecting and reviewing projects to monitor compliance with plans and specifications	EO1
➤ Revise ordinances to comply with state and federal laws and to meet the needs of community	GC3
➤ Protect the life and safety of public/private properties while promoting public safety & health	GC2



Questions?

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