

CITY OF GRANBURY COMPREHENSIVE PLAN



WHERE TEXAS HISTORY LIVES

8 MILES AHEAD

GRANBURY

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List of Acronyms

| Acronym | Full Term | | |
|----------------|--|---------|--|
| ADA | Americans with Disabilities Act | LQ | Location Quotient |
| ADU | Accessory Dwelling Units | MFI | Median Family Income |
| BRA | Brazos River Authority | NCSC | National Complete Streets Coalition |
| CAGR | Compound Annual Growth Rate | NCTCOG | North Central Texas Council of Governments |
| CBD | Central Business District | NEZ | Neighborhood Empowerment Zone |
| CLT | Community Land Trust | OSSF | On-Site Sewage Facilities |
| CPI | Community Price Index | PGMA | Priority Groundwater Management Area |
| CSD | Context Sensitive Design | PPH | Persons per Household |
| DUA | Dwelling Units per Acre | PROSMP | Parks, Recreation and Open Space Master Plan |
| EPA | Environmental Protection Agency | PROWAG | Public Right-of-Way Accessibility Guidelines |
| ETJ | Extraterritorial Jurisdiction | PZC | Planning and Zoning Commission |
| FAR | Floor Area Ratio | ROW | Right-of-Way |
| FLUM | Future Land Use Map | SF | Single-Family |
| FNI | Freese and Nichols, Inc. | SFA | Single-Family Attached |
| GCD | Groundwater Conservation District | SMOCAPI | Selected Monthly Owner Costs as a Percentage of Household Income |
| GEDC | Granbury Economic Development Corporation | SWOT | Strengths, Weaknesses, Opportunities, and Threats (SWOT) |
| GRAPI | Gross Rent as a Percentage of Household Income | TCEQ | Texas Commission on Environmental Quality |
| HCO | Historic Compatibility Overlay District | TDC | Texas Demographic Center |
| HNIZ | Historic Neighborhood Improvement Zone | THAI | Texas Housing Affordability Index |
| HPO | Historic Preservation Overlay District | TIF | Tax Increment Financing |
| ITE | Institute of Transportation Engineers | TPWD | Texas Parks and Wildlife Department |
| LEHD | Longitudinal Employer-Household Dynamic | TWDB | Texas Water Development Board |
| | | TxDOT | Texas Department of Transportation |

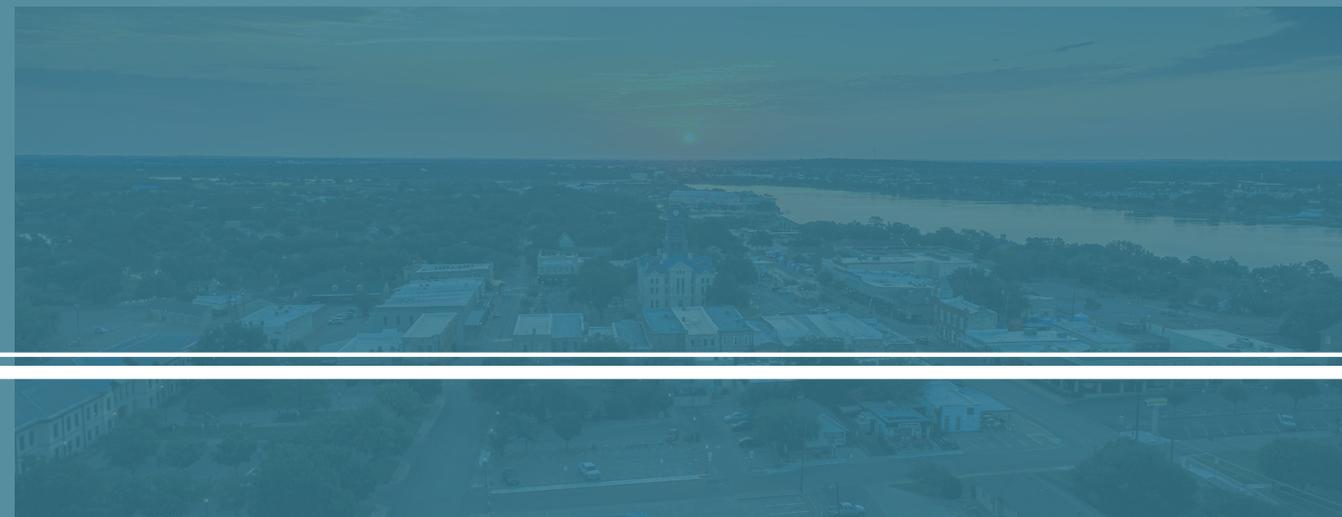
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COMMUNITY SNAPSHOT

Introduction

This chapter provides context related to the physical, social, and economic factors that impact the growth and development of Granbury. Because this Plan establishes the recommendations and objectives of this planning effort for the next 10 to 20 years, this chapter will deal primarily with relevant measurable and quantifiable characteristics and conditions. Just as local decisions impact the qualities of Granbury, the City's location in the North Texas area directly impacts population growth and development pressure. This chapter captures local and regional initiatives that impact Granbury. Topics of discussion include:

- Regional Relationship
- Demographic Profile
- Existing Land Use



Regional Relationship

Regional Context

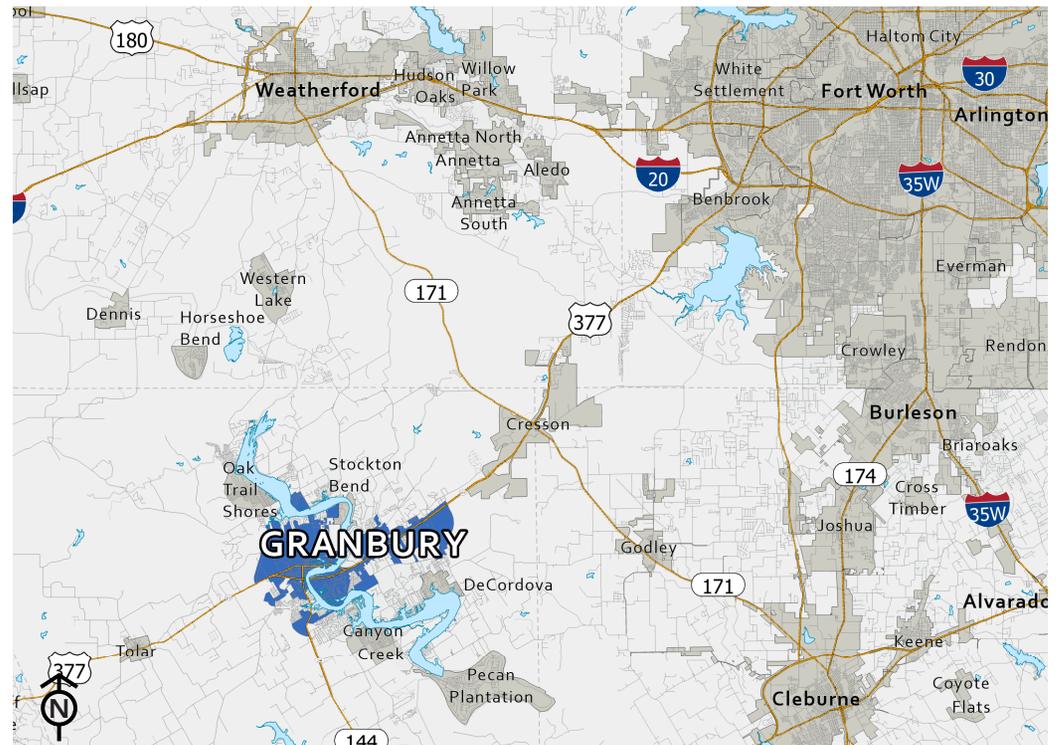
Granbury serves as the seat of Hood County, Texas, one of 16 counties that comprise the North Central Texas Council of Governments (NCTCOG) planning region. NCTCOG is a voluntary coalition of jurisdictional entities, including cities and counties, established to coordinate regional land use, transportation, and other planning efforts across North Texas. The NCTCOG region encompasses the Dallas-Fort Worth-Arlington Metropolitan Statistical Area (MSA), the fourth most populous in the country. Per the American Community Survey (ACS – a nation wide survey conducted by the US Census Bureau) 5-Year Estimates, the MSA has an estimated population of 8 million people, fourth to those surrounding New York, Los Angeles, and Chicago.

An established network of transportation corridors exists throughout the region, including US 67, FM 4, FM 51, and TX 144. The most prominent corridor, State Highway 377, bisects Granbury from northeast to southwest and provides a direct vehicular connection to Fort Worth. The interstate's full extent spans approximately 475 miles from Del Rio, along the U.S.-Mexico border, to IH 44 near Tulsa, Oklahoma.

The Brazos is one of Texas' largest rivers and is Granbury's distinguishing natural feature. Originating in New Mexico, the Brazos River runs through Waco and Bryan-College Station before emptying into the Gulf of Mexico south of Houston. The river was dammed in 1969 to form Lake Granbury, creating scenic views and outdoor recreation opportunities. According to the authority, the Brazos River Authority (BRA) develops, manages, and protects the river and its watershed, which extends approximately 1,050 miles in length and approximately 45,500 square miles in area.



Figure 1. NCTCOG Region



Map 1. Regional Relationship

Factors Influencing Development

Jurisdictional Factors

As authorized by the state, Granbury has jurisdiction to control land use and other development outcomes within the incorporated city limits, aside from any voluntary development agreement or similar arrangement with the City. While the City retains limited control over properties within the extraterritorial jurisdiction (ETJ), recent legislative action has reduced municipal annexation and ETJ participation authority. A system of consent or voluntary annexations has replaced city-initiated annexation practices, and properties of any size within the ETJ can petition for their release. As a result, this planning effort emphasizes the efficiency of municipal services and fiscal responsibility within the city limits, where the City has the most jurisdiction to influence future development.

Additional jurisdictional constraints exist along state-maintained roadways such as US 377, FM 4, FM 51, TX 144. The Texas Department of Transportation (TxDOT) is granted jurisdiction over certain practices in and around these roadways, and their respective improvements, and the Brazos River. Likewise, BRA's control of the Brazos River influences development and other activities along the shoreline and over Lake Granbury. Coordination is necessary so that the City's goals and investments don't significantly conflict with those of other jurisdictions with authority within the city limits.

Constructed Factors

The City is responsible for owning, operating, and maintaining municipal services such as water, wastewater, electricity, and transportation facilities; gaps in these services may limit the City's ability to grow in orderly ways. Granbury has significantly improved municipal facilities recently, including additional water and wastewater treatment facilities to support growth east and west of the Brazos River. While new facilities will improve the level of services in Granbury, growth is still limited based on available capacity, and it should be carefully planned so as not to outpace the City's future capabilities.

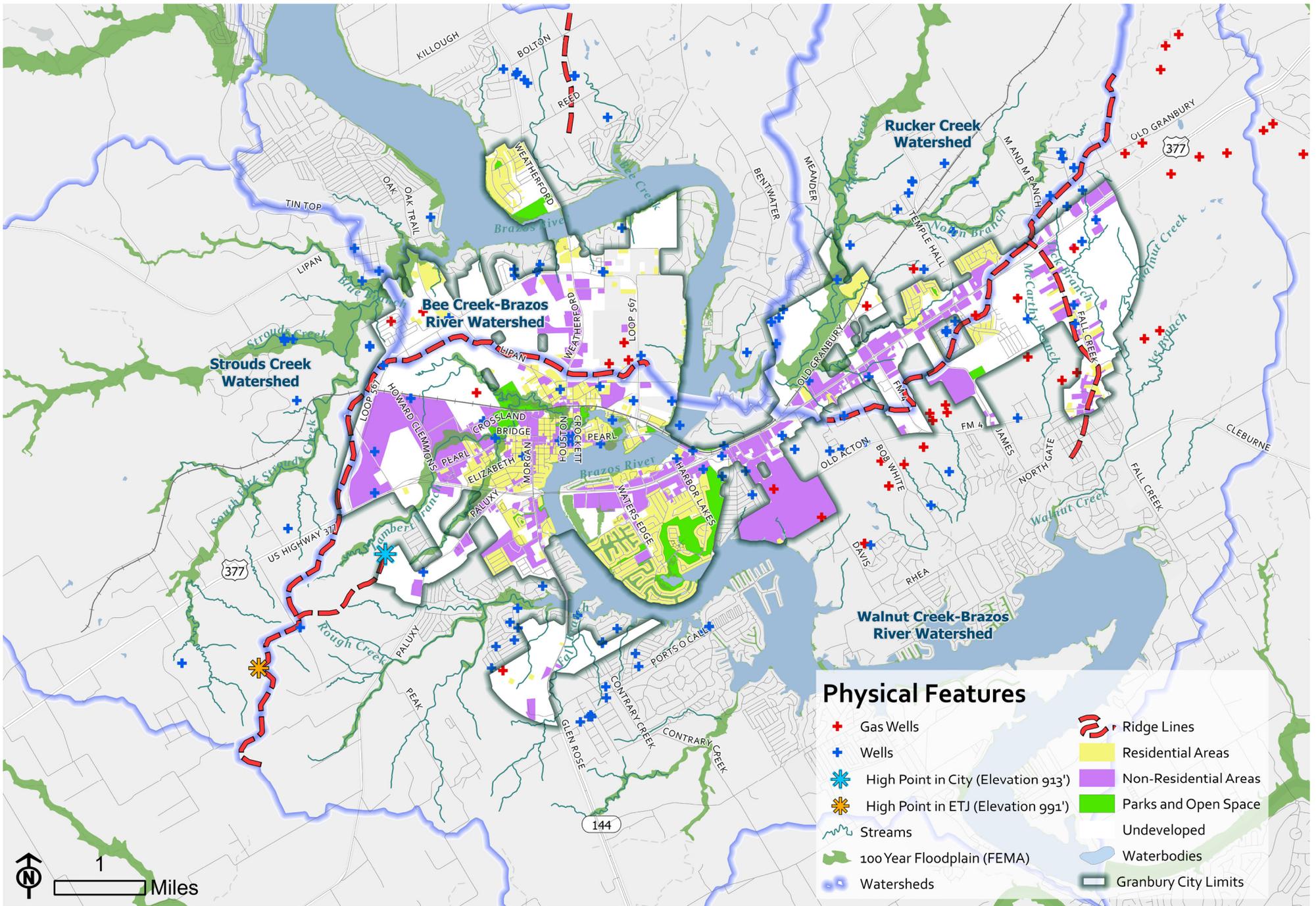
Existing and future transportation improvements greatly impact the City's development pattern and the built environment. Connectivity to and from new development affects residents' and stakeholders' daily quality of life. Granbury's reliance on state and federal highways impacts its ability to manage traffic circulation independently. This planning effort considers future transportation upgrades, including TxDOT's plans for US 377, as well as reliable alternatives and other existing thoroughfares that may limit the City's ability to grow meaningfully.

Private infrastructure improvements like gas wells and railroads also impact development patterns and growth. Private improvements typically include easements or rights-of-way that limit property owners and developers from maximizing available land. Historic rail routes like the Fort Worth and Western Railroad cut through northern parts of Granbury, creating physical barriers to circulation patterns and developable land.

Natural Factors

The Brazos River and Lake Granbury serve as the City's most significant natural features, providing opportunities and constraints for development. Residents and stakeholders enjoy the water as a unique recreational and tourism amenity. Granbury's shoreline offers one-of-a-kind opportunities for homes and businesses to capitalize on the natural scenery. The water and surrounding floodplains and tributaries can also hinder development or cause issues for neighboring properties if not properly managed. This planning effort considers stormwater protections and other conservation efforts related to development on and around the lake.

Granbury is located along the border of Texas' Cross Timbers and Grand Prairie soil regions, according to the U.S. Department of Agriculture (USDA). Stretching north from the Red River along the Texas-Oklahoma border, soil composition in these areas is known for its clayey nature. Clay soils are subject to frequent seasonal expansion and contraction, posing potential issues for home foundations and underground utilities. Loamy soils, also found in the region, provide better drainage and stability, while sandy soils, present in certain pockets, offer high permeability but lower nutrient detention. More information on the different soil types in Granbury can be found in the Environment and Natural Resources chapter of the Plan.



Map 2. Physical Features

Demographic Profile

Population Characteristics

Population and Growth Rate

Analyzing population growth and trends helps forecast Granbury's future needs and development. Between 2012 and 2023, Granbury's population increased from 8,047 to 11,665 people, yielding a compound annual growth rate (CAGR) of 3.25% (ACS, 2012 – 2023 5-Year Estimates). At this rate, Granbury may double its population through the 2045 planning horizon (see Figure 4).

| Year | Population |
|-------------|-------------|
| 2019 | 9,939 |
| 2020 | 10,325 |
| 2021 | 10,453 |
| 2022 | 11,218 |
| 2023 | 11,665 |
| CAGR | 3.25 |

Figure 2. Compound Annual Growth Rate
Source: ACS, 5-Year Estimates

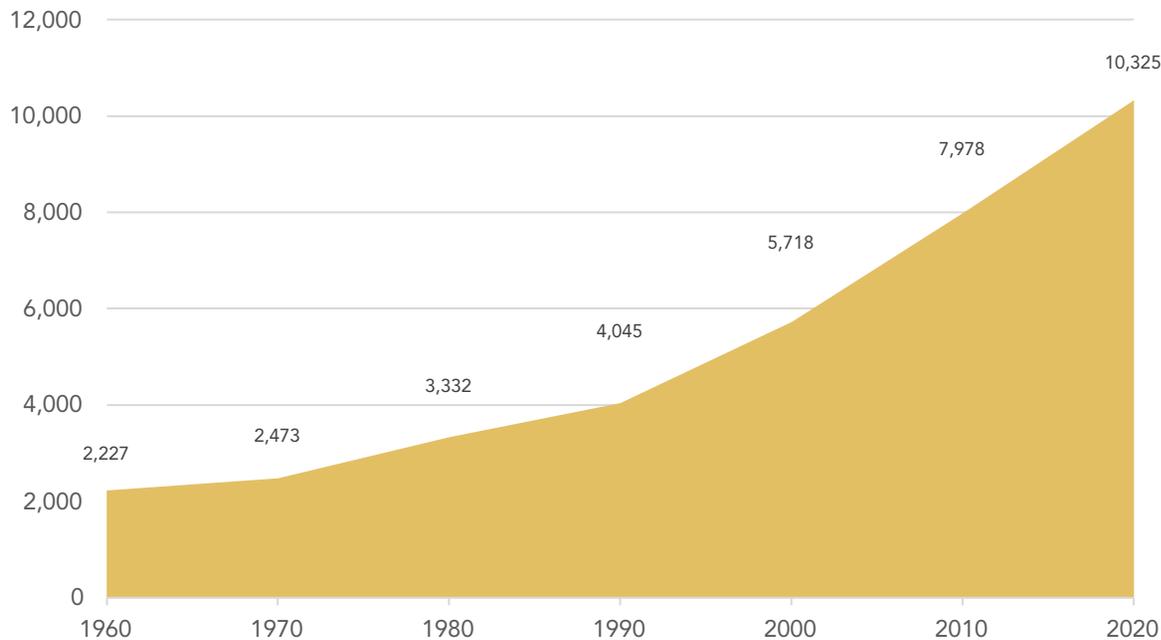


Figure 3. Historic Population

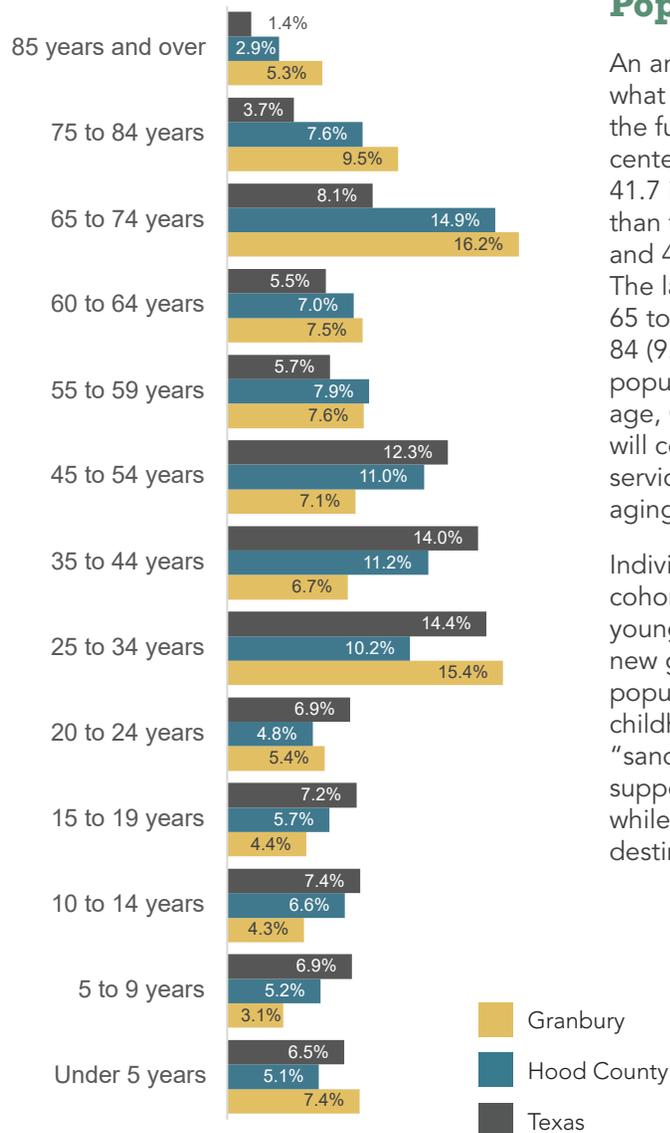
Source: City of Granbury

| Year | Growth Rates | | | |
|------|--------------|--------|--------|--------|
| | 2.0% | 3.25% | 4.0% | 6.0% |
| 2023 | 11,665 | 11,583 | 11,667 | 11,891 |
| 2024 | 11,898 | 11,960 | 12,133 | 12,605 |
| 2025 | 12,136 | 12,349 | 12,619 | 13,361 |
| 2026 | 12,379 | 12,751 | 13,123 | 14,162 |
| 2027 | 12,627 | 13,166 | 13,648 | 15,012 |
| 2028 | 12,879 | 13,595 | 14,194 | 15,913 |
| 2029 | 13,137 | 14,037 | 14,762 | 16,868 |
| 2030 | 13,399 | 14,494 | 15,353 | 17,880 |
| 2031 | 13,667 | 14,965 | 15,967 | 18,953 |
| 2032 | 13,941 | 15,453 | 16,605 | 20,090 |
| 2033 | 14,220 | 15,955 | 17,270 | 21,295 |
| 2034 | 14,504 | 16,475 | 17,960 | 22,573 |
| 2035 | 14,794 | 17,011 | 18,679 | 23,927 |
| 2036 | 15,090 | 17,564 | 19,426 | 25,363 |
| 2037 | 15,392 | 18,136 | 20,203 | 26,885 |
| 2038 | 15,700 | 18,726 | 21,011 | 28,498 |
| 2039 | 16,014 | 19,336 | 21,852 | 30,208 |
| 2040 | 16,334 | 19,965 | 22,726 | 32,020 |
| 2041 | 16,660 | 20,615 | 23,635 | 33,941 |
| 2042 | 16,994 | 21,285 | 24,580 | 35,978 |
| 2043 | 17,334 | 21,978 | 25,563 | 38,136 |
| 2044 | 17,680 | 22,693 | 26,586 | 40,424 |
| 2045 | 18,034 | 23,432 | 27,649 | 42,850 |

Figure 4. Population Projections

Source: ACS, 5-Year Estimates

Figure 5. Age Distribution



Source: ACS, 5-Year Estimates

Population Age

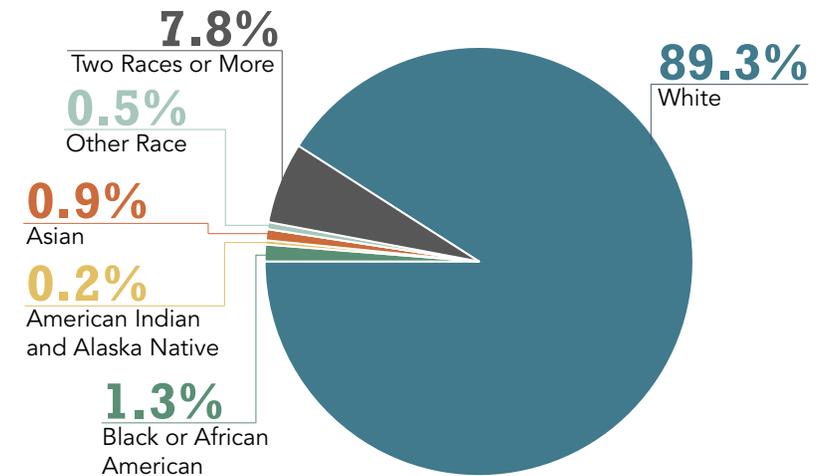
An analysis of age composition helps determine what facilities and services may be needed in the future, ranging from schools to senior living centers. Granbury's median age increased from 41.7 in 2020 to 50.1 in 2023 and is now older than the state and county median ages of 35.5 and 46.3, respectively (ACS 5-Year Estimates). The largest age groups in Granbury are those 65 to 74 (16.2%), 25 to 34 (15.4%), and 75 to 84 (9.5%). With approximately a third of the population (3%) above retirement age, Granbury's community will continue to need essential services and facilities related to aging in place (see Figure 5).

Individuals within the 25 to 34 cohort are more likely to start young families, introducing new generations to the City's population. This growth in childhood cohorts may create a "sandwich" effect where the City supports budding young families while remaining a desirable destination for retirees.

Race and Ethnicity

Granbury has experienced consistency in the racial and ethnic composition of the community over the past decade. The white population of Granbury made up the largest racial group, with a population of 10,413 people (approximately 89.3% of the population, see Figure 6). Additionally, the Census Bureau asks if the person is of Hispanic or Latino origin. 90.6% of respondents identified as not of Hispanic or Latino origin.

Figure 6. Racial and Ethnic Distribution



Source: ACS, 5-Year Estimates

- Granbury's population is older on average than Hood County's, with a higher share of residents aged 65 to 84, suggesting the City's strong appeal to older adults and retirees.
- Granbury's racial and ethnic makeup aligns closely with Hood County's, with 85.9% of residents identifying as White, 1.1% as Black, and 0.9% as Asian.

Housing Characteristics

Housing Type and Occupancy

Housing variety contributes significantly to a city's desirability as a place to live. It is in Granbury's best interest to have high-quality housing options that attract businesses and residents alike. A diverse housing stock allows residents to age in place, meaning residents have options within their existing community to meet their changing needs. Granbury's housing stock is generally more diverse than that of Hood County and the state, with approximately 43.2% of the housing units being different than traditional detached single-family homes compared to 27.9% and 35.4%, respectively (see Figure 7). The two most common housing units for residents are 1-unit detached single-family homes, which is 55.6%, and 20 or more units, which is 19.1% (see Figure 7).

The occupancy rate examines the demand for housing in the area. A high occupancy rate may indicate the need for additional housing or accommodate a new population growth. In contrast, a low occupancy rate may suggest the City's housing stock is misaligned with market demand. Granbury's occupancy rate is 85.3%, compared to Hood County's occupancy rate of 86.8% (see Figure 9a). 41.7% of housing units in the City are renter-occupied, and 58.3% are owner-occupied (see Figure 9b). In comparison, 19.7% of housing units in Hood County are renter-occupied, and 80.3% are owner-occupied. The lower percentage of owner-occupied units in the City, combined with a slightly lower occupancy rate, may indicate a higher presence of second homes or seasonal occupancy.

Figure 7. Housing Units in Structure

| | Granbury | Hood County | Texas |
|---------------------|----------|-------------|-------|
| 1-unit, detached | 55.6% | 72.1% | 64.6% |
| 1-unit, attached | 4.2% | 2.6% | 2.9% |
| 2 units | 1.6% | 0.9% | 1.8% |
| 3 or 4 units | 3.3% | 1.0% | 3.4% |
| 5 to 9 units | 5.3% | 1.2% | 4.5% |
| 10 to 19 units | 5.5% | 1.2% | 5.7% |
| 20 or more units | 19.1% | 4.1% | 10.4% |
| Mobile home | 5.3% | 16.2% | 6.5% |
| Boat, RV, van, etc. | 0.0% | 0.6% | 0.2% |

Source: ACS, 5-Year Estimates

Evolving Housing Trends in Granbury

From 2016 to 2023, Granbury saw a modest rise in housing vacancies, creating opportunities for new residents to move in. The share of renter-occupied homes grew from 38.1% to 41.7%, reflecting greater flexibility and a wider range of housing choices. These trends suggest changing preferences, household compositions, and housing availability within the community.

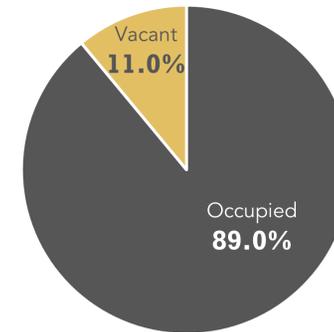


Figure 8a. 2016 Housing Occupancy (All Units)

Figure 8b. 2016 Owner/Renter Occupied Housing Units

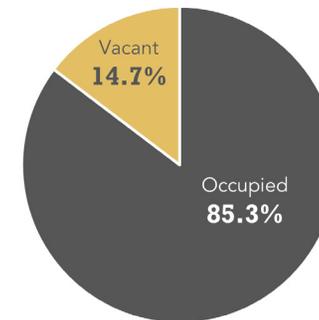
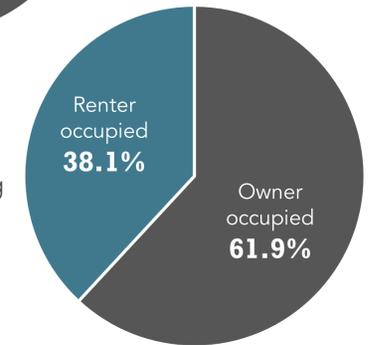
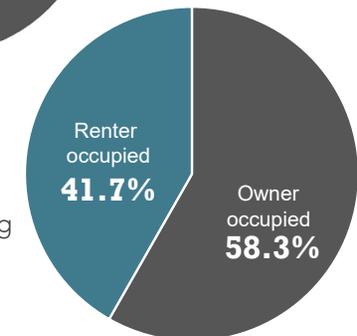


Figure 9a. 2023 Housing Occupancy (All Units)

Figure 9b. 2023 Owner/Renter Occupied Housing Units



Source: ACS, 5-Year Estimates

Household Size

In Granbury, “family households,” defined as two or more individuals related by birth, marriage, or adoption, far outweigh “nonfamily households,” or one or more individuals living together who are not related. Family households comprise 65.5% of occupied units. Of those households, “married-couple” families occupy approximately 81.3% (see Figure 10). Household sizes range from one-person homes to four people or more. Granbury’s housing units are predominantly occupied by two-person households at 43.6%, likely due to various complex factors like retired spouses, empty-nesters, and young couples between the ages of 25 and 34 (see Figure 11).

Housing Value

Almost half of Granbury’s existing housing options were built in the past decade, with 46.9% of housing units constructed since 2010 (see Figure 11). The median value of a home in Granbury was \$278,700 in 2023, compared to Hood County and the state median of \$281,300 and \$260,400, respectively (see Figure 14). Median home values reflect this increase in supply and demand. The value of housing affects property tax revenue, the pace of new development, and the perception of the City.

Figure 10. Type of Household

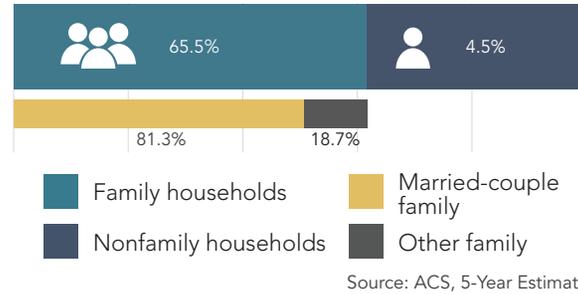


Figure 11. Household Size

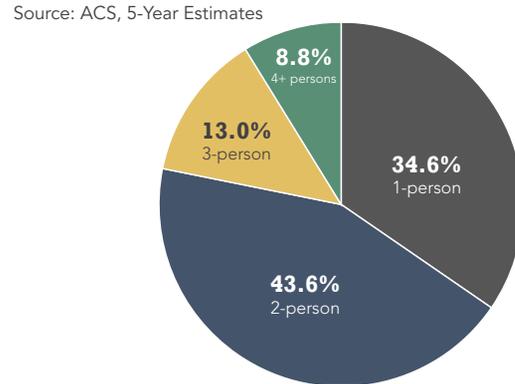


Figure 12. Year Structure Built

| Total Housing Units | 100% | 7,804 |
|--------------------------|-------|-------|
| Built 2020 to June 2023* | 22.7% | 1,775 |
| Built 2010 to 2019 | 24.2% | 1,892 |
| Built 2000 to 2009 | 17.6% | 1,375 |
| Built 1990 to 1999 | 10.5% | 819 |
| Built 1980 to 1989 | 6.5% | 509 |
| Built 1970 to 1979 | 7.0% | 547 |
| Built 1960 to 1969 | 4.5% | 348 |
| Built 1950 to 1959 | 2.7% | 213 |
| Built 1940 to 1949 | 2.3% | 180 |
| Built 1939 or earlier | 1.9% | 146 |

Source: ACS, 5-Year Estimates
* Based on City of Granbury reported building permits

Figure 13. Owner-Occupied Housing Value

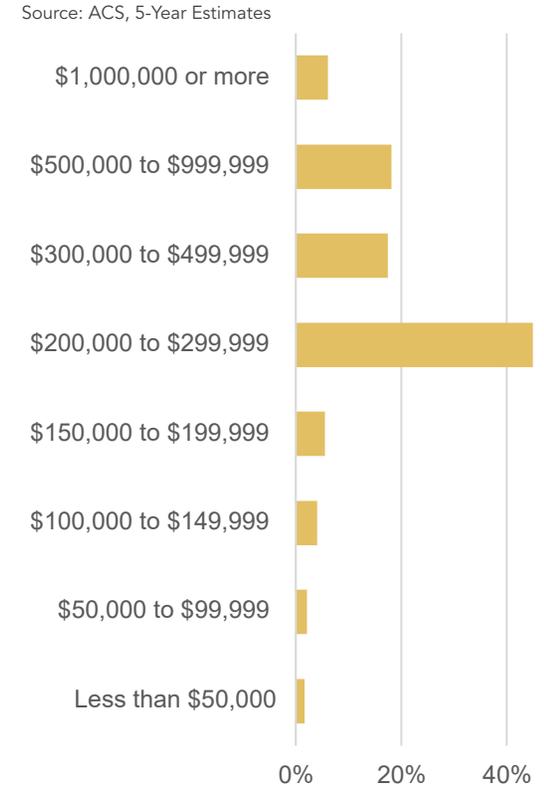
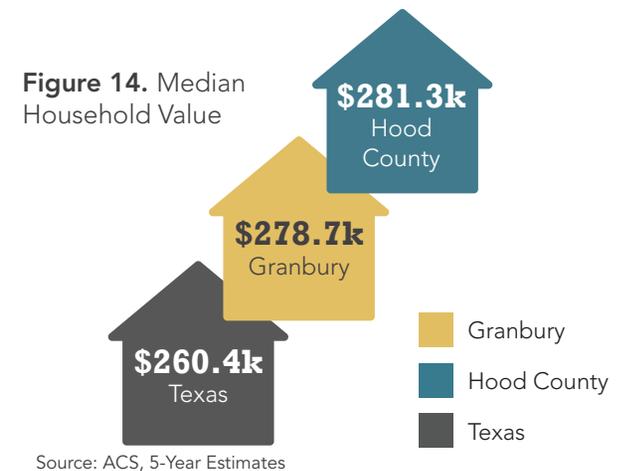


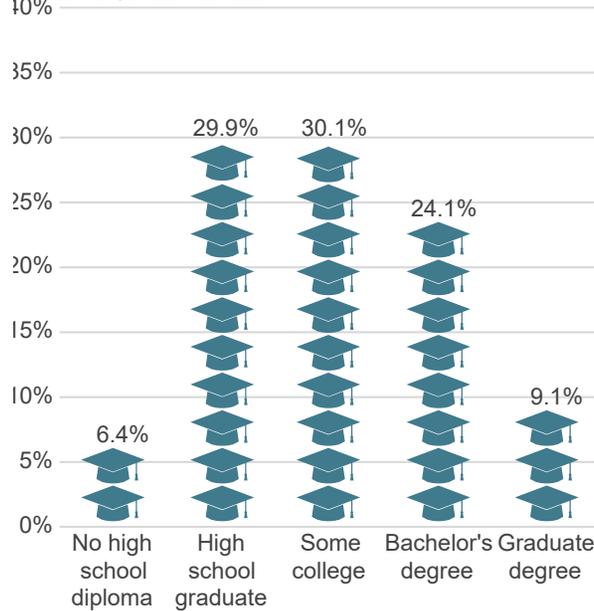
Figure 14. Median Household Value



Economic Characteristics

Figure 15. Educational Attainment

Source: ACS, 5-Year Estimates



Education Attainment

Knowing the educational attainment of the workforce can help the City attract new businesses and align job creation with the qualifications of its workforce. In 2023, a high school diploma and a college degree were more common among workers 25 years and older than a decade ago. Detailed information about the previous decade in Granbury’s education shows a trend in achieving academic success. In 2012, 10.5% of the population did not have a high school diploma. This statistic dropped to 6.4% in 2023. The bachelor’s degree attainment level increased from 12.3% in 2012 to 24.1% in 2023. Overall, Granbury’s 25-year-old and older population is a more educated cohort (see Figure 15).

Household Income

Keeping track of income levels plays a role in determining how and where potential businesses may develop in the City. Retailers and homebuilders look at income data to determine how profitable it would be to build in the region. The size, type, and quality of residential development is also affected by median income levels. Granbury’s median household income level in 2023 was \$68,839, which is lower than Hood County’s and the state’s median household incomes of \$86,802 and \$76,292, respectively (see Figure 16).

Figure 16. Median Household Income

Source: ACS, 5-Year Estimates

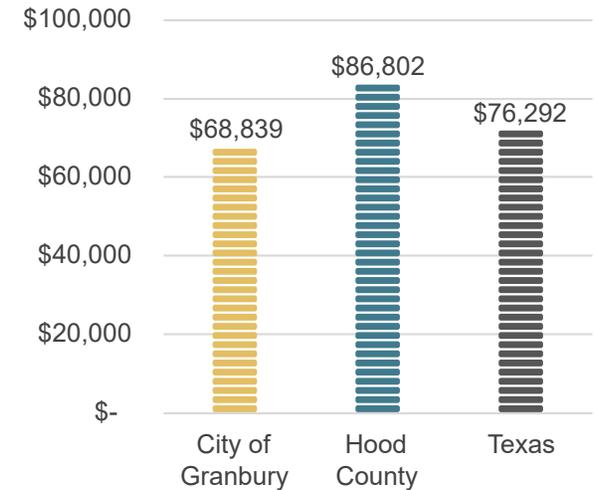


Figure 17. Employment Location



Source: LEHD

Employment Location

Where Granbury residents go for work and who comes to Granbury for work provides insight into the existing housing needs, stress on local and regional roads, and the employment opportunities in and around Granbury. Based on the Longitudinal Employer-Household Dynamic (LEHD) from 2021, Granbury has a large commuting population that drives into the area for work (8,854 workers, or 66.9% of the workforce). With only a fraction of residents living and working in Granbury (962 workers, or 7.3% of the workforce), many workers commute outside the city limits (3,413 workers, or 25.8% of the workforce), which places a demand on roads at peak morning and evening times (see Figure 17).

Employment Industry

The three largest employment industries in Granbury are “educational services, health care and social assistance” at 18.8%, “professional, scientific, management and administrative services” at 16.2%, and “finance and insurance, and real estate and rental and leasing” at 9.6%. The industry with the most growth in the past decade was “educational services, health care and social assistance.” In 2013, the sector accounted for only 4.3% of employment; in 2023, that became 18.8% (see Figure 18). The sector with the largest decrease was “agriculture, forestry, fishing and hunting, and mining” with a -8.2% change. Employees in these industries may work outside of the city.

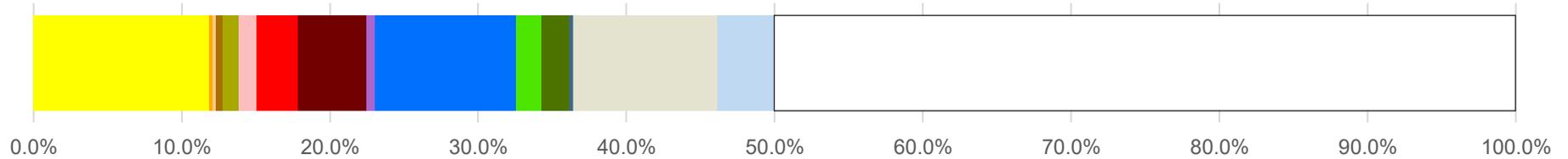
Figure 18. Employment Industry

| Industry | % |
|--|---------------|
| Agriculture, forestry, fishing and hunting, and mining | 5.2% |
| Construction | 6.8% |
| Manufacturing | 8.3% |
| Wholesale trade | 0.6% |
| Retail trade | 9.5% |
| Transportation and warehousing, and utilities | 7.7% |
| Information | 1.9% |
| Finance and insurance, and real estate and rental and leasing | 9.6% |
| Professional, scientific, management and administrative services | 16.2% |
| Educational services, and health care and social assistance | 18.8% |
| Arts, entertainment, and recreation, and accommodation and food services | 5.9% |
| Other services, except public administration | 5.7% |
| Public administration | 3.7% |
| Total | 100.0% |

Source: ACS, 5-Year Estimates

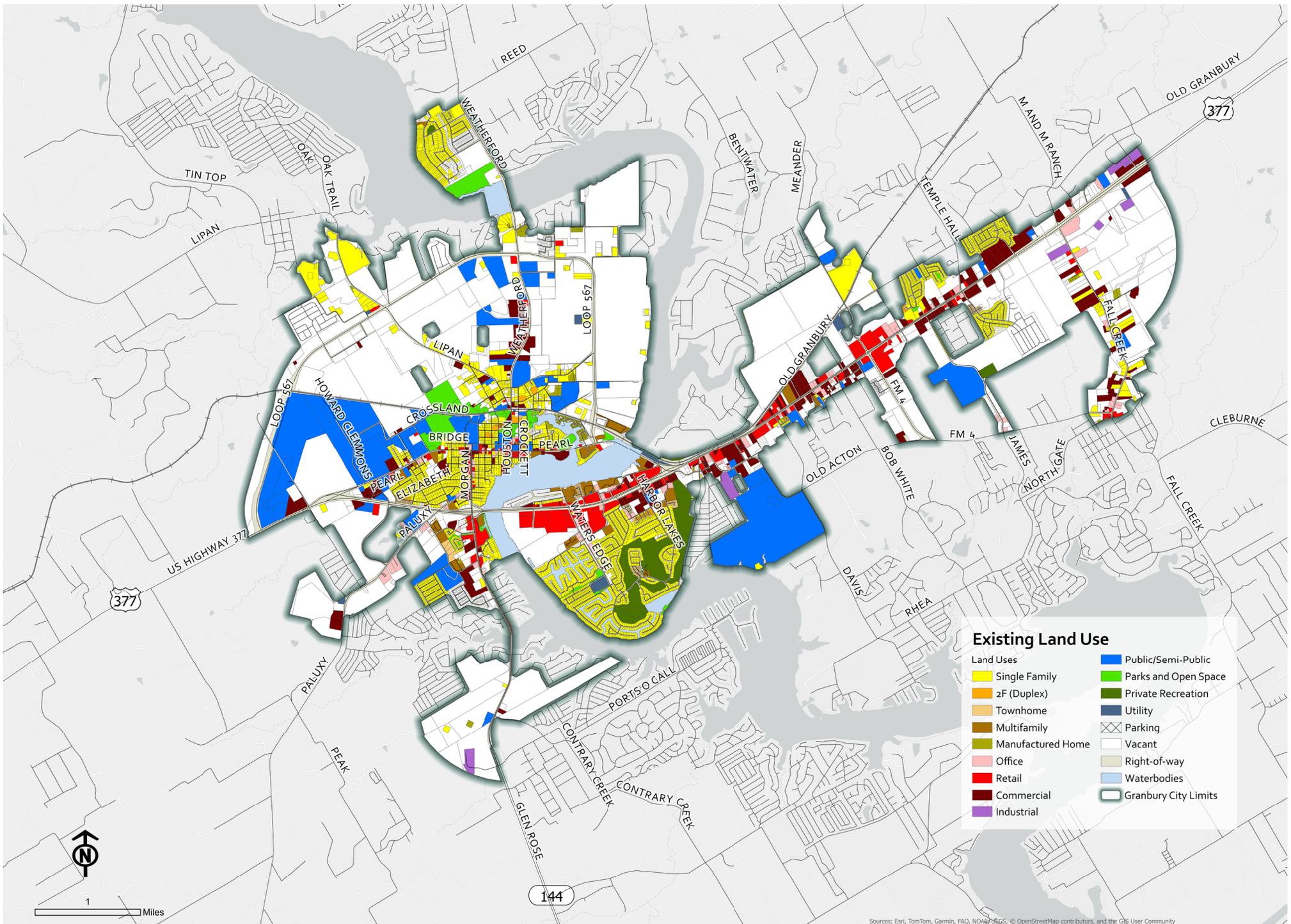
Existing Land Use Distribution

Figure 19. Existing Land Use Distribution (2024)



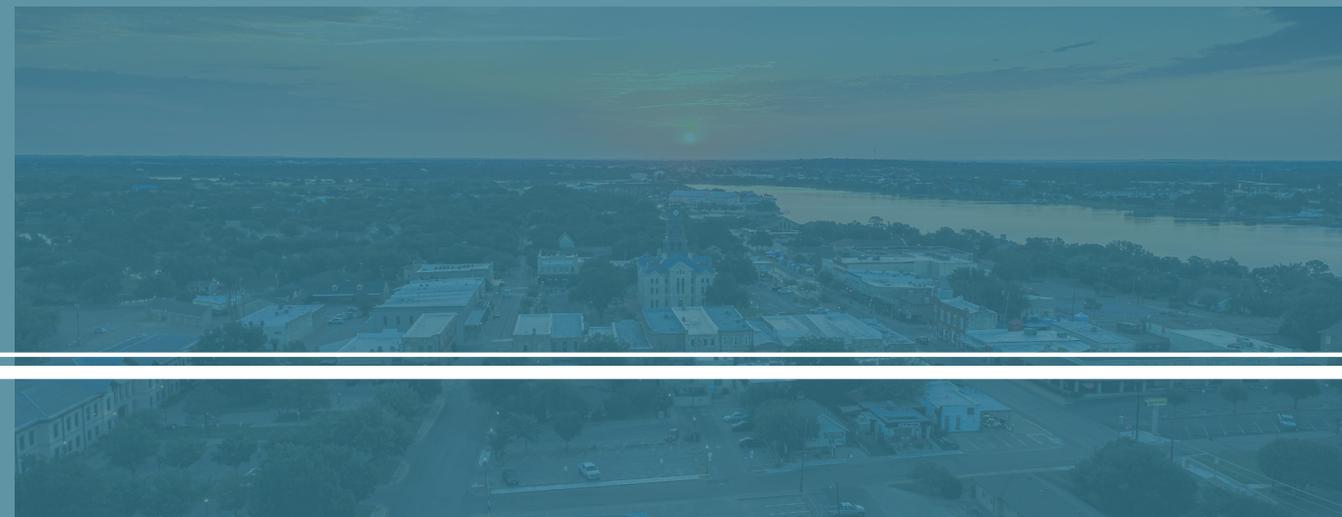
| Existing Land Use | 2016 City Limits | | 2024 City Limits | | Difference | |
|----------------------|------------------|---------------|------------------|---------------|-----------------|---------------|
| | Acres | % | Acres | % | Acres | % |
| Single Family (SF) | 925.0 | 10.3% | 1,369.5 | 11.9% | +444.5 | +17.3% |
| Two-Family (Duplex) | 27.0 | 0.3% | 21.4 | 0.2% | -5.6 | -0.2% |
| Townhome | 26.0 | 0.3% | 30.4 | 0.3% | +4.4 | +0.2% |
| Multifamily | 99.0 | 1.1% | 46.8 | 0.4% | -52.2 | -2.0% |
| Manufactured Home | 45.0 | 0.5% | 130.9 | 1.1% | +85.9 | +3.4% |
| Office | 103.0 | 1.1% | 137.6 | 1.2% | +34.6 | +1.3% |
| Retail | 301.0 | 3.4% | 320.7 | 2.8% | +19.7 | +0.8% |
| Commercial | 459.0 | 5.1% | 529.4 | 4.6% | +70.4 | +2.7% |
| Industrial | 25.0 | 0.3% | 65.0 | 0.6% | +40.0 | +1.6% |
| Public/Semi-Public | 683.0 | 7.6% | 1,100.4 | 9.5% | +417.4 | +16.3% |
| Parks and Open Space | 168.0 | 1.9% | 199.5 | 1.7% | +31.5 | +1.2% |
| Private Recreation | 219.0 | 2.4% | 210.7 | 1.8% | -8.3 | -0.3% |
| Utility | 19.0 | 0.2% | 32.2 | 0.3% | +13.2 | +0.5% |
| Parking | 4.0 | 0.0% | 4.0 | 0.0% | 0.0 | 0.0% |
| Right-of-Way | 961.0 | 10.7% | 1,114.6 | 9.7% | +153.6 | +6.0% |
| Waterbodies | 444.0 | 5.0% | 445.8 | 3.9% | +1.8 | +0.1% |
| Vacant* | 4,451.0 | 49.7% | 5,764.1 | 50.0% | +1,313.1 | +51.2% |
| Total | 8,959.0 | 100.0% | 11,523.0 | 100.0% | +2,564.0 | 100.0% |

* Vacant land includes undeveloped property, vacant buildings, and agricultural land



Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

Map 3. Existing Land Use





GUIDING PRINCIPLES & COMMUNITY GOALS

Introduction

This chapter recaptures the public engagement efforts conducted throughout this planning effort and their influence on the Plan's guiding principles and overall structure. The guiding principles serve as the foundation for the Plan's goals, strategies, and actions, informing the recommendations and findings of the following chapters.

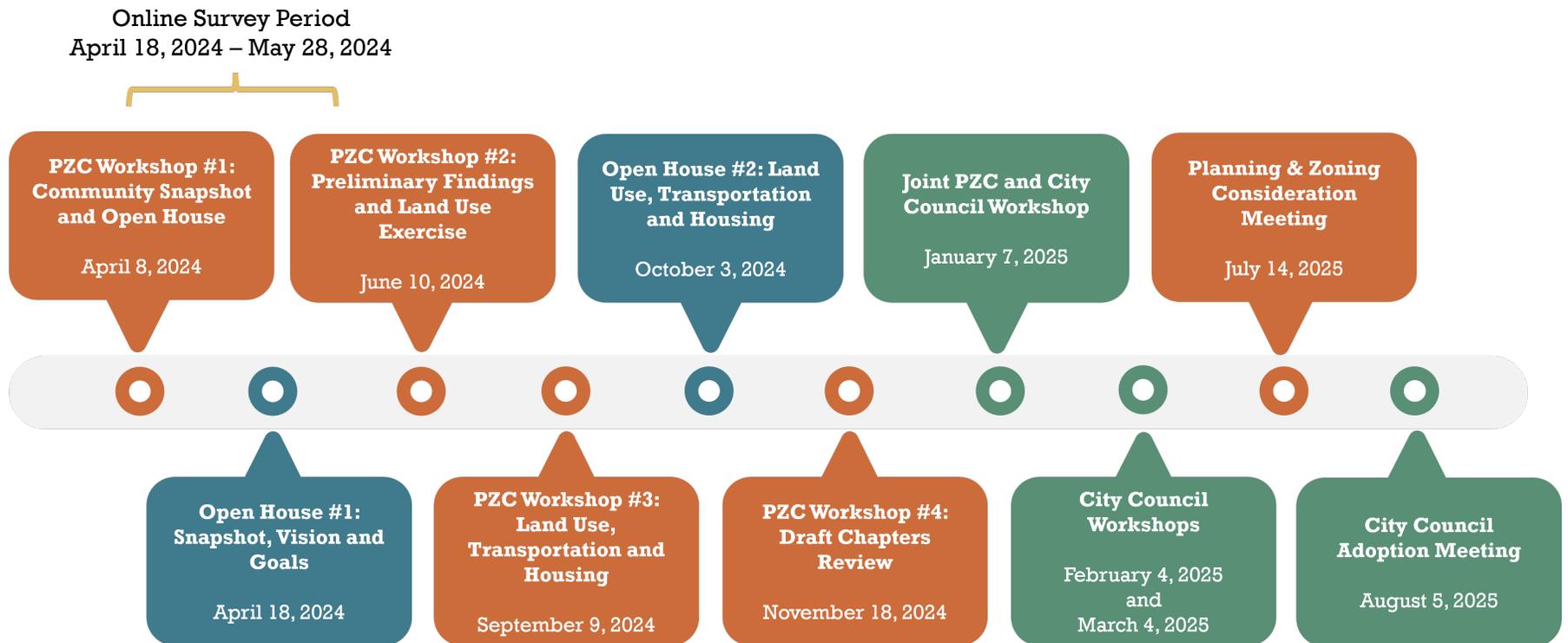
- Input Overview
- Key Input Themes
- Guiding Principles and Strategies



Input Overview

Community Input Process

This Plan is intended to guide development decisions and policies that influence Granbury's future development and quality of life. As such, public engagement is the keystone of the Plan's guiding principles and findings. Throughout this planning process, a series of in-person and online engagement opportunities were offered to gather and focus public input. A more detailed summary of online and in-person engagement feedback can be found in the Appendix.



Online Survey

What: Virtual engagement tool used to receive initial feedback on the Plan's topics, existing goals, and preferred outcomes

When: Open between April 18, 2024, and May 28, 2024

Who: Open to all residents and stakeholders, with approximately 195 total participants

Key Takeaways:

- Residents are concerned with transportation needs, posing a growing need for growing roadway infrastructure and improving mobility
- Granbury's historic places and downtown should continue to be prioritized
- Creating good paying jobs in Granbury is among one of the biggest priorities for the future of Granbury

Open Houses

Open House #1: Snapshot, Vision and Goals

What: In-person engagement opportunity for residents to comment on the Plan's topics, existing goals, and preferred outcomes using interactive board activities

When: April 18, 2024

Who: Open to all residents and stakeholders, with approximately 25 attendees

Key Takeaways:

- Granbury's historic downtown and sense of place make the City unique and need to be preserved
- Residents want access to locally-owned restaurants, shops, and other commercial services
- The capacity of the transportation network and overall mobility around town are a concern

Open House #2: Land Use, Transportation, and Housing

What: In-person engagement opportunity for residents to comment on the Future Land Use, Transportation, and Housing chapters

When: October 3, 2024

Who: Open to all residents and stakeholders

Key Takeaways:

- Feedback on transportation networks and the Thoroughfare Map
- Desire for increased collaboration with Granbury ISD to address school capacity in relation to housing growth
- The City should continue to prioritize expanding job opportunities for people to stay and live in Granbury
- Significant support to continue preserving historic places

The following graphics illustrate results from the voluntary online survey conducted early in the planning process. While the responses offer a helpful snapshot of community input, they reflect only the views of those who chose to participate and should not be interpreted as representative of the entire community.

Figure 20. “Which statement best describes you?”

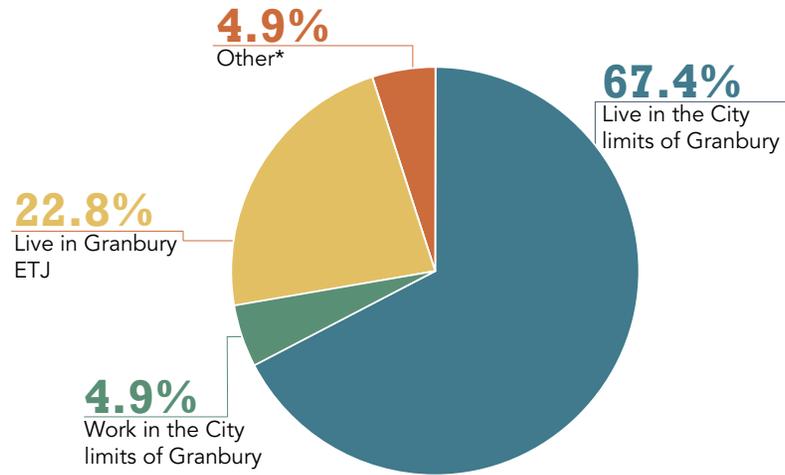


Figure 21. “What do you want Granbury to be known for in 2045?”



Figure 22. “If you are a resident, how long have you lived in Granbury?”

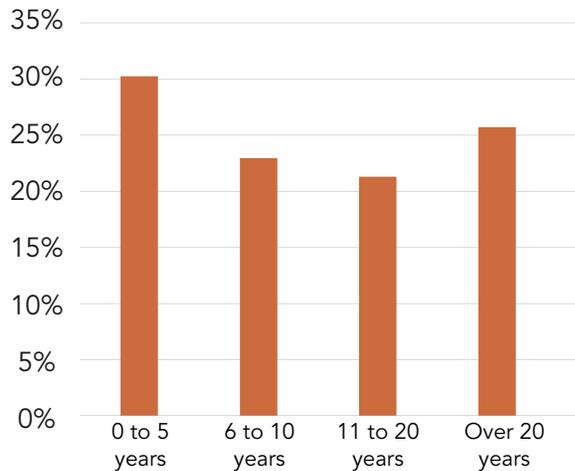
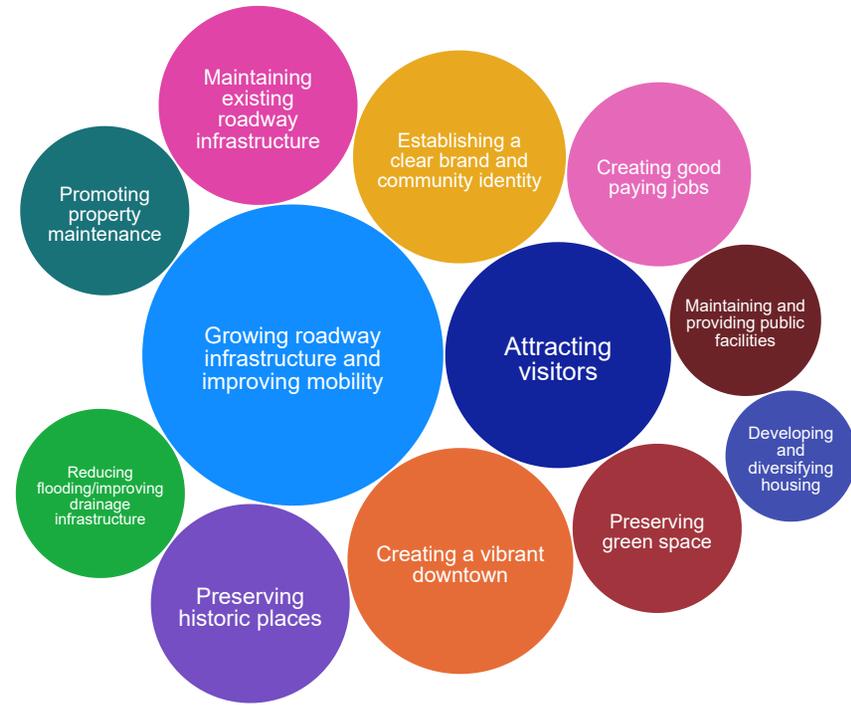


Figure 24. “What are the biggest priorities for the future of Granbury?”

| Choice | Agree Rate |
|---|------------|
| Growing roadway infrastructure and improving mobility | 19.0% |
| Creating a vibrant downtown | 10.7% |
| Attracting visitors | 10.7% |
| Establishing a clear brand and community identity | 9.5% |
| Maintaining existing roadway infrastructure | 8.3% |
| Preserving historic places | 8.3% |
| Creating good paying jobs | 7.1% |
| Reducing flooding/improving drainage | 6.0% |
| Preserving green spaces | 6.0% |
| Promoting property maintenance | 6.0% |
| Maintaining and providing public facilities | 4.8% |
| Developing and diversifying housing | 3.6% |



Planning & Zoning Commission

The Planning & Zoning Commission (PZC) is a group of appointed volunteers that make decisions and recommendations on land use-related decisions throughout the City. The PZC served as the Plan's steering committee throughout this planning effort, driving the content and findings of each chapter.

Workshop #1: Community Snapshot and Open House

What: Introduce the PZC to the planning process, review the existing 2016 Comprehensive Plan goals, and conduct a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis

When: April 8, 2024

Who: Members of the PZC

Summary: The consultant team, Freese and Nichols, Inc. (FNI), met with the PZC to provide an overview of the planning process for the Comprehensive Plan Update. The team reviewed the previous goals of the 2016 Plan and conducted a SWOT analysis activity to support the development of the Plan's vision.



Workshop #2: Preliminary Findings and Land Use Exercise

What: Report to the PZC on the preliminary findings from the Open House and community survey, key takeaways, draft guiding principles, and conduct a land use exercise to inform the next phase of the Plan

When: June 10, 2024

Who: Members of the PZC

Summary: The PZC and FNI staff convened for a second workshop to review the feedback gathered from the first Open House and the online community survey. During the session, the draft guiding principles were presented and received strong support from the PZC, with a few revisions to narrow down the main priorities of the City. Following the presentation, a land use exercise was conducted. The PZC reinforced the importance of preserving the waterfront and the City's downtown as vital assets for the community.



Workshop #3: Land Use, Transportation and Housing

What: Present and review chapter content for the Land Use, Housing, and Transportation chapters of the Plan

When: September 9, 2024

Who: Members of the PZC

Summary: FNI staff joined the PZC for a workshop to present a draft of the Future Land Use Map and the accompanying dashboards for each land use category. The Future Land Use portion of the workshop was followed by an overview of the findings from the Plan's Housing and Transportation chapters. PZC provided feedback on the presentation and voiced their support for the findings thus far.



Workshop #4: Draft Chapters Review

What: Present and review new chapters of the draft Plan

When: November 18, 2024

Who: Members of the PZC

Summary: FNI, accompanied by Catalyst Commercial, presented the latest chapters of the Plan to the PZC. FNI staff provided a brief overview of the chapters on Environment and Natural Resources, Downtown and Historic Preservation, Parks, Recreation and Open Space and Growth Management. Catalyst Commercial followed with a summary of the findings from the Market Analysis study.



Planning & Zoning Consideration Meeting

What: Present the final draft of the Plan for PZC recommendation

When: July 14, 2025

Who: Members of the PZC

Summary: The project team presented the final draft of the Comprehensive Plan to the PZC, providing an overview of the planning process and key highlights from each chapter. The Commission unanimously recommended the Plan for City Council adoption.



City Council

As the ultimate decision-making authority, the City Council’s involvement throughout the planning process ensures that drafted findings align with Granbury’s elected and appointed officials. The City Council was consulted on two occasions: at the project’s midpoint and at the time of Plan adoption.

Meeting #1: Joint PZC and City Council Workshop

What: Present and review the draft Plan to City Council and PZC

When: January 7, 2025

Who: PZC and City Council

Summary: FNI staff alongside Catalyst Commercial met with PZC and City Council to present the complete draft of the Comprehensive Plan. FNI made a brief presentation to review key findings of the Plan and presented handouts that reviewed the Plan’s Future Land Use Dashboards and implementation matrix. PZC and City Council were given the opportunity to ask further questions about the Plan’s content and make any comments on further changes to be made before the Plan’s adoption.

Meeting #2: City Council Workshop

What: Review the draft Plan and discuss comments from City Council

When: March 4, 2025

Who: City Council

Summary: FNI staff met with City Council to review additional feedback and questions related to the draft Plan. The discussion focused in particular on the Historic Preservation and Downtown chapter, as well as the Environment and Natural Resources chapter. FNI staff addressed the questions raised during the meeting and also provided an update on the project timeline. Council members indicated that further comments would be shared with staff following the briefing.

Meeting #3: City Council Adoption Meeting

What: Present the final draft of the Plan for City Council adoption

When: August 5, 2025

Who: City Council

Summary: FNI staff presented the final draft of the Comprehensive Plan to the City Council, which was adopted unanimously.

Key Input Themes

Throughout the varying engagement methods discussed in this chapter, Granbury community members, stakeholders, and elected and appointed officials shared their priorities and vision for the future of the City. A series of recurring themes became apparent when considered holistically, ultimately shaping the Plan's guiding principles, goals, and strategies.

1

Granbury's historic downtown and culture are a source of pride and identity.

2

Enhancing and diversifying Granbury's transportation network should be an emphasis of the Plan's recommendations.

3

Granbury should actively seek new economic development opportunities based around the lake and Loop 567.

4

Granbury should emphasize strategic and thoughtful growth related to housing and commercial development.

5

Granbury should focus on balancing its small-town feel with providing regional entertainment opportunities for residents and visitors.

Some of the key takeaways from engagement activities that helped shape the key input themes are listed below.

Ideas for success

- **Lakefront Development and Access:** Enhance opportunities and businesses along the lakefront. This includes creating more lakefront access points and supporting recreational activities.
- **Traffic Management:** Address the traffic on US 377 by considering a new loop from TX 144 to Highway 51 south.
- **Diverse Perception:** Change the perception that Granbury is solely a retirement area or weekend lake getaway. Encourage industry and community involvement beyond retirees.
- **Outdoor Entertainment:** Explore attractions like putt-putt golf, horseback riding, hot air balloon rides, and go-kart tracks.
- **Medical Specialties:** Improve access to specialized medical services within Granbury.
- **Thoughtful Growth:** Encourage growth while respecting Granbury's historic character and historic architectural standards.
- **Effective Planning:** Consistently follow city plans and keep citizens informed about progress.
- **Industry and Tourism:** Balance tourism with other economic drivers, ensuring sustainability beyond lake-related activities.

The following information reflects key themes that emerged from the voluntary online survey and community open houses. While the input is not statistically representative or binding, it provides valuable insight into the priorities and perspectives of those who chose to participate in the planning process. These themes help highlight common areas of interest and concern, though they may not apply equally across all contexts.

Granbury's greatest issues are:

- **Lack of Activities for Younger Generations:** Community members feel there aren't enough activities for youth.
- **Balancing Growth:** While some appreciate growth, others worry about congestion and overcrowding. They suggest focusing on improving existing infrastructure rather than expanding further.
- **Support for Unemployable Population:** Nonprofits should continue to help lift the unemployable population out of poverty through education and vocational programs.
- **Public Lakefront Areas:** Residents want a park by the lake.
- **High Housing Costs:** A challenge for residents.
- **Lack of Walking Trails/Sidewalks:** A desire for more pedestrian-friendly infrastructure.
- **Internet Access:** According to the official state of Texas broadband map. UCS, Spectrum, AT&T, and Starlink all provide high speed access within the city. The State's report does not reflect holes in service have been filled. While holes in service have been filled, responses indicate some need for high-speed internet.
- **Curb Appeal and Maintenance:** Preserving and maintaining historic areas needs to be a priority.
- **Family-Friendly Activities:** A desire for more options.

Types of activities/businesses that Granbury residents would like to see:

- **Clothing Stores:** A desire for more clothing options.
- **Salad Bar/ Buffet with Fresh Breads and Soups:** A healthy dining choice.
- **Healthy Restaurants:** Although some residents may not frequent them, there is interest in healthier dining options.
- **Local Restaurants Over National Chains:** Supporting local businesses.
- **Kids Activities:** Entertainment options for children.
- **Miniature Golf:** A fun activity for families.
- **Market Diversity:** Retail options that cater to demand.
- **Healthier Dining and International Food Options:** Expanding culinary choices.
- **Large Grocery Chain Near Downtown:** To alleviate traffic and improve convenience.
- **Golf Courses:** Catering to golf enthusiasts.

Guiding Principles and Strategies

Plan Structure

As mentioned above, the guiding principles are intended to inform the goals, strategies, and actions established within this Plan's chapters and narrative. The Plan's six guiding principles were derived from community input and are the basis for all recommendations made through this planning effort. Topic-specific goals are found in each chapter and accomplished through their corresponding strategies and actions.

Strategies and actions also derive from the Plan's guiding principles to inform the City Council on land use decisions. In addition to the guiding principles, these strategies reflect initiatives and milestones for the City Council's reference during the land development process.

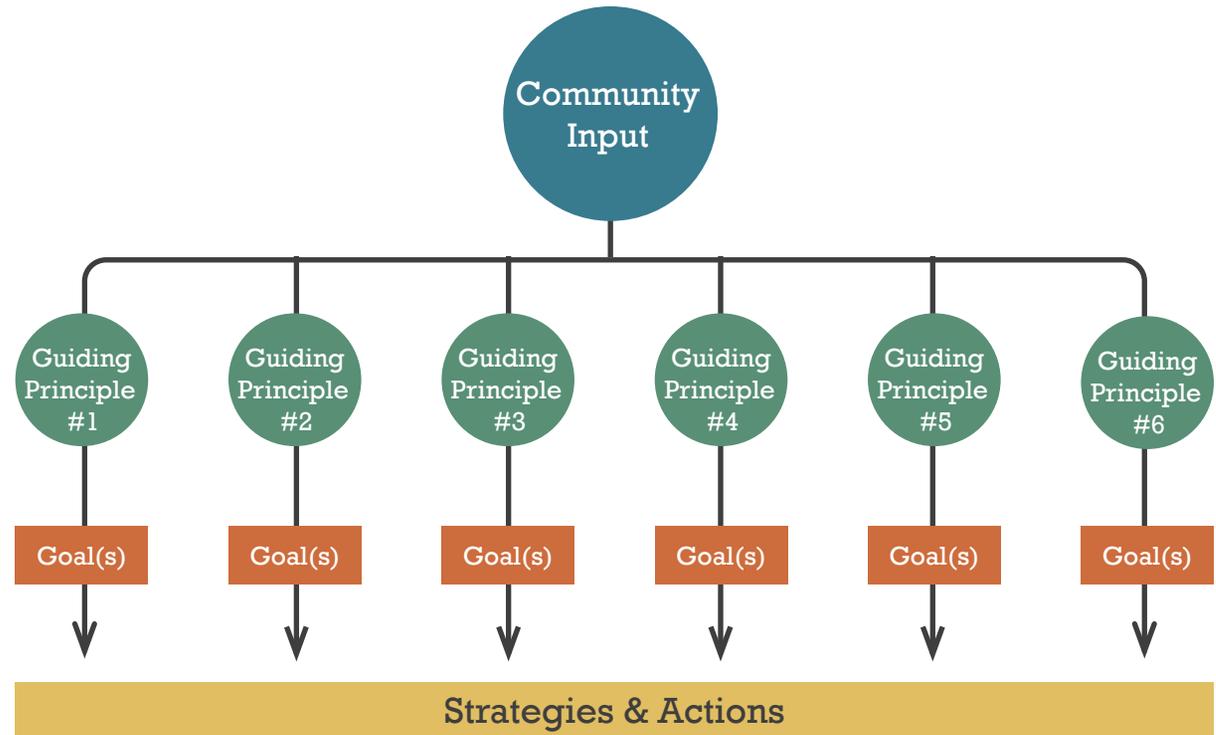
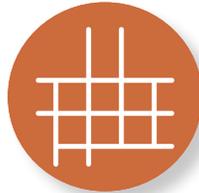


Figure 25. Plan Structure

Guiding Principles



Keep Granbury historic and attractive to visitors and residents



Preserve and promote Granbury's downtown



Maintain the function of the waterfront as a center of gravity and activity



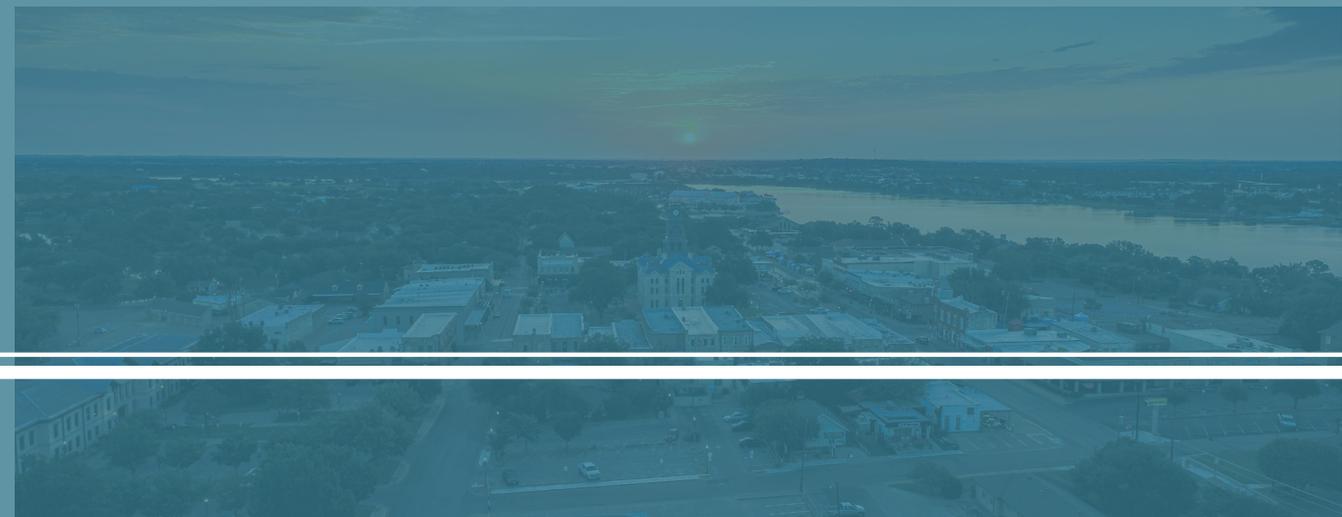
Vastly improve the transportation network in and around the City



Uplift community economically



Focus quality growth in identified, strategic locations





FUTURE LAND USE



Introduction

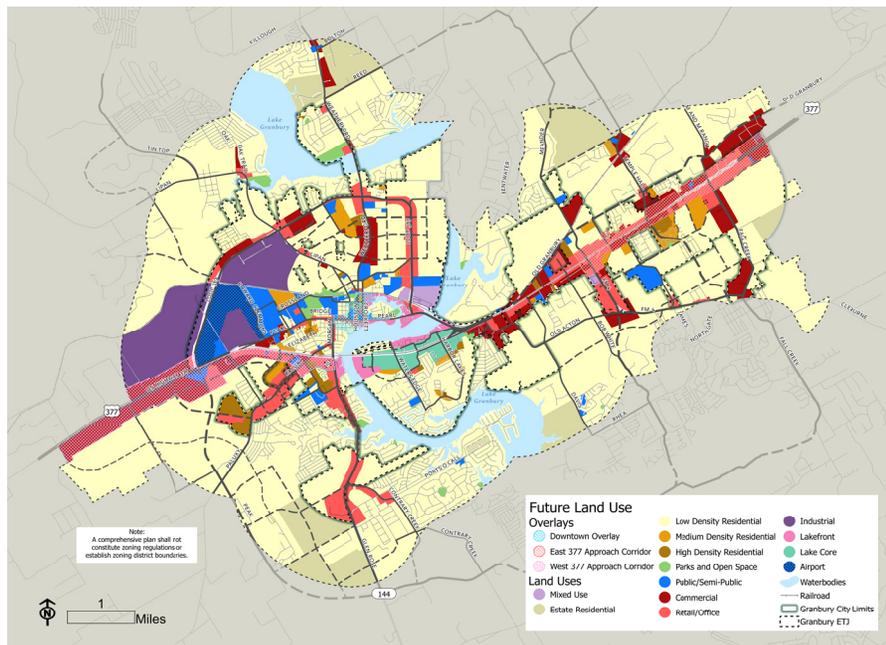
The purpose of this chapter is to plan the future land use of Granbury as the City continues to grow. Using information from existing land uses, physical features, market trends, and community input, this chapter proposes the Future Land Use Map and presents information to support the Plan's goals.

- What is a Future Land Use Map?
- Future Land Use Map and Types
- Population Projections and Capacity Analysis



What is a Future Land Use Map?

The Future Land Use Map is an essential tool for planning the future development and character of Granbury and its ETJ. The map serves as a blueprint for future land use patterns, designating specific areas for various uses based on community desires and established policies. While it does not replace the zoning map, which specifies development requirements for individual parcels, it provides guidance for long-term zoning and development standards. Effective land use planning ensures compatibility, quality of life, and economic vitality by strategically managing residential, commercial, and industrial activities.



Future Land Use Map, see Map 4 for full size version

Development Proposals and the Future Land Use Plan

Development proposals that diverge from the intended land use on the Future Land Use Plan Map should be evaluated based on several criteria:

- Will the proposed change enhance the site and surrounding area?
- Is the necessary infrastructure already in place or cost-effective to provide?
- Does it align with community goals and objectives?
- Will it impact adjacent residential areas negatively or positively?
- Is it compatible with adjacent uses in terms of appearance, hours of operation, and other general aspects?
- Does the proposed use benefit the public health, safety, welfare, and long-term economic well-being of the community?

Proposals inconsistent with the Future Land Use Plan should be reviewed on their merits, with the applicant responsible for demonstrating how the proposal meets these considerations and supports community goals. If such proposals offer significant benefits to the City, they should be approved, and the Future Land Use Map should be amended accordingly. Alternatively, deviations from the Future Land Use Plan that do not meet criteria should be avoided.

Zoning and the Future Land Use Map

Zoning changes must adhere to the Comprehensive Plan's policies, including timing and site suitability at the time of the request. The City evaluates zoning changes based on these factors and the Future Land Use Map but is not obligated to approve changes solely because they align with these documents. Applicants bear the burden of demonstrating their request aligns with adopted policies and benefits the community.

The City Council should closely adhere to the land use plan, as it serves as the foundation for allocating funding for roads, sewer, water, and other essential municipal infrastructure.

While the zoning map should generally reflect the Future Land Use Map, the latter does not enforce specific development requirements. Zoning regulations, established through the City's Zoning Ordinance and codified in the City code, govern how land can be used and developed. Under Chapter 211 of the Texas Local Government Code, these zoning regulations must be consistent with the Comprehensive Plan to ensure that long-term planning goals can be effectively implemented through zoning.

Reactive and Proactive Use of Zoning and the Plan

Both proactive and reactive strategies can be employed to implement zoning changes that might impact the Future Land Use Plan. Proactive strategies involve preemptively assessing future development needs and updating the Future Land Use Plan accordingly. On the other hand, reactive strategies respond to immediate development proposals that may not align with the current Future Land Use Plan. Approving developments inconsistent with the Plan can lead to discrepancies in land use and zoning, potentially complicating future planning efforts.

To avoid these issues, it is crucial for the City to consider amending the Future Land Use Plan before rezoning land. Additionally, any necessary amendments should be recommended alongside rezoning requests to streamline the amendment process.

Future Development and Existing Infrastructure

In planning for future development and growth, addressing concerns about existing infrastructure is crucial. When existing streets, parks, and other facilities need significant improvements, residents may question the benefits of expanding development.

Generally, industrial and retail uses contribute more revenue through job creation, increased sales and property taxes, and other economic activities, which can offset costs to the city. On the other hand, residential growth frequently demands more resources than it yields in ad valorem tax revenue over the life of a development, but can stimulate retail expansion, thereby increasing revenues. By balancing these considerations, future development will prioritize infrastructure readiness and community input to ensure sustainable growth that enhances the collective well-being of the community.

Future Land Use Dashboards

What are Land Use Dashboards?

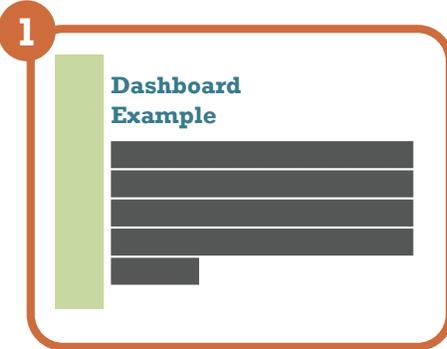
The Future Land Use Map (FLUM) identifies 12 land use categories and 3 overlays ranging from low density residential to industrial uses. Each category includes a description, visual representation, and development characteristics in a dashboard format, as illustrated throughout this chapter. The components of each dashboard are described below, with assigned numbers to each component that may be referenced with the corresponding dashboard example.



1 Land Use Description

Each dashboard includes the land use title, its corresponding land use color, and a general description outlining the category's purpose, intended uses, and design characteristics. These descriptions serve as a framework for any anticipated development or redevelopment of each area.

For residential development categories, a recommended residential density for development can be found in the land use dashboard description. Density refers to the number of dwelling units located in a specific area and is represented as dwelling units per acre (DUA). Residential categories will include a target density range; however, design and context are also important considerations when assessing development impact.



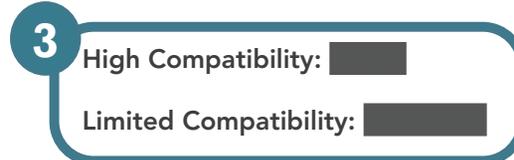
2 Visual Representation

A visual representation is included in each dashboard to provide an example of the primary development type that is appropriate for each land use. These images are for reference purposes only but should be referenced when considering the built form of development inquiries.

3 Zoning Compatibility

A high and limited compatibility recommendation is included in the applicable dashboards in reference to the City's zoning districts. The following list reflects all zoning districts in effect at the time this document was prepared. For the most current zoning regulations and specific requirements for each district, refer to the City of Granbury's Zoning Ordinance.

- IH - Interim Holding District
- RE - Residential Estate District
- R-12 - Single-Family Residential District
- R-10 - Single-Family Residential District
- R-8.4 - Single-Family Residential District
- R-7 - Single-Family Residential District
- MD-1 - Two-Family Residential District (Duplex)
- PH - Patio Home District
- TH - Townhome District
- MF - Multi-Family Residential District
- MH - HUD-Code Manufactured Housing District
- BC - Business Commercial District
- LC - Light Commercial District
- HC - Heavy Commercial District
- I - Industrial District
- CBD - Central Business District



4 Appropriateness Table

Each dashboard includes an appropriateness table with ranges on a scale of zero (OOOO) to four (●●●●) markers, where no marker means a use should likely be prohibited, and four markers mean a use should likely be approved. Where appropriateness relies on specific considerations, these are provided to clarify when the use is more or less favorable.

4

| Appropriateness | Considerations |
|-----------------|----------------|
| OOOO | |
| ●●●● | |
| ●●●● | |
| ●●●● | |
| ●●OO | [REDACTED] |
| ●OOO | [REDACTED] |
| ●OOO | |

5 Development Types

The following development types have been identified and assigned an appropriateness level in the table analysis. It is important to note, that these are general categories and are not intended to describe all allowable uses or specific zoning districts.

- Single-Family (SF), Detached
- Single-Family (SF), Zero Lot Line
- Single-Family Attached (SFA), Duplexes
- Single-Family Attached (SFA), Townhomes
- Multiplexes (≤ 8 units)
- Multifamily (> 8 units)
- Local Commercial
- Regional Commercial
- Mixed-Use
- Light Industrial
- Heavy Industrial
- Public/Semi-Public

5

| Development Type |
|-------------------------|
| SF, Detached |
| SF, Zero Lot Line |
| SFA, Duplexes |
| SFA, Townhomes |
| Multiplexes (≤ 8 units) |
| Multifamily (>8 units) |
| Local Commercial |
| Regional Commercial |
| Mixed-Use |
| Light Industrial |
| Heavy Industrial |
| Public/Semi-Public |

Single-Family (SF), Detached

One housing or dwelling unit on an individual lot. These dwellings are typically individually owned and may be built singularly or within larger neighborhoods.

Single-Family (SF), Zero Lot Line

A dwelling unit where one side of the house is built directly on the property line, maximizing the use of the lot's space. These dwellings are also commonly known as patio homes.

Single-Family Attached (SFA), Duplexes

Two housing or dwelling units on a lot, usually sharing a wall. Similar in character and style to single-family detached housing.

Single-Family Attached (SFA), Townhomes

Multi-story, narrow homes sharing walls with neighboring units, typically arranged in rows or small clusters.

Multiplexes (≤ 8 units)

Residential building where several individual units are housed within the same structure, often vertically stacked and accommodating up to 8 units per lot.

Multifamily (> 8 units)

Similar to multiplexes, but with 8+ units per lot and may include multiple buildings on one lot, creating a complex.

Retail/Office

Small-scale local businesses and establishments catering to the immediate surrounding community or neighborhood. Uses include, but are not limited to, restaurants, medical offices, retail establishments in individual buildings or small retail centers, and other local employment generators.

Commercial

Large-scale developments aimed at both local and regional consumer bases. Developments are strategically located along busy thoroughfares with a mix of amenities such as indoor/outdoor entertainment venues, major retail stores, and corporate offices. They may also accommodate uses that require outdoor storage or display, such as tractor supply stores, RV and trailer sales.

Mixed-Use

A blend of residential, office, retail and/or other uses within a single building or development. Developments may be horizontal mixed-used (next to each other) or vertical mixed-use (stacked). Vertical mixed-use typically features ground-floor restaurants or retail spaces to enhance pedestrian activity. Downtown scale developments are characterized by lower density with building heights that blend with surrounding residential areas.

Light Industrial

Industrial activities for the production or assembly of goods on a smaller scale. These operations typically occur indoors, where manufacturing, warehousing, and related activities avoid generating nuisances (noise, odor, dust, etc.).

Heavy Industrial

Higher-intensity industrial development ranging from heavy machine operations to larger shipping operations, potentially generating higher levels of noise and waste. Heavy truck traffic is also typical within this use. Given its nature, this type of development is incompatible with residential areas and should be screened from adjacent uses.

Public/Semi-Public

Government buildings and facilities such as police and fire stations, utilities, schools, community centers, places of worship, parks, and open space.

Estate Residential

The Estate Residential land use represents more rural land uses on the outskirts of Granbury located within the ETJ. This designation emphasizes individual homes on large lots and some low-density neighborhoods. Development within this area will largely be driven by market demand and most suitable when utilities are difficult to extend. This development is also suitable for areas where steep slopes exist and water protection is a priority. Density will typically fall between one to two dwelling units per acre.

High Compatibility: RE

Limited Compatibility: LC



| Development Type | Appropriateness | Considerations |
|-------------------------|-----------------|--|
| SF, Detached | ●●●● | |
| SF, Zero Lot Line | ○○○○ | |
| SFA, Duplexes | ○○○○ | |
| SFA, Townhomes | ○○○○ | |
| Multiplexes (≤ 8 units) | ○○○○ | |
| Multifamily (>8 units) | ○○○○ | |
| Retail/Office | ●○○○ | May be appropriate if compatible in scale with adjacent homes and located at major roadway intersections |
| Commercial | ○○○○ | |
| Mixed-Use | ○○○○ | |
| Light Industrial | ○○○○ | |
| Heavy Industrial | ○○○○ | |
| Public/Semi-Public | ●●●○ | |

Low Density Residential

Low-Density Residential uses refer to single-family detached residential structures, representing the largest share among residential categories. While various lot sizes may be used, development density should fall between three to six dwelling units per acre.

High Compatibility: R-12, R-10, R-8.4, R-7

Limited Compatibility: BC, LC



| Development Type | Appropriateness | Considerations |
|-------------------------|-----------------|---|
| SF, Detached | ●●●● | |
| SF, Zero Lot Line | ○○○○ | |
| SFA, Duplexes | ○○○○ | |
| SFA, Townhomes | ○○○○ | |
| Multiplexes (≤ 8 units) | ○○○○ | |
| Multifamily (>8 units) | ○○○○ | |
| Retail/Office | ●○○○ | Appropriate if located at major roadway intersections |
| Commercial | ○○○○ | |
| Mixed-Use | ○○○○ | |
| Light Industrial | ○○○○ | |
| Heavy Industrial | ○○○○ | |
| Public/Semi-Public | ●●●● | |

Medium-Density Residential

Medium-Density Residential typically consists of neighborhoods with single-family attached dwelling units such as duplexes and townhomes. Density in these areas will fall between six to ten dwelling units per acre.

High Compatibility: R-8.4, R-7, MD-1, PH, TH

Limited Compatibility: MF, BC, LC



| Development Type | Appropriateness | Considerations |
|-------------------------|-----------------|---|
| SF, Detached | ●●●○ | |
| SF, Zero Lot Line | ●●●● | |
| SFA, Duplexes | ●●●● | |
| SFA, Townhomes | ●●●● | May be appropriate if located in transition zones, maintains density and character and mitigates drainage and engineering impacts |
| Multiplexes (≤ 8 units) | ●○○○ | |
| Multifamily (>8 units) | ○○○○ | |
| Retail/Office | ●○○○ | Appropriate if located at major roadway intersections and if drainage and engineering impacts can be mitigated |
| Commercial | ○○○○ | |
| Mixed-Use | ○○○○ | |
| Light Industrial | ○○○○ | |
| Heavy Industrial | ○○○○ | |
| Public/Semi-Public | ●●●● | |

High-Density Residential

The High-Density Residential land use is characterized by concentrated multifamily housing developments that accommodate the highest density of 18 residential units per acre such as multi-story apartment buildings, condominium complexes, and mixed-use developments. This land use can serve as a buffer between lower-density residential use and more intense land uses such as commercial areas. High-Density Residential areas should be located along collector or larger roadways rather than neighborhood streets for convenient access to employment and commercial areas without inducing vehicle traffic through lower-density neighborhoods. Density in these areas will fall between 10 to 18 dwelling units per acre.

High Compatibility: MF, TH, MD-1

Limited Compatibility: PH, LC, BC



| Development Type | Appropriateness | Considerations |
|-------------------------|-----------------|---|
| SF, Detached | ○○○○ | |
| SF, Zero Lot Line | ●○○○ | |
| SFA, Duplexes | ●●○○ | |
| SFA, Townhomes | ●●○○ | |
| Multiplexes (≤ 8 units) | ●●●● | |
| Multifamily (>8 units) | ●●●● | |
| Retail/Office | ●●○○ | Appropriate if offering retail and office uses that complement and support neighboring communities |
| Commercial | ○○○○ | |
| Mixed-Use | ●●○○ | Developments may be appropriate if they are constructed to the character and scale of the area and preserve commercial uses |
| Light Industrial | ○○○○ | |
| Heavy Industrial | ○○○○ | |
| Public/Semi-Public | ●●●● | |

Public/Semi-Public

The Public/Semi-Public category encompasses the City’s governmental, institutional, educational, and religious institutions, such as fire and police stations, schools, places of worship, and land used by the City for storage or facilities. The Future Land Use Map reflects existing uses of this type; however, these uses are generally appropriate within any of the other future land use categories. As Granbury’s population expands, development within these areas should focus on enhancing essential services and infrastructure to adequately support community needs at both neighborhood and citywide levels.



| Development Type | Appropriateness | Considerations |
|-------------------------|-----------------|--|
| SF, Detached | ○○○○ | Other uses should not be considered without also considering a change in the Future Land Use Map |
| SF, Zero Lot Line | ○○○○ | |
| SFA, Duplexes | ○○○○ | |
| SFA, Townhomes | ○○○○ | |
| Multiplexes (≤ 8 units) | ○○○○ | |
| Multifamily (>8 units) | ○○○○ | |
| Retail/Office | ○○○○ | |
| Commercial | ○○○○ | |
| Mixed-Use | ○○○○ | |
| Light Industrial | ○○○○ | |
| Heavy Industrial | ○○○○ | |
| Public/Semi-Public | ●●●● | |

Parks and Open Space

This land use designation includes parks, recreational facilities, trails, and other open spaces that currently exist or are planned. These types of uses can also be appropriately integrated into any of the other future land use categories, except industrial. Industrial uses are generally not compatible with park land, but may thoughtfully incorporate trails and floodplain or wetlands.



| Development Type | Appropriateness | Considerations |
|-------------------------|-----------------|--|
| SF, Detached | ○○○○ | Development may be appropriate in these areas if complementary usable open space is also provided or preserved and floodplain is properly preserved or mitigated |
| SF, Zero Lot Line | ○○○○ | |
| SFA, Duplexes | ○○○○ | |
| SFA, Townhomes | ○○○○ | |
| Multiplexes (≤ 8 units) | ○○○○ | |
| Multifamily (>8 units) | ○○○○ | |
| Retail/Office | ○○○○ | |
| Commercial | ○○○○ | |
| Mixed-Use | ○○○○ | |
| Light Industrial | ○○○○ | |
| Heavy Industrial | ○○○○ | |
| Public/Semi-Public | ●●●● | Should be limited to parks and supporting facilities |

Retail/Office

Commercial Retail and Office land uses refer to areas designated for shopping, employment, and commercial services to Granbury residents and visiting populations. Development within this category is strategically located along major road corridors, including US Highway 377 and significant intersections to ensure convenient access for everyday needs such as dining, convenience stores, and local retail. Areas in this category should accommodate a variety of scales and services to retain businesses and attract visitors to Granbury.

High Compatibility: BC, LC

Limited Compatibility: MF



| Development Type | Appropriateness | Considerations |
|-------------------------|-----------------|--|
| SF, Detached | ○○○○ | |
| SF, Zero Lot Line | ○○○○ | |
| SFA, Duplexes | ○○○○ | |
| SFA, Townhomes | ○○○○ | |
| Multiplexes (≤ 8 units) | ○○○○ | |
| Multifamily (>8 units) | ●●○○ | Appropriate to support mixed-use development |
| Retail/Office | ●●●● | |
| Commercial | ○○○○ | |
| Mixed-Use | ●○○○ | |
| Light Industrial | ●●○○ | Appropriate if integrated with larger, regional commercial developments. |
| Heavy Industrial | ○○○○ | |
| Public/Semi-Public | ●○○○ | |

Commercial

The Commercial land use designation includes large-scale retail and commercial uses and other goods and services for purchase. This includes businesses such as large-scale commercial development incorporating retail, restaurant, and personal services uses, medical uses, and lodging. Automobile-related services are generally limited to areas where these uses already exist. This designation is also the most appropriate for uses that involve outdoor storage or display, provided they are thoughtfully sited and designed and not located in an overlay zone. These uses will be primarily located along major corridors such as US 377 and will continue to be developed along Loop 567, FM 4, FM 51, and Fall Creek Highway/ FM 167 and buffered from single-family residential developments to ensure desirable development patterns.

High Compatibility: BC, LC, HC

Limited Compatibility: I



| Development Type | Appropriateness | Considerations |
|-------------------------|-----------------|--|
| SF, Detached | ○○○○ | |
| SF, Zero Lot Line | ○○○○ | |
| SFA, Duplexes | ○○○○ | |
| SFA, Townhomes | ○○○○ | |
| Multiplexes (≤ 8 units) | ○○○○ | |
| Multifamily (>8 units) | ○○○○ | |
| Retail/Office | ●●●● | |
| Commercial | ●●●● | |
| Mixed-Use | ●●●● | |
| Light Industrial | ●●○○ | Appropriate if integrated with larger, regional commercial development |
| Heavy Industrial | ●○○○ | Small scale boutique or craft manufacturing uses may be appropriate |
| Public/Semi-Public | ●○○○ | |

Industrial

This land use designation encompasses a range of light and heavy industrial, office, and flex-space developments, catering to manufacturing, distribution, warehousing, and related operations. Businesses in these areas play a vital role in fostering local employment opportunities and bolstering the municipality's tax revenue base. Given their intensive nature, these areas require substantial space and should be strategically located near major thoroughfares, while also ensuring compatibility with surrounding uses to minimize potential conflicts for both future businesses and residents.

High Compatibility: I, HC

Limited Compatibility: None



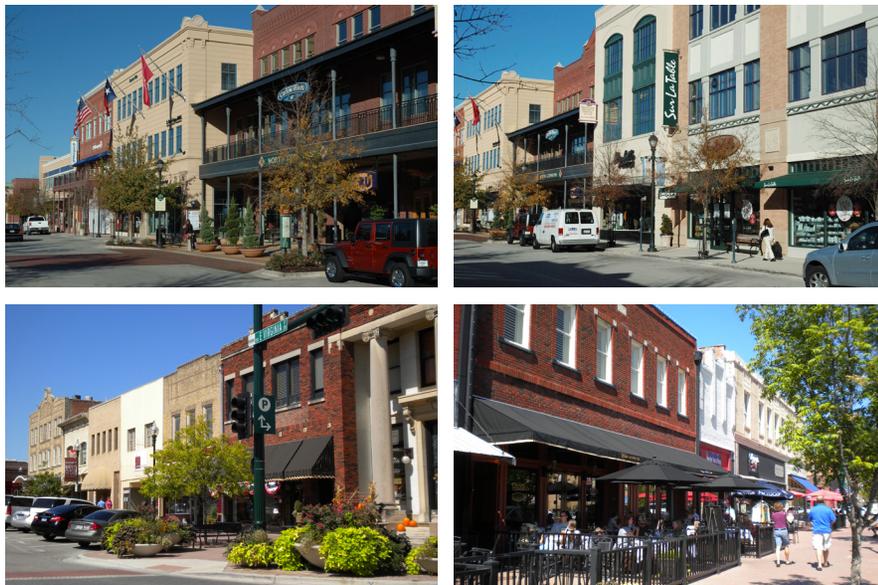
| Development Type | Appropriateness | Considerations |
|-------------------------|-----------------|--|
| SF, Detached | ○○○○ | |
| SF, Zero Lot Line | ○○○○ | |
| SFA, Duplexes | ○○○○ | |
| SFA, Townhomes | ○○○○ | |
| Multiplexes (≤ 8 units) | ○○○○ | |
| Multifamily (>8 units) | ○○○○ | |
| Retail/Office | ○○○○ | |
| Commercial | ●○○○ | Appropriate to support and serve the needs of workers in this area |
| Mixed-Use | ○○○○ | |
| Light Industrial | ●●●● | |
| Heavy Industrial | ●●●● | |
| Public/Semi-Public | ●○○○ | Appropriate for preservation and drainage mitigation |

Mixed-Use

Mixed-Use areas blend residential and nonresidential uses, integrating commercial, office, and retail uses within a single area. These areas foster innovative urban developments, enhancing pedestrian accessibility to shops and dining while prioritizing natural features and situating buildings along streets and sidewalks. Designed at a neighborhood scale, Mixed-Use maintains lower densities and building heights to ensure compatibility with residential surroundings.

High Compatibility: MF, LC, BC

Limited Compatibility: TH, PH



| Development Type | Appropriateness | Considerations |
|-------------------------|-----------------|--|
| SF, Detached | ○ ○ ○ ○ ○ | |
| SF, Zero Lot Line | ● ○ ○ ○ ○ | |
| SFA, Duplexes | ○ ○ ○ ○ ○ | |
| SFA, Townhomes | ● ● ○ ○ ○ | Appropriate to support diversity of housing options and increase walkability |
| Multiplexes (≤ 8 units) | ● ● ● ○ ○ | |
| Multifamily (>8 units) | ● ● ● ● ● | |
| Retail/Office | ● ● ● ● ● | |
| Commercial | ● ● ○ ○ ○ | Considered appropriate to provide essential commercial and retail options to adjacent uses |
| Mixed-Use | ● ● ● ● ● | |
| Light Industrial | ○ ○ ○ ○ ○ | |
| Heavy Industrial | ○ ○ ○ ○ ○ | |
| Public/Semi-Public | ● ● ● ● ● | |

Lakefront

The Lakefront designation refers to the area surrounding Lake Granbury and the Brazos River, which is primarily composed of single-family homes and local commercial uses. Commercial development in this area should leverage the lake's natural beauty, with a more recreational focus to promote activity for both residents and visitors. Development should prioritize maintaining public access to the lake and downtown, preserving lake view corridors, and improving runoff management to protect the water quality and environmental integrity of the area.

High Compatibility: R-10, R-8.4, R-7, LC, CBD

Limited Compatibility: MF



| Development Type | Appropriateness | Considerations |
|-------------------------|-----------------|--|
| SF, Detached | ● ● ● ● | Maintain visual corridors through adequate separation between buildings and moderating the height of new buildings along the lake to be generally compatible with the height of existing lakefront buildings |
| SF, Zero Lot Line | ● ● ● ● | |
| SFA, Duplexes | ● ● ● ● | |
| SFA, Townhomes | ● ● ● ● | |
| Multiplexes (≤ 8 units) | ● ● ● ● | |
| Multifamily (>8 units) | ● ○ ○ ○ | Should include the same considerations as other development types and may only be appropriate if development scale and intensity is located in transition zones for more intense uses |
| Retail/Office | ● ● ● ● | Maintain visual corridors through adequate separation between buildings and moderating the height of new buildings along the lake to be generally compatible with the height of existing lakefront buildings |
| Commercial | ○ ○ ○ ○ | |
| Mixed-Use | ● ● ● ● | |
| Light Industrial | ○ ○ ○ ○ | |
| Heavy Industrial | ○ ○ ○ ○ | |
| Public/Semi-Public | ● ● ● ● | Visual access should be prioritized as with Retail/Office and Mixed-Use above. Height may also be moderated through differences in roof line, such as pitched roofs, and setbacks for higher floors |

Lake Core

The Lake Core land use designation refers to the core activity hub influenced by the Lakefront and 377 Corridor. This area is designated for destination commercial purposes, such as retail establishments, hotels, and restaurants with a high degree of design character and does not include outside storage, heavy equipment, automobile service, or other incompatible uses. Development should prioritize considerations for both pedestrian and vehicular traffic flows and ensure cross access between properties to foster better connectivity and accessibility.

High Compatibility: LC

Limited Compatibility: HC, MF



| Development Type | Appropriateness | Considerations |
|-------------------------|-----------------|--|
| SF, Detached | ○○○○ | |
| SF, Zero Lot Line | ○○○○ | Residential uses should be diverse in and limited to supporting primary commercial retail uses rather than fronting US 377 |
| SFA, Duplexes | ○○○○ | |
| SFA, Townhomes | ○○○○ | |
| Multiplexes (≤ 8 units) | ○○○○ | |
| Multifamily (>8 units) | ●●○○ | |
| Retail/Office | ●●●● | |
| Commercial | ●○○○ | Should consider surrounding residential uses and new local commercial establishments |
| Mixed-Use | ●●●○ | |
| Light Industrial | ○○○○ | |
| Heavy Industrial | ○○○○ | |
| Public/Semi-Public | ●●●● | |

Downtown Overlay

The Downtown Overlay covers the area of Downtown Granbury, including the Central Business District and the Historic District. Uses in this area include single-family and multifamily homes and mixed uses that contribute to the activity and character of downtown. Development within this area should prioritize pedestrian-oriented streetscapes through the use of lighting, street trees, and benches. Centralized parking should also be utilized to promote walkability and reduce vehicle traffic on the square.



East 377 Corridor Overlay

The East 377 Corridor Overlay covers the areas east of the corridor and Corporate Drive, characterized by a concentration of regional commercial uses. Outside storage and display of materials and equipment in this area should be significantly restricted to maintain aesthetic and functional standards, with minor exceptions on the outer parts of the overlay. Major intersections should be preserved for more retail purposes to capitalize on the high traffic volumes to ensure that these prime locations support the commercial vitality of the corridor.



West 377 Corridor Overlay

The West 377 Corridor Overlay identifies areas west of S Morgan Street along the 377 Corridor that benefit from office and retail uses with a core focus on employment. This area strongly benefits from its proximity to the airport and hospital which make it suitable for general or medical offices. Outdoor storage and displays should be limited to maintain the professional character of the area.

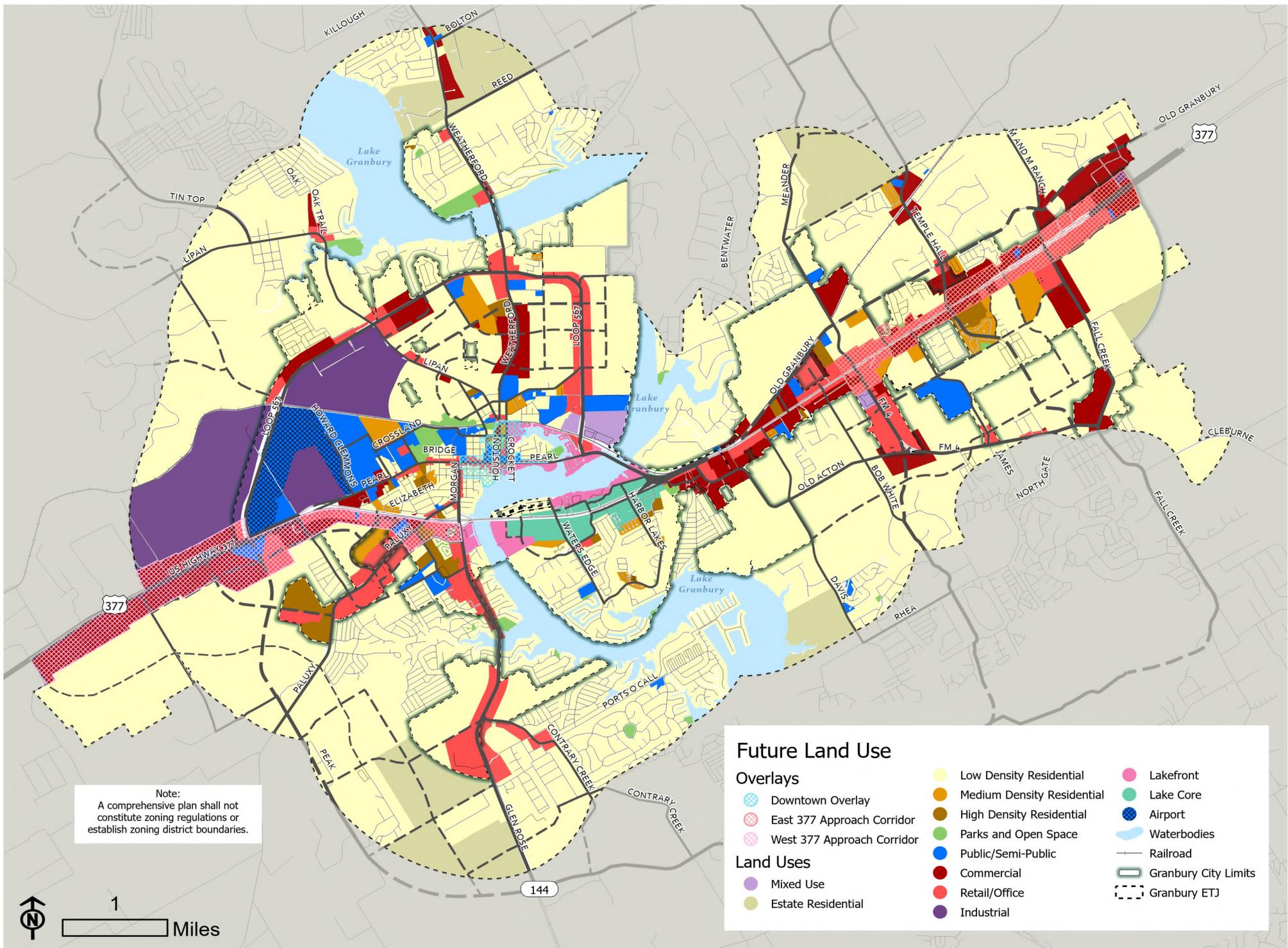


Future Land Use Map and Distribution

The Future Land Use categories and map reflect the desired development pattern within Granbury, impacting both new development and redeveloping properties. The pattern seen on the Future Land Use Map is intended to ensure compatibility, maximize nonresidential land uses, and create an overall balanced land use pattern. Figure 26 illustrates the composition of land uses discussed in this chapter, separated by city limits, ETJ and combined Planning Area.

Figure 26. Future Land Use Distribution (City Limits)

| Future Land Use Category | | City Limits | | ETJ | | Planning Area | |
|--------------------------|--|-----------------|---------------|-----------------|---------------|-----------------|---------------|
| | | Acres | % | Acres | % | Acres | % |
| | Estate Residential | 77.1 | 0.6% | 1,613.8 | 7.6% | 1,690.9 | 5.0% |
| | Low Density Residential | 5,584.6 | 45.5% | 13,730.9 | 64.4% | 19,315.5 | 57.5% |
| | Medium Density Residential | 365.0 | 3.0% | 80.5 | 0.4% | 445.5 | 1.3% |
| | High Density Residential | 278.7 | 2.3% | 0 | 0% | 278.7 | 0.8% |
| | Public/Semi-Public | 624.6 | 5.1% | 34.7 | 0.2% | 659.3 | 2.0% |
| | Parks and Open Space | 155.5 | 1.3% | 66.7 | 0.3% | 222.2 | 0.7% |
| | Commercial | 939.1 | 7.6% | 901.6 | 4.2% | 1,840.7 | 5.5% |
| | Retail/Office | 1,288.1 | 10.5% | 322.0 | 1.5% | 1,610.1 | 4.8% |
| | Industrial | 611.3 | 5.0% | 715.1 | 3.4% | 1,326.9 | 4.0% |
| | Mixed-Use | 103.2 | 0.8% | 0.6 | 0.0% | 103.7 | 0.3% |
| | Lakefront | 196.7 | 1.6% | 0.0 | 0.0% | 197.3 | 0.6% |
| | Lake Core | 227.6 | 1.9% | 0.0 | 0.0% | 227.6 | 0.6% |
| | Other (existing ROW, waterbodies, and airport) | 1,828.9 | 14.9% | 3,841.7 | 18.0% | 5,670.6 | 16.9% |
| | Total | 12,280.4 | 100.0% | 21,308.6 | 100.0% | 33,589.1 | 100.0% |



Map 4. Future Land Use Map

Population Projections & Capacity Estimates

Capacity Estimates Overview

The ultimate capacity of Granbury is calculated using the recommended densities found in the Future Land Use dashboards. Projected population estimates for each land use category are derived using the assigned dwelling units per acre (DUA) for each residential land use. It is important to note that, realistically, these projections can change as vacant properties may not develop as planned and be impacted by greater market demand. However, these projections help predict the implications of each land use designation, such as recommended densities and locations.

Methodology

In general, capacity estimates are calculated using the formula displayed below. Persons per household (PPH) and occupancy rates are derived from the U.S. Census Bureau 2022 ACS 5-Year Estimates. The Future Land Use dashboards specify a range of DUAs for each land use description that generates a low and high outcome. Additionally, the raw vacant land per category is derived from the Future Land Use Map to assign the anticipated residential acreage and occupancy rates for each development illustrated in each dashboard (see Figure 27).



$$\text{Ultimate Capacity} = \left(\text{Vacant acres adjusted for nonresidential development} - \text{Typical right-of-way (ROW) dedication} \right) \times \text{DUA} \times \text{Occupancy Rate} \times \text{Persons per Household (PPH)}$$

Capacity Estimates

Figure 27. City Limit Population Capacity Estimates

| Future Land Use Category | Vacant Acres | Vacant Acres (adjusted) | ROW | DUA Range | | Occupancy Rate* | PPH* | Dwellings ((Vac. AC -ROW) x DUA) | | Households (Units x Occ. Rate) | | Population (Households x PPH) | | |
|---|--------------|-------------------------|-----|-----------|------|-----------------|------|----------------------------------|--------|--------------------------------|--------|-------------------------------|--------|--------|
| | | | | Low | High | | | Low | High | Low | High | Low | High | |
| City Limits | | | | | | | | | | | | | | |
| Estate Residential | 72.8 | 69.2 | 10% | 1 | 2 | 85.3% | 2.02 | 62 | 125 | 53 | 106 | 107 | 215 | |
| Low Density Residential | 3,591.7 | 3,412.1 | 10% | 3 | 6 | 85.3% | 2.02 | 9,213 | 18,425 | 7,858 | 15,717 | 15,874 | 31,748 | |
| Medium Density Residential | 256.5 | 243.6 | 10% | 6 | 10 | 85.3% | 2.02 | 1,316 | 2,193 | 1,122 | 1,870 | 2,267 | 3,778 | |
| High Density Residential | 174.5 | 130.9 | 30% | 10 | 18 | 85.3% | 2.02 | 916 | 1,649 | 782 | 1,407 | 1,579 | 2,842 | |
| Mixed-Use | 83.8 | 41.9 | 30% | 10 | 18 | 85.3% | 2.02 | 293 | 528 | 250 | 450 | 505 | 910 | |
| Lakefront | 69.4 | 59.0 | 30% | 6 | 10 | 85.3% | 2.02 | 248 | 413 | 211 | 352 | 427 | 712 | |
| Lake Core | 28.5 | 4.3 | 30% | 10 | 18 | 85.3% | 2.02 | 30 | 54 | 26 | 46 | 52 | 93 | |
| Estimated Existing Population | | | | | | | | | | | | 11,218 | 11,218 | |
| Future Land Use Ultimate Capacity Buildout (City Limits) | | | | | | | | | | | | | 32,029 | 51,515 |

*Based on ACS (2022) 5-Year Estimates

Population Growth Rates

Evaluating Granbury’s potential growth rates through 2045 will help determine whether the Future Land Use Map can support both historical and projected growth. If the projected growth rate surpasses the City’s ultimate capacity estimate, adjustments to this Plan may be required to expand capacity in the future.

Granbury has experienced a compound annual growth rate (CAGR) of approximately 3.25% over the past three years. This rate, along with CAGRs from other recent years, informs the three scenarios depicted in Figure 28. Given the DFW metroplex’s significant observed growth during the last decade, more aggressive rates have been provided for comparison. With population capacity estimates in the City limits ranging between about 32,000 and 52,000 individuals (see Figure 27), the most significant growth rate of 8% can be accommodated by FLUM designations through at least 2035. Where population projections in Figure 28 exceed the “low” and “high” scenarios in Figure 27 for the total planning area, the totals are represented in blue and red, respectively.

Figure 28. Population Projections

| Year | Growth Rates | | |
|------|--------------|--------|--------|
| | 3.25% | 6% | 8% |
| 2023 | 11,575 | 11,891 | 12,115 |
| 2024 | 11,943 | 12,605 | 13,085 |
| 2025 | 12,322 | 13,361 | 14,131 |
| 2026 | 12,714 | 14,162 | 15,262 |
| 2027 | 13,118 | 15,012 | 16,483 |
| 2028 | 13,535 | 15,913 | 17,802 |
| 2029 | 13,966 | 16,868 | 19,226 |
| 2030 | 14,410 | 17,880 | 20,764 |
| 2031 | 14,868 | 18,953 | 22,425 |
| 2032 | 15,340 | 20,090 | 24,219 |
| 2033 | 15,828 | 21,295 | 26,156 |
| 2034 | 16,331 | 22,573 | 28,249 |
| 2035 | 16,851 | 23,927 | 30,509 |
| 2036 | 17,386 | 25,363 | 32,949 |
| 2037 | 17,939 | 26,885 | 35,585 |
| 2038 | 18,509 | 28,498 | 38,432 |
| 2039 | 19,098 | 30,208 | 41,507 |
| 2040 | 19,705 | 32,020 | 44,827 |
| 2041 | 20,331 | 33,941 | 48,414 |
| 2042 | 20,978 | 35,978 | 52,287 |
| 2043 | 21,645 | 38,136 | 56,470 |
| 2044 | 22,333 | 40,424 | 60,987 |
| 2045 | 23,043 | 42,850 | 65,866 |

Fiscal Impact Summary

As part of the comprehensive planning process, Catalyst Commercial estimated the fiscal impact to the City of Granbury of the latest version of the future land use plan.

Summary

The current future land use plan creates an estimated \$177.9M in additional property tax on improvements and \$45.7M in sales tax to the City of Granbury over a 20-year planning period. In addition, the current future land use plan is estimated to create (during the planning period) approximately 2,900 new jobs and increase population by over 20,600 new residents that can contribute to the local economy.

The analysis area includes 6,948.4 acres of developable land. For each place type, Catalyst Commercial used the following assumptions for land uses. Land designated as Floodplain, Parks/Open Space, or Public/Semi-Public place types were not included in this analysis.

Figure 29. Place Type Program Breakdown

| Place Type | Total Area (Ac) | Improvement Value Per Ac | Improvement Value | Residential | Retail | Office | Industrial |
|----------------------------|-----------------|--------------------------|-------------------|-------------|--------|--------|------------|
| Airport | 228.0 | \$1,960,200 | \$446,977,523 | 0% | 0% | 0% | 100% |
| Commercial | 442.0 | \$2,143,152 | \$1,601,204,790 | 0% | 55% | 25% | 20% |
| Estate Residential | 72.8 | \$669,954 | \$48,803,384 | 90% | 5% | 5% | 0% |
| High Density Residential | 174.5 | \$5,106,258 | \$943,276,352 | 90% | 5% | 5% | 0% |
| Industrial | 601.0 | \$2,613,600 | \$1,570,893,153 | 0% | 0% | 0% | 100% |
| Lake Core | 28.5 | \$2,359,017 | \$86,236,055 | 20% | 70% | 10% | 0% |
| Lakefront | 69.4 | \$2,689,282 | \$264,937,254 | 70% | 15% | 15% | 0% |
| Low Density Residential | 3,591.7 | \$1,682,268 | \$6,043,742,554 | 90% | 5% | 5% | 0% |
| Medium Density Residential | 256.5 | \$3,008,333 | \$774,101,880 | 90% | 5% | 5% | 0% |
| Mixed Use | 83.8 | \$3,861,648 | \$238,710,016 | 30% | 50% | 20% | 0% |
| Retail/Office | 830.6 | \$2,247,696 | \$1,215,303,330 | 0% | 60% | 30% | 10% |
| Total | 6,378.9 | | | | | | |

Density

To estimate density, Catalyst Commercial used the following residential densities and commercial floor area ratios (FAR) to estimate land coverage for each place type.

Figure 30. Place Type by FAR

| Place Type | Residential DUA | Retail FAR | Office FAR | Industrial FAR |
|----------------------------|-----------------|------------|------------|----------------|
| Airport | - | - | - | 0.30 |
| Commercial | - | 0.30 | 0.30 | 0.20 |
| Estate Residential | 1.50 | 0.20 | 0.15 | - |
| High Density Residential | 14.00 | 0.15 | 0.15 | - |
| Industrial | - | - | - | 0.40 |
| Lake Core | 14.00 | 0.20 | 0.20 | 0.00 |
| Lakefront | 8.00 | 0.20 | 0.20 | - |
| Low Density Residential | 4.50 | 0.20 | - | - |
| Medium Density Residential | 8.00 | 0.20 | 0.20 | - |
| Mixed Use | 14.00 | 0.40 | 0.40 | - |
| Retail/Office | 0.00 | 0.30 | 0.30 | 0.20 |

Program

Based upon the above assumptions, the following represents the total additional program for each place type. This represents the net new residential units and commercial building space from today to buildout (beyond the 20-year planning period) based on zoning and future land use assumptions.

Figure 31. Additional Program by Place Type at Buildout

| Place Type | Residential Units | Retail (SF) | Office (SF) | Industrial (SF) |
|----------------------------|---------------------|----------------------|---------------------|----------------------|
| Airport | - | - | - | 2,979,862 SF |
| Commercial | - | 8,557,105 SF | 3,889,593 SF | 2,074,450 SF |
| Estate Residential | 98 units | 31,732 SF | 23,799 SF | - |
| High Density Residential | 2,529 units | 65,586 SF | 65,586 SF | - |
| Industrial | - | - | - | 10,473,060 SF |
| Lake Core | 102 units | 223,023 SF | 31,860 SF | - |
| Lakefront | 552 units | 128,742 SF | 128,742 SF | - |
| Low Density Residential | 12,301 units | 1,322,992 SF | - | - |
| Medium Density Residential | 1,853 units | 112,094 SF | 112,094 SF | - |
| Mixed Use | 117 units | 242,251 SF | 96,900 SF | - |
| Retail/Office | - | 4,239,430 SF | 2,119,715 SF | 471,048 SF |
| Total | 17,552 units | 10,683,525 SF | 4,348,574 SF | 15,527,372 SF |

Absorption

To estimate fiscal impact, Catalyst used historical absorption to estimate the future absorption through a 20 year planning period.

Figure 32. Annual Absorption Estimates

| | |
|-------------------------------|-----------|
| Annual Residential Absorption | 512 units |
| Annual Retail Absorption | 48,307 SF |
| Annual Office Absorption | 29,282 SF |
| Annual Industrial Absorption | 22,000 SF |

Note: Projected absorption is based upon historical absorption and actual absorption is subject to the regulatory environment, business conditions, market factors, and other external influences.

Program by Year

Based upon the proposed place types and above assumptions, Catalyst Commercial estimated the buildout timeline of each product type for City of Granbury over the next 20 years in Figure 33.

Figure 33. Cumulative Additional Program by Year

| Year | Residential Units | Retail (SF) | Office (SF) | Industrial (SF) |
|---------|-------------------|-------------|-------------|-----------------|
| Year 1 | 512 units | 48,307 SF | 29,282 SF | 22,000 SF |
| Year 2 | 1,024 units | 96,614 SF | 58,564 SF | 44,000 SF |
| Year 3 | 1,536 units | 144,921 SF | 87,846 SF | 66,000 SF |
| Year 4 | 2,048 units | 193,228 SF | 117,128 SF | 88,000 SF |
| Year 5 | 2,560 units | 241,535 SF | 146,410 SF | 110,000 SF |
| Year 6 | 3,072 units | 289,842 SF | 175,692 SF | 132,000 SF |
| Year 7 | 3,584 units | 338,149 SF | 204,974 SF | 154,000 SF |
| Year 8 | 4,096 units | 386,456 SF | 234,256 SF | 176,000 SF |
| Year 9 | 4,608 units | 434,763 SF | 263,538 SF | 198,000 SF |
| Year 10 | 5,120 units | 483,070 SF | 292,820 SF | 220,000 SF |
| Year 11 | 5,632 units | 531,377 SF | 322,102 SF | 242,000 SF |
| Year 12 | 6,144 units | 579,684 SF | 351,384 SF | 264,000 SF |
| Year 13 | 6,656 units | 627,991 SF | 380,666 SF | 286,000 SF |
| Year 14 | 7,168 units | 676,298 SF | 409,948 SF | 308,000 SF |
| Year 15 | 7,680 units | 724,605 SF | 439,230 SF | 330,000 SF |
| Year 16 | 8,192 units | 772,912 SF | 468,512 SF | 352,000 SF |
| Year 17 | 8,704 units | 821,219 SF | 497,794 SF | 374,000 SF |
| Year 18 | 9,216 units | 869,526 SF | 527,076 SF | 396,000 SF |
| Year 19 | 9,728 units | 917,833 SF | 556,358 SF | 418,000 SF |
| Year 20 | 10,240 units | 966,140 SF | 585,640 SF | 440,000 SF |

Assumptions

To calculate fiscal impact, Catalyst used the following assumptions: To calculate values, Catalyst Commercial used the following value per square foot assumptions:

| | |
|----------------------------|----------|
| Sales per SF | \$300.00 |
| Sales Tax Rate | 1.5% |
| City Tax Rate | 0.385000 |
| Residential Unit Size | 2,200 SF |
| Resident Population | 12,691 |
| Daytime Worker Population | 14,641 |
| Total Population | 27,332 |
| Cost of Service Per Capita | \$640.92 |

To calculate values, Catalyst Commercial used the following value per square foot assumptions:

| | |
|------------------------|-------|
| Residential (detached) | \$180 |
| Retail | \$180 |
| Office | \$180 |
| Industrial | \$150 |

To calculate the number of additional jobs and population, Catalyst Commercial used the following assumptions:

| Jobs | Est. SF/Job |
|------------|-------------|
| Retail | 980 |
| Office | 600 |
| Industrial | 450 |

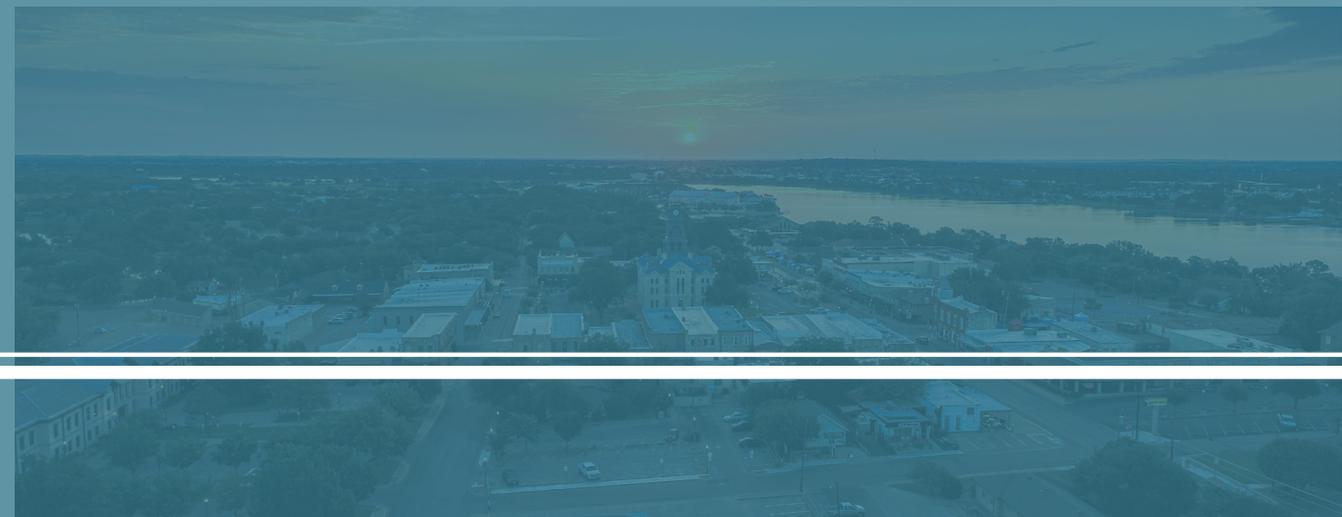
| Population | |
|-----------------------------|------|
| People per residential unit | 2.02 |

Fiscal Benefits

New development will not only bring additional revenue but also will bring additional costs in city administrative overhead. To estimate the Cost of Service Per Capita, Catalyst Commercial used the 2023-2024 city budget and divided the general fund O&M budget across the current resident and daytime worker population within the city to estimate the added cost of service to the city for each new person added to the Granbury economy. Based upon the above values, tax rates, and cost of service assumptions, Catalyst Commercial calculated the estimated improvement value per acre, property tax per acre, and sales tax per acre of each place type. Subtracting the cost of service from the revenues shows the annual net fiscal impact of each place type at buildout to the City of Granbury. As stated previously, this analysis only calculates fiscal impacts to the City of Granbury, excluding exemptions. It does not calculate fiscal impacts to other taxing entities such as Hood County, the school district, or any special taxing entities.

Figure 34. Granbury Future Land Use Plan Net Fiscal Benefits

| Year | Cumulative Net New Taxable Property Value | Annual Net New Property Tax | Annual Net New Sales Tax | Annual Increase in Jobs | Annual Increase in Population | Annual Net New Cost of Service | Annual Net Fiscal Impact |
|---------|---|-----------------------------|--------------------------|-------------------------|-------------------------------|--------------------------------|--------------------------|
| Year 1 | \$220,018,020 | \$847,069 | \$217,382 | 147 | 1,034 | \$757,066 | \$307,385 |
| Year 2 | \$440,036,040 | \$1,694,139 | \$434,763 | 147 | 1,034 | \$1,514,132 | \$614,770 |
| Year 3 | \$660,054,060 | \$2,541,208 | \$652,145 | 147 | 1,034 | \$2,271,198 | \$922,155 |
| Year 4 | \$880,072,080 | \$3,388,278 | \$869,526 | 147 | 1,034 | \$3,028,264 | \$1,229,540 |
| Year 5 | \$1,100,090,100 | \$4,235,347 | \$1,086,908 | 147 | 1,034 | \$3,785,330 | \$1,536,925 |
| Year 6 | \$1,320,108,120 | \$5,082,416 | \$1,304,289 | 147 | 1,034 | \$4,542,396 | \$1,844,310 |
| Year 7 | \$1,540,126,140 | \$5,929,486 | \$1,521,671 | 147 | 1,034 | \$5,299,461 | \$2,151,695 |
| Year 8 | \$1,760,144,160 | \$6,776,555 | \$1,739,052 | 147 | 1,034 | \$6,056,527 | \$2,459,080 |
| Year 9 | \$1,980,162,180 | \$7,623,624 | \$1,956,434 | 147 | 1,034 | \$6,813,593 | \$2,766,465 |
| Year 10 | \$2,200,180,200 | \$8,470,694 | \$2,173,815 | 147 | 1,034 | \$7,570,659 | \$3,073,850 |
| Year 11 | \$2,420,198,220 | \$9,317,763 | \$2,391,197 | 147 | 1,034 | \$8,327,725 | \$3,381,234 |
| Year 12 | \$2,640,216,240 | \$10,164,833 | \$2,608,578 | 147 | 1,034 | \$9,084,791 | \$3,688,619 |
| Year 13 | \$2,860,234,260 | \$11,011,902 | \$2,825,960 | 147 | 1,034 | \$9,841,857 | \$3,996,004 |
| Year 14 | \$3,080,252,280 | \$11,858,971 | \$3,043,341 | 147 | 1,034 | \$10,598,923 | \$4,303,389 |
| Year 15 | \$3,300,270,300 | \$12,706,041 | \$3,260,723 | 147 | 1,034 | \$11,355,989 | \$4,610,774 |
| Year 16 | \$3,520,288,320 | \$13,553,110 | \$3,478,104 | 147 | 1,034 | \$12,113,055 | \$4,918,159 |
| Year 17 | \$3,740,306,340 | \$14,400,179 | \$3,695,486 | 147 | 1,034 | \$12,870,121 | \$5,225,544 |
| Year 18 | \$3,960,324,360 | \$15,247,249 | \$3,912,867 | 147 | 1,034 | \$13,627,187 | \$5,532,929 |
| Year 19 | \$4,180,342,380 | \$16,094,318 | \$4,130,249 | 147 | 1,034 | \$14,384,253 | \$5,840,314 |
| Year 20 | \$4,400,360,400 | \$16,941,388 | \$4,347,630 | 147 | 1,034 | \$15,141,319 | \$6,147,699 |
| | | \$177,884,569 | \$45,650,115 | | | \$158,983,844 | \$64,550,840 |





TRANSPORTATION



Introduction

The transportation system is a crucial element in guiding Granbury's future developments. Land use and transportation decisions are closely related, affecting housing, open spaces, and economic development. Granbury's previous comprehensive plan featured a thoroughfare plan and discussed strategies to enhance its transportation system.

A good transportation system provides safe and accessible mobility options for all users regardless of race, ability, or income.

This chapter focuses on Granbury's transportation system using current and projected traffic data. Topics of discussion include:

- Thoroughfare Planning
- Existing Conditions
- Complete Streets
- Thoroughfare Network Development
- Recommended Strategies



What is a Thoroughfare Plan?

Thoroughfare planning establishes a framework for Granbury's long-term mobility and guides the decision-making process. By identifying transportation issues and needs, a thoroughfare plan provides the City with directions on addressing these needs and facilitating future developments. Granbury's latest Thoroughfare Plan (see Map 5 on page 74) was adopted in 2016 and served as a basis for the 2025 Thoroughfare Plan update.

The key attributes of a thoroughfare plan include:

Role as a Policy Document

All thoroughfare plans set policies for orderly development of the roadway network that emphasize network connections, roadway capacity, and stakeholder/public involvement. All thoroughfare plans identify the general location and type of facilities required to support growth.

Long-Range in Scope

All thoroughfare plans are focused on addressing long-range transportation needs to manage forecast growth. The planning horizon for implementation is typically 20 years or more.

Focused on Right-of-Way (ROW) Preservation

A key component of the thoroughfare plan is to create a mechanism to preserve land for future roadways so that an effective and efficient roadway can be developed over time to support growth as it occurs.

Thoroughfare Plan Map

All thoroughfare plans include a map of the proposed roadway recommendations. The map identifies and integrates the existing thoroughfare plan to produce a clear and consistent vision for the development of the roadway network.

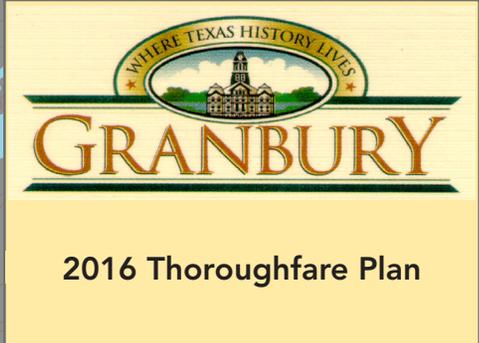
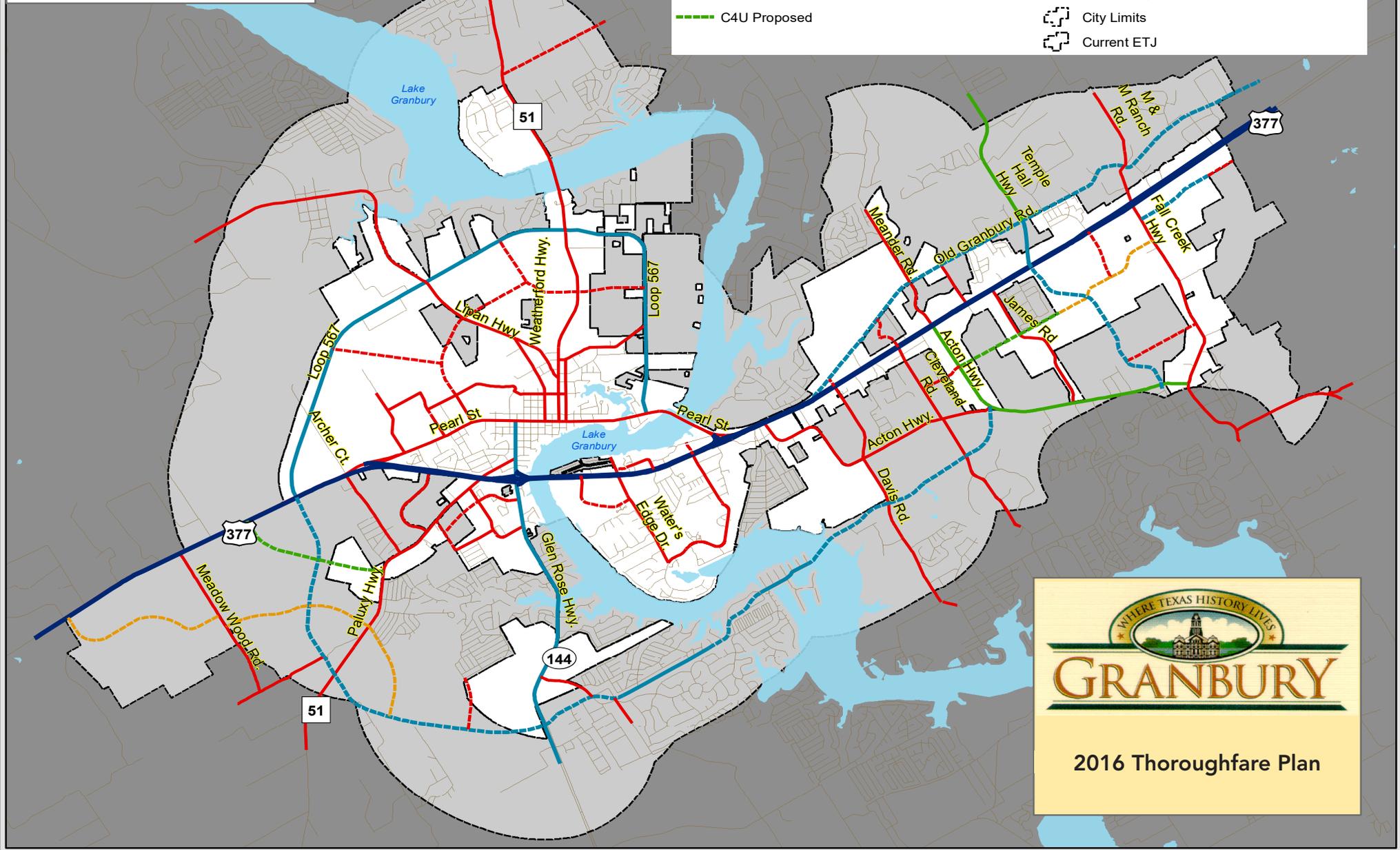
Public Involvement

Public engagement is a crucial element in all thoroughfare plans, where different stakeholders express their transportation needs and concerns. Community members are also engaged after a draft thoroughfare plan is created to seek their feedback and ensure the plan reflects their needs.

0 0.5 1 2 Miles



- TP6U Primary Thoroughfare 6 Lane Undivided
- - - TS4U Secondary Thoroughfare 4 Lane Undivided
- · - · - TS4U Proposed
- C4U Collector 4 Lane Undivided
- - - C4U Proposed
- C2U Commercial 2 Lane Undivided
- - - C2U Proposed
- RC2U Residential Collector 2 Lane Undivided
- - - RC2U Proposed
- City Limits
- Current ETJ



Map 5. 2016 Thoroughfare Plan

Existing Conditions

Major Roadways

Figure 35 summarizes the major roadways in Granbury. Refer to Figure 45 on page 84 for proposed Thoroughfare Plan conditions.

| Local Road Name | TxDOT Name | Description | 2016 MTP Functional Class | Current Conditions |
|--------------------------------------|--------------------------------------|---|---------------------------|---|
| US 377 | Highway 377 | An east-west thoroughfare through Granbury, connecting to Fort Worth and Stephenville | TP6U | 4 lanes (5 lanes east of Mustang Trail) |
| Loop 567 | State Loop 567 | Located in the northwest part of Granbury and provides a bypass route from US 377 in the west to Pearl Street in the east near Brazos River | TS4U | 2 lanes |
| Morgan Street | State Highway 144 | A north-south thoroughfare running south of Pearl Street across US 377 | TS4U | 4 lanes |
| Glen Rose Highway | State Highway 144 | A north-south thoroughfare connecting Granbury with Glen Rose | TS4U | 4 lanes |
| Old Granbury Road | N/A (City/County-maintained road) | A secondary thoroughfare running parallel north of E. US 377 | TS4U | 2 lanes |
| Lipan Highway | FM 4 (E Pearl Street to City Limits) | A northwest-southeast thoroughfare connecting Granbury with Lipan | C2U | 2 lanes |
| Acton Highway | FM 4 (E Highway 377 to Highway 167) | A secondary thoroughfare connecting Granbury with Acton | C4U | 5 lanes |
| Weatherford Highway | FM 51 | A north-south thoroughfare connecting Granbury to Weatherford in the north | C2U | 2 lanes |
| Houston Street | FM 51 | A north-south thoroughfare located north of Downtown Granbury | C2U | 2 lanes |
| Pearl Street | BUS 377-H | An east-west thoroughfare that runs parallel to US 377 in Downtown Granbury | C2U | 2 lanes |
| Fall Creek (and Temple Hall) Highway | FM 167 | A north-south thoroughfare crossing US 377, connecting to Parker County and Decordova | C2U (Temple Hall Hwy C4U) | 2 lanes |

Figure 35. Major Roadways in Granbury

US 377 Improvement

The Texas Department of Transportation (TxDOT) proposes approximately 9-miles of enhancements to US 377 from Holmes Drive to 3,000 feet north of FM 167 (Fall Creek Highway). Major changes include:

- Reconstruct and widen US 377 to a six-lane divided highway from SH 144 to FM 167
- Improve at-grade cross-street intersections, ramps, and driveway connections
- Build grade-separated crossings where US 377 meets:
 - Highway 51 (Paluxy Highway)
 - Highway 144 (Glenrose Highway) – interchange utilizing an innovative diverging diamond design (see Figure 36)
 - Business 377 (East)
 - Highway 167 (Fall Creek Highway)
- Add shared-use paths (SUPs) in each direction

The construction will take place in phases, with the segment between Pirate Drive and Overstreet Boulevard being completed first. US 377 between Holmes Drive and SH 144 will remain a four-lane highway but be converted to an urban highway with raised medians where appropriate.

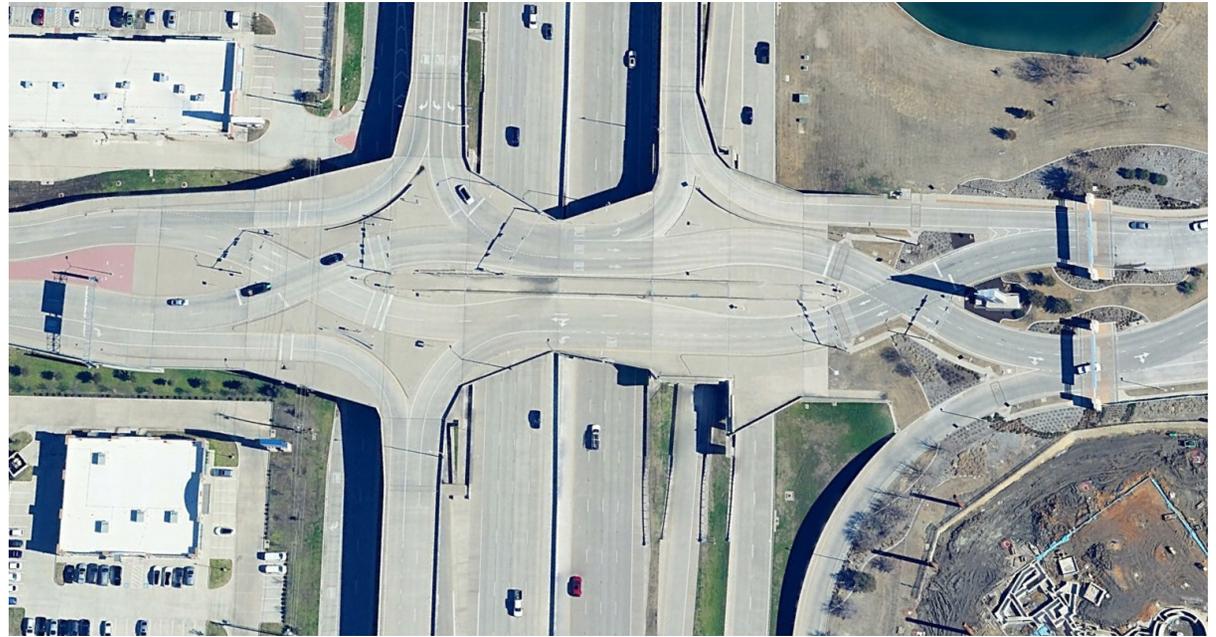


Figure 36. An Example of a Diverging Diamond on S. Colony Boulevard, The Colony, TX

Source: Google Earth

Functional Classification

Functional classification is a hierarchical system that categorizes all roadways in Granbury based on their common characteristics and functions. Characteristics unique to each classification include the degree of continuity, general capacity, and traffic control characteristics. Granbury's existing thoroughfare plan defines the roadway network into five classes, including primary thoroughfare, secondary thoroughfare, collector, commercial, and residential.

Cross-sections commonly present in the City are described below. For the remaining cross-sections, please refer to Appendix B.

| Roadway classification | | Min. ROW Width | Min. Roadway Width | Lane Width (Ft) |
|------------------------|-------|----------------|--------------------|--------------------------|
| Primary Thoroughfare | TP6U | 100' | 80' | 12-11-11-12(ct)-11-11-12 |
| | TP6D | 106' | 70' | 12-11-12-16(m)-12-11-12 |
| Secondary Thoroughfare | TS4D | 84' | 48' | 12-12-16(m)-12-12 |
| | TS4U | 68' | 48' | 12-12-12-12 |
| Collector | C4U | 64' | 44' | 11-11-11-11 |
| | C4D | 70' | 44' | 11-11-6(m)-11-11 |
| Commerical/Industrial | C/I2U | 60' | 40' | 8(p)-12-12-8(p) |
| Residential Collector | RC2U | 60' | 36' | 8(p)-10-10-8(p) |
| | RC2D | 66' | 40' | 8(p)-12-6(m)-12-8(p) |
| Residential | R1U | 50' | 30' | 8(p)-14-8(p) |

*Note: (ct) = continuous left turn lane, (m) = median, (p) = parking lane, (s) = shoulder, U = undivided, D = divided, R = rural

Figure 37. Existing Functional Classification

Primary Thoroughfare

Six-Lane Undivided (TP6U)

These thoroughfares are six-lane undivided roadways with minimum of 100 feet of ROW. They are designed to carry large volumes of traffic efficiently. They are connected to freeways and designed to operate at the maximum efficiency of the roadway. US 377 is the only primary thoroughfare in Granbury.

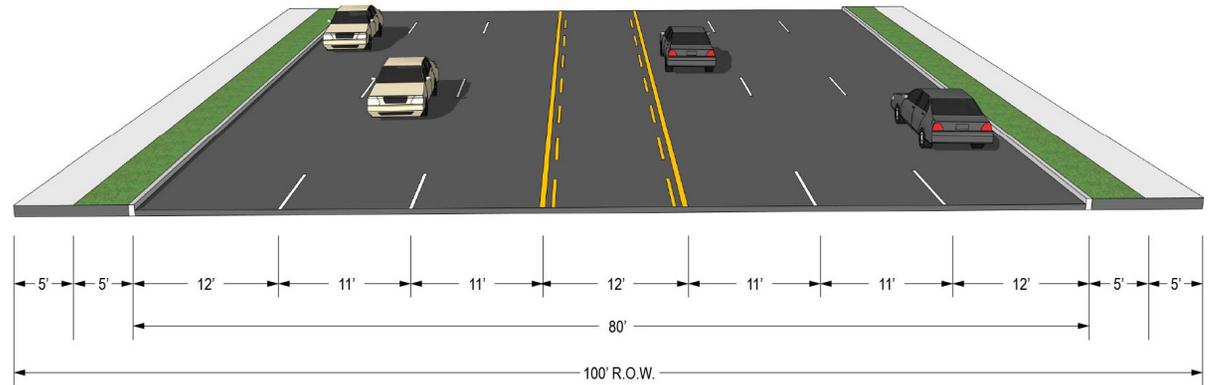


Figure 38. Cross-section of Primary Thoroughfare 6 Lanes Undivided

Secondary Thoroughfare

Four-Lane Undivided (TS4U)

These roadways are four-lane undivided roadways with 84-foot ROW. Secondary thoroughfares are generally connected to primary thoroughfares so that the flow of traffic is continuous. Direct access, intermediate access points for public streets or private driveways should be avoided. Loop 567, Old Granbury Road, and Glen Rose Highway are the only existing secondary thoroughfares.

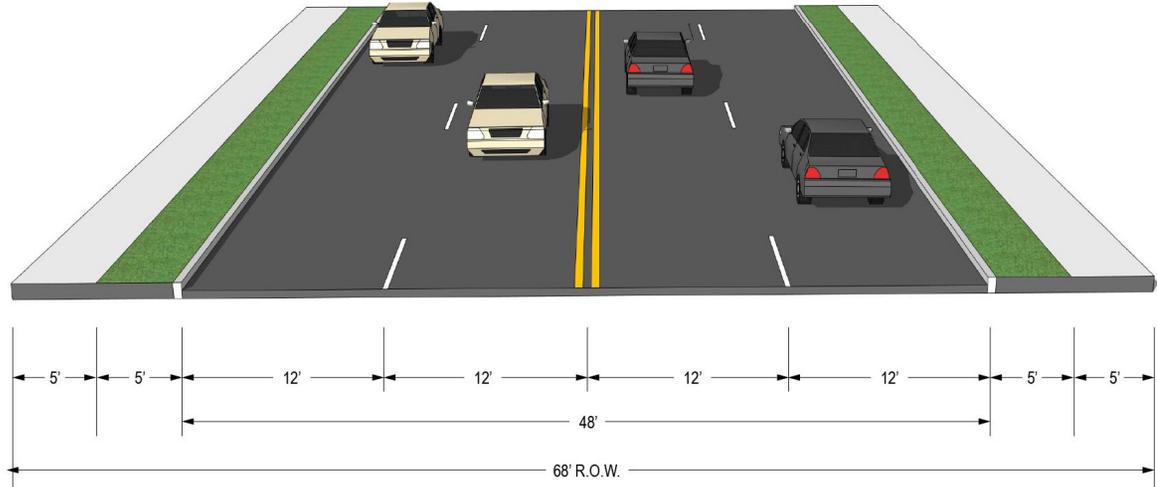


Figure 39. Cross-section of Secondary Thoroughfare 4 Lanes Undivided

Collector

Four-Lane Undivided (C4U)

These thoroughfares are four-lane undivided roadway with 64-foot ROW. Collectors are designed to connect local roads and primary or secondary thoroughfares. They provide access to the local street system in neighborhoods. Examples of four-lane undivided collectors include Acton Highway and Temple Hall Highway.

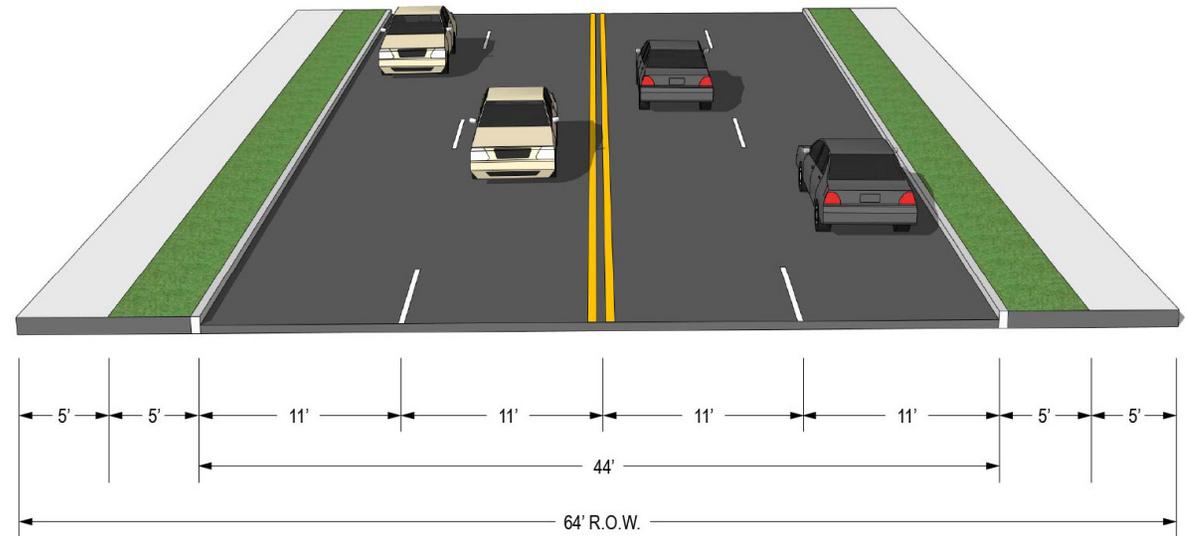


Figure 40. Cross-section of Collector 4 Lanes Undivided

Commercial

Two-Lane Undivided (C2U)

This class is defined as a two-lane undivided roadway with 60-foot ROW. Compared to residential collectors, commercial collectors have more large truck traffic. Therefore, they are generally constructed to higher standards and may be wider to accommodate higher traffic volume. two-lane undivided commercial roadways include Paluxy Highway, Meander Road, and Pearl Street.

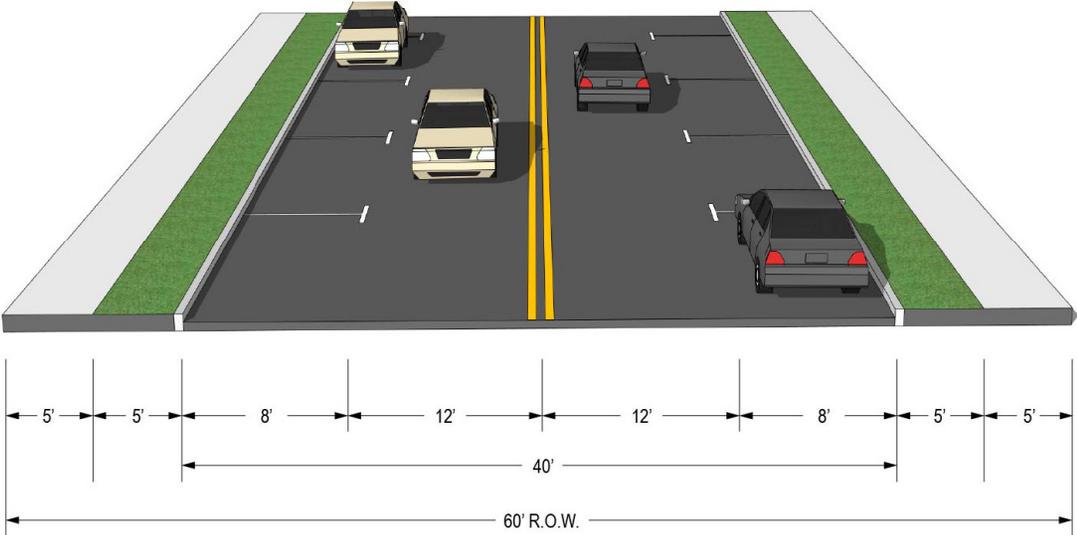


Figure 41. Cross-section of Commercial 2 Lanes Undivided

Residential Collector

Two-Lane Undivided (RC2U)

These thoroughfares are designed as two-lane undivided roadways with 60-foot ROW. The main function of residential collectors is to carry internal traffic within neighborhoods and funnel them to other roadways. These roads should have some parking and direct access to residences from thoroughfares. The current thoroughfare plan shows two residential collectors in Granbury.

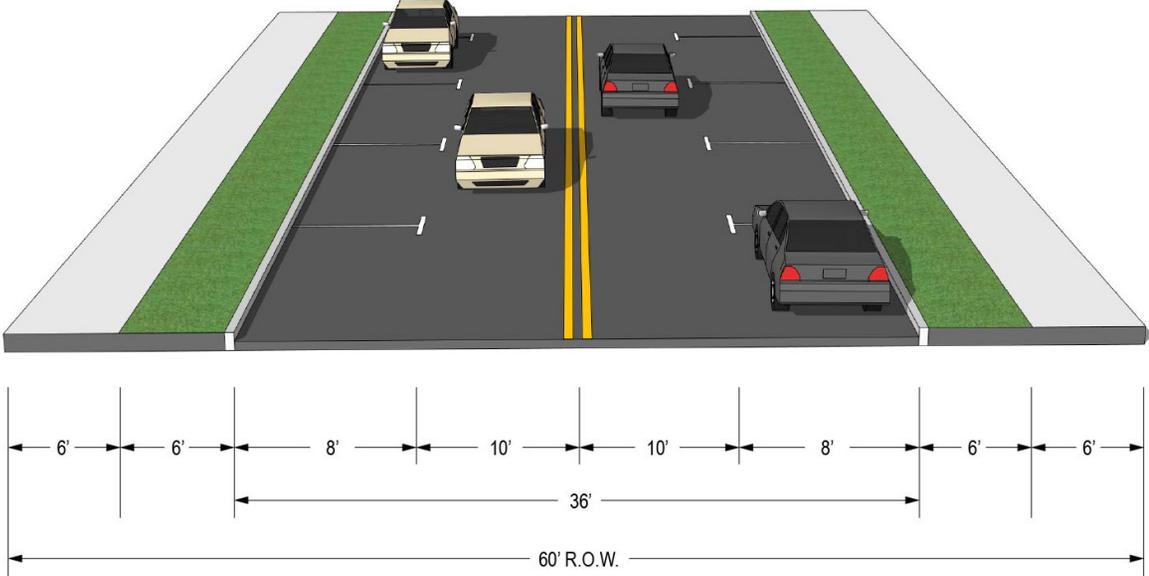


Figure 42. Cross-section of Residential Collector 2 Lanes Undivided

Traffic Volumes

Traffic volumes inform the City about segments of major roadways that have high traffic counts and may require interventions to meet future demands.

To understand traffic volume patterns in Granbury, the City looked at historic trends from the past six years, the most recent volumes from TxDOT at the time of the analysis (2024), and also the North Central Texas Council of Governments (NCTCOG) Regional Travel Demand Model (TDM) traffic volume projections to 2045.

To view the results of the 2045 NCTCOG TDM volume projections, please refer to Appendix B.

Historic Traffic Counts

TxDOT collects traffic counts annually. Counts measure the number of vehicles passing a specific point on a road during a given time period. Based on the collected data, most roadways in Granbury experienced an increase in their traffic. US 377 is the busiest roadway with the highest traffic counts. However, FM 51 (North of Downtown Granbury) has seen the largest growth rate in traffic counts in the past six years (16.58%).

Current Traffic Volumes

Map 6 on page 81 shows Granbury’s most recent Average Annual Daily Traffic (AADT) volumes from 2024. AADT represents the average number of vehicles that travel a roadway segment each day over the course of a full year, accounting for seasonal variations (e.g. weekday vs weekend, school time vs holiday, etc.).

| Location | Year | | | | | | Growth Rate (2019-2024) |
|--|--------|--------|---------|--------|--------|--------|-------------------------|
| | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | |
| US 377 East of Bus 377 (West Junction) | 13,498 | 14,058 | 14,314 | 15,544 | 13,800 | 14,188 | 1.00% |
| US 377 at Lake Granbury Bridge | 40,616 | 39,398 | 41,758 | 41,264 | 39,624 | 43,340 | 1.31% |
| US 377 East of Bus 377 (East Junction) | 45,428 | 43,885 | 49,870 | 49,755 | 48,390 | 52,498 | 2.94% |
| US 377 East of FM 167 (Fall Creek Highway) | 23,010 | 21,233 | 23,556 | 24,133 | 24,164 | 25,119 | 1.77% |
| BUS 377 East of Highway 377 | 3,540 | 3,689 | 3,992 | 3,342 | 3,376 | 4,265 | 3.80% |
| BUS 377 West of Highway 377 | 9,292 | 9,478 | 8,907 | 8,599 | 9,396 | 18,582 | 14.87% |
| FM 51 North of Downtown Granbury | 5,507 | 6,007 | 5,880 | 5,825 | 5,557 | 11,859 | 16.58% |
| FM 51 South of Highway 377 | 5,310 | 5,000 | 5,613 | 6,174 | 5,967 | 6,417 | 3.86% |
| SH 144 North of Highway 377 | 16,095 | 14,984 | 14,657 | 14,064 | 14,975 | 15,147 | -1.21% |
| SH 144 South of Highway 377 | 25,340 | 24,580 | 26,676 | 25,615 | 26,879 | 26,650 | 1.01% |
| FM 4 South of Highway 377 | 13,152 | 13,587 | No data | 18,166 | 15,019 | 16,667 | 4.85% |
| FM 167 North of Highway 377 | 3,961 | 4,053 | 4,985 | 5,603 | 5,123 | 5,588 | 7.12% |
| FM 167 South of Hwy 377 | 7,918 | 6,589 | No data | 8,068 | 7,879 | 7,572 | -0.89% |

Figure 43. Historic AADT (2019-2024)

The AADT data shows that the major thoroughfares in Granbury generally carried volumes between 10,000 and 35,000, while roadways connecting to these thoroughfares carried over 5,000 vehicles per day. US 377 had the highest traffic volumes, carrying on average up to 35,000 vehicles daily.

Hood County Thoroughfare Plan

The Hood County Thoroughfare Plan was adopted in March 2025. The thoroughfare plan was reviewed and included in the existing conditions analysis. Figure 44 shows the adopted Hood County Thoroughfare Plan and its proposed connections to the City of Granbury that were incorporated in the City's thoroughfare network development.

Key recommendations from the County plan include, but are not limited to:

- Extend Loop 567, classified as a major regional highway/principal arterial (AA), southwest of Granbury to Glen Rose Highway
- Add a minor collector (D) connection from Loop 567 to Tin Top Highway northwest of the City
 - Classified as a new priority minor collector road
- Categorize Old Granbury Road as a priority minor arterial road
- Extend Williamson Road south of Granbury to Power Plant Court roadway and build a bridge across Lake Granbury to connect to Fall Creek Highway

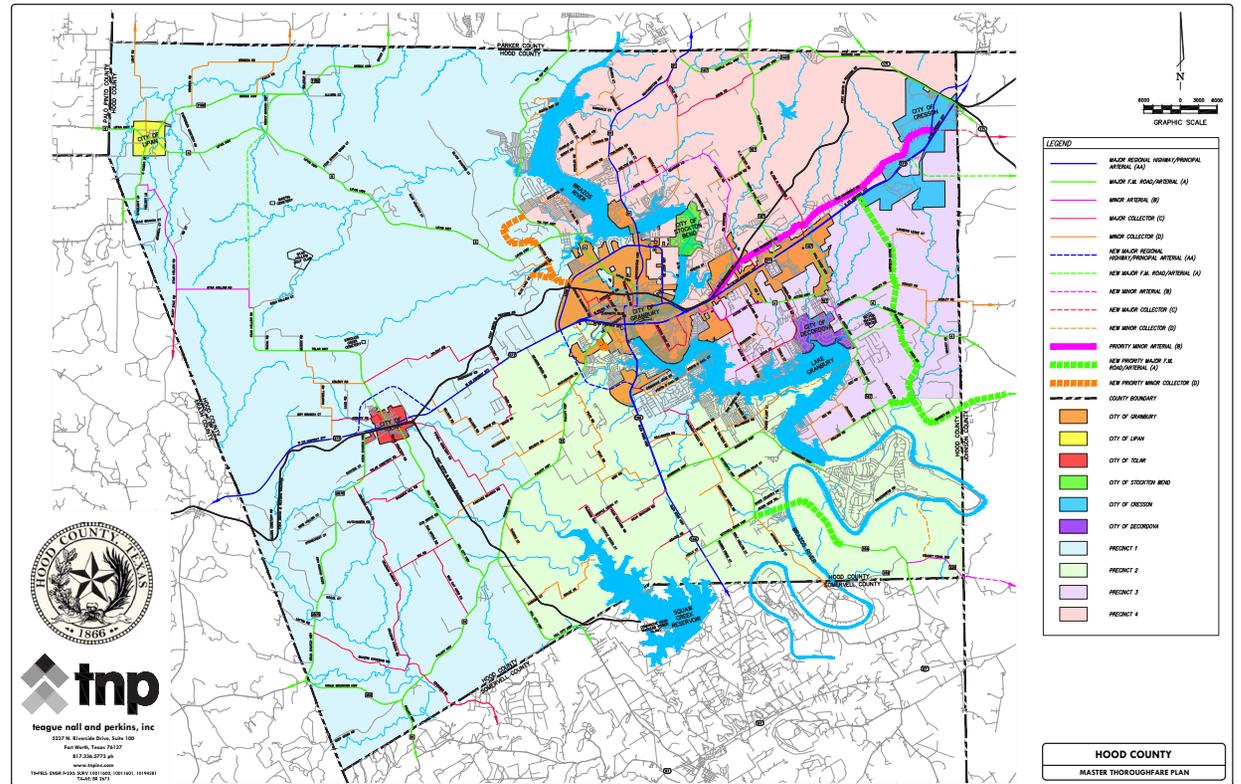


Figure 44. 2025 Hood County Thoroughfare Plan

Thoroughfare Network Development

Process

The process of developing the updated thoroughfare network plan involves a comprehensive approach to ensure the efficient and effective movement of people and goods throughout the City. Key considerations and steps include:

Reviewing Existing Conditions

- Reviews existing plans, major projects, travel patterns, and design standards.
- Addresses key issues and needs, ensures relevant agency coordination and consistency and integration with the broader regional transportation network.

Utilizing Existing Right-of-Way Wherever Possible

- Minimizes the need for new land acquisition and reduces costs and potential disruptions to established areas.

Network Redundancy

- Creates sufficient east-west and north-south parallel connections to the major corridors.
- Improves overall reliability and efficiency of the transportation network by providing alternative routes, reducing the risk of bottlenecks, distributing traffic more evenly across the network and alleviating congestion on primary routes.

Aligning the Network with the Future Land Use Plan and Anticipated Development Projects

- Alignment ensures that the transportation infrastructure can accommodate the needs of expanding residential, commercial, and industrial areas, supporting the City's growth and future development.
- Recognizes that the functional classification of a road takes on a variety of looks as it traverses a city.

Preserving Right-of-Way for Future Needs

- Thoroughfare planning is a proactive measure that incorporates future infrastructure projects, such as road widening, new roadway connections and bike/ped facilities, without significant disruption or additional land acquisition.

Identified Issues and Needs

The City of Granbury is experiencing population growth, with projections indicating that the population may double by 2045. As Granbury's population grows, it is essential to prioritize the expansion of the roadway network to support efficient traffic flow, reduce congestion, and accommodate the transportation needs of a larger community.

With growth comes an inevitable increase in traffic, underscoring the importance of improving bike and pedestrian mobility to preserve Granbury's small-town charm. A robust pedestrian and bicycle network will provide alternative transportation options, reduce vehicular congestion, and promote healthier lifestyles.

Granbury also faces unique geographical and physical challenges. Constructing additional crossings over the Brazos River or the adjacent railroad network to accommodate future travel demand will be extremely challenging.

Proposed Thoroughfare Network

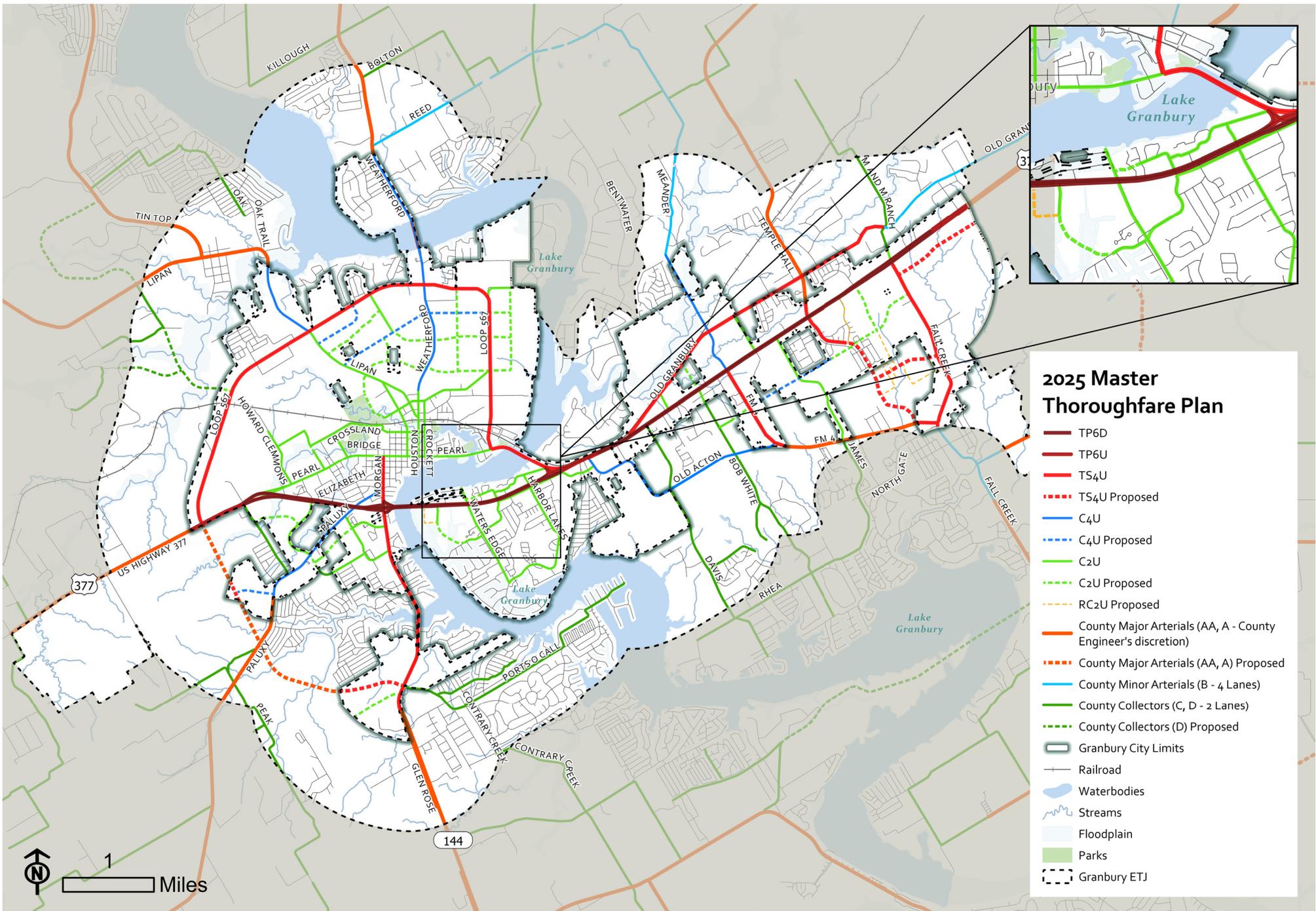
The updated Thoroughfare Plan was based on demographic forecasts, traffic projections, identified needs, issues, and barriers, evaluation of existing plans and projects, and consulting with key stakeholders and the general public.

This plan aimed to utilize existing right-of-way, bridges, and overpasses as much as possible while providing a sufficient network to accommodate anticipated growth. The updated Thoroughfare Plan for Granbury is shown in Map

7 on page 85. The proposed Thoroughfare Plan builds upon the existing Thoroughfare Plan from 2016, the connections proposed in the Hood County Thoroughfare Plan, and adds several key enhancements outlined in Figure 45.

| Road Name / Location | 2016 MTP Functional Class | Current Conditions | 2025 MTP Functional Class |
|---|---------------------------|--------------------|---------------------------|
| US 377 | TP6U | 4-5 lanes | TP6D/TP6U |
| Loop 567 | TS4U | 2 lanes | TS4U |
| Morgan Street | TS4U | 4 lanes | TS4U |
| Glen Rose Highway | TS4U | 4 lanes | TS4U |
| Old Granbury Road | TS4U | 2 lanes | TS4U |
| Lipan Highway | C2U | 2 lanes | C2U/C4U |
| FM 4 | C4U | 5 lanes | TS4U |
| Old Acton Highway (from US 377 to FM 4) | C2U | 2 lanes | C4U |
| Weatherford and Fall Creek Highways | C2U | 2 lanes | C4U |
| Houston Street | C2U | 2 lanes | C2U |
| Pearl Street | C2U | 2 lanes | C2U |
| Crawford Avenue | Local Road | 2 lanes | C2U |
| Hill Boulevard extension | C2U | Proposed | C2U |
| Backage road to US 377 from S. Pirate Drive to City limits | - | Proposed | C4U |
| East-west and north-south roads between Fall Creek Highway and Saratoga Boulevard, south of US 377 | RC2U/C2U | Proposed | RC2U/C2U |
| East-west (C4U and C2U) and north-south (C2U only) connections between/around E. Loop 567 and Lipan Highway | - | Proposed | C4U |
| | - | Proposed | C2U |
| Business Boulevard | - | Proposed | C2U |
| BUS 377 (from US 377 to Loop 567) | C2U | 2 lanes | TS4U |
| New roadways between US 377 bridge and Waters Edge Drive | -/C2U | Proposed | RC2U/C2U |

Figure 45. Key Updates to the Thoroughfare Plan



Map 7. 2025 Master Thoroughfare Plan

Policy and Program Recommendations

Asset Management

Asset management is a process designed to reduce roadway and bridge life-cycle costs while maintaining an acceptable level of risk and quality of service. It provides data-based solutions to justify capital investments and ensures cost-effective and sustainable levels of network performance. Figure 46 illustrates the pavement life cycle and when to consider pavement rehabilitation.

As part of asset management, the City is encouraged to create and regularly update a city-wide inventory of pavement condition that can inform the Capital Improvement Program projects.

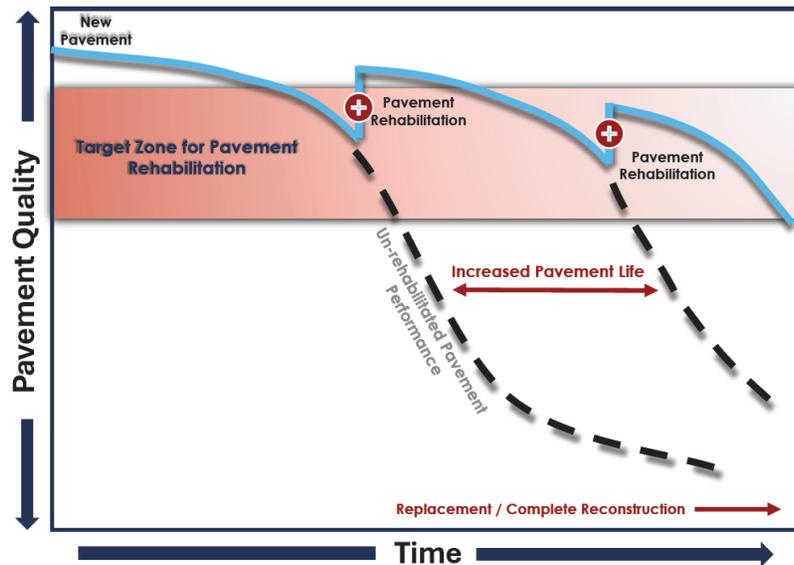


Figure 46. Pavement Life-Cycle Curve

Agency Coordination

The City is encouraged to continue proactively collaborating with state and regional agencies such as TxDOT, NCTCOG and Hood County to ensure alignment with broader transportation strategies, facilitate access to funding, and leverage expertise and resources from multiple levels of government.

US 377 Improvements

As TxDOT prepares to launch a significant reconstruction and enhancement of US 377, it is pertinent to recognize that during the construction period, there may be temporary increases in traffic congestion and disruption.

It is essential for the City to develop a comprehensive communication strategy with TxDOT to ensure seamless coordination and effective sharing of information between departments, businesses along the corridor, residents and visitors. This proactive approach will help minimize inconveniences and keep the community well-informed throughout the project's duration.

Hood County Thoroughfare Plan

The City's partnership with Hood County is particularly important as the County is in the process of developing its own Thoroughfare Plan. Due to the City's irregular boundaries and limitations on annexing new land, there is an even greater need for coordination with the County's plans to ensure a cohesive and comprehensive transportation network.

Invest in Network Alternatives to US 377

As the only major east-west route through the City, US 377 already experiences significant congestion, which is expected to worsen with anticipated growth. Investing in additional east-west connections will help move traffic off of US 377, thereby enhancing traffic flow and improving overall mobility for residents and visitors.

Compliance with the Americans with Disabilities Act (ADA)

In August 2023, the U.S. Department of Justice collaborated with the U.S. Department of Transportation and Federal Highway Administration to develop Public Right-of-Way Accessibility Guidelines (PROWAG) to ensure that pedestrian facilities in the PROWAG are accessible by people with disabilities at all times - during business as usual, maintenance, or alterations done to the pedestrian facilities as defined by the final rule. These standards are enforceable by law, and TxDOT now uses the PROWAG as its de facto “standards”.

The City is encouraged to build off of the state and federal ADA efforts and ensure that all new and existing sidewalks, crosswalks, public transportation stops and facilities, and other aspects of the transportation right-of-way are ADA-compliant and meet the needs of people with different types of disabilities, including mobility, vision, and hearing impairments.

Design Manual

Keeping up with future development and growth requires flexibility in the thoroughfare plan and roadway design. The City of Granbury should consider consulting the TxDOT Roadway Design Manual revised in November 2024 and conducting a review of design manuals of peer cities to determine best practices in roadway design criteria. Peer cities that may be appropriate to review should share similar characteristics with Granbury, for example being a smaller, historic or lakefront community.

Examples include, but are not limited to:

- City of Rockwall, TX
- City of Fredericksburg, TX
- City of League City, TX
- City of New Braunfels, TX
- City of Corpus Christi, TX

Alternative Transportation Opportunities

Water Transportation

Given its small-town charm and lakeside setting, the City is ideally positioned to leverage its waterways to create a water transportation system. Introducing the concept of water taxis or ferries can provide residents and visitors with a scenic and efficient mode of travel, reducing the reliance on roadways and easing traffic congestion. Strategically placed docking stations around key areas such as downtown, popular parks, and residential neighborhoods will enhance connectivity and accessibility.

This approach addresses congestion issues and enhances the town’s appeal as a lakeside destination, promoting a unique and resilient transportation solution. Various cities across the United States have water taxis as a transportation alternative for residents and visitors. Annapolis, Maryland has on-demand water taxi services along the harbor, where users can be picked-up and dropped-off at one of the many locations. Charleston, South Carolina also features water taxis, where services are offered at four key destinations regularly. Water taxis are used for local transportation as well as sightseeing purposes.

Explore Passenger Rail Connection to Fort Worth

There are currently no plans in place to extend the passenger rail to Hood County. However, Granbury could cooperate with the County and request NCTCOG to conduct a passenger rail study connecting Hood County and the City of Granbury to Fort Worth in their next rail planning cycle. Keeping passenger rail as a long-term option ensures that the City remains adaptable and prepared for evolving transportation needs while addressing current congestion challenges through immediate and practical roadway improvements.



Figure 47. Water Taxi
(Source: Lake Travis, TX)

Complete Streets

According to the National Complete Streets Coalition (NCSC), Complete Streets is a process and approach to ensure streets are safe and accessible for all users, including motorists, pedestrians, cyclists, and transit riders.

Complete Streets Elements

Implementing Complete Streets reflects the needs and contexts of the community. The following transportation elements are commonly used in Complete Streets:

- Sidewalks
- Bike lanes (or paved shoulders)
- Frequent and safe crosswalks
- Median islands
- Accessible pedestrian signals
- Curb extensions
- Narrower travel lanes
- Roundabouts

Complete Streets Policy

Complete Streets is best implemented by adopting policies that detail the process for planning, designing, and maintaining streets. The NCSC outlined 10 elements of best practices when creating such a policy. An ideal Complete Streets policy:

1. Establishes commitment and vision
2. Prioritizes underinvested and underserved communities
3. Applies to all projects and phases
4. Allows only clear exceptions
5. Mandates coordination
6. Adopts excellent design guidance
7. Requires proactive land-use planning
8. Measures progress
9. Sets criteria for choosing projects
10. Creates a plan for implementation

Adopting a policy is the first step in creating a Complete Streets network. NCSC outlined a set of steps to help communities in turning their policy into practice:

1. Change procedures and processes
2. Review and revise design guidance
3. Train agency staff and community members
4. Establish new performance measures
5. Begin transforming the project selection process
6. Create a committee to oversee the implementation
7. Create an inclusive community engagement plan

Implementing Complete Streets brings numerous benefits to the community. It enhances the safety and mobility options of all users, reduces maintenance costs, strengthens the local economy, and improves the health of local residents.



Figure 48. Complete Streets Process
(Source: NCSC)

Addressing Needs of Vulnerable Populations

Some groups in the population are more vulnerable and at risk on streets, as well as being systematically excluded from the planning process in the past. The Complete Streets framework aims to focus on these vulnerable groups and provide them with equal and safe access to streets. NCSC has identified three specific groups that are the most vulnerable street users, which include people of color, low-income residents, and older adults. They are more likely to be killed when struck by a vehicle than other people in the population. NCTCOG has identified low-income populations in their Environmental Justice Index in Granbury. By applying the Complete Streets designs, all residents in the community will benefit, but these vulnerable groups will experience significantly larger positive effects in their user experiences.

Street Design Elements

The Complete Streets framework emphasizes the use of street designs in changing driver behaviors. Speed is one of the most important roadway design elements. Higher speed has frequently translated into a higher number of pedestrian and cyclist injuries and deaths. As a result, the Complete Streets approach prioritizes safety over speed, encouraging drivers to travel at a slower speed and in a safer manner.

Complete Streets is a framework that involves multiple transportation design elements. The concept consists of different transportation modes, which include active transportation, public transit, automobiles, and rail. Active transportation is the overarching term that describes non-motorized transportation types, such as walking and micromobility (biking, scooters, onewheels, etc.). Streets must be carefully designed to accommodate the diverse needs of these users.

A common approach to address these needs is to expand existing roadways and upgrade their functional classifications. However, this method may not be applicable to all streets, especially those that are in highly developed areas. In these situations, context-sensitive designs are commonly used, which ensures roadway designs are consistent with surrounding land uses while addressing mobility needs.

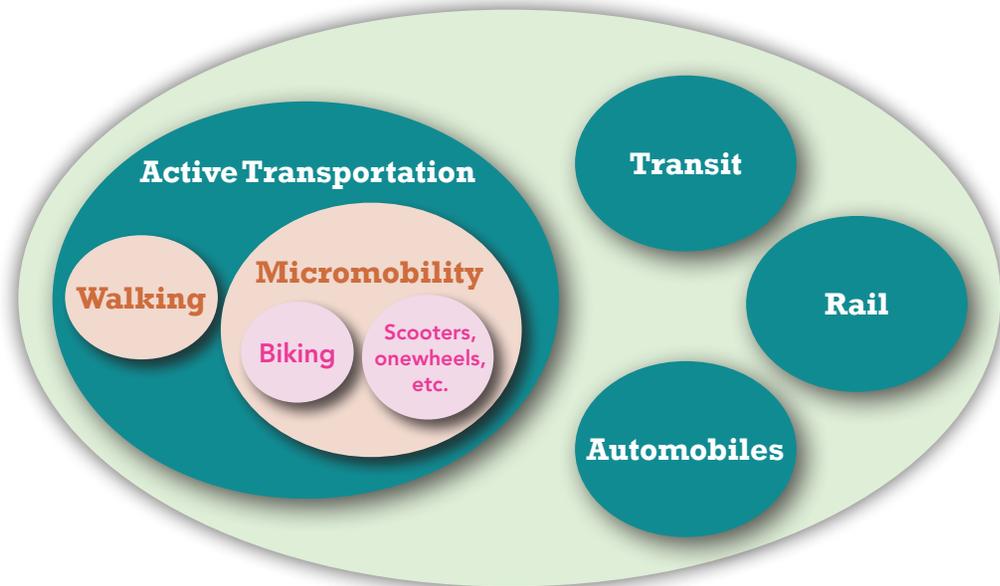


Figure 49. Relationship between Complete Streets and Active Transportation

Active Transportation

Active transportation encourages the use of non-motorized modes of transportation, such as walking and biking, as well as traveling with micromobility devices. It is an integral part of achieving Complete Streets, where the needs of all users are taken into consideration in street designs. The implementation of the Complete Streets approach helps promote active transportation by making streets safer and more accessible to all users.

Active Transportation and Recreation Plan Review

Granbury adopted its Active Transportation and Recreation Plan in December 2022. It aims to address the City's mobility and recreational needs and guide future implementation of active transportation infrastructure. The plan envisions the City of Granbury as a "home to a well-connected, accessible, and safe trail and bikeway network that serves the active transportation, public health, economic development, and quality of life needs for the community." To accomplish this vision, the plan outlined 5 goals:

1. Community Connectivity
2. Accessibility & Safety
3. Identity
4. Regional Recognition
5. Partnership & Funding

The plan conducted a needs assessment of Granbury's active transportation system by evaluating crash data, trip potential, level of comfort, and current regulatory documents. These assessments identified barriers and opportunities to Granbury's active transportation networks and guided recommendations.

Plan Recommendations

The plan recommended adding various types of active transportation facilities to Granbury. They can be categorized into multi-use trails network, on-street bikeways network, and pedestrian network (see Figure 50). The proposed facilities will collectively add 67.8 miles to the network, doubling the existing system. Some of these recommendations may require expanding the right-of-way or upgrading the functional classification in the future to accommodate the needs of all users.

The recommended improvements and the map with all proposed active transportation facilities can be viewed in the Active Transportation and Recreation Plan on page 56.

Leveraging the Active Transportation and Recreation Plan

Granbury's thoroughfare plan can effectively leverage the City's existing active transportation plan by integrating the proposed shared-use paths, sidepaths, on-street bikeways, wide shoulders, and sidewalks into the roadway network.

A part of the thoroughfare plan's focus is creating sufficient east-west and north-south connections throughout the City. Incorporating bike and pedestrian facilities into proposed thoroughfare plan improvements will help create a well-connected active transportation network. This would help Granbury reduce congestion and enhance mobility for all its residents.

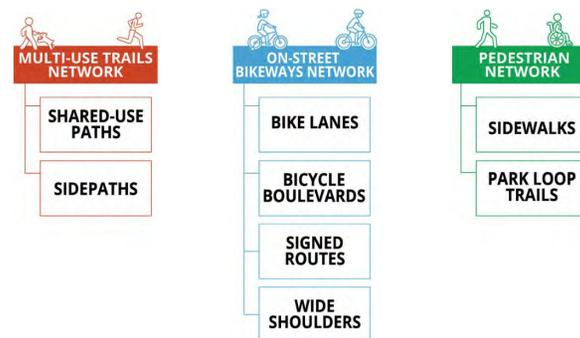


Figure 50. Recommended Facilities Types

(Source: Granbury Active Transportation and Recreation Plan)

Context Sensitive Design

Context Sensitive Design (CSD) is the practice of ensuring transportation elements complement with the context of surrounding adjacent developments. This process encourages active stakeholder involvement to better understand the unique characteristics of the area. By using context sensitive designs, roadways can be in harmony with the surrounding area. This approach recognizes that a roadway may need to be designed as multiple functional classifications depending on ROW, surrounding land uses, and other factors.

Principles of CSD

The Institute of Transportation Engineers (ITE) outlined seven principles that cities should follow when implementing context-sensitive design projects. The principles are:

1. The project satisfies the purpose and needs as agreed to by a full range of stakeholders.
2. The project is a safe facility for both the user and the community.
3. The project is in harmony with the community, and it preserves environmental, scenic, aesthetic, historic and natural resource values of the area; in other words, it exhibits context-sensitive design.
4. The project exceeds the expectations of both designers and stakeholders and achieves a level of excellence in people's minds.
5. The project involves efficient and effective use of the resources (time, budget, and community) of all involved parties.

6. The project is designed and built with minimal disruption to the community.
7. The project is seen as having added lasting value to the community.

Context-sensitive design can be applied to roadways with different situations and traffic volumes in Granbury.

Case Study: S. Morgan Street

This case study applies the CSD approach to S. Morgan Street in the City of Granbury, stretching from US 377 to W. Pearl Street. It aims to provide a framework for using CSD in future roadway design projects to accommodate transportation needs while maintaining the corridor's character.

This segment of S. Morgan Street serves as a crucial link between Downtown Granbury and the area southwest of the lake, making it essential to consider a design that caters to diverse transportation needs while supporting potential infill and redevelopment of the numerous vacant lots along the corridor.

Currently, the street's right-of-way starts at 90 feet near US 377 and narrows down to 60 feet as it approaches W. Pearl Street.

Traffic Volumes

The study area of S. Morgan Street is currently classified as a four-lane undivided secondary thoroughfare but is a five-lane roadway with a center turn lane. The most recent TxDOT AADT data at the time of this analysis indicates that Morgan Street near US 377 saw 15,147 in 2024, and 12,344 near the W. Pearl Street intersection.

A five-lane roadway with daily traffic of less than 20,000 and a four-lane roadway with less than 15,000 are generally considered a good candidate for a road diet. S. Morgan Street falls into this category.

Road Diet

Road diet is a transportation engineering technique to improve streets by rethinking how space is used, making them safer and more efficient for all users. It typically involves reducing the number of travel lanes and utilizing that space for other purposes, like bike lanes, wider sidewalks or turning lanes. Road diets are proven to help calm traffic, reduce speeding and crashes, and support local businesses by creating a friendlier environment for pedestrians and cyclists to frequent.

Leveraging the US 377 TxDOT Improvements

The upcoming TxDOT US 377 improvement project also includes plans for a shared-use path on each side of S. Morgan Street within the case study area, continuing south of US 377 along Glen Rose Highway (SH 141). This presents an opportunity for the City to leverage these improvements when deciding on a context-sensitive design for the remaining sections of the street and creating a multimodal corridor that connects southwest Granbury with downtown.

Alternative 1: 90-foot Right-of-Way

Alternative 1 shows S. Morgan Street segment of the case study as 90-feet wide and offers to keep the five-lane with a center turn lane structure, while adding a parkway between the travel ways and 12-foot-wide shared-use paths on both sides, accessible to walking and biking.

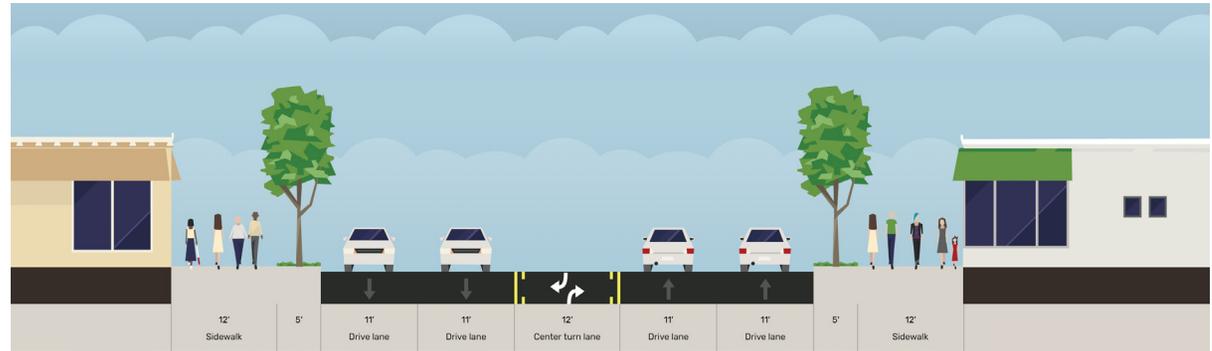


Figure 51. Cross-section for S. Morgan Street: Alternative 1

Alternatives 2a and 2b: 90-foot Right-of-Way

Alternatives 2a and 2b show S. Morgan Street segment of the case study as 90-feet wide and offers to keep the 5-lane with a center turn lane structure and add a separated bike lane on each side with a sidewalk.

Alternative 2a shows a raised protected bike lane with a 4-foot-wide parkway separating the bike lane from traffic, and an additional 2-foot-wide buffer separating the bike lane from the sidewalk.

Alternative 2b proposes an on-street protected bike lane with a 2-foot-wide buffer with bollards separating the bike lane from traffic, and an additional 4-foot-wide buffer separating the bike lane from the sidewalk.

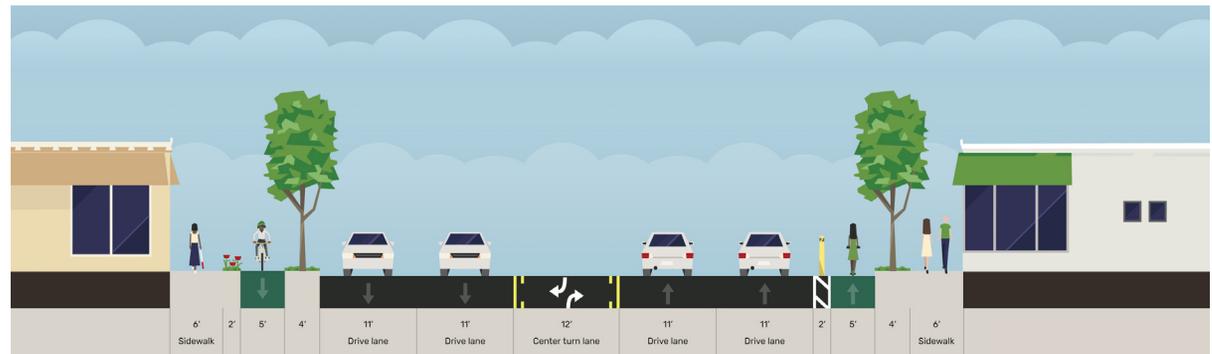


Figure 52. Cross-section for S. Morgan Street: Alternatives 2a and 2b

Transportation Strategies

TN.1 Develop a communication strategy to ensure seamless and effective collaboration between the City and other stakeholders during large-scale transportation projects in Granbury.

TN.2 Identify and apply for grants to acquire right-of-way and improvements to the roadway network.

TN.3 Continue with the Thoroughfare Plan administration to keep the plan map up to date and to accommodate new developments and policies in Granbury.

TN.4 Incorporate the Thoroughfare Plan into the NCTCOG Regional Mobility Plan 2050 Update to ensure that mobility priorities for the City are identified and presented at the regional level.

TN.5 Keep an open communication with relevant agencies to ensure alignment with broader transportation strategies, facilitate access to funding, and leverage expertise and resources from multiple levels of government.

TN.6 Develop a prioritization list of recommended added capacity and new corridor projects from the Thoroughfare Plan, and regularly assess the list to incorporate emerging opportunities, changes in growth, or funding availability.

TN.7 Invest in adding capacity to the existing east-west corridors where possible to alleviate traffic off of US 377.

TN.8 Invest in building out the recommended Active Transportation network.

TN.9 Implement Complete Streets concept elements into all new transportation projects.

TN.10 Review peer cities' design manuals and the 2022 TxDOT Design Manual to determine best practices in the flexible roadway design criteria.

TN.11 Explore alternative transportation opportunities that utilize existing right-of-way, and existing features such as the lake or the railroad.

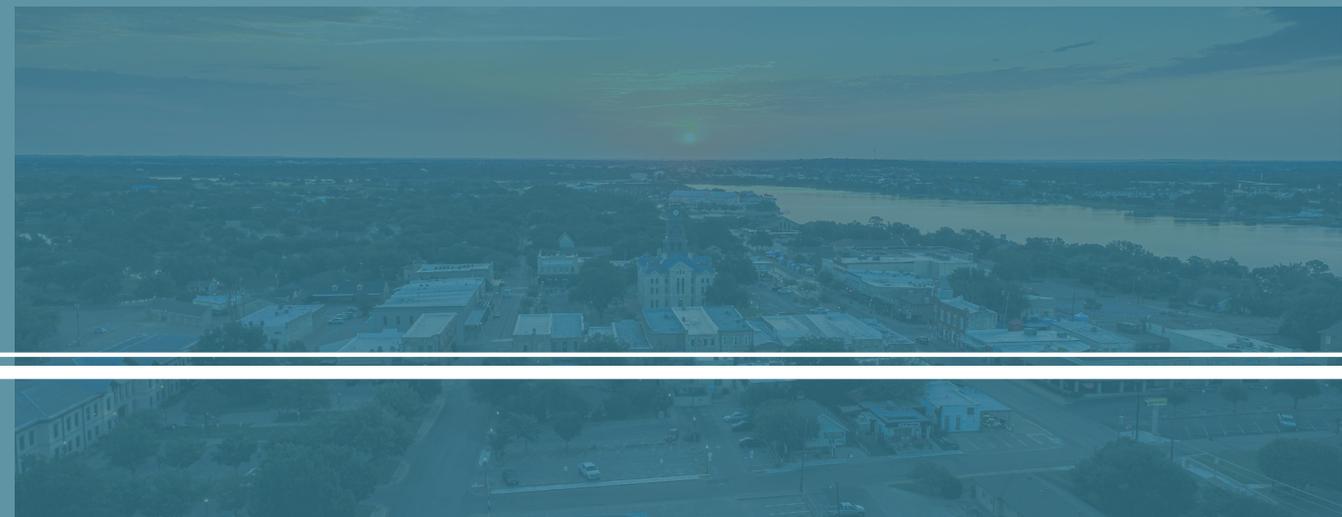
TN.12 Develop a citywide Roadway Safety Action Plan to identify safety issues and develop a set of policies, programs, and low-cost projects to reduce the frequency and severity of traffic accidents.

TN.13 Continue to explore funding opportunities and programs that benefit vehicle and bike/ped safety, alternative modes of transportation, solutions to railroad and lake crossings, and other transportation projects.

TN.14 Maintain existing infrastructure and pavement surface.

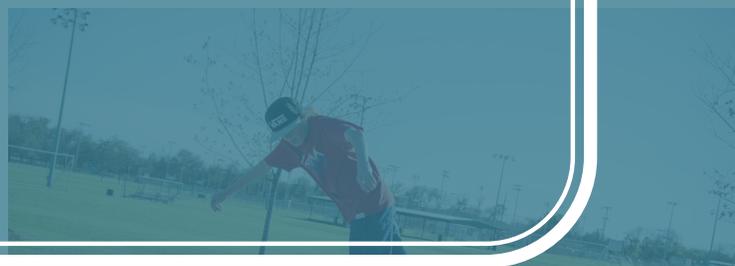
TN.15 Update the Capital Improvement Plan to reflect the Thoroughfare Plan map and transportation goals and priorities outlined in the Comprehensive Plan.

TN.16 Utilize the asset management process to identify and prioritize street improvement projects for the Capital Improvement Program.





HOUSING



Introduction

The adequate supply of quality and affordable housing significantly impacts the quality of life of residents in a community. This chapter provides an assessment of the existing housing stock in Granbury and an overview of community character. The chapter also lists housing programs and strategies that the City can leverage to satisfy its existing and projected housing demand as well as strategies for neighborhood enhancement.

Topics of discussion include:

- Public Input on Housing
- Housing Assessment
- Neighborhood Character and Enhancement
- Recommended Strategies



Historic house in Granbury

Community Input

Community Input Related to Housing and Neighborhoods

Granbury's greatest issues

- Rise of housing costs
- Housing growth is too rapid
- Too many new houses on small lots
- Lack of housing choice

Types of housing needed in Granbury

- Small-Lot Single Family residential
- Large-Lot Single Family residential
- Patio Homes
- Townhomes
- Accessory Dwelling Units (ADUs)

One thing that could be changed about Granbury

- More services for elderly and disabled
- Traffic and housing prices
- Not enough affordable housing to draw in younger people so that they can afford to live and work here
- Better access to short term rental on the lake

Other Comments

- Need affordable housing for families
- Need single-family residential development that is not on large lots



Open House feedback

The survey received mixed feedback about the types of housing people want in Granbury. Some members of the community prefer larger homes and lots, while others favor smaller options. A key priority of this Plan is providing a diverse range of choices that also promotes affordability.

Housing Assessment

Existing Housing Stock

Residential Real Estate

Between summer 2019 and summer 2023, the City of Granbury issued approximately 45 residential permits per month (City of Granbury Permit Data). The increase in home values in the City outpaced the increase in local income levels. The median home value increased by 82% from \$136,600 in 2012 to \$249,000 in 2022 (2012 and 2022 ACS 5-Year Estimates), while there has only been a 41% increase in the median household income (2012 and 2022 ACS 5-Year Estimates). The percentage increase in home values is comparable to Hood County which experienced an increase of 68% between 2012 and 2022 (2012 and 2022 ACS 5-Year Estimates).

Detailed housing assessment is shown on pages 18-19.

Housing Typology

As already established in Chapter 1, Granbury consists of a more diverse housing stock compared to Hood County and the state of Texas. About 57% of the total housing stock consists of detached single-family residential units, followed by apartments (20 or more units), and residential structures with 3 or 4 units. While Granbury has a mix of housing options, there is a need for more “missing middle” housing to meet the needs of the community. Owner-occupied housing should be preserved and keep pace with construction of new rental housing.

Granbury’s largest age demographic falls within the 25 to 34 age bracket, highlighting a need for housing options suitable for young professionals and families. Additionally, with one-third of the population being retirement age or older, there is also a requirement for housing options that cater to retirees and support aging in place. Public feedback has underscored the necessity for more affordable housing solutions especially for prospective homeowners, including small-lot single-family homes, patio homes, and townhomes.



Historic Single Family House in Granbury



Townhomes in Granbury

Small-Lot Detached Housing

Allowing small-lot detached housing options can help promote infill development especially in the older areas of Granbury and provide more affordable housing options. The City can amend its zoning code to permit this type of housing in areas where the existing development pattern is small lot or where this type of housing will be in synergy with the existing neighborhood character. This includes Downtown Granbury, where small-lot detached homes fit well for infill projects.

Additionally, allowing small-lot detached homes will provide affordable options for young families and professionals. While Granbury already has numerous rental properties and second homes benefiting from its recreational amenities, the City aims to remain largely owner-occupied and offer housing choices that reflect its demographic profile. Updating the zoning regulations as needed could enable detached housing on smaller lots while maintaining balance with larger or estate-sized lots, particularly in regions outside the core areas, where topography is steep or utility access is challenging.

Fee Simple Semi-Detached and Attached Housing

Another way to meet Granbury's housing needs while reducing reliance on greenfield development for new growth can include allowing appropriate attached types. Townhomes, duplexes, and cottage homes provide an easier path to embracing the small-town character emphasized by so many in Granbury while simultaneously meeting Granbury's changing housing needs. Integrating these housing types at appropriate scale near (and in the case of older neighborhoods in historic Granbury) existing neighborhoods offers incremental growth that respects the character of historic neighborhoods, including historic areas. In addition to stabilizing the increase in housing price by increasing supply and giving people market access across the socioeconomic spectrum, attached housing works as infill on a variety of lot sizes and also keeps the market competitive and accessible to a variety of small local builders. Many of these types are fee simple, which allows residents to build equity and makes housing more attainable for residents of moderate incomes. This could help maintain the renter-owner balance in the community.

Small-scale attached housing types are also a good transition between land uses or land uses of higher to lower scale, in that it can act as a

buffer between lower-density residential developments and higher-density residential, mixed-use or commercial developments. This practice also puts more residential units closer to goods and services within those mixed-use or commercial areas, improving access within established areas, and benefiting local businesses. When these units are developed as infill also usually takes advantage of existing infrastructure, generating additional tax revenue that provides support to future Capital Improvement Projects (CIP).

What is Missing Middle Housing?

"Missing Middle Housing" is a term that describes a range of multi-family housing, including small single-family residential, duplexes, and small-scale multi-unit buildings that complement single-family neighborhoods. These housing types are important because they help provide more affordable housing options for people in different phases of the housing cycle, including young families, young professionals, empty-nesters, and the elderly. Each of these housing types can vary in price point and model. It is possible to have a mixture of affordable and premium price points for each type and they can be for rent or sale.



Small Lot Detached House Example

Housing Cost Burden

A household is considered cost-burdened when it spends more than 30% of its income on housing costs. Figure 53 illustrates the percentage of median household income allocated to housing costs based on the occupant’s income. This includes payments for mortgages; real estate taxes; fire, hazard, and flood insurance on the property; as well as utilities (electricity, gas, and water and sewer). Notably, it does not cover costs related to the maintenance and upkeep of a home.

According to the 2022 ACS 5-Year Estimates, approximately 25% of housing units with a mortgage are cost-burdened, and about 66.5% of occupied units paying rent are cost-burdened. In Granbury, a higher percentage of occupied units paying rent are cost-burdened compared to Hood County (54.7%). The percentage of cost-burdened households (both owner-occupied with a mortgage and occupied units paying rent) has increased between 2019 and 2022.

Figure 53. Cost-burdened households

| Percentage of housing units with a mortgage (excluding units where SMOCAPI cannot be computed) | | | | | | |
|--|------|------|------|------|------|------|
| Selected monthly owner costs as a percentage of household income (SMOCAPI) | Year | | | | | |
| | 2022 | 2021 | 2020 | 2019 | 2018 | 2017 |
| Less than 20.0 percent | 52.4 | 51.2 | 53.2 | 54.4 | 47 | 44.2 |
| 20.0 to 24.9 percent | 12.1 | 10.2 | 13 | 8.8 | 10.8 | 11.2 |
| 25.0 to 29.9 percent | 10.5 | 12.3 | 11.4 | 17.3 | 17.1 | 18.4 |
| 30.0 to 34.9 percent | 2.1 | 2.6 | 2.3 | 6.2 | 7.3 | 10.3 |
| 35.0 percent or more | 22.9 | 23.7 | 20.1 | 13.3 | 17.9 | 16 |

Source: ACS, 5-Year Estimates

| Percentage of occupied units paying rent (excluding units where GRAPI cannot be computed) | | | | | | |
|---|------|------|------|------|------|------|
| Gross rent as a percentage of household income (GRAPI) | Year | | | | | |
| | 2022 | 2021 | 2020 | 2019 | 2018 | 2017 |
| Less than 15.0 percent | 11.8 | 13 | 14.8 | 11.8 | 10.5 | 14 |
| 15.0 to 19.9 percent | 6.4 | 5.4 | 5.5 | 6.9 | 7.6 | 5.6 |
| 20.0 to 24.9 percent | 7 | 10 | 11.3 | 12.4 | 10.7 | 10 |
| 25.0 to 29.9 percent | 8.3 | 7.4 | 11.4 | 12.8 | 16.2 | 16.4 |
| 30.0 to 34.9 percent or more | 10.1 | 6.7 | 4.5 | 8.1 | 8.8 | 9.6 |
| 35.0 percent or more | 56.4 | 57.5 | 52.6 | 48 | 46.2 | 44.4 |

Housing Attainability and Affordability

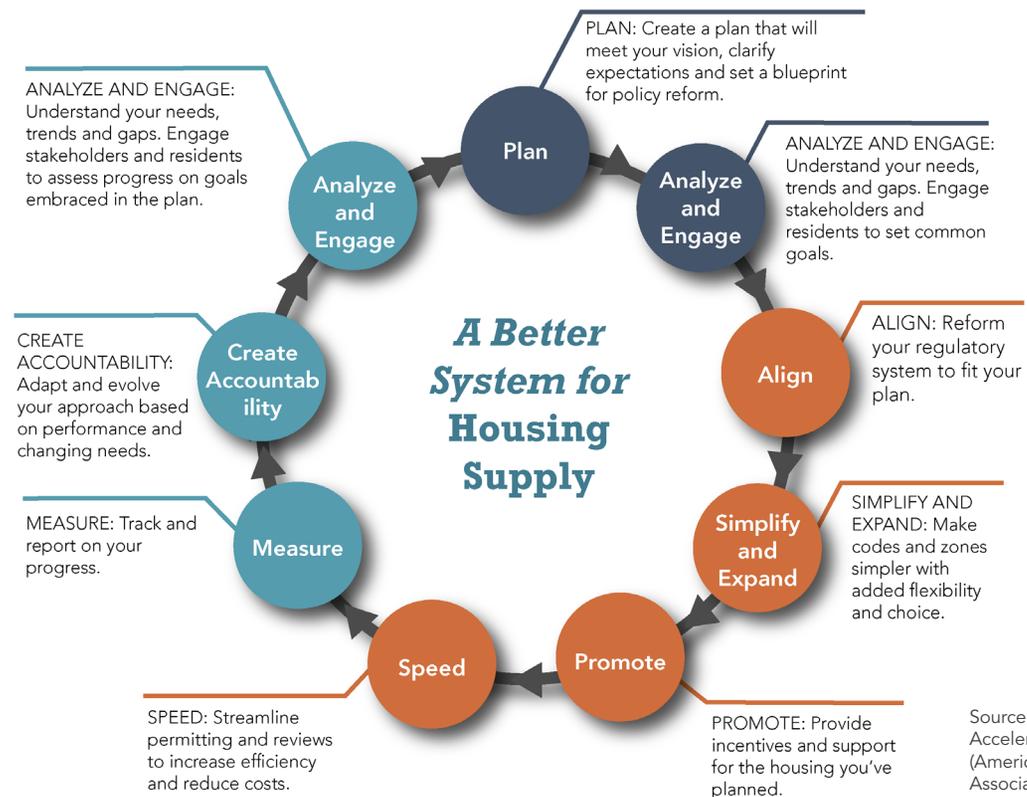
Housing affordability in Texas has eroded significantly over the last half-decade. Although price escalations accelerated during and after COVID, along with mortgage interest rates, these escalations began in the late 2010s as demand for housing in the state exceeded supply.

The Texas Real Estate Research Center at Texas A&M University tracks the ability of individuals in a given location to afford a home purchase through the Texas Housing Affordability Index. The (THAI) reflects the relationship between the median family income in a locale and the computed amount required to purchase a median-priced home. The required income is derived from the current mortgage interest rate, the down payment, and the lender's required mortgage debt-to-income ratio, or qualifying ratio. The qualifying ratio is a measure of the monthly mortgage payment to the borrower's gross monthly income. For example, a qualifying ratio of 25% means the monthly mortgage payment (principal and interest) cannot exceed 25% of the borrower's gross monthly income. A higher THAI indicates relatively greater affordability. A ratio of 1.00 means that the median family income (MFI) is exactly sufficient to purchase the median-priced home. A THAI above 1.00 means the MFI exceeds the required income to purchase a median-priced home. Conversely, a THAI below 1.00 indicates the MFI is not sufficient to purchase the median-priced home (source: Texas A&M University Real Estate Center).

The THAI shows that affordability in Texas dipped briefly from early 2018 to early 2019,

rebounded in late 2019 and peaked around 1.8 THAI in late 2020 during the heart of the COVID period. Beginning in 2021, housing affordability plummeted to almost 1.0 due to a combination of low interest rates and demand far exceeding supply.

Providing adequate and affordable housing requires an understanding of the types of housing people need, how much they need, and what they can afford to purchase, maintain or rent based on their income and household expenses. The American Planning Association, in collaboration with the National Association of Home Builders, Mortgage Bankers Association and National Association of Realtors, developed the following general approach to ensuring housing supply matches current and future community demand. The first and second steps (to create a plan and vision, analyze housing and engage the community to identify housing goals) are addressed through this chapter of the Comprehensive Plan; the remaining seven steps involve a continuing process to identify areas of improvement in the City's development ordinances and building codes, to streamline processes to permit housing, to measure the effects of these changes, and to repeat the process. This can be done through a focused housing study, updates to this Comprehensive Plan, an ongoing stakeholder committee or task force devoted to studying housing, or any combination.



Source: Housing Supply Accelerator Playbook (American Planning Association)

Neighborhood and Housing Assessment

Age of Housing

The City of Granbury places significant emphasis on historic preservation. The City has partnered with several governmental, private, and nonprofit organizations to ensure continued and enhanced preservation of its historic and cultural assets. As part of the Granbury Historic Landmarks program, several historic houses in the City's downtown have been identified as significant landmarks.

Over time, homes naturally age and require extra care to ensure their safety and viability. Currently, approximately 21% of Granbury's housing stock was built in 1979 or earlier (2022 ACS 5-Year Estimates).

To identify areas with a higher concentration of older homes that may need preservation, rehabilitation, or maintenance, an analysis of the age of housing at the Census Block level was conducted. Map 8 illustrates the percentage of structures built in 1979 or earlier. Within the city limits, the majority of these older structures are concentrated in and around the downtown area. Neighborhoods where 31-50% of structures were built in 1979 or earlier (highlighted in yellow on Map 8) present opportunities for targeted historic preservation incentives for homes that meet historic preservation standards and guidelines. Homes built in 1979 will be eligible for the historic register by the end of the decade. These homes are also most likely to be in need of major repairs or contain hazards such as obsolete wiring, deteriorating pipes, inefficient windows and insulation, asbestos, and lead paint.

As homes age, they also pose maintenance burdens such as settling or cracking foundations, repair or replacement of fences, roofs, doors, and siding, and care of lawns and landscaping. Larger homes and properties typically impose a greater maintenance burden than smaller properties and homes. Considering the long-term maintenance impacts of these housing features is important when assessing the potential for neighborhood decline.

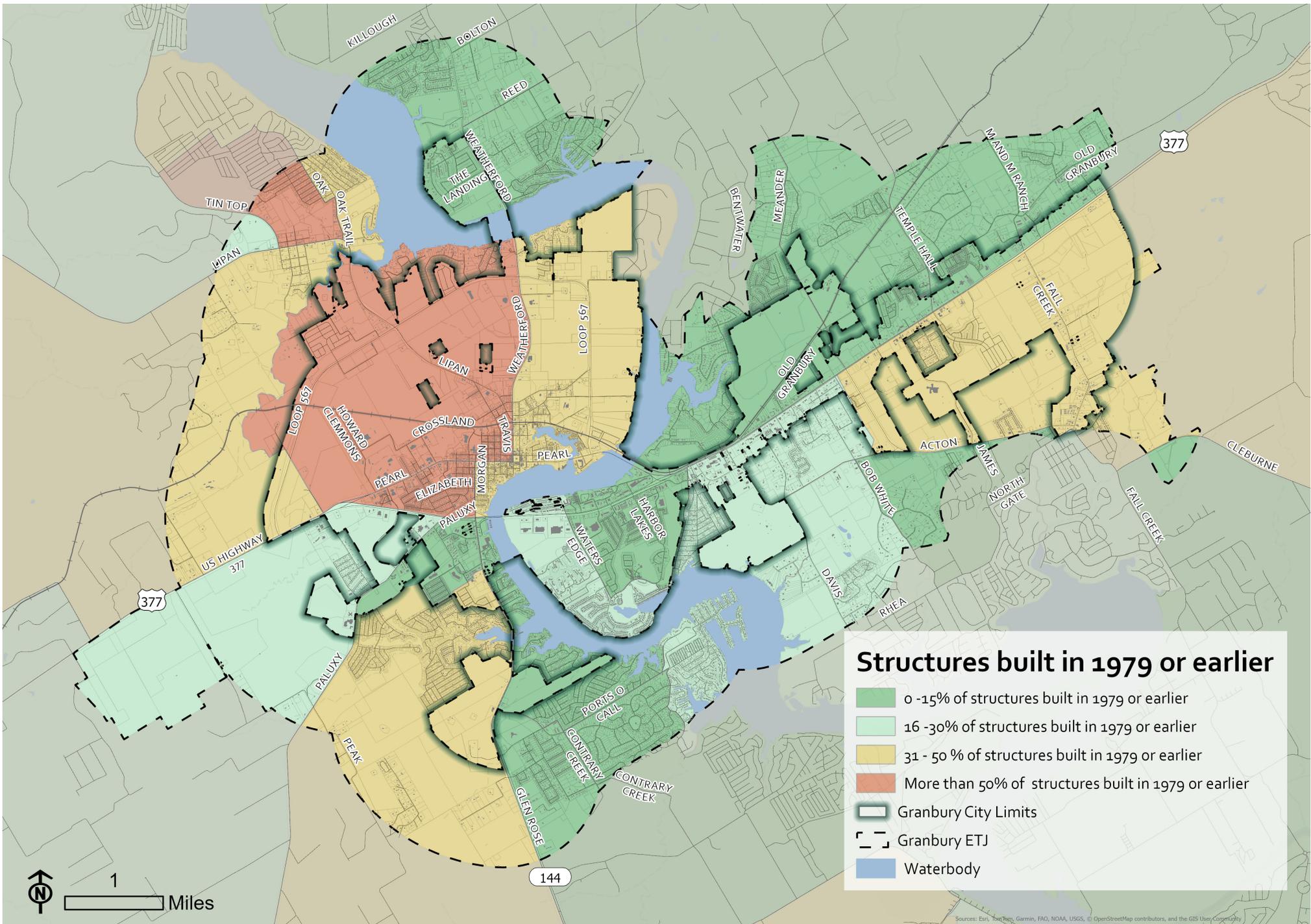
Neighborhood decline frequently occurs when the cost of housing is misaligned with the prevailing household income. Consumer Price Index (CPI) does not adequately reflect the cost of housing and homeownership in measures of inflation, including materials, contractor services, and interest payment on mortgages and home equity loans. These costs may even outpace inflation in many cases, since they depend on availability of goods and services and lending rates.

Spending to purchase and improve houses and other housing units is treated as investment and not consumption in the CPI. Interest costs (such as mortgage interest), property taxes, real estate fees, most maintenance, and all improvement costs are part of the cost of the capital good and are also not treated as consumption items. These non-consumption costs of owned housing are out of scope for the CPI under the cost-of-living framework that guides the index (BLS Fact Sheet, "Rent and Rent Equivalence", July 2024).

While this analysis provides a broad overview of housing age in various neighborhoods, it does not assess the current condition of historic or older homes within those areas. To gain a clearer understanding of housing conditions, a detailed housing analysis was conducted as a follow-up to this initial assessment, as outlined in the following section.



Historic house in Granbury



Map 8. Age of Housing

Source: 2022 ACS 5-Year Estimates

Housing Conditions

The analysis of housing age can be combined with an evaluation of housing conditions, which is based on a visual survey of the City's neighborhoods. To get a comprehensive view of housing and neighborhood conditions, a block and neighborhood-level analysis should be conducted throughout areas of the City to determine their housing condition. This will help in accurately identifying regions that require the most attention and implementing the recommended strategies. Based on this evaluation, housing conditions can be classified as follows. The goals for each of the categories are listed in Figure 54.

New

Homes and neighborhoods built within the last decade



Perpetuate

Older generation of homes (less than 50 years) but neighborhoods are in sound condition



Revitalize

Older generation of homes (less than 50 years) but neighborhoods are showing signs of decline



Rehabilitate

Oldest generations of homes (more than 50 years) may be in need of significant ongoing maintenance



Conserve/Preserve

Older homes that contribute significantly to the historic fabric of Granbury*

*This category by default includes homes on the historic register.



Figure 54. Housing Conditions Goals

| Goals | New | Perpetuate | Revitalize | Rehabilitate | Conserve/ Preserve |
|--|-----|------------|------------|--------------|-----------------------|
| Goal - Maintain current conditions as second generation of owners moves in | | | | | |
| Homeowner education and outreach to first time homeowners | X | X | X | X | |
| Increase connectivity to parks and amenities | X | X | X | X | X |
| Foster communication between HOAs and the City | X | X | X | | |
| Utilize code enforcement as a source of education for owners | X | X | X | X | X |
| Conduct regular neighborhood assessments to identify signs of decline | X | X | X | X | X |
| Observe trends in maintenance and obvious signs of cost burden | X | X | X | X | X |
| Goal - Maintain current conditions and highlight these neighborhoods as examples of good stewardship | | | | | |
| Regular communication and outreach between HOAs and the City | X | X | X | | |
| Monitor programs and guidelines related to short term rentals | X | X | X | | X |
| Work with GISD to identify changing demographic trends to anticipate future occupancy and utilization of larger homes | X | X | X | X | X |
| Goal - Increase value in these areas gradually; induce beneficial improvements over time | | | | | |
| Use incentives to overcome maintenance cost burden through grants, fee waivers | X | X | X | X | X |
| Make targeted improvements to neighborhood infrastructure in these areas, include streetscape rehabilitation and parks and trails improvements | | | X | X | X |
| Goal - Stop decline and increase new investment | | | | | |
| Continually identify and prioritize worst properties to facilitate rehab or demo | | | X | X | |
| Evaluate zoning regulations and related codes to unlock value in these areas (e.g., duplex splits, accessory dwelling units, administrative variances) | | | X | X | X |
| Use incentives to overcome maintenance cost burden through grants, fee waivers | | | X | X | X |
| Identify maintenance gaps, roof repairs, foundation repairs, etc. | | | X | X | X |
| Incentivize appropriate new construction or rehabilitation by helping to bridge funding gaps in exchange for meeting minimum construction standards (see Rebuild ABI on page 107) | | | X | X | X |
| Goal - Preserve homes in these areas as key contributors to Granbury's historic character | | | | | |
| Promote the success of the historic register and identify potential properties for inclusion | | | | | X |
| Identify areas of deferred maintenance on historic homes and work with homeowners to utilize incentives or grants to bridge any gaps | | | | | X |
| Use tools such as land trusts and zoning that allow appropriately scaled new construction and gentle density increases to facilitate paths to investment and discourage development that is out of character | | | X | X | X |
| Closely examine compatibility standards for zoning districts just outside historic areas | | | | X | X |

Approaches for aligning historic preservation initiatives with housing needs

- Identify and implement zoning code changes that support increasing density and expanding housing options in existing neighborhoods – including historic neighborhoods and historic districts. This could include:
 - Creation of accessory dwelling units, either in rehabilitated historic structures or through new construction
 - Identifying development standards that may unnecessarily impose modern requirements that are inappropriate for historic properties
 - Adoption of procedures and permitting incentives to facilitate the reuse of existing buildings
- Consider the adoption of performance-based rehabilitation building codes to allow for needed flexibility to rehabilitate historic buildings.
- Use Community Land Trust (CLT) model to preserve historic structures: CLTs can be used to effectively preserve at-risk historic structures in areas facing growing redevelopment pressure. Deed restrictions or a conservation easement can be included by the CLT to preserve the historic character of the building while ensuring long-term affordability.

Adaptive reuse for old residential properties in downtown and other neighborhoods

The City can utilize several tools to preserve and rehabilitate historic residential buildings in downtown and other historic neighborhoods. One effective tool is adaptive reuse, which involves repurposing buildings that have exceeded their original function to accommodate new uses. Adaptive reuse not only revitalizes these structures but also stimulates reinvestment in neighboring properties that may have long been vacant.

While adaptive reuse is a powerful tool, it may not be appropriate for every historic structure. Collaboration with local officials and property owners is essential to identifying regulatory and market challenges and determining the suitability of adaptive reuse on a case-by-case basis.

Local regulations can present hurdles to changing the use of existing properties. Zoning regulations, for instance, might prohibit certain new uses if they do not align with the property's current zoning designation. Alternatively, zoning requirements could demand additional features such as parking spaces or open areas that may not be feasible on the property. Moreover, modern building codes often pose compatibility issues with older structures. To support adaptive reuse more effectively, a thorough review of regulatory barriers is recommended. Some potential updates could include:

- Creating a separate adaptive reuse overlay district to encourage planned reuse of structures in historic neighborhoods.
- Treating adaptive reuse projects as a distinct land-use or development type to facilitate reuse without requiring rezoning.
- Revising the building code standards to protect public health and safety without requiring cost-prohibitive structural modifications or building material replacements.

Source: American Planning Association | PAS QuickNotes No. 80

Promoting Infill and Redevelopment

Residential infill refers to the development of a single lot within an existing neighborhood and may or may not be currently served by the City's utilities. Where the market is viable, Granbury's vacant lots present an opportunity for new development that fills vacant areas, continues to enhance existing neighborhoods, and takes advantage of existing utilities and road infrastructure. Desirable residential infill locations are those areas with available lots, access to existing City infrastructure, and within the city limits.

In addition to annexation and outward growth, infill and redevelopment opportunities can allow the City to grow more efficiently. Stabilizing and reinvigorating the core will ensure that all of Granbury grows and prospers. Infill development and development on previously undeveloped land, also known as greenfields, are equally important for overall community health, stability and economic success. Redevelopment within core areas requires a completely different approach than development on greenfield sites. It is only through public and private financial support that revitalization of core areas can be achieved.

Rebuild ABI Residential Infill Development Program

The City of Abilene offers the Rebuild ABI Residential Infill Development Program to promote and encourage the construction and renovation of quality, affordable housing in certain designated areas. To accomplish this goal, the City has created several incentives and partnered with local financial institutions to buy down the cost of housing through equity payments and incentives including waived permit and tap fees, new sidewalk, and demolition costs.

Source: City of Abilene

Strategies to promote infill housing and redevelopment can include:

- Waive development fees for infill housing
- Implement fast-track review and approval procedures
- Allow staff technical support for submittals
- Provide developers a significantly reduced rate of acquired land or land-banked land
- Offer infrastructure upgrades for infill projects over a certain value or number of units, if needed
- Allow property taxes to be based on the home's pre-improvement value for a certain period of time
- Provide density bonus for infill development, particularly with medium and high density projects
- Partner with a specific developer(s) for construction of a certain type of development on city-owned land (public-private partnership)
- Give a discounted utility rate for a certain period of time for nonresidential development (if applicable when the City provides the utility services)
- Explore community land trust as a means of preserving affordability while ensuring that new development matches the character of the existing neighborhood

The infill programs available should be strategically marketed to ensure that local and regional builders are aware of the opportunities available in Granbury.

Community Amenities and Services

The proximity to amenities and services significantly influences both the quality of neighborhoods and the residents' overall quality of life. Map 9 shows the distribution of community amenities within Granbury's city limits and ETJ, as well as the locations of residential developments. Generally, Granbury neighborhoods benefit from convenient access to amenities such as grocery stores, convenience stores, healthcare facilities, schools, and libraries, all within a short drive. Additionally, several neighborhoods are situated near public parks and have accessible connections to trails. In addition to existing development, there are several residential neighborhoods under construction or planned in the northern part of the City that will require construction of future services. The Future Land Use Map should be used to identify appropriate areas for these future services. The following is a broad overview of the available amenities within the community:

Healthcare

The City is serviced by the Lake Granbury Medical Center which provides medical care to residents of Hood, Somervell, and Erath County. A need for improved medical services within the City was emphasized during public engagement events. The City can work with the County to expand the services offered by the Medical Center. The Future Land Use Map identifies locations around the Medical Center where additional services can be located.

Fresh Produce and Convenience Stores

Stores providing access to fresh produce are dispersed throughout the community. Most residential neighborhoods have at least one store located within drivable distance. Stores include HEB, Kroger, ALDI, David's, Brookshire's, and Walmart. In addition to fresh produce, several convenience stores are also located throughout the community.

Schools

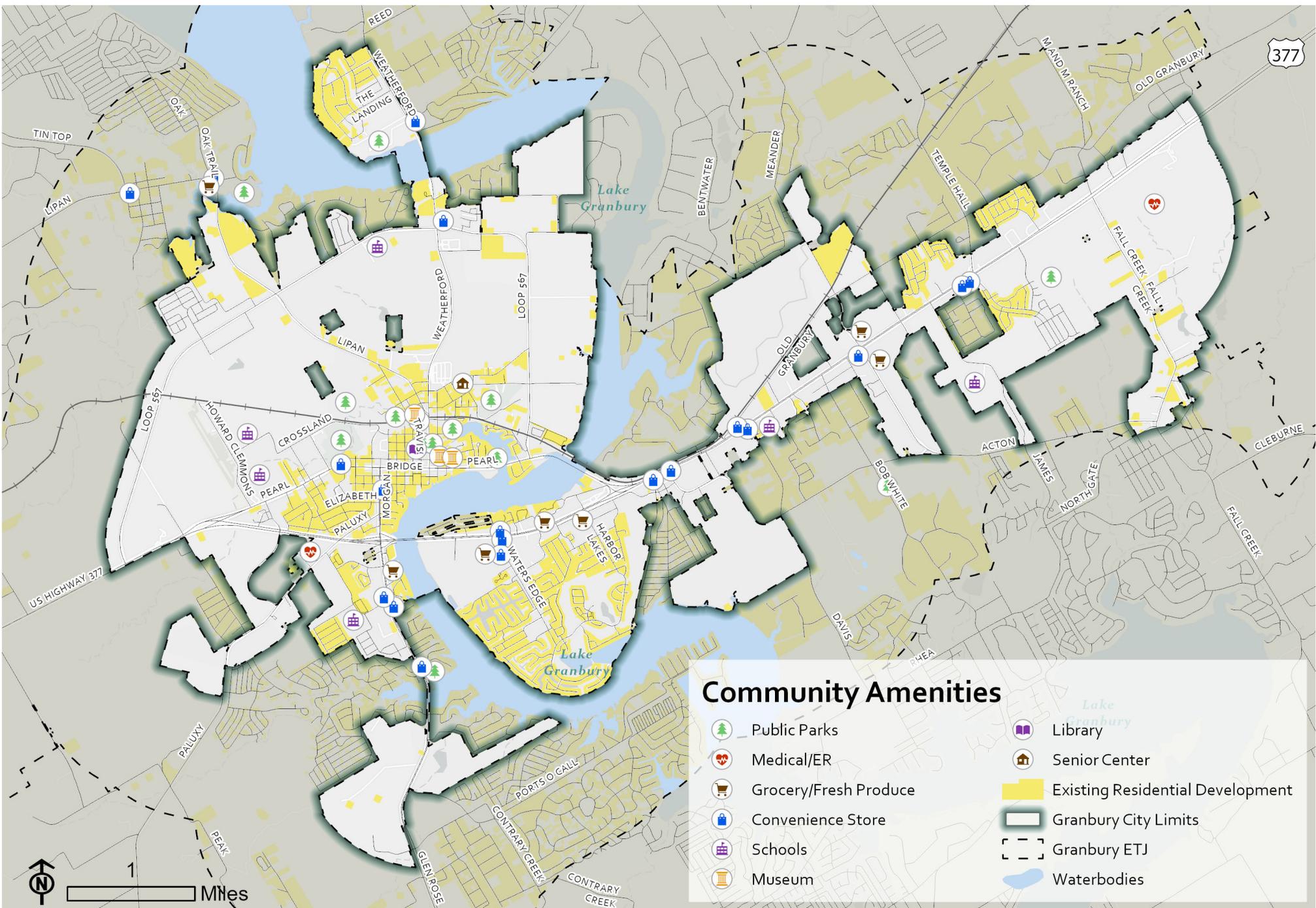
The Granbury Independent School District operates 10 campuses within the City including Granbury High School, Granbury Middle School, Acton Middle School, and Granbury Elementary School. The City can work with the school district to leverage the Safe Routes to School Programs to provide and enhance pedestrian and bike infrastructure around the schools.

Public Parks and Recreation

Most of the public parks are located in and around the downtown area. The City also offers waterfront recreation. The Parks, Recreation, and Open Space Master Plan identifies a need for additional park acreage to meet the needs of the project population, especially in the Harbor Lakes neighborhood, areas in the far eastern parts of the City, and the southwestern part of the City. The City also adopted the Active Recreation and Transportation Plan in December 2022, which identifies locations for multi-use trails within the City. Continued implementation of recommendations from the aforementioned plans is essential to improving park access and enhancing connectivity between neighborhoods and public open spaces. Detailed active transportation recommendations are included in the Transportation Chapter.



Waterfront Recreation in Granbury



Texas Parks & Wildlife, CONANP, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, USDA, USFWS

Map 9. Community Amenities

Housing Programs

Successful housing strategies involve a variety of techniques, both public and private, and require cooperative actions by property owners, tenants, the City, local organizations, and volunteer groups. While personal investment in property is a key component for attractive neighborhoods, the City may also positively impact and encourage private investment by creating and maintaining livable neighborhoods.

The City currently has the following neighborhood and housing programs that can be leveraged by developers and residents. More information about these programs can be found here.

- Tax Increment Reinvestment Zone (TIRZ)
- Public Improvement Districts (PID)
- City of Granbury Neighborhood Historic Tax Incentive Program
 - Historic Neighborhood Improvement Zone (HNIZ)
 - Neighborhood Empowerment Zone (NEZ)

In addition to existing programs, the City can take advantage of the following programs to meet its housing needs.

Small-Scale Developer Program

The City can establish a support program designed to cultivate and train small-scale housing developers, improving their skills and

effectiveness. This initiative could be particularly advantageous in fostering fair investment opportunities in underrepresented communities. (e.g., Austin Small Developer Training Program)

Faith-Based Partnerships

The City could collaborate with local civic and faith-based organizations to offer more substantial support to residents in the community. Involving a City building official and a builder would ensure technical expertise and coordination. While the City might seek some financial contributions for repairs, it is expected that most of the materials, labor, and effort will be donated and volunteered. (e.g., Christmas in Action of Johnson County)

Community Land Trust (CLT)

CLTs are nonprofit organizations managed by a board that includes CLT residents, local community members, and public officials. They offer sustainable shared equity homeownership opportunities for families and communities. In this model, the CLT retains ownership of the land, while the homeowner purchases only the house, often at a more affordable price. While the homeowner gains equity over time, it is generally capped at a certain rate to maintain affordability when the owner sells the home.

Housing Tax Credit Program

The Texas Department of Housing and Community Affairs Housing Tax Credit (HTC) Program is a key tool for channeling private investment into the creation and maintenance of affordable rental housing for low-income families. Eligible participants receive tax credits to reduce their federal tax burden in return for developing or preserving affordable rental units.

Deed-Restricted Housing Program

Deed-restricted homeownership is a strategy for maintaining long-term affordability of housing units. This is achieved through government or philanthropic subsidies, inclusionary zoning, or affordability incentives that lower the purchase price below market rates.

Tax Increment Financing (TIF)

The City can leverage TIF to capture increased property tax revenues resulting from enhanced property values in a designated area to reinvest in needed housing development projects.

Neighborhood Character and Enhancement

Neighborhood Character

Neighborhood character refers to the unique and distinct identity or quality of a place. It is how individuals experience a space. Natural, visual, cultural, economic, and social characteristics all imbue character to a place. Planning strategies can reinforce and enhance neighborhood identity by creating memorable public spaces, supporting local businesses, and preserving cultural heritage.

While the term “character” can be expansive and inclusive, within the context of the built environment, it refers to a range of design suggestions and standards that can be adopted to ensure the City leaves a lasting impression on both residents and visitors. These recommendations and guidelines aimed at fostering community character include, but are not limited to:

- Urban design guidelines and streetscape enhancement programs
- Gateway installations
- Landscape enhancements
- Development standards
- Corridor aesthetic standards

Community Branding and Urban Design

Community branding plays a crucial role in conveying a community’s goals and vision. It should not only celebrate the community’s rich history but also communicate its current values and future aspirations. Effective branding can significantly support community planning efforts, attract visitors, and strengthen community cohesion. Elements of branding may encompass consistent use of unique materials or colors, a unified signage system, and the establishment of distinctive landmarks throughout the City. Downtown areas, as the focal point of many communities, are typically the initial focus for community branding efforts, setting the tone for the entire area. Downtown Granbury is home to several historic and cultural assets that have been preserved through historic preservation policy initiatives and partnerships with private and nonprofit organizations. The City can create a branding and wayfinding plan to incorporate and enhance unique branding elements in the Historic Granbury Square, downtown, on major streets, and other neighborhoods as appropriate. The Parks, Recreation, and Open Space Master Plan recommends implementing a wayfinding signage system to improve public awareness of existing parks and recreational facilities.

Integrating urban design elements into community and neighborhood planning can enhance existing spaces, creating urban environments that are more comfortable, visually appealing, and inclusive. This integration of design elements yields various benefits for the community, including improvements in health, social engagement, economic vitality, and environmental sustainability. For instance, enhancements to streetscapes (such as the 377 Corridor) can promote better health outcomes, encourage physical activity, create safer environments, and more.



Gateway Monument Example



Historic Granbury Square



Wayfinding Sign Example

Neighborhood Enhancement

The following are basic urban design elements that can be incorporated into the City's development code to create well-designed places.

Streetscapes

An important part of the visual makeup of a neighborhood involves the streetscape and the degree to which it provides access to all its users. The streets should not diverge from the urban fabric of the surrounding area but should complement it. Creating streets that can be easily accessed by all age groups, abilities, and modes of transportation can help achieve this goal.

Some strategies to create more pedestrian-friendly streets include:

- Design streets in a grid pattern to increase pedestrian connectivity.
- Ensure that sidewalks are wide and that canopy trees line the streets for enhanced safety and shade.
- Maximize the visibility of architecturally distinctive cultural facilities, civic facilities, and open space corridors.
- When possible, require utilities to be placed underground to minimize visual clutter.
- Limit the length of the street blocks, generally less than 1,000 feet.

Parks and Open Space

Parks, open spaces, and recreational facilities are tangible ways to enhance the visual appearance of a community and increase its character. Recreational facilities and activities are positive and attractive features that often serve to sustain neighborhoods, enhance community perception, and heighten the sense of pride and identity associated with the community. The City of Granbury should continue to implement the recommendations of the recently adopted Parks, Recreation, and Open Space Master Plan.

Placemaking and Design

Placemaking is the action of creating a space that helps facilitate public interaction. Through design, location, or amenities, these places serve as focal points within a community and often help facilitate community identity and pride. Examples of placemaking include, but are not limited to, neighborhood parks, public pavilions, lifestyle centers, town centers, and shopping centers. It is also reflected in building design to create a distinctive look and feel for an area.

Wayfinding and Branding

Wayfinding signage in a city involves a mix of images, monuments, and physical signs to establish where you are. Strategically placed signage for both pedestrian and vehicular use allows for maximum visibility and utilization. The design of signage throughout the City should maintain consistency and may include directional signage, roadway and gateway signage.

Branding is a city symbol and slogan located on city-sponsored signage and public spaces to perpetuate a brand. It can be incorporated in gateway signage, street signs, district flags and other opportunities. Granbury should continue to incorporate lighting fixtures, stone, and landscaping features associated with new development.

Gateways

The Future Land Use Map highlights the East 377 Corridor Overlay and West 377 Corridor Overlay, which are areas focused on regional commercial, office, and retail activities. These corridors can function as entry points to the Granbury community. Including design features like gateway signage and monuments in these areas can enhance the sense of arrival for both residents and visitors, while also establishing a unique brand and identity for the City. The City can leverage planned TxDOT improvements in mobility and sidewalks in these corridors through pedestrian connections, landscaping, and unified urban design requirements in the zoning ordinance.

Housing Strategies

HN.1 Maintain code compliance efforts.

HN.2 Continue to monitor neighborhood conditions.

HN.3 Review and update zoning/design regulations to incorporate a variety of housing types and densities to ensure diverse housing choices for a variety of income levels and lifestyles based on Granbury's demographics.

HN.4 Encourage the inclusion of parks, commercial, and social connections in new residential developments to increase neighborhood longevity and reduce maintenance issues.

HN.5 Require new subdivisions to include an identifiable central gathering place where residents can gather, linger, and celebrate their neighborhood.

HN.6 Implement neighborhood enhancement initiatives to help facilitate and improve neighborhood quality.

HN.7 Promote a healthy community by providing for Aging in Place in residential development designs by allowing a variety of housing types and housing units.

HN.8 Leverage outlined housing grants and programs to meet the housing needs of the community.

HN.9 Review and update zoning/design regulations to allow adaptive reuse of historic buildings.

HN.10 Maintain and expand neighborhood improvement strategies outlined within the housing chapter.

HN.11 Develop a recognition program to encourage homeowners and businesses to enhance and maintain their properties with quality exterior upgrades.

HN.12 Ensure funding continues for City Staff personnel to oversee neighborhood related activities.

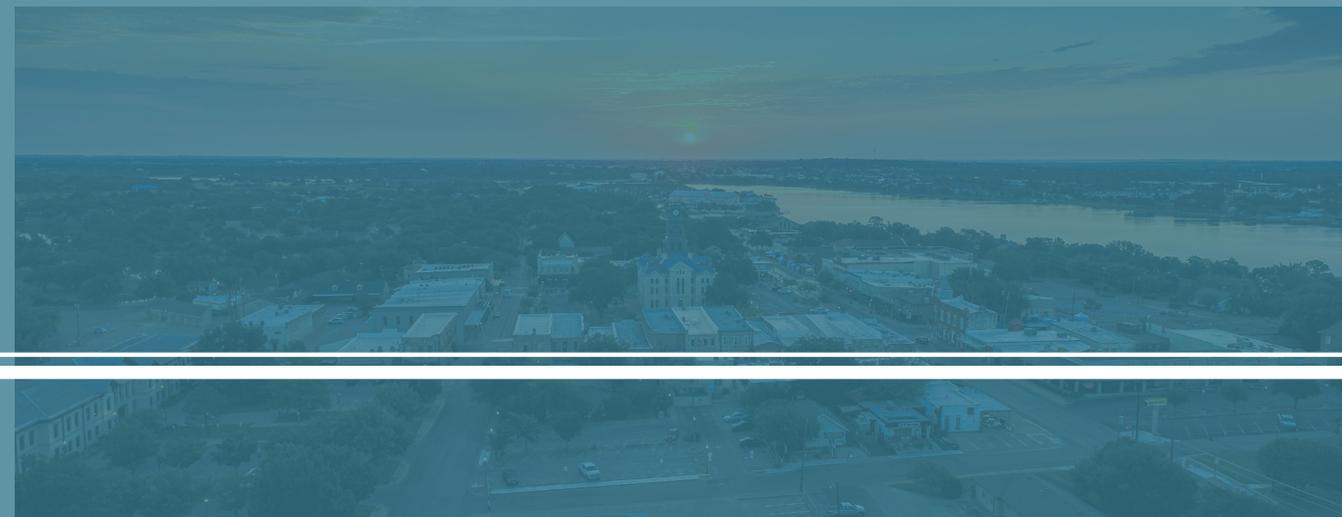
HN.13 Encourage the formation and continuance of Neighborhood Associations and establish regular channels of communication.

HN.14 Evaluate adoption of a pre-approved building plan or "pattern zones", especially for older neighborhoods, to encourage the construction of missing middle housing types, ensure high-quality development, and provide a level playing field for small developers. (e.g., Claremore, OK).

HN.15 Maintain community character and balance of housing types by continuing to emphasize low-density housing character without increasing the percentage of housing that is high-density or large buildings.

HN.16 Conduct a comprehensive housing study.

HN.17 Utilize the Public Facilities Corporation (PFC) framework to increase the availability of affordable housing options in Granbury while optimizing property tax benefits and ensuring sustainable revenue generation.





ENVIRONMENT AND NATURAL RESOURCES

Introduction

Preserving and responsibly managing natural resources is crucial for Granbury's sustainability and well-being. The City's clean groundwater and surface water supply, along with its unique scenic landscapes, not only enhance the quality of life for residents but also provide vital recreational opportunities and habitats for diverse plant and animal species. As Granbury continues to grow, it is essential that development embraces innovative designs that incorporate and enhance these natural resources. By prioritizing sustainability in planning and development, Granbury can maintain its rich natural heritage while fostering a thriving community for future generations. Topics of discussion include:

- Physical Characteristics
- Water Resources
- Environment and Natural Resources Strategies



Physical Characteristics

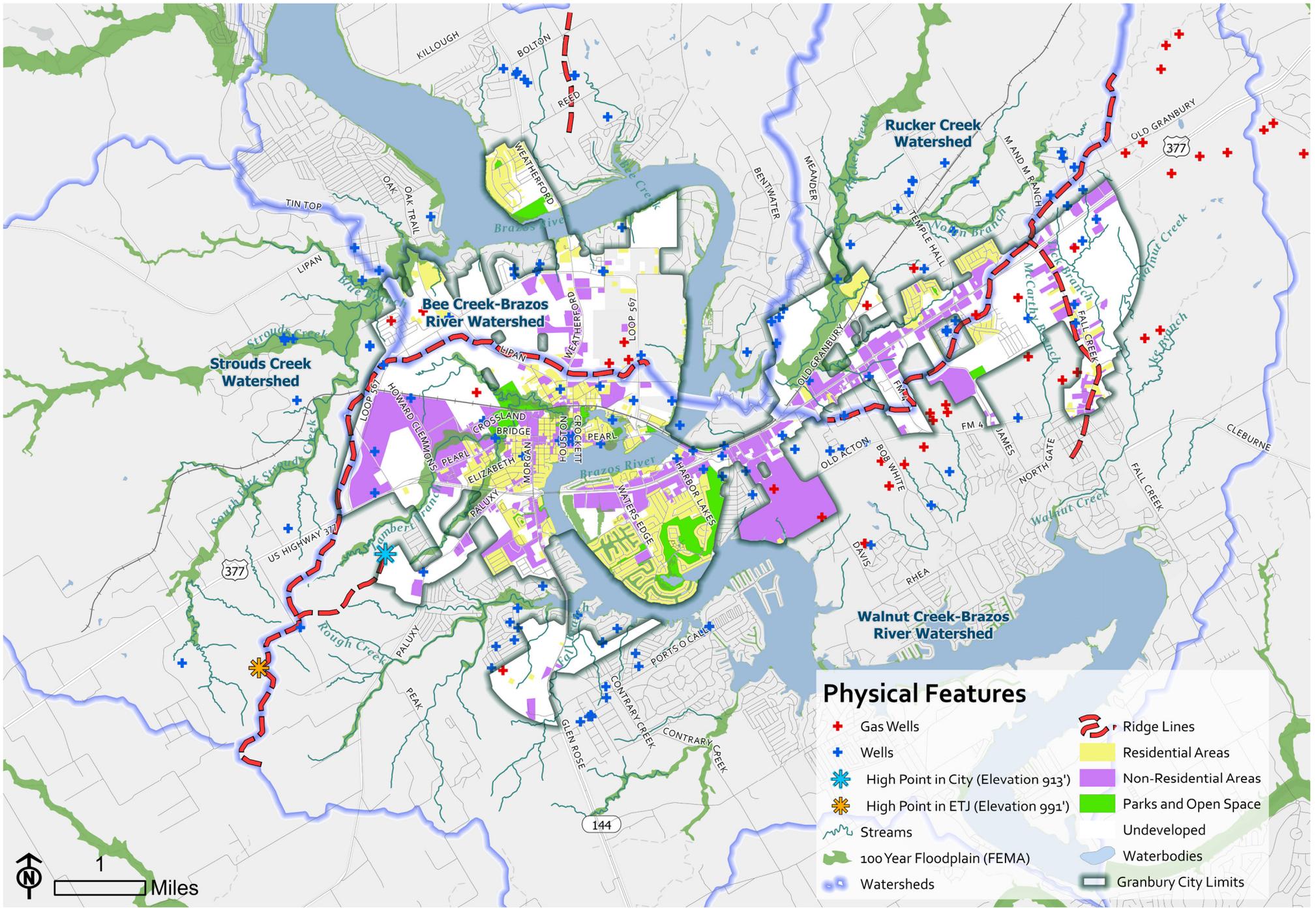
Topography

Granbury features a rolling terrain marked by hills and ridges that shape its landscape. Slopes and topography describe the land's shape and relief, with topography measuring elevation and slope indicating the percent change in elevation over a distance. Both factors can influence land development costs and natural hazards like flooding and landslides.

Ridge lines, which are a series of high points, affect stormwater flow and should be considered in utility infrastructure design. Granbury features five prominent ridge lines: two on the east side, two on the west, and one entering from the north. The eastern ridge lines originate from a main ridge that splits near Fall Creek Highway, while the western ridge lines split near Meadow Wood Road. The eastern main ridge starts in the northeast corner of the ETJ, with one branch heading southwest and the other south along Fall Creek Highway. The northern ridge enters east of Weatherford Highway and ends north of the Brazos River. The western main ridge enters from the southwest, splitting at Meadow Wood Road, with one branch crossing US 377 and Loop 567 before ending south, and the other extending to the west of Holmes Drive. See "Map 10. Physical Features Influencing Development"



The Bridge by Olde Mill Crossing



Map 10. Physical Features Influencing Development

Soils

Soil is an important natural resource that is crucial in determining the conditions for crop and livestock production. Different soil types influence building foundations, septic system drain fields, design of drainage systems and the ability to install low-impact design features. The United States Environmental Protection Agency (EPA) has categorized various ecoregions nationwide. Granbury is located in ecoregion 29, known as the Cross Timbers, specifically within subsection 29d, the Grand Prairie. This ecoregion acts as a transitional strip between the Eastern and Western Cross Timbers ecoregions and is ideally suited for agricultural use. Generally speaking, the soils of the Grand Prairies ecoregion are made up of limestone rock layers interbedded with clays that are slightly acidic.

A 1978 soil survey identified 60 distinct soil types in Hood and Somervell Counties, with the predominant types in Hood County including Aledo-Bolar association, undulated; Tarrant-Purves associated, undulated; Chaney loamy fine sand, one to five percent slopes; Sunev clay loam, five to eight percent slopes; Windsthorst fine sandy loam, one to five percent slopes; and Sunev clay loam, three to five percent slopes. For a description of these six main soil types in Hood County, see Figure 56.

Soil Effects on Foundations

Soil types directly influence the stability of building foundations. Soil movement—whether up, down, sideways, or expansion/contraction—can lead to cracking or shifting of a structure. With over 60 soil types present in Hood County, conducting a soil study before new development is essential. This assessment should evaluate the soil's nature, the depth of water table, layer composition, and bearing capacity for larger structures.

Assessing neighboring foundations when designing an infill project can also inform the choice of foundation type and suggest an approach that is best suited to an area.

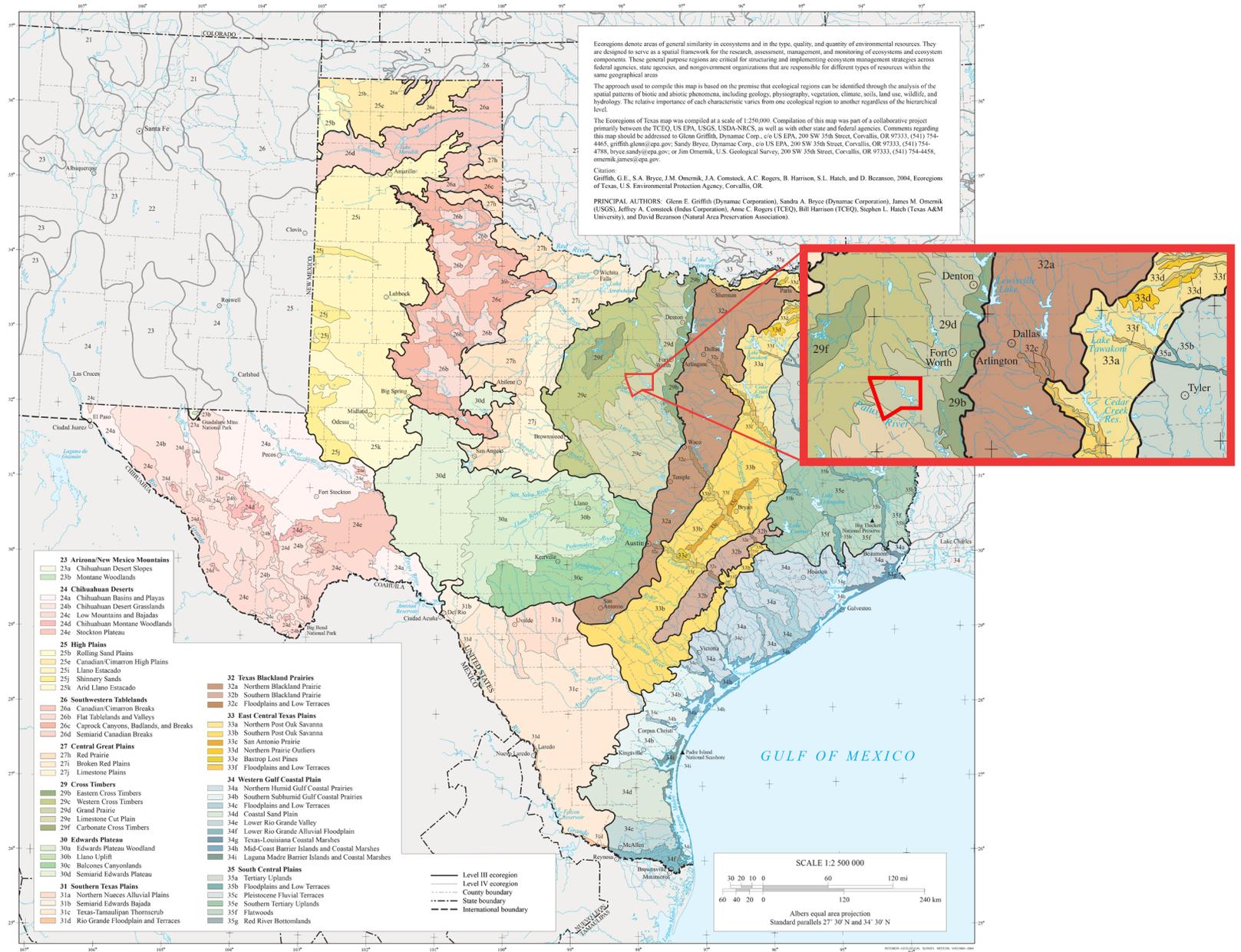
Figure 55. Example of Sidewalk and Driveway Failure



Soil Effects on On-Site Sewage Facilities

Soils affect the ability to install On-Site Sewage Facilities (OSSF), or septic systems. Effective wastewater treatment relies on soil's ability to absorb water, known as soil percolation. Soils that balance coarse and fine particles provide the best drainage; however, excessively coarse soils like gravel or coarse sand can allow wastewater to pass too quickly for adequate treatment. On the other hand, clay soils, while usable, have slow permeability and can develop hardpan—a condition where water flow is completely blocked due to sodium bonding with clay particles. Chemical products may help alleviate hardpan conditions, but soil conditions should be thoroughly evaluated to prevent system failures. The policy of the City generally requires properties within access to public wastewater treatment systems to connect to such systems rather than utilizing an OSSF.

Ecoregions of Texas



Map 11. Ecoregions of Texas
Source: US Environmental Protection Agency

Major Soils of Hood County

ALEDO-BOLAR ASSOCIATION, UNDULATED

CHARACTERISTICS

Consists of gently sloping to strongly sloping stony soils on limestone uplands. Areas have a slightly benched or stair-step appearance. Aledo and Bolar soils are a dark-grayish brown color with a gravelly clay consistency.

TOTAL ACREAGE IN COUNTY

64,320 acres

URBAN IMPACTS

These soils have low potential for most urban uses. Depth to rock, content of stones and slope are limitations that are difficult to overcome.

TARRANT-PURVES ASSOCIATION, UNDULATED

CHARACTERISTICS

Consists of undulating stony soils on uplands. The surfaces are complex and areas have a slight stair-step appearance. Tarrant and Purves soils are a dark-grayish brown color with a chalky clay consistency.

TOTAL ACREAGE IN COUNTY

18,610 acres

URBAN IMPACTS

These soils have very low potential for most urban areas. Stones, depth to rock, and slope limitations are difficult to overcome. Most areas, however, have a scenic view.

SUNEV CLAY LOAM, 3-5 PERCENT SLOPES

CHARACTERISTICS

Consists of deep, well-drained sloping soil on foot slopes below shallow limestone soils. Typically the surface layer is about dark grayishbrown clay composed mostly of calcium carbonate.

TOTAL ACREAGE IN COUNTY

13,330 acres

URBAN IMPACTS

This soil has high potential for most urban uses. Seepage is a limitation for sewage lagoon areas, and low strength is a limitation for local roads and streets.

CHANNEY LOAMY FINE SAND, 1-5 PERCENT SLOPES

CHARACTERISTICS

Consists of deep, moderately well-drained, gently sloping soil on broad uplands. Typically, the surface layer is pale brown, loamy fine sand.

TOTAL ACREAGE IN COUNTY

16,530 acres

URBAN IMPACTS

This soil has medium potential for most urban uses. The clayey lower layers take in water slowly. This is a limitation for septic tank absorption fields, but this limitation can be overcome by increasing the size of the absorption area or by modifying the filter field. Low strength is a limitation for local roads and streets, but this can be overcome by good design and careful installation.

WINDSTHORST FINE SANDY LOAM, 1-5 PERCENT SLOPES

CHARACTERISTICS

Consists of deep, moderately well-drained soil on uplands. Typically the surface layer is pale brown loamy fine sand.

TOTAL ACREAGE IN COUNTY

14,030 acres

URBAN IMPACTS

This soil has medium potential for most urban uses. Slow water intake is a limitation for septic tank absorption fields, but this limitation can be overcome by increasing the size of the absorption area or by modifying the filter field. Low strength is a limitation for local roads and streets, but this can be overcome by good design and careful installation.

SUNEV CLAY LOAM, 5-8 PERCENT SLOPES

CHARACTERISTICS

Consists of deep, well-drained sloping soil on foot slopes below shallow limestone soils. Typically the surface layer is about dark grayishbrown clay composed mostly of calcium carbonate.

TOTAL ACREAGE IN COUNTY

15,960 acres

URBAN IMPACTS

This soil has high potential for most urban uses. Seepage, slope, and low strength are limitations, but these limitations can be overcome by good design and careful installation.

Figure 56. Major Soil Types of Hood County

Source: Natural Resources Conservation Service

Urban Tree Canopy

Environmentally, Granbury's urban tree canopy is a primary component of the City's green infrastructure. The urban tree canopy is the layer of leaves, branches, and stems of trees that cover the ground when viewed from above. Map 15 illustrates the vegetated areas within Granbury and the ETJ. Urban tree canopies are vital to enhancing a city's environmental health and beauty and provide numerous benefits, including:

- Providing a critical source of food and habitat for wildlife
- Improving air quality by removing significant amounts of particulate pollution from the atmosphere
- Mitigating global climate change by sequestering carbon
- Protecting water quality by absorbing and filtering stormwater runoff
- Conserving land by preventing soil erosion
- Mitigating urban heat island effects and reducing energy demand on buildings

Invasive Species

Invasive species significantly threaten local ecosystems across Texas, including Granbury. These species are defined as non-native organisms that disrupt local ecosystems and outcompete native species for resources. The Cross Timbers ecoregion where Granbury is located serves as a transitional zone for numerous plant and animal species that migrate between the Great Plains and eastern forests. Over the past 150 years, the introduction of invasive species has led to significant changes in the landscape, posing serious threats to both biodiversity and the integrity of the urban tree canopy and wetland areas. Plants identified as particularly worrisome in this region are outlined in the box to the right. If not managed effectively, invasive species can accelerate soil erosion and displace food sources for local wildlife and fish.

Tree Protection

Granbury has a voluntary tree preservation ordinance that encourages the protection of significant trees during development. While tree preservation is not mandatory, the City offers incentives to encourage the retention of large specimen trees and other significant trees. For example, developers may receive a waiver for a portion of the required new trees if they preserve significant, heritage, or specimen trees on-site in a healthy condition during construction.

Additionally, the City's code provides landscaping credits for the retention of existing trees as an alternative to installing new trees, offering a credit for protected trees. Specifically, for each existing tree that is 6 inches or larger in caliper from the approved tree list that is preserved, the developer is granted an 800 square-foot landscape area credit. This credit reduces the total landscape area required by the development and further incentivizes tree preservation and the retention of mature trees.

List of Invasive Species

- Japanese Honeysuckle
- Glossy Privet
- Chinese Privet
- Giant Reed
- Chinese Visteria
- Lilac Chastetree
- Brazilian Vervain
- Common Periwinkle
- Chinaberry Tree
- Chinese Tallow Tree
- Johnson Grass

Source: texasinvasives.org

Water Resources

Groundwater

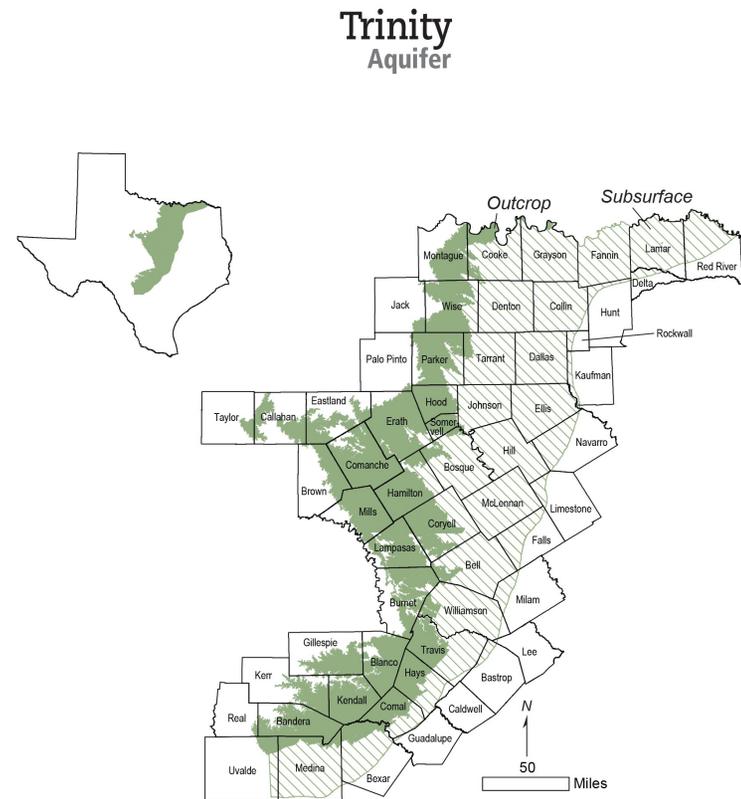
Groundwater is the water found beneath the Earth’s surface, filling the spaces between soil particles and within fractured rock. It is a vital resource for drinking water and crop irrigation. In Granbury and Hood County, the primary source of groundwater is the Trinity Aquifer. The Trinity Aquifer is defined as a major aquifer system by the Texas Water Development Board (TWDB). The aquifer extends across 61 counties from Central to North-Central Texas where it serves as a significant source of groundwater supplies for the region.

According to the Texas Commission on Environmental Quality’s Priority Groundwater Management Areas report, Granbury overlies the outcrop where pumpage has historically exceeded recharge. Given this limited recharge rate and the rapid population growth in North Central Texas, the Texas Commission on Environmental Quality (TCEQ) designated the North Central Texas section of the Trinity Aquifer as a Priority Groundwater Management Area (PGMA) in July 2009, impacting Hood County and 12 neighboring counties.

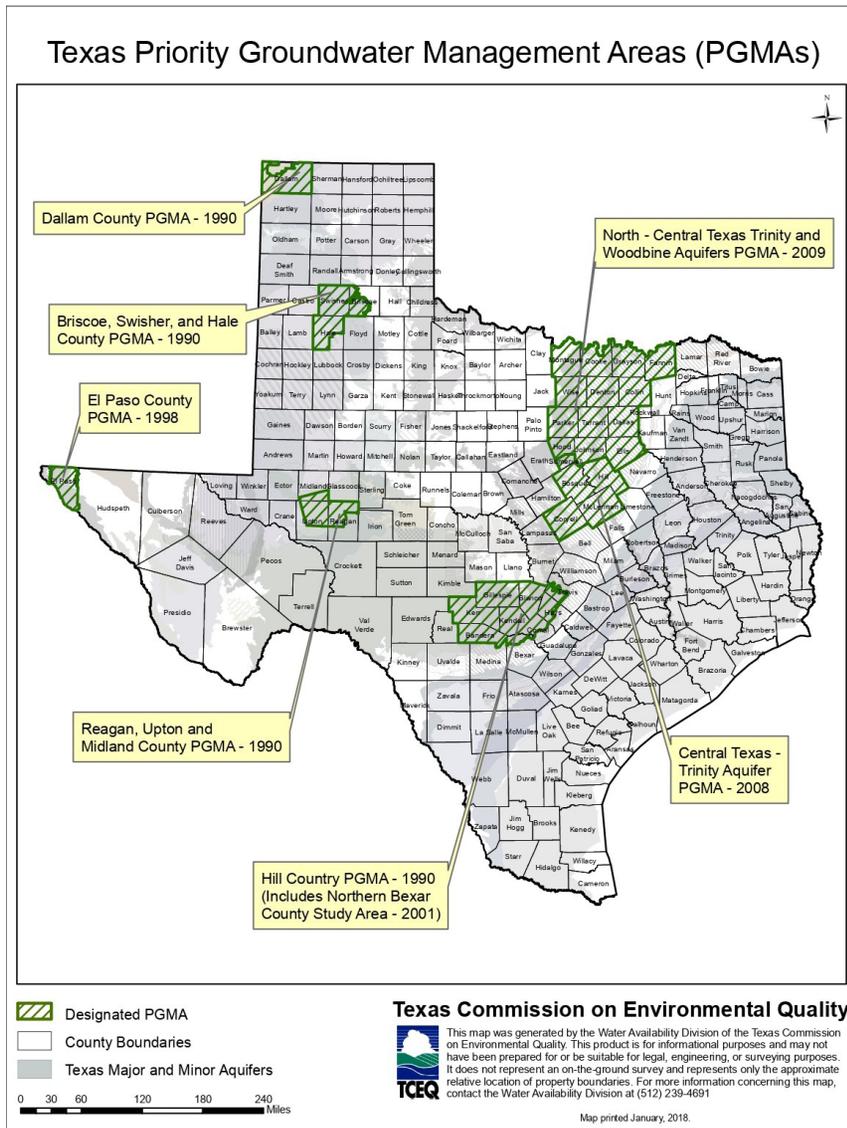
A PGMA is established to ensure the management of groundwater in regions facing critical issues, often leading to the creation of Groundwater Conservation Districts (GCDs). As a result, the 80th Texas Legislature created the Upper Trinity Conservation District to manage the groundwater resources for Hood, Montague, Parker and Wise Counties.

An updated version of the District Management Plan was adopted in February 2023 and suggests new regional water conservation strategies, such as developing a Groundwater Monitoring Program within the District and encouraging the elimination and reduction of groundwater waste through the collection of water-use fees. Given the District’s proximity to the Dallas-Fort Worth Metroplex, the management plan suggests exploring strategies for groundwater-to-surface-water conversion. Specifically for the

City of Granbury, the plan emphasizes the need for increased treatment capacity and municipal water conservation initiatives, with projections extending through 2070. Granbury has begun addressing this issue with permitting of new wastewater treatment capacity but will need to continue monitoring growth to ensure capacity is not exceeded in the future.



Map 13. Trinity Aquifer in Texas
Source: Clearwater Underground Water Conservation District



Map 14. Priority Groundwater Management Areas

Source: Texas Commission on Environmental Quality

Historically, the primary driver for increases in total municipal water demand has been population growth. However, the growing use of conservation strategies has dampened the rate of increased water use; in other words, conservation strategies have resulted in smaller unit increases in water use for a given amount of population increase.

Establishing accurate population estimates and projections is a fundamental step in the TWDB regional water planning process. For the draft 2027 State Water Plan, TWDB draft population projections were based on Texas Demographic Center (TDC) County projections. TWDB staff used the full-migration scenario to extend the TDC projections through 2080. Projections for individual water utilities were developed by sub-allocating the population from the TDC-based County projections to the utilities. City of Granbury population projections for the draft 2027 State Water Plan are shown below in Figure 57. It is important to note that the population projections determined by the TWDB differ from those presented in the Future Land Use chapter. TWDB projections are based on statewide water planning methodologies, whereas the Future Land Use projections are tied to growth potential defined by land use designations within the City. Both sets of projections should be used accordingly to inform long-term planning and ensure that growth is supported by adequate infrastructure and resources.

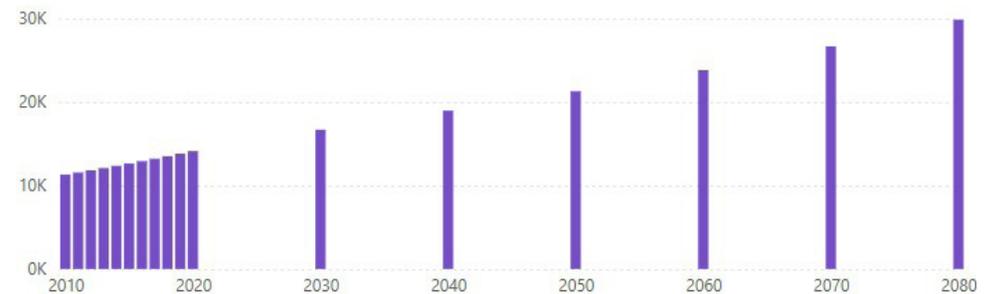


Figure 57. TWDB Historical and Projected Population of Granbury

Source: Texas Water Development Board

Local Highlight: Lake Granbury

Lake Granbury is a vital asset and natural resource for the City of Granbury, significantly contributing to the community's economic, recreational, and environmental well-being. Construction of the man-made lake began in 1966 on the De Cordova Bend Dam on the Brazos River by the Brazos River Authority (BRA). The project was completed in 1969 and provides 129,011 acre-feet of storage capacity for the conservation of flood and storm waters to meet the water requirements of municipalities, industries, agriculture and mining within the surrounding areas.

According to the BRA, Lake Granbury was built and financed entirely using revenues generated from BRA water sales. The dam is operated by the BRA for power plant cooling, water supply and recreation. In addition to providing a major water source for the region, Lake Granbury also provides a wealth of recreational opportunities. The lake has five public access areas for picnics and fishing, including four parks that offer primitive camping sites. The Texas Parks and Wildlife Department has stocked the lake with fish since 1969 to enhance the recreational opportunities around the lake and the local ecosystem.

In 2014, Granbury faced significant challenges due to historically low lake levels, negatively impacting property values and the local economy. A study by the Granbury Economic Development Corporation (GEDC) revealed that approximately 27.9% of single-family homes in Hood County are lake-related, further highlighting the lake's importance to the region's economy. Low water levels not only diminish tourism and recreation opportunities but also threaten property values and local tax revenue. The findings indicate that the viability of Lake Granbury is crucial for sustaining the local economy and community well-being. Recent efforts continue to focus on water conservation and management to maintain the lake's health and economic benefits.



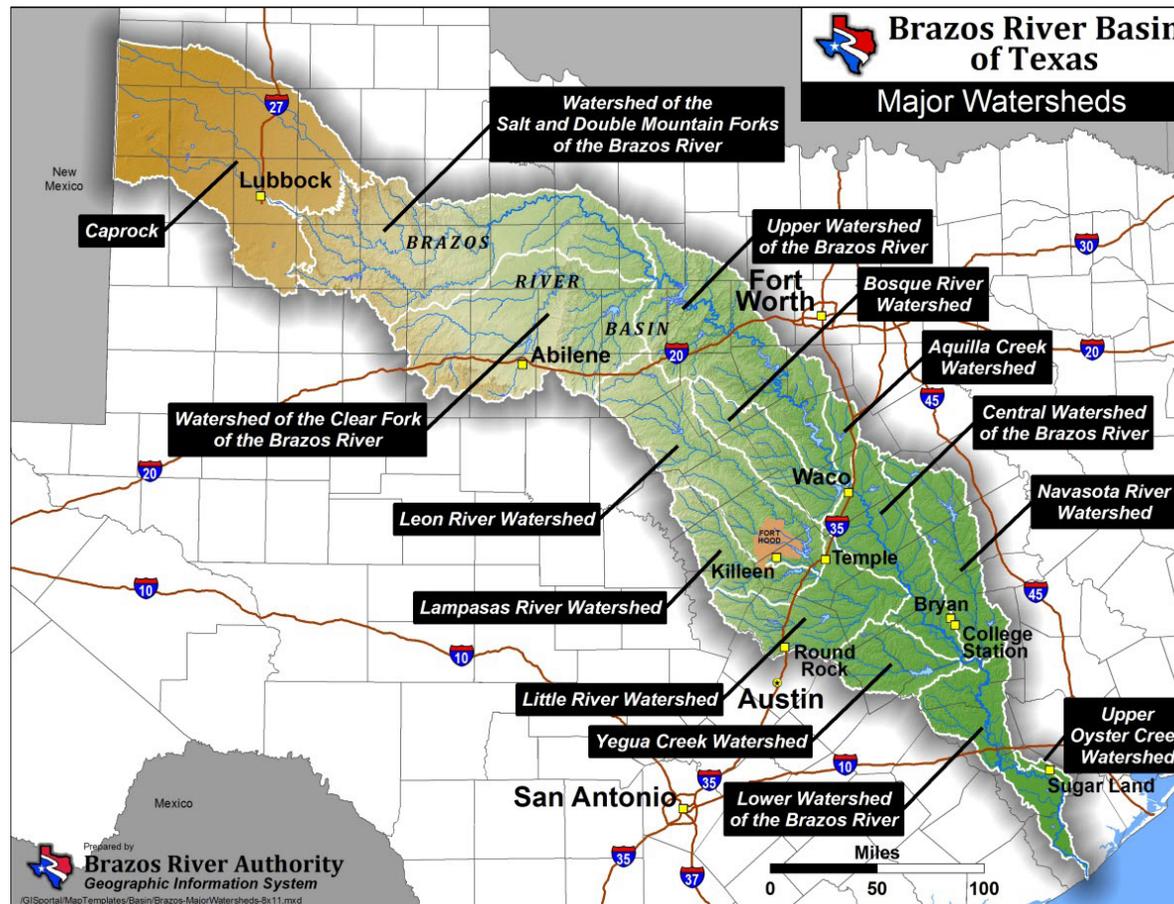
Source:
De Cordova Bend Dam. Brazos River Authority. www.brazos.org. Accessed October 2024.
Lake Granbury Characterization Study: Final Report. Bio-West, Inc. March 2008.
Hood County-Lake Granbury Study. www.granburyedc.com.

Watersheds

A watershed is a land area that channels rainwater and snow into bodies of water like streams, rivers, lakes or wetlands. These water resources are vital for drinking, agriculture, manufacturing, recreation and wildlife habitats. The Lake Granbury Watershed, part of the Brazos River Basin, extends from the De Cordova Dam to below Possum Kingdom Lake, covering 2,138 square miles and serving about 75,000 residents in Hood and Johnson Counties.

Pollution can enter this watershed in two ways: non-point source pollution, which is runoff from residential, agricultural, and industrial areas, and point source pollution, which enters directly through pipes or channels. Effective watershed protection involves managing these sources to safeguard the water quality.

According to the BRA's 2011 Watershed Protection Plan for Lake Granbury, the lake's water quality is adequate for agriculture but requires advanced treatment for municipal and industrial uses due to elevated salinities from brine springs. To protect Lake Granbury, residents and businesses should be encouraged to dispose of chemicals properly and reduce harmful fertilizer use.



Map 15. Major Watersheds in Texas

Source: Brazos River Authority

Floodplains

Floodplains are areas adjacent to rivers and streams that are periodically flooded due to stormwater flows. They serve as temporary storage for excess water until it can flow downstream. Human occupation of buildings or areas in or near a floodplain poses a significant risk of flooding. A 100-year floodplain is land that has a 1% annual chance of flooding. FEMA uses the 100-year floodplain to administer the federal flood insurance program. The City of Granbury currently has floodplain ordinances in place that restrict development and require appropriate permits prior to construction.

When updating floodplain management and protection regulations, Granbury should consider the following:

- Floodplain protection ordinance should generally be part of an integrated natural resources protection strategy and, more specifically, a water resources protection strategy.
- Developments occupied by people with mobility issues, such as jails, hospitals and nursing homes, should be especially restricted near flood-prone areas.
- Floodplain regulations are typically adopted as overlay zones that correspond to the 100-year floodplain, providing additional regulations within the floodplain. The actual area of the floodplain should be determined using the Federal Emergency Management Act's Flood Insurance Maps or engineering studies specifically conducted to determine the exact location of the floodplain boundary.
- Floodplain regulations typically include a list of permitted uses by conditional use and special exception and a list of prohibited uses. Floodplain regulations should contain provisions that separate the floodplain into two categories: the "flood fringe" and the "floodway."

Granbury has 894 acres of floodplains within the city limits and 3,900 acres in the ETJ, which makes up 15.6% of the entire City and ETJ. The majority of the floodplains lie along the streams that feed into the Brazos River. A smaller portion of the floodplains lie directly along the Brazos River.

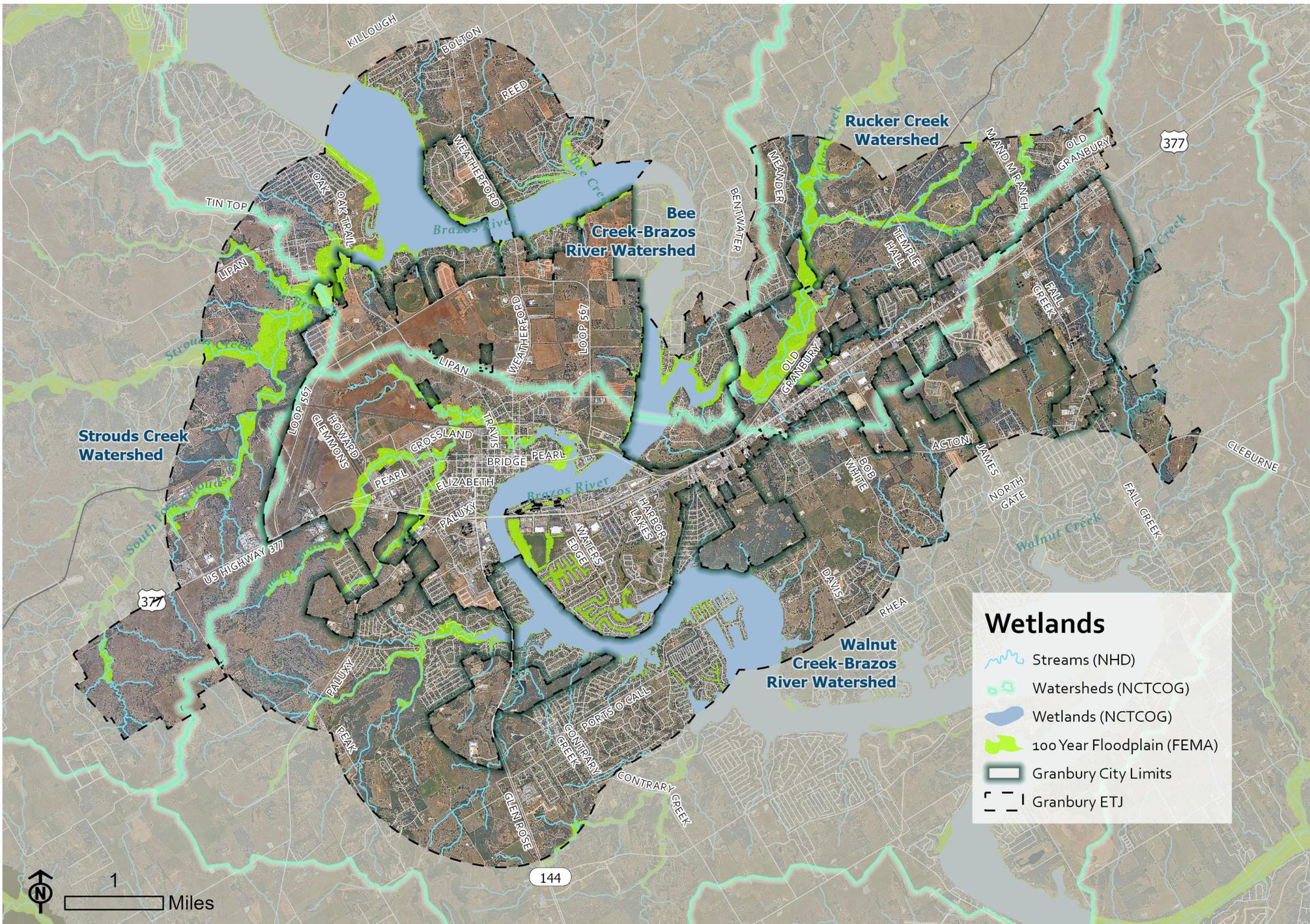
Wetlands

According to the Texas Parks and Wildlife Department, a wetland has water present for part or all of the year, at or above the surface, or within the root zone. These ecosystems have distinct soil characteristics and vegetation adapted to their moist conditions. In Texas, wetlands are classified into five categories: deep swamps, freshwater marshes, playa lakes, riparian wetlands and saline/brackish marshes.

The wetlands in Granbury fall under the freshwater marshes category, characterized by grasses, sedges and other emergent plants typically found in shallow depressions fed by streams or groundwater. Freshwater marshes are extremely productive, converting water, sunlight and minerals into biomass much faster than dry ecosystems. Their rich nutrient content supports diverse plant communities and provides significant habitat value. Additionally, freshwater marshes play a crucial role in flood mitigation and filtering excess nutrients from surface runoff. Wetlands act as water storage, like sponges, during flood events, preventing erosion and damage from high-velocity runoff.

Granbury currently has 567 acres of wetlands within the city limits and 2,587 acres within the ETJ, accounting for 10.3% of the total area. Unfortunately, freshwater marshes and wetlands nationwide have experienced significant losses due to human development. In order to preserve the existing wetlands, Granbury may consider:

- Amending the Zoning Ordinance to include wetlands as an unbuildable feature that must be deducted prior to calculating permitted lot count
- Requiring new septic systems to be at least 100 feet from all wetlands, water bodies or streams; this will require that all wetlands on site in proximity to proposed septic systems are delineated
- Requiring a minimum distance of 100 feet of vegetated buffer between all stormwater management basin outfalls and wetlands, lakes and streams in order to reduce the pollutant load in runoff water
- Recommending limited use of lawn chemicals and fertilizers within a minimum of 100 feet of all wetlands, streams and water bodies



Map 16. Wetlands Map

Environment and Natural Resources Strategies

EN.1 Preserve open spaces by establishing greenway corridors connecting areas of natural beauty and significance.

EN.2 Encourage biodiversity and decrease artificial irrigation demand through the use of native plant materials in new development.

EN.3 Utilize Lake Granbury as an aesthetic and recreational community amenity while preserving the lake's biosystem.

EN.4 Protect and maintain natural wetlands and floodplains and, when given the opportunity, restore those that have been lost to development during the redevelopment process.

EN.5 Encourage preservation of native species and habitats during development by integrating natural woodlands and prairies with neighborhood design. Explore programs to protect surface and groundwater from pollutants such as sediment and chemicals.

EN.6 Explore programs to protect surface and groundwater from pollutants such as sediment and chemicals.

EN.7 Increase awareness about invasive/exotic plant species and their impacts on greenways, native areas and open spaces.

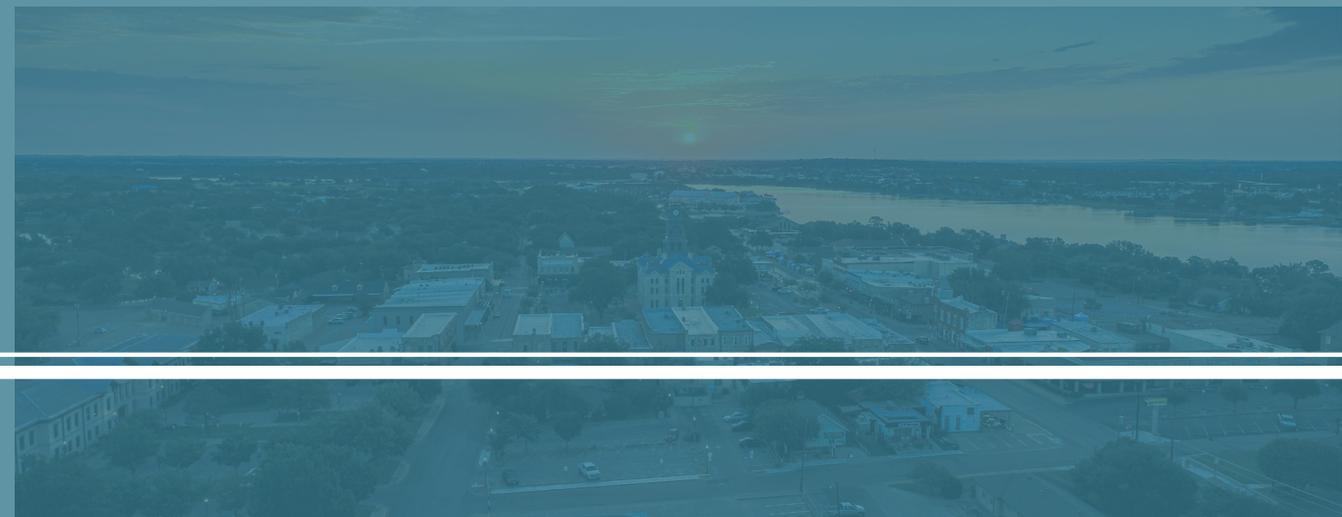
EN.8 Consider increased protection buffers surrounding wetlands and floodplains.

EN.9 Promote higher quality stormwater treatment facilities through the use of infiltration and bioretention, which help filter pollutants from runoff prior to entering the drainage system.

EN.10 Regularly assess the City's tree canopy coverage and health to guide future planting and preservation efforts.

EN.11 Continue monitoring growth to ensure wastewater treatment capacity is not exceeded.

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HISTORIC PRESERVATION AND DOWNTOWN REVITALIZATION

Introduction

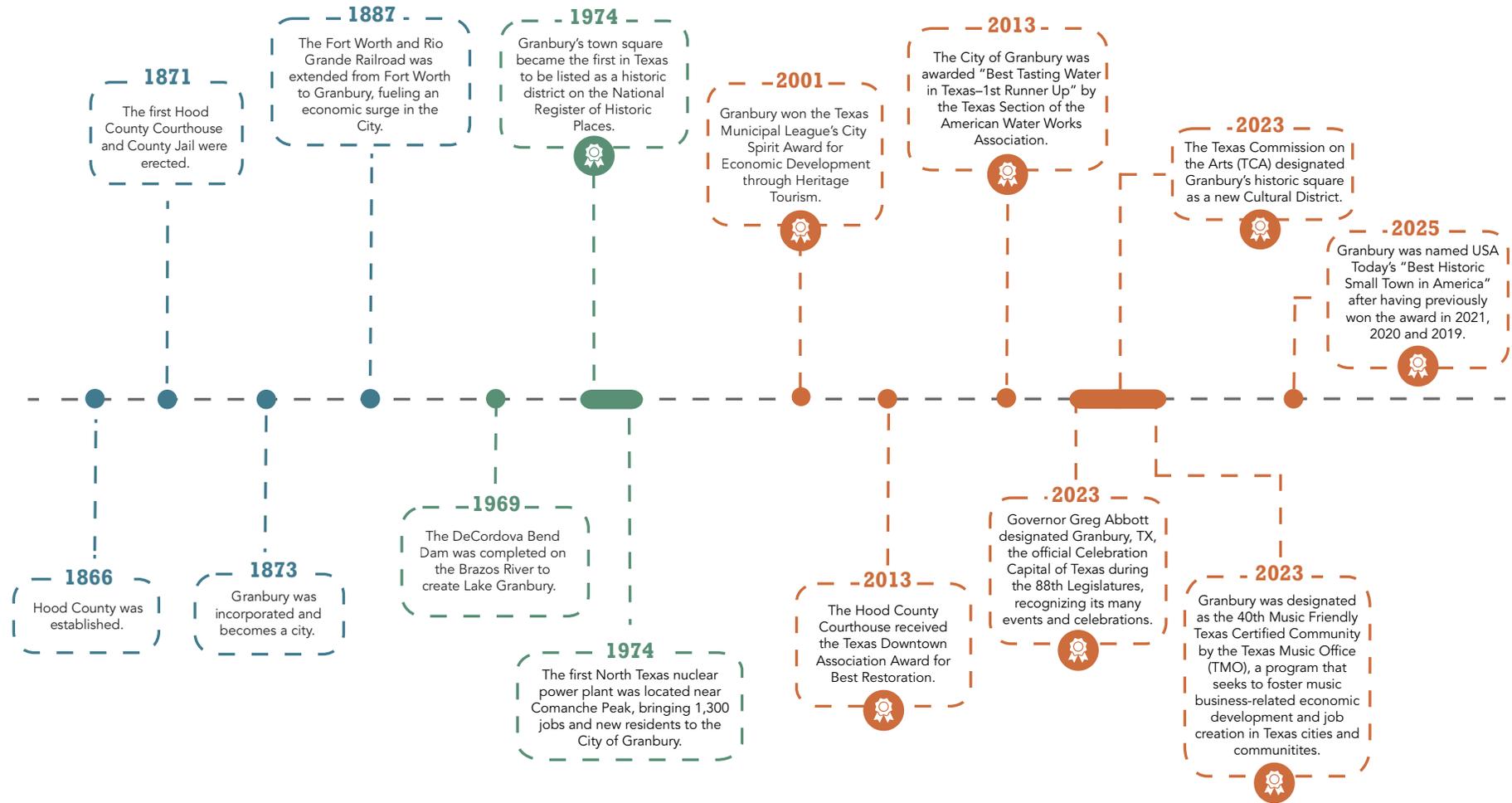
Planning and historic preservation policy initiatives have stimulated investment from the public, private and nonprofit sectors into protecting and revitalizing Granbury's historic districts and landmarks. The Hood County Historical Society, Preserve Granbury, Historic Granbury Merchants Association, and Lake Granbury Area Chamber of Commerce have partnered with the City to preserve Granbury's historic identity. Notably, the City also works alongside a nonprofit board of directors to protect the 1886 Granbury Opera House, which annually attracts thousands of visitors to Granbury's historic downtown. Strategic planning efforts have contributed to revitalizing the local economy and will continue to promote sustainable growth while upholding the historic integrity of the community—a primary goal of this Plan. Topics of discussion include:

- Historic Overview
- Past and Ongoing Preservation Efforts
- Preservation and Administration
- Historic Inventory
- Downtown Considerations
- Funding Sources for Downtown Revitalization
- Historic Preservation and Downtown Strategies



Historic Overview

Historic Timeline



Past and Ongoing Preservation Efforts

Downtown Historic Granbury is the first town square listed on the National Register of Historic Places in Texas. Given the area's composition of historic and non-historic structures, comprehensive research was conducted to identify historically significant buildings and areas deserving of historic preservation. In 2001, the City of Granbury updated its Zoning Ordinance to expand the original historic district by creating two historic preservation overlays: the Historic Preservation Overlay District and the Historic Compatibility Overlay District. These overlays give the City the tools to influence future development decisions with an interest in preserving the community's historic integrity, including incorporating entryways and neighborhoods surrounding the courthouse square and utilizing a Historic Preservation Commission to review adopted policies and development practices. The Commission, comprised of local merchants and homeowners, is charged with applying design guidelines that direct historic preservation efforts within the preservation overlay districts. Meetings are held regularly and are open to the public to discuss the direction of historic preservation as it relates to the adopted Historic Preservation Plan. The City's baseline year for "historic" eligibility is defined as construction that is 50 years of age or greater.

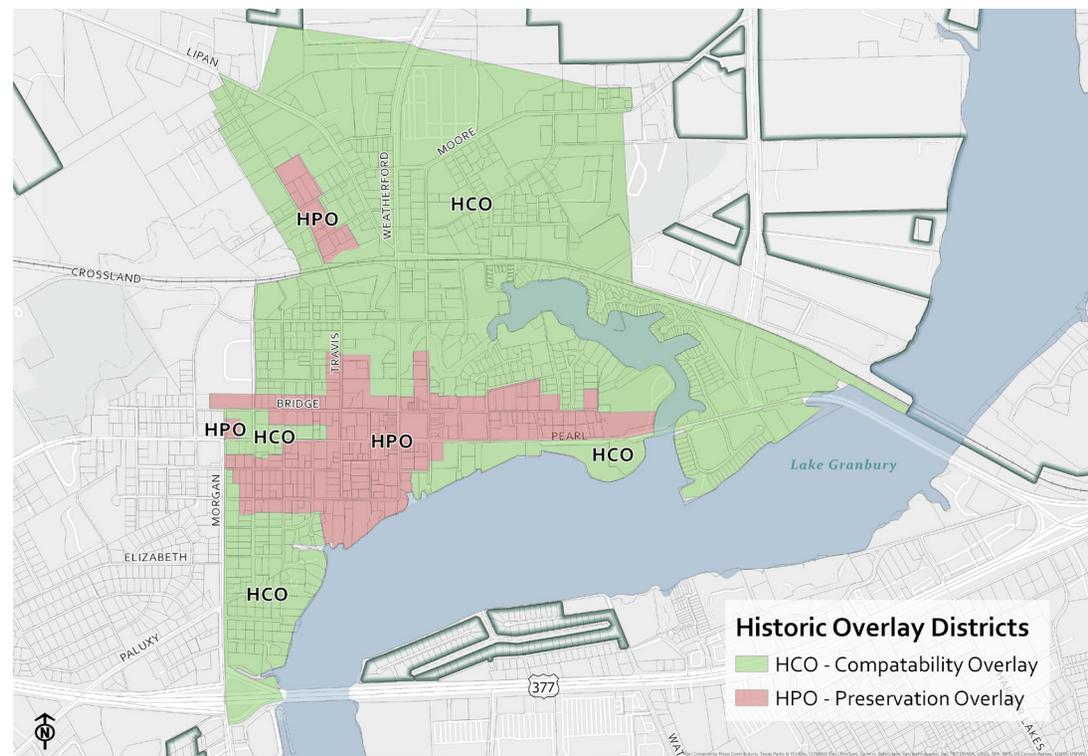
Historic preservation is significant in Granbury's housing, economy, and tourism programs. The City has dedicated hotel and motel tax dollars and a portion of its general revenue fund to fund tourism promotion. In addition, rehabilitation ordinances have been created. These guidelines provide clear guidance for rehabilitation projects, aiming to preserve character-defining architectural features while allowing for appropriate contemporary use, with protection and maintenance as key goals.



Preservation and Administration

Historic Overlay Districts

Section 6.2 of Granbury's zoning ordinance establishes the Historic Preservation Commission, the City's Historic Preservation Officer, and the procedures for designating historic landmarks and districts. The first overlay, the Historic Preservation Overlay District (HPO), provides a zoning designation for identifying and protecting structures and sites of historic significance. This is an expanded area beyond the limitations of the immediate area surrounding the courthouse square. In the HPO district, building permits are not issued for construction until the Historic Preservation Commission has issued a Certificate of Appropriateness. Additionally, the zoning ordinance creates a Historic Compatibility Overlay District (HCO) to enhance the influence of historic structures on surrounding neighborhoods. The HCO District emphasizes single-family residential instead of commercial development, with stringent design guidelines for new construction to preserve the area's historic character. For information on the District's construction standards, reference the HPO and HCO zoning ordinances that can be found on the City's website.



Map 17. Historic Overlay Districts

Historic Inventory

Granbury offers three levels of historical designation markers: the Granbury Historic Landmark for local recognition, the Texas Historic Landmark for state designation, and registration with the National Register of Historic Places, which is the national designation. In addition, the City of Granbury conducted historic property surveys in 2001 and 2009, which included detailed lists and descriptions of surveyed properties. Surveyed properties were assigned a preservation priority rating based on their architectural integrity and historic significance. While the City's Historic Preservation Overlay includes some low-priority structures, the boundaries were deemed necessary to provide adequate coverage to high-priority areas. The 2001 and 2009 Historic Property Surveys should be referenced for additional information. Within Granbury, the historic designations include:

- 4 Nationally Registered Historic Places
- 32 state-designated historical sites
- 33 City-designated landmarks



Award Highlight:

2004 Preserve America Community Award

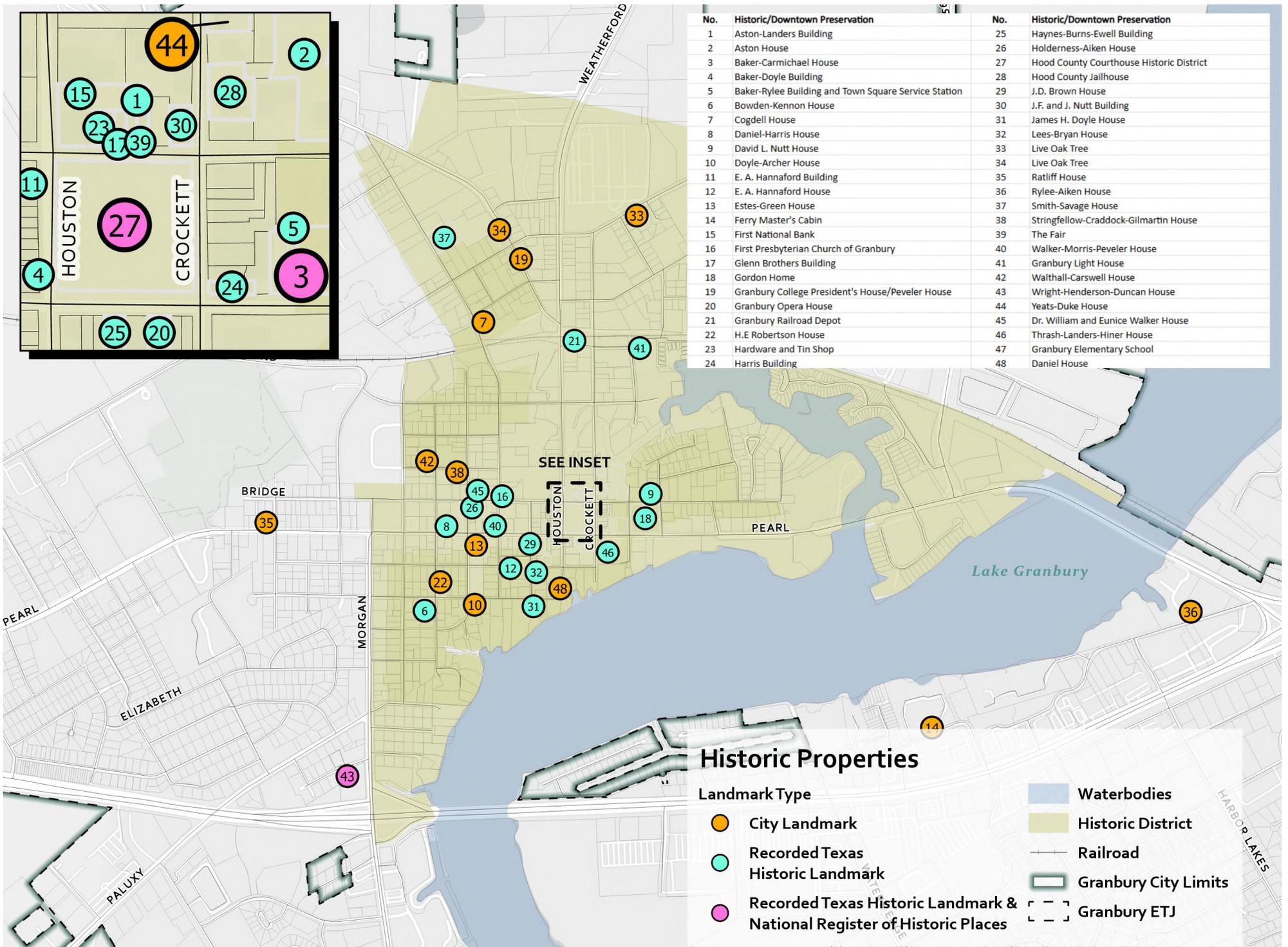
In 2004, the City of Granbury was honored as a Preserve America Community Award recipient from the Advisory Council on Historic Preservation. This award recognizes communities that demonstrate a commitment to preserving their cultural and historic resources.



Granbury Railroad Depot



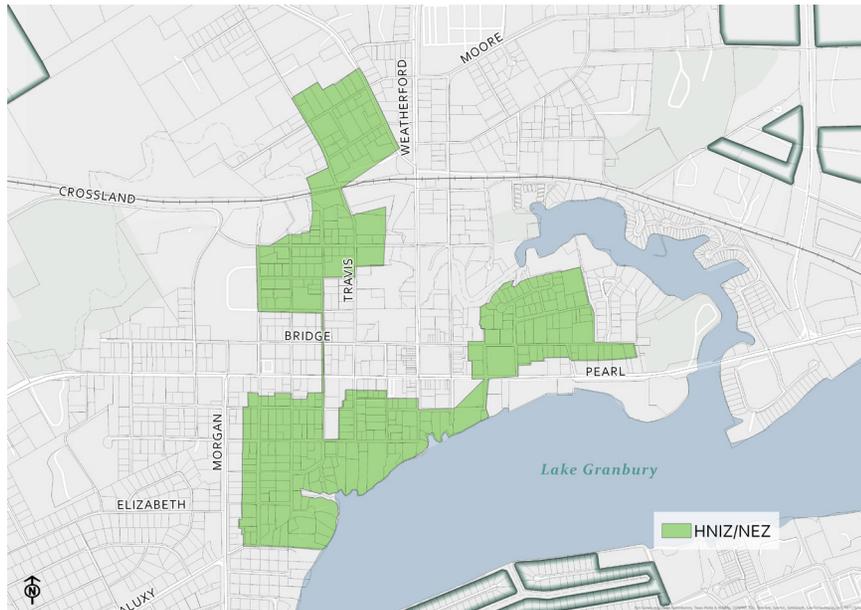
Ratliff House (Pomegranate House)



Map 18. Historic Inventory

Neighborhood Empowerment Zone (NEZ)

The City created its first Historic Neighborhood Improvement Zone (HNIZ) in 2007. The HNIZ is a historic tax incentive program designed to preserve the City's historic neighborhoods while encouraging property owners to maintain and rehabilitate residences. The tax incentive program allows owners of historic residential buildings, either landmarked or located in the HNIZ and at least 50 years old, to receive a prescribed tax exemption on qualifying expenses for up to 10 years when restoration/rehabilitation costs equal or exceed a select percentage of the value of the building. The Neighborhood Empowerment Zone (NEZ) is geographically coexistent with the HNIZ. Owners in the NEZ who qualify for tax exemption under any level will receive residential building permit fee waivers on any construction. Any preservation, restoration, rehabilitation, or reconstruction shall receive applicable residential impact fee waivers.



Map 19. Historic Neighborhood Investment Zone - Neighborhood Empowerment Zone

Rehabilitation - Historic Design Guidelines

The City's Historic Design Guidelines provide concise and consistent guidance for owners, developers, and City officials to plan and complete a rehabilitation project within the community successfully. The purpose of the guidelines is two-fold: preserve a building's necessary "character-defining" architectural materials and features and make possible an appropriate contemporary use.

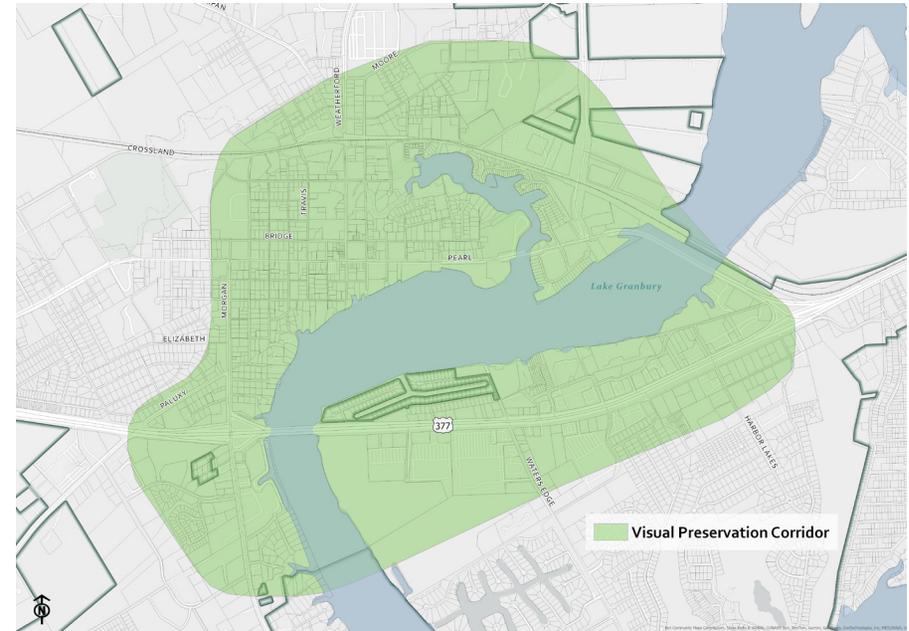
Buildings at least 50 years old are eligible for historic designation though not all buildings of this age will meet the contributing threshold to be included based on condition or significance. Many of the City's landmark structures reflect different periods and unique architectural styles. Every building, neighborhood and district that is granted historic designation has its own story. Protection and maintenance are the overall preservation goals that guide a rehabilitation project. Repair and rehabilitation of the building's original materials and features are encouraged if deterioration is present. If building conditions have extensive decline, so much so that repair is not viable, replacing historic materials and features with new, compatible materials is permitted.

Visual Preservation Corridor

This overlay category is designated to preserve visual amenities associated with Lake Granbury and the established Historic Preservation Overlay District and Historic Compatibility Overlay District. Visual preservation protects cultural and natural resources, including Lake Granbury. Preserving scenic views, whether of historic or environmental significance, is integral to the place-making process. Lake Granbury and the surrounding shoreline bisect the City, creating a tendency to construct structures adjacent to the lake to take advantage of this significant amenity. In addition, the Historic Downtown Square, with the Hood County Courthouse at its center, is comprised primarily of single- and two-story structures, with the tallest feature being the courthouse clock tower.

This planning effort emphasizes the need to protect both the lake and the historic downtown. The downtown elevation from the north on Pearl Street is especially suited for a view preservation corridor since it rises from lake level to the crest of the hill where the courthouse is located. Structures constructed along Pearl Street should be set back significantly from the right-of-way to preserve the view into downtown and spaced such that a maximum view of the lake may be provided. Similarly, the lake view from Highway 377 is jeopardized by construction adjacent to the right-of-way. Future construction should be such that the maximum view of the lake is provided from development and does not block the view by future development occurring between US 377 and the lake's shoreline. The Lakefront and Lake Core Overlays and dashboards on the Future Land Use Map are intended to provide further guidance for implementing the Visual Preservation Corridor and both preserving and maximizing views of the lake as appropriate.

The courthouse should remain the focal point of downtown. Future construction within or near the downtown area should not exceed the height of the courthouse. In addition, care should be taken to prevent the obstruction of the view of the courthouse from structures that currently have a view of the courthouse and historic downtown area. Action to preserve these views should be focused on the downtown area with a radius of five to six blocks around the courthouse, the Pearl Street Corridor, and the US 377 Corridor.



Map 20. Visual Preservation Corridor

Local Highlight:

Legends of the Past, Jesse Woodson James

The infamous outlaw, Jesse Woodson James, is claimed to be buried in Granbury, Texas. Historians believe that Jesse James was shot and killed by a compadre in his gang, though the legend states that another member of the gang was killed to trick law enforcement into believing Jesse was dead. It is said that Jesse met a young woman and fell in love with her in Granbury and that he returned to live with his grandson when he was 107 years old. Many James family descendants believe that Jesse James is indeed buried in the Granbury Cemetery, where they have erected a headstone and continue to honor his grave.

Source: City of Granbury

Downtown Features and Assets

Granbury has established a robust framework of historical protections that contribute to the City's identity. However, a critical step is leveraging the City's rich historic culture and sense of place to enhance tourism and economic development. As a key step in protecting and strengthening the historic downtown, the land use map has been updated to align with the Central Business District (CBD) zoning, ensuring continued preservation while supporting a thriving local economy.

From CBD to Mixed-Use Downtown

Granbury's existing zoning designates an area roughly 15 blocks in size as the Central Business District. This area spans from Lake Granbury to the north side of Ewell Street and east to west between Stockton and Travis Street. A defining characteristic of the district is its pedestrian-friendly design, with buildings built up to the street and parking located in the rear, enhancing the experience for both residents and visitors.

Although traditionally labeled as a CBD, the district functions as a vibrant, mixed-use destination that integrates retail, dining, entertainment and residential uses. This existing land use pattern aligns with contemporary planning approached that emphasize flexibility, walkability and public spaces. Renaming the district from CBD to Mixed-Use Downtown more accurately captures its current character and reinforces a vision for continued reinvestment. Adopting updated terminology signals support for infill development, complete streets and high-quality public realm improvements.

While much of Granbury's large-scale commercial development is concentrated along US 377, the CBD presents opportunities for further growth as an entertainment and retail district. Continued efforts to enhance the area through infill development, shade, public amenities, and creative activation of existing spaces will help sustain downtown's appeal well into the future.



Award Highlight:

2013 President's Award for Best Restoration

In recognition of its remarkable preservation efforts, the Hood County Courthouse in Granbury received the President's Award for Best Restoration from the Texas Downtown Association. This iconic landmark serves as the centerpiece of Granbury's vibrant Historic Downtown Square, symbolizing the City's commitment to honoring its rich heritage. The City of Granbury has implemented numerous initiatives to maintain and enhance the Courthouse's beauty, ensuring it remains a focal point for both residents and visitors alike.



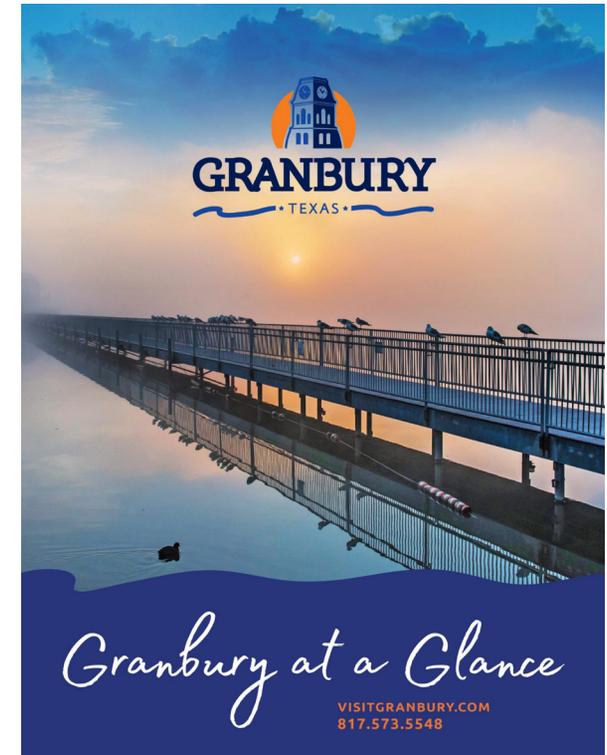
Downtown Updates

Zoning

| | |
|--|--|
| 2016 Downtown Recommendation | Maintain CBD zoning while increasing the allowed uses that will support tourism. |
| 2016-2025 Actions and Accomplishments | <p>Zoning Updates to Allow for Townhomes, Retail, and Lodging Services</p> <p>Granbury's CBD zoning has expanded to allow for townhomes, retail and lodging services, ensuring a broader range of uses that enhance tourism and long-term economic vitality. This shift encourages a more diverse mix of business and residential options, contributing to Granbury's vibrant downtown environment.</p> |

24/7 Downtown

| | |
|--|--|
| 2016 Downtown Recommendation | Increase housing variety to support a more vibrant and active downtown beyond business hours. |
| 2016-2025 Actions and Accomplishments | <p>Zoning Updates to Short-Term Rentals</p> <p>In 2022, the City of Granbury updated its zoning ordinance to allow short-term rentals and bed and breakfasts to operate within the HPO and HCO districts. This change expands lodging options close to downtown for visitors, supporting a stronger 24/7 downtown economy by increasing foot traffic and overnight stays.</p> <p>Marketing Efforts</p> <p>Additionally, the Visit Granbury office has greatly expanded its marketing efforts, festivals and tourism services, making it easier for visitors to plan their trips and explore downtown. Through guided tours, improved visitor experiences and year-round events, Granbury has solidified its reputation as a premier destination.</p> |



Granbury at a Glance Visitor Guide

Walkability

| | |
|---|---|
| <p>2016 Downtown Recommendation</p> | <p>Foster a more walkable environment by increasing street-level activity within downtown.</p> |
| <p>2016-2025 Actions and Accomplishments</p> | <p>Active Transportation Plan 2022</p> <p>In 2022, Granbury adopted the Active Transportation and Recreation Plan, which outlines strategies to enhance walkability, improve pedestrian safety and promote alternative modes of transportation throughout the City. While recognizing the pedestrian-friendly nature of downtown, the plan highlights opportunities to improve connectivity between downtown and other parts of the City. These efforts build on past initiatives, including a TxDOT grant awarded in 2014 to redesign the downtown square, enhancing safety, accessibility and multimodal connections in the heart of Granbury.</p> |



Active Transportation Plan Adopted 2022

Parking

| | |
|---|--|
| <p>2016 Downtown Recommendation</p> | <p>Consider establishing parking maximums to decrease automotive congestion.</p> |
| <p>2016-2025 Actions and Accomplishments</p> | <p>Updates to Parking Requirements</p> <p>The City's commitment to fostering a vibrant and walkable downtown is reflected in its strategic approach to parking. As of 2025, the City's zoning ordinance does not require parking in the CBD and allows no more than 25% over the required minimum if provided. This policy helps prevent excessive parking and makes downtown more walkable. As parking demand continues to grow, the City should continue to monitor possible opportunity sites to expand parking in the area.</p> |



Granbury Historic Square

Infill Development Approach

Downtown infill in Granbury will vary depending on the surrounding context and location within the downtown core. Infill near the Courthouse Square will likely feature attached commercial and residential structures, such as row houses, townhomes, and mixed-use shops. In contrast, development in other areas of the CBD may not require such high density. Lower-intensity uses, like bed and breakfasts or traditional residential developments, can enhance and protect historic character while creating a more cohesive streetscape.

While Granbury's CBD serves as the City's focal point, the existing historic preservation and compatibility regulations can complicate efforts for focused development. Higher-density projects may conflict with these regulations and the current capacity of local roadways, making it challenging to encourage substantial growth in the area. New development should continue to build on the existing character and identity of downtown with complementary size, appearance, and intensity of uses.

Continue to Attract a Younger Generation and Young Families

Larger societal trends show Generation Z prefers to live and work in vibrant, well-connected communities. These areas promote a unique identity and offer a range of daytime and nighttime uses centered on creative and dynamic experiences.

Beyond shopping and dining downtown, new amenities and attractions should cater to families, young professionals and children by expanding recreational and entertainment opportunities. Activities such as creative arts and makerspaces, game rooms, live performances and seasonal pop-up events provide diverse entertainment experiences for visitors of all ages. While downtown Granbury currently offers a broad range of attractions and activities, to remain appealing to new generations, Granbury should continue to build on its existing strengths while introducing fresh, engaging options for both residents and visitors.

Expanded Tourism

Expanding tourism involves expanding access to destinations and activities that will make Granbury an attractive place for a variety of people and families to visit. Planning for nightlife, entertainment venues, restaurants, and boutique retail and services will contribute to the local economy and tourism base. Such services and amenities may include upscale retail, day spas and personal care, and unique dining options. Maintaining and adding to existing child-friendly amenities will ensure that Downtown Granbury remains a family-friendly destination for residents and visitors alike. Amenities may include playgrounds, nature gardens, a children's museum, and interactive spaces at existing historic or recreational locations. Finally, continuing to expand and allow for destination events such as festivals, fairs, concerts, and competitions will enhance Granbury's reputation as the celebration capital of Texas.

Local Highlight:

Legends of the Past, John Wilkes Booth

Conspiracy theorists believe that the well-known assassin of President Abraham Lincoln, John Wilkes Booth, did not die on April 26, 1865. According to rumors, a Booth look-alike was the person shot and killed at the Garrett Farm, while the real Booth fled to Texas, settling in Glen Rose and then later moving to Granbury, where he was known by the pseudonym, John St. Helen. John St. Helen announced his true identity on his deathbed. However, he recovered from his grave illness and fled once again, finally committing suicide in 1903. A store on Granbury's historic town square, St. Helen's, is named after him.

Source: City of Granbury

Considerations for a Downtown Parking Policy

Traditionally, local downtowns offer diverse transportation modes. Striking a balance between parking supply and development is an important dynamic in developing the character of downtown while meeting its mobility needs. The following big ideas for parking policies come from a variety of best practices and strategies across North America. These resources include parking examples for model codes, zoning strategies, parking requirement reductions, public-private partnerships, and shared parking ratios.

Promote Alternative Modes of Transportation

Alternative modes of transportation should be encouraged to minimize the need for additional parking and to support the desire for a walkable, pedestrian-oriented place. Biking and walking infrastructure should be implemented often to establish a viable alternative to automobile travel in the downtown area.

Commercial Unloading

Commercial unloading points should be strategically placed to prevent conflicts with the pedestrian experience, vehicular traffic movements, or parking areas.

Allow Shared Parking

All new nonresidential stalls in the downtown area should allow shared parking conditions to prevent overparking across various uses and properties. Shared parking resources are available through the Urban Land Institute. Shared parking ratios are usually based on land use, time of day, and peak demand times.

Centralized Parking Facility Study

Conducting a feasibility study to evaluate the potential for centralized structured parking that serves multiple uses would help address Granbury's evolving parking needs. This study should assess how a shared parking facility can support daytime public needs, such as those of the City and County, while also supporting nighttime and weekend demand for businesses and events. Implementing a centralized parking solution could help meet future parking demand and create opportunities to repurpose existing public surface parking areas for future development (see Map 21 for existing public parking locations).

On-Street Parking

Generally, on-street parking should be provided along streets in angled or parallel configurations. In addition, on-street parking should continue to be counted toward fulfilling parking requirements for adjacent uses on private property. However, adjacent users must understand that on-street parking cannot be dedicated to their use; it is to be shared by all users. Retaining control over time limitations and on-street parking pricing is important for managing space turnover and availability. In general, high-demand on-street parking spaces should be reserved for short-term public use rather than employee parking, ensuring greater access for customers and visitors.

Allow Buy-in to Central Parking in Lieu of Onsite Parking Spaces

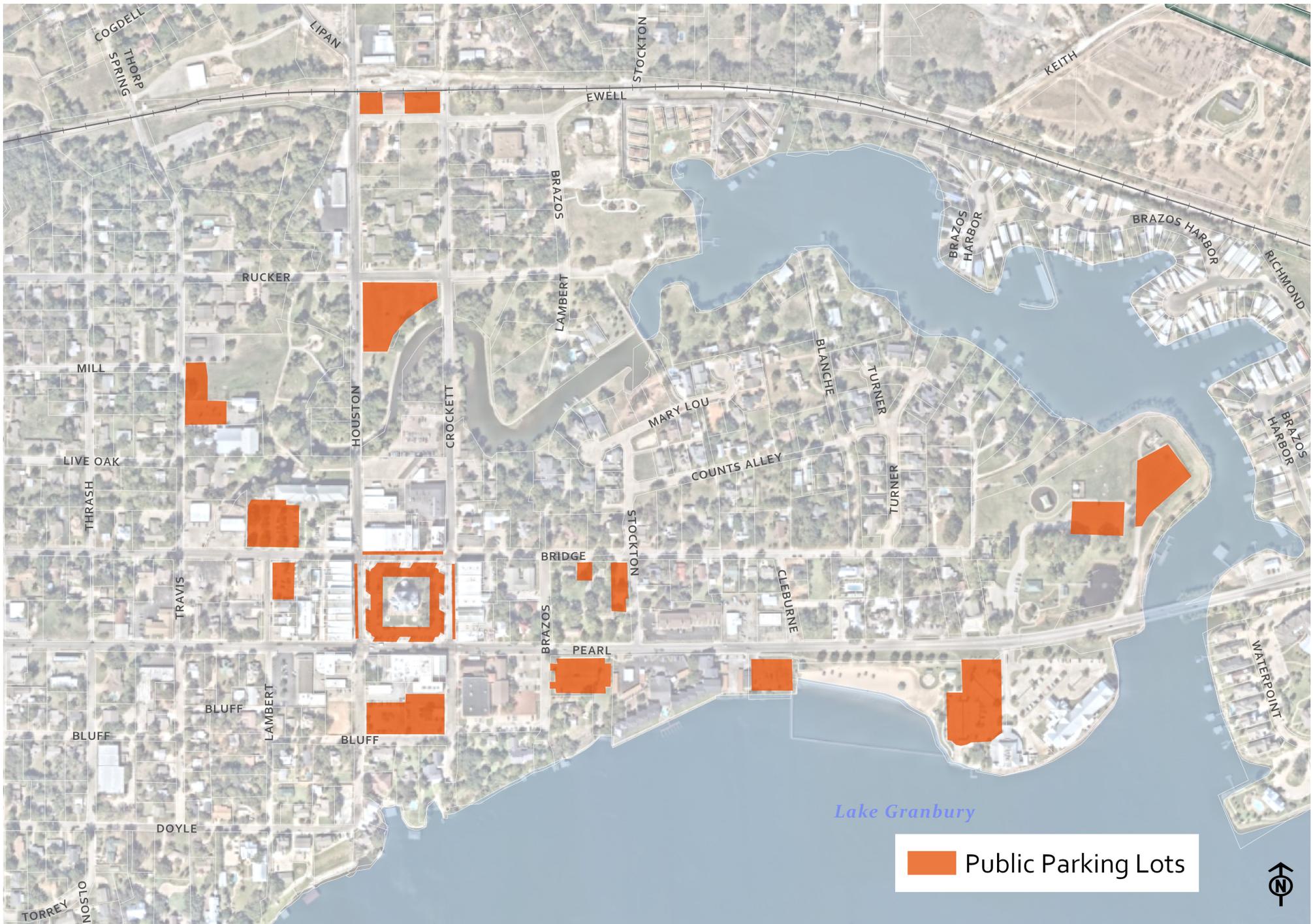
The City should consider establishing a central parking facility bank and allow developers to pay an amount per space in lieu of building a certain percentage of the development's required parking spaces on site. The City would set the cost per space, proximity requirements, and the maximum number of equivalent parking spaces available in the central facility, using the principles of shared parking and other management tools.

Prevent Spillover Parking Impacts in Surrounding Neighborhoods with Residential Permit Parking Zone

Establishing residential permit parking zones can help prioritize curb spaces for residents and businesses in areas where parking availability is significantly impacted by workers, shoppers, business vehicles, or visitors. This approach can help ensure that those who live or operate in affected neighborhoods have more consistent access to nearby parking.

Improve User Information

Provide convenient parking availability and price information using maps, signs, brochures, and electronic communication. Whenever parking is prohibited, also indicate where parking is available.



Map 21. Downtown Public Parking Lots

Strengthening the Downtown Core

The existing historic overlay districts broadly define downtown's overall context and boundaries. Stakeholder input suggested strengthening the core by expanding downtown's experiences while maintaining the Historic Downtown Square as the leading destination or center of activity.

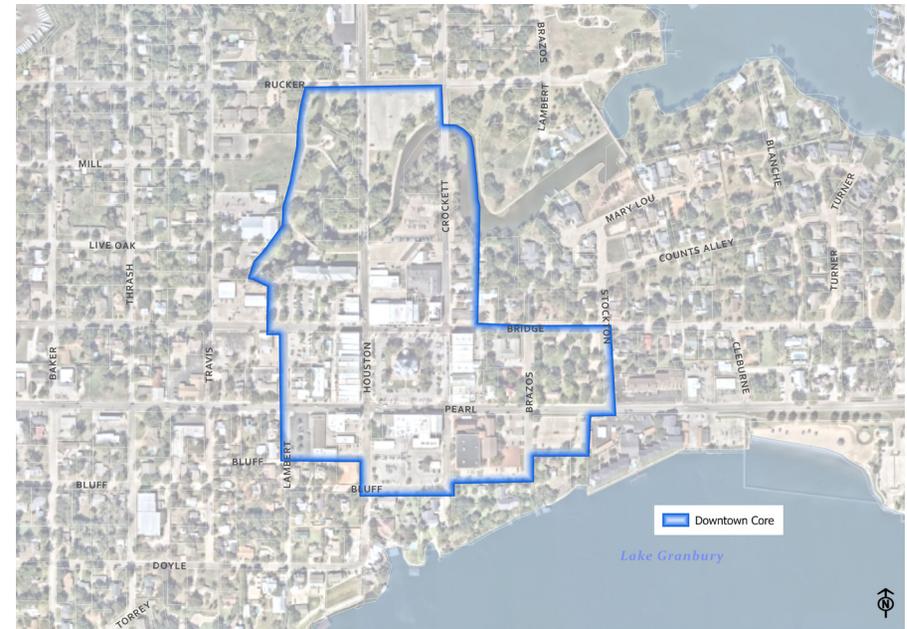
A successful downtown plan defines a central core that will strengthen and gradually expand. This core expansion concept works hand-in-hand with expanding the overall visitor experience, commercial growth, and tourism destination. This most central area, the core, shown in Map 22, offers an identifiable zone with the most contiguous walkable environment and the highest quality urban form.

For Granbury, the core is defined as the place:

- With quality existing buildings and street-level activities
- Where the average pedestrian would feel comfortable walking, due to street-level continuity, from one end to the other
- Where most visitors or tourists come
- With a municipal/governmental concentration
- With the square as the prime anchor
- Where the average person visiting Granbury would perceive a connected experience

The core is not intended to be established by a rigid boundary—adjacent areas are also important for the success of the core and may also contain historic characteristics. They include supporting uses such as housing, bed and breakfasts, meeting spaces, and hotels.

Opportunities are particularly ripe where the Downtown Core abuts the Lakefront District, to align with the Future Land Use Map. This is the interaction of the two main cultural and geographic features of Granbury and represent an opportunity for development and tourism that few other cities can match. Careful consideration should be given to maximizing the potential of these areas without eroding their core qualities and built characteristics. Infill development should not overwhelm existing businesses and residential adjacent to Downtown, and should preserve a walkable experience and a human-scaled streetscape. The Downtown environment should also not further inhibit public access or views to the Lakefront, but should extend opportunities for public access and cultural programming such as events and festivals as well as economic activity centered around these areas.



Map 22. Downtown Core



Funding Sources for Downtown Revitalization

The City is committed to expanding its search for different grants and opportunities that will support the revitalization of downtown. The following funding sources have been identified to support downtown revitalization, but they may or may not apply to individual projects.

Downtown Revitalization and Main Street Programs (Texas Department of Agriculture)

These two programs provide match funding for downtown revitalization up to \$150,000. The Downtown Revitalization Program is targeted only at non-Main Street Program Cities, while the Main Street Program is intended for Main Street Cities.

Planning and Capacity Building Fund (PCB) (Texas Department of Agriculture)

The PCB addresses needed local planning elements, assesses local needs, builds or improves local capacity, or develops strategies to address local needs. The planning process should result in an improved local capacity to identify long- and short-term needs and develop implementable strategies to address the identified community needs. Emphasis within this program is placed on public works and housing assistance planning. Recipients can receive up to \$55,000 with a 20% match requirement.

Community Development Fund (CD) (Texas Department of Agriculture)

The Community Development Fund provides up to \$800,000 for projects that involve public facilities, including water and wastewater infrastructure, street and drainage improvements, and housing activities.

Natural Resources Conservation Service

This technical assistance program assists farmers and ranchers in exploring alternate economic enterprises, including heritage tourism.

Economic Development Administration

Grants from these programs assist communities in infrastructure development, local capacity building, and business development to help alleviate conditions of substantial and persistent unemployment in economically distressed areas and regions. Rehabilitation of historic properties is an eligible activity if there is significant job creation.

Community Development Block Grants (CDBG)

CDBG funds help communities carry out a wide range of community development activities directed toward revitalizing neighborhoods, economic development, and improving community facilities and services. Because they are block grants, communities have discretion in spending funds and can use them to support heritage tourism initiatives or related infrastructure. The U.S. Department of Housing and Urban Development (HUD) has published a booklet, *Preserving America, Historic Preservation and Heritage Tourism in Housing and Community Development: A Guide to Using Community Development Block Grant Funds for Historic Preservation and Heritage Tourism in Your Communities*. The publication explains how eligible CDBG activities can support heritage tourism.

National Park Service

National Heritage Areas are individually authorized by Congress and receive funding, technical assistance, and management support from the National Park Service. Heritage area designation promotes local economic and cultural vitality by capitalizing on an area's heritage assets, mainly through heritage tourism. National Park Service Maps and travel itineraries (printed and online) have been developed linking National Register properties on a thematic or regional basis.

National Park Service and Bureau Of Land Management (With USDA Forest Service)

Today, the National Trails System comprises eight national scenic trails, 18 national historic trails, and more than 1,050 national recreation trails. Although designated by Congress and administered by federal agencies, ownership may be public or private.

Federal Highway Administration and Federal Transit Administration

These grants can be used to maintain, restore, and rehabilitate trails, including National Historic Trails, and rehabilitate trailside facilities. They can also support the acquisition of easements or titles to property for trails, including the acquisition of old road or railroad bridges to be used as recreational trail bridges.

Ten percent of Federal Surface Transportation Program funds and one percent of federal urban mass transit funds are set aside to fund transportation enhancements. Such funding can be used for historic preservation projects and programs related to landmark transportation routes, systems, facilities, etc. Heritage tourism trails may be funded at state discretion.

America's Historic Places Grants (National Endowment for The Humanities) (NEH)

As part of NEH's We the People Initiative, this program funds public programs that use one or more historic sites to address issues central to American history. Projects eligible for funding may interpret a single historic site, a series of sites, whole neighborhoods, communities or towns, or larger geographical regions. Fundable activities include docent tours, publications (e.g., brochures, guidebooks, etc.), driving or walking trails or tours, annotated itineraries, exhibition labeling or trail signs, films, and digital media (www.neh.gov/grants/guidelines/historicplaces.html).

Small Business Administration Training Programs

The Small Business Administration does not provide direct loans or grants (although it guarantees loans). Still, it provides entrepreneurs with training materials and opportunities to support heritage tourism and business development using historic buildings.

National Trust for Historic Preservation

Funding from the National Trust is awarded to nonprofit organizations and public agencies. Most of the funding is awarded for planning and education projects through the National Trust Preservation Funds grant program.

National Trust Preservation Funds

The National Trust Preservation Fund was first launched by the National Council for Historic Sites and Buildings in 1947. Currently, it is funded entirely by the private sector. Matching grants provide qualifying agencies up to \$5,000, which may be used for preservation and educational projects. Intervention funds may be for larger amounts and are designed to offer help and provide professional expertise during preservation emergencies. Grants are awarded annually in three competitive rounds: February 1, June 1, and October 1.

Save America's Treasures Grant Program

The Department of Interior offers the Save America's Treasures Grant Program through the National Park Service. These grants are available to federal, state, Tribal, and nonprofit organizations for the protection of historic structures and sites. These grants are awarded as part of a matching grant program, which requires another agency to provide matching funding to the project. The National Trust Preservation Fund is the principal private partner for the Save America's Treasures Grant Program and often arranges for matching funding for potential applicants.

Historic Preservation and Downtown Strategies

HP.1 Change the name of the current Central Business District to Downtown Mixed-Use to be more reflective of downtown character and signal to stakeholders and investors that the City is open to reinvestment.

HP.2 Maintain current historic overlay districts and the Neighborhood Empowerment Zone.

HP.3 Maintain existing design standards downtown and update historic inventory as more buildings and locations reach eligibility.

HP.4 Create a Downtown Master Plan encompassing the Historic Square and key corridors into Downtown.

HP.5 Review design and zoning standards to consider historically compatible structures that increase downtown homeownership opportunities.

HP.6 Maintain and implement the Lakefront and Lake Core Overlays to preserve the Visual Preservation Corridor.

HP.7 Maintain the existing character and intensity of downtown in the face of growth and evaluate codes to support appropriate residential infill within existing downtown neighborhoods and support commercial infill adjacent to the CBD.

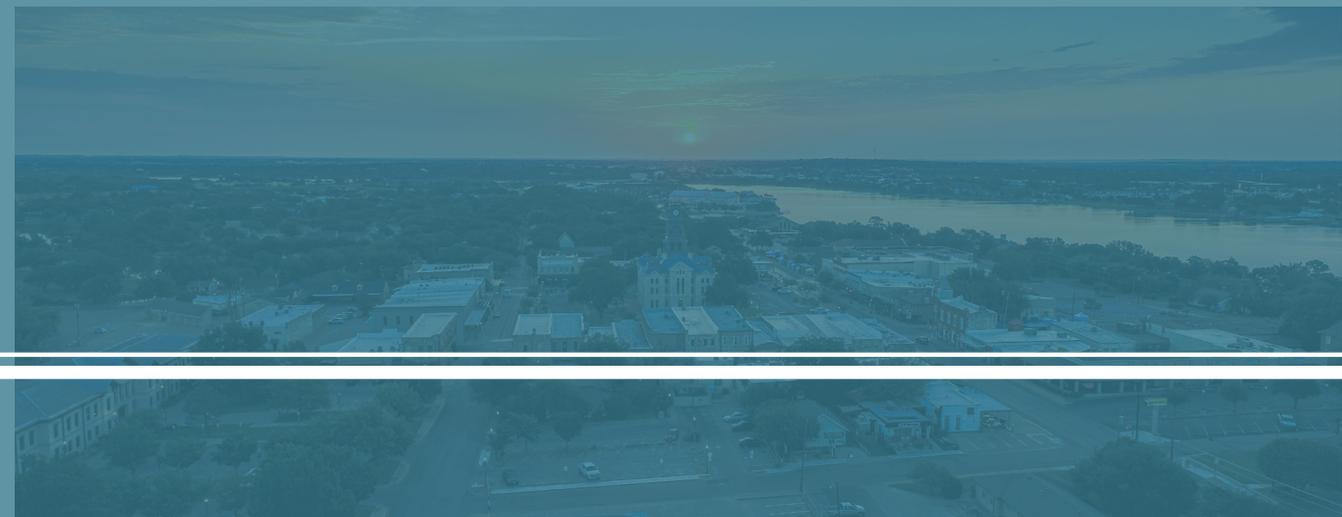
HP.8 Continue to explore new uses to attract nightlife to the downtown area and uses programmed for children.

HP.9 Study opportunities to pursue centralized structured parking to meet downtown's growing parking needs.

HP.10 Continue to minimize the impacts of parking and automobile traffic within the square by enhancing pedestrian corridors and consider alternatives such as microtransit and water taxis.

HP.11 Improve the quantity and quality of entrances into downtown with wayfinding signage and gateway features.

HP.12 Continue to explore funding opportunities and programs that highlight and benefit the downtown area.





ECONOMIC DEVELOPMENT



Introduction

This chapter provides context related to the physical, social, and economic factors that impact the growth and development of Granbury. The Plan establishes the recommendations and objectives for the next 10 to 20 years. This chapter will deal primarily with relevant measurable and quantifiable characteristics and conditions. Just as local decisions impact the qualities of Granbury, the City's location in the North Texas area directly impacts population growth and development pressure. This chapter captures local and regional initiatives that impact Granbury. Topics of discussion include:

- Regional Relationship
- Market Conditions
- Granbury as a Place of Employment
- Retail
- Residential
- Economic Development Opportunities
- Program Justification



Where Are We Now?

As Granbury navigates a period of rapid growth and development, the City faces a defining moment in balancing its cherished small-town character with the pressures of regional expansion. With population growth accelerating at a CAGR of 3.2% between 2012 and 2022, the City is at a critical juncture where decisions made today will shape its economic and social future. The combination of increased traffic through key corridors like US 377, and competition from nearby cities presents challenges and opportunities.

Granbury's current economic profile is defined by a mix of strengths and areas for improvement. The City's historic downtown and lakefront are major assets, attracting both residents and visitors. Tourism plays a significant role in the local economy, with Lake Granbury providing recreational opportunities and supporting lakefront businesses. The City's proximity to larger urban centers offers growth opportunities, but also brings competition for labor and business investment.

Granbury's growth has exceeded the 2016 Comprehensive Plan's projections, which estimated a population of 11,906 by 2035. Today, the City stands at 12,691, underscoring the urgency for updated strategies. This unexpected surge positions Granbury at a critical crossroads, requiring swift adaptation in infrastructure, housing, and development planning to sustain its momentum.

While the City's small-town charm and scenic environment make it a desirable place to live, the rising cost of housing and limited availability of attainable homes could present challenges for future residents. Granbury must also contend with infrastructure needs that will grow as the population expands, necessitating proactive planning to ensure that the City's quality of life is preserved as development occurs.





A Core Value Centric Strategy

The core values of Granbury reflect its commitment to maintaining the unique qualities that define the City as a historic, culturally rich, and community-oriented destination. These values shape Granbury's approach to growth while ensuring that it remains a vibrant place to live and visit.

Preserving Historic Charm and Identity

Granbury's historic downtown is the centerpiece of its identity. With its well-preserved architecture and lively town square, the downtown area continues to draw residents and visitors alike. Granbury is the first town square in Texas to be listed on the National Register of Historic Places and the City remains dedicated to upholding this legacy through the protection of its cultural assets.

Fostering a Strong Sense of Community

Granbury places high importance on fostering a close-knit community that offers a high quality of life. With a commitment to public safety, parks, and recreational opportunities, the City ensures that its residents enjoy a welcoming and connected community. Lake Granbury enhances this livability, serving as a key recreational hub that brings people together.

Balancing Growth with Livability

Granbury continues to grow while maintaining the character that makes it unique. Development is carefully managed to preserve the City's natural beauty and historic significance. Granbury remains dedicated to ensuring that as the City evolves, it does so in a way that complements its existing environment and supports the local charm and historic character.

Economic Prosperity and Quality of Life Appeal

Granbury's lakefront and historic downtown make it a sought-after destination for visitors, supporting a thriving local economy anchored in both recreation and culture. This ongoing appeal strengthens Granbury's role as a unique getaway in North Texas and serves as a foundation for sustainable economic growth. By leveraging its charm, quality of life, and strategic location, Granbury can attract high-quality employers in targeted industries like healthcare, technology, tourism, and skilled trades—offering well-paying jobs that retain local talent and draw new professionals and entrepreneurs. Economic success will depend on strategic partnerships, workforce development, and business-friendly policies that support small businesses, innovation, and infrastructure. Talent attraction should focus on creating an appealing lifestyle—top-tier schools, vibrant cultural amenities, accessible housing, and scenic lakefront living—that makes Granbury not just a place to work, but a place to thrive.

Regional Relationship

Regional Context

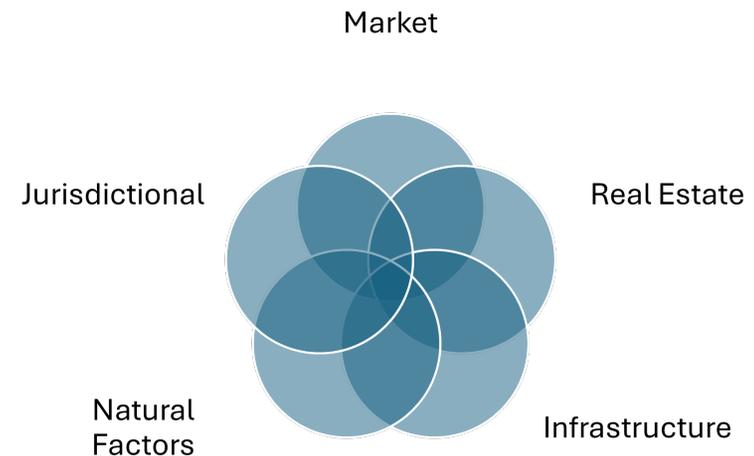
Granbury's proximity to major employment hubs in the Dallas-Fort Worth Metroplex affects its competitive positioning. Granbury will compete with nearby cities in attracting new businesses and retaining residents. Local tourism also supports economic stability, with amenities that encourage longer stays and increased spending by visitors.

Available land and site-specific conditions are pivotal considerations for Granbury's future growth. Ownership vision, tract sizes, and site readiness vary widely, influencing which types of development are feasible. The unique requirements for specific sectors are as follows:

- **Downtown Development:** Granbury's historic downtown presents both opportunities and challenges. While the area is rich in heritage and attracts tourism, the fragmented property ownership structure and historic preservation regulations create complexities for new developments. Expansions and renovations in this area will require coordinated planning to balance historic preservation with modern economic needs.
- **Mixed-Use Developments:** For mixed-use projects to be successful, a critical mass of adjacent developments and coordinated efforts among property owners and developers are essential. Mixed-use areas benefit from a comprehensive vision that aligns retail, residential, and office spaces, promoting synergy and enhancing the overall visitor and resident experience.
- **Data Centers and Industrial Developments:** These uses typically require large, flat tracts with extensive infrastructure for electricity and data connectivity. Limited availability of such sites may constrain growth in these sectors unless land assembly efforts can consolidate appropriate parcels.

- **Aviation:** Aerospace and aviation represent a growing key industry in Granbury, Texas, driven by its proximity to the Dallas-Fort Worth metroplex and major defense contractors. With access to skilled labor, nearby regional airports, and supportive infrastructure, Granbury offers a strategic location for aerospace suppliers, aviation services, and advanced manufacturing. The city's business-friendly environment and available industrial land make it an attractive hub for companies seeking to expand or relocate operations within the dynamic North Texas aerospace corridor.

At the intersections of these factors lie strategic development opportunities that Granbury can leverage. For instance, mixed-use developments thrive where market demand, infrastructure readiness, and real estate conditions align, while industrial projects require a balance between real estate specifications and robust infrastructure. The middle is the optimal position for growth of Granbury.



Market Conditions

Population Characteristics

Population Age

The significance of Granbury's workforce composition lies in its impact on the City's economic vitality and attractiveness to both employers and residents. A balanced age demographic, especially with a strong presence of younger workers in the 25 to 34 age range, provides a solid foundation for economic growth. This group is essential for attracting employers who need a stable, skilled talent pool and is likely to support long-term local investment in areas like healthcare, education, and professional services.

A robust service workforce is key to sustaining Granbury's retail, dining, and hospitality sectors, which are increasingly in demand due to tourism and a growing retiree population. Access to this workforce ensures that the City can maintain high-quality services for residents and visitors alike.

Professionals in creative and knowledge-based fields contribute to a dynamic economy that supports small businesses, entrepreneurship, and forward-looking industries. Together, these workforce elements strengthen Granbury's potential for innovation, and economic resilience, making it an attractive destination for a diverse range of businesses and ensuring a high quality of life for its residents.

Economic Characteristics

Educational Attainment

Educational attainment of the workforce can help the City attract new businesses and align job creation with the qualifications of its workforce. In 2022, a high school diploma and a college degree were more common among workers 25 years and older than a decade ago. Detailed information about the previous decade in Granbury's education shows a trend in achieving academic success. In 2012, 10.5% of the population did not have a high school diploma. This statistic dropped to 2.8% in 2022. The bachelor's degree attainment level increased from 12.3% in 2012 to 14.2% in 2022. Overall, Granbury's 25-year-old and older population is a more educated cohort.

A higher concentration of talent in Granbury's workforce strengthens the city's appeal to high-quality employers who seek a skilled, educated labor pool. This trend positions Granbury not only as a competitive location for industries requiring specialized skills but also fosters a pipeline of future leaders and entrepreneurs who may choose to invest back into the community. By cultivating an educated workforce, Granbury enhances its capacity to attract diverse, high-paying job opportunities and drive sustainable economic growth.

Household Income

Keeping track of income levels plays a role in determining how and where potential businesses may develop in the City. Retailers and homebuilders look at income data to determine how profitable it would be to build in the region. The size, type, and quality of residential development is also affected by median income levels. Granbury's median household income level in 2022 was \$65,015, which is lower than Hood County's and the state's median household incomes of \$80,013 and \$73,035, respectively.

Employment Location

Where Granbury residents go for work and who comes to Granbury for work play a crucial role in providing insight into the existing housing needs, stress on local and regional roads, and a better look at the employment opportunities in and around Granbury. Based on the Longitudinal Employer-Household Dynamic (LEHD) from 2021, Granbury has a large commuting population that drives into the area for work, signaling that it is a hub for employment in the surrounding areas. With only a fraction of residents living and working in Granbury, many workers commute outside the City limits, which places a significant demand on roads at peak morning and evening times.

Talent commuting to jobs outside of Granbury contributes to talent leakage, where skilled workers take their expertise and spending power to neighboring areas rather than investing them locally. This outflow not only impacts Granbury’s local economy but also limits the City’s ability to fully capitalize on its educated workforce. Addressing talent leakage by creating more local employment opportunities could reduce commuting, support local businesses, and strengthen the community’s economic resilience by keeping talent and resources within Granbury.

Employment Industry

A city’s economy is impacted by its residents’ access to ample and diverse job opportunities. Granbury’s three largest industries are “educational services, health care, and social assistance” at 20.9%, “professional, scientific, management, administrative, and waste management services” at 12.1%, and “retail trade” at 11.9%. These three industries together account for 44.9% of jobs in Granbury. The industry with the most considerable growth in the past decade was “manufacturing.” In 2012, the sector accounted for only 2.3% of employment; in 2022, that data point became 10.7%. Sectors that saw a decrease were “construction,” “finance, insurance, real estate, rental, and leasing,” and “retail trade.”

Figure 58. Peer City Comparison

| Peer City | Projected 5-year Annual Growth Rate | Median Home Value | Population | Median Household Income |
|--------------|-------------------------------------|-------------------|------------|-------------------------|
| Granbury | 3.2% | \$249,000 | 12,691 | \$63,647 |
| Cleburne | 3.5% | \$250,000 | 32,324 | \$63,001 |
| Stephenville | 2.1% | \$240,000 | 21,476 | \$52,589 |

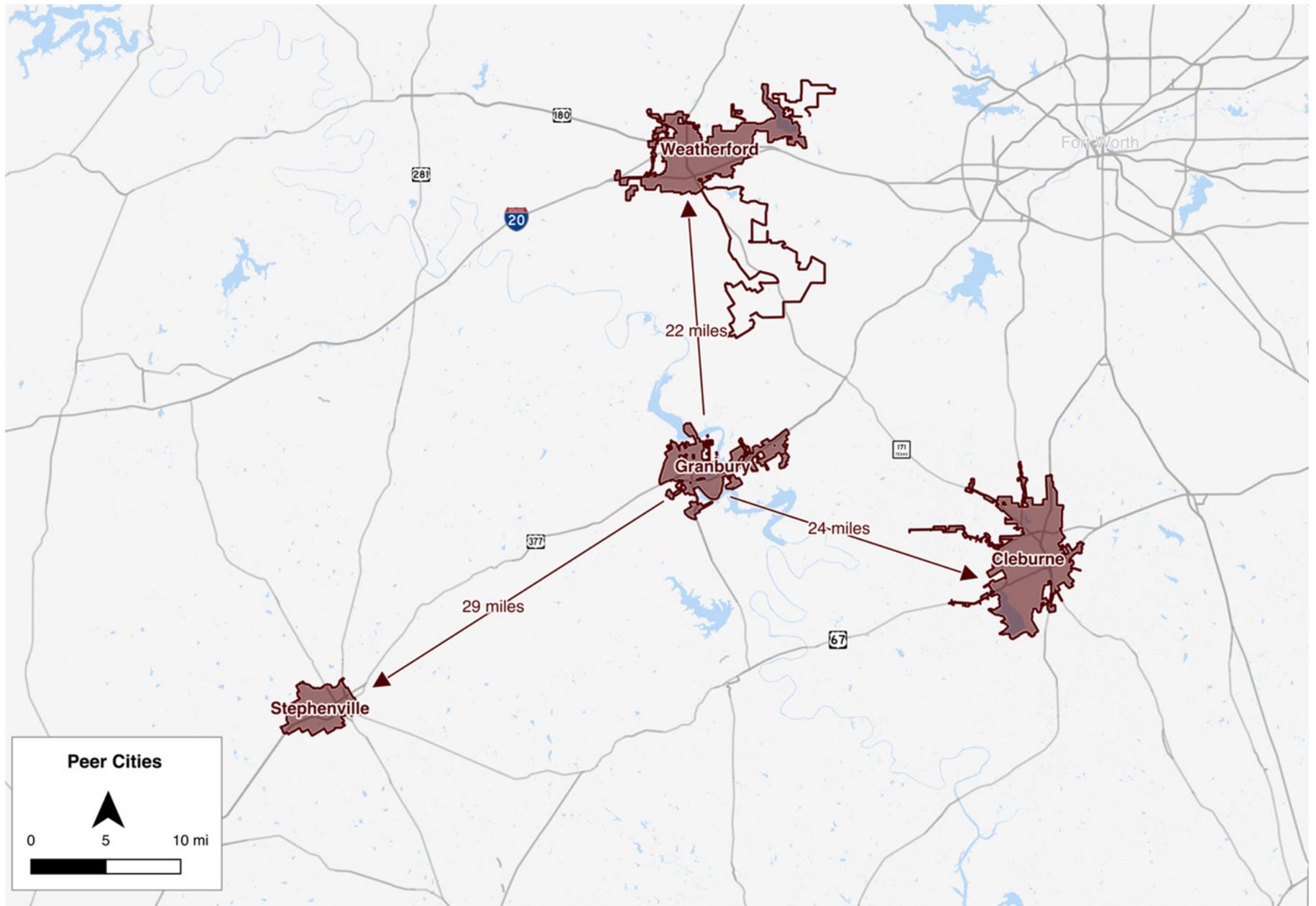
Source: Esri

Peer City Comparison

Comparing peer cities like Weatherford, Cleburne, and Stephenville helps contextualize strengths and weaknesses relevant to developing an economic development strategy for Granbury. Understanding how these cities manage development, leverage local assets, and attract new residents provides valuable insights for shaping Granbury’s future growth.

Weatherford

Known for its strong historic identity, Weatherford has grown by focusing on preserving its downtown while encouraging residential and commercial development along major corridors. Weatherford’s housing market leans heavily on single-family homes, with a moderate growth rate of 2.7% per year. Home values have risen consistently, with a current median home price of \$320,000. Weatherford’s growth has been steady due to its focus on creating a balanced blend of suburban development and preserving its historical core. Weatherford’s I-20 frontage offers access to a larger population base and a strong critical mass of retail, supported by several major developments anchored by national retailers. This strategic location enhances Weatherford’s role as a commercial hub, complementing its steady growth and commitment to balancing suburban expansion with historic preservation.



Map 23. Peer Cities

Cleburne

Cleburne is undergoing rapid growth due to its proximity to Fort Worth and the Chisholm Trail Parkway. Growth in the Dallas-Fort Worth Metroplex continues to push housing and population growth out from the urban cores. Housing options in Cleburne are diverse, with a large portion of the housing stock being smaller starter homes. Cleburne has a projected annual growth rate of 3.5%, outpacing Granbury. The median home value is approximately \$250,000; however, a majority of the residential development is starter homes. Cleburne's key to success lies in leveraging infrastructure projects like the Chisholm Trail to boost accessibility and attract residents seeking affordable housing options adjacent to the amenities and jobs provided by the Dallas-Fort Worth Metroplex. Cleburne has a strong industrial base, dedicated sports district, direct access to the Chisholm Trail Parkway, and designated areas for future industrial development, which position it well for economic expansion. However, the city's retail sector lacks high-quality offerings, limiting its ability to capture local spending and fully support the needs of its growing population.

Stephenville

Stephenville is a more rural, smaller college town anchored by Tarleton State University with a housing market focused heavily on rentals and student housing. Growth here is driven by the university and supporting industries, resulting in a more moderate projected growth rate of 2.1% annually. Median home values in Stephenville are \$240,000. Stephenville has made large infrastructure improvements in its downtown, as well as successfully leveraged its student population to sustain local businesses and encourage residential developments geared toward young professionals and faculty.

Opportunities for Growth

The following includes assets or features that have historically served as economic drivers in Granbury. These are considered critical attributes that should be maintained or leveraged to promote future economic growth. As Granbury evolves, it will be important to support and enhance these assets in ways that reflect the community's priorities and encourage sustainable, long-term development.

Lake Granbury

As both a recreational asset and an aesthetic centerpiece, Lake Granbury remains one of the City's strongest selling points. Enhancing lakefront development, while ensuring environmental sustainability, presents a significant opportunity for growth.

Historic Downtown

Granbury's vibrant downtown area draws visitors from across North Texas, serving as a key economic driver. Strengthening this core area with continued revitalization and support for local businesses will maintain the City's unique identity while fostering tourism.

Proximity to Dallas-Fort Worth

Granbury's location within commuting distance of Fort Worth positions it as a viable option for those seeking a quieter lifestyle while maintaining access to urban employment opportunities. Improved infrastructure and transportation options will only enhance this appeal.

377 Corridor

The US 377 Corridor serves as a vital commercial and transit route for Granbury, connecting it directly to surrounding regions. This corridor offers prime opportunities for retail and mixed-use developments, particularly as the area's population grows and demand for commercial amenities increases. Development along the corridor can leverage existing traffic flow while providing enhanced services for residents and visitors alike.

Industrial Land and Airport

Granbury's available industrial land and nearby airport facilities provide opportunities for growth in sectors that require accessible logistics and transportation. With significant grant-funded improvements underway at the airport and its location adjacent to Granbury High School, it is primed for future development. Industrial development can attract a range of businesses, supporting job creation and diversifying the local economy. The proximity to airport facilities enhances the appeal of Granbury for industries that benefit from streamlined connectivity, making it a strategic location for future industrial and business expansions.

Granbury as a Place of Employment

Granbury's economic potential is anchored by a combination of assets, including its strategic location, available land, and natural amenities. This section outlines the City's primary assets, identifies opportunities for growth, and examines both the local and regional context to highlight areas of improvement and potential investments.

- Granbury Regional Airport - A significant asset, particularly for attracting business travelers and supporting industrial and logistics operations.
- Historic Downtown - The vibrant downtown area is not only a cultural hub but also a key driver of tourism and retail activity.
- US Route 377 - Provides crucial transportation infrastructure, connecting Granbury to Fort Worth and other surrounding regions, which facilitates trade and commuting.
- Tourism - Granbury's combination of Lake Granbury and its historic downtown make it a desirable destination for visitors, further boosting the City's retail and hospitality sectors.

While Granbury faces several constraints in terms of economic development, these challenges can be addressed through targeted strategies. These constraints, while challenging, can be overcome with focused efforts and planning.

- Talent - One of the main challenges is attracting a skilled workforce, particularly in industrial and technical fields. Granbury's small population limits the local talent pool, and the City must explore ways to draw workers from surrounding areas.
- Location of available land - While there is land available for industrial use around Granbury, much of it lies outside city limits. Development in these areas can be more complex due to limited access to city-provided services such as water, sewer, and infrastructure. However, land outside the city limits should also be considered for industrial development if connections to city infrastructure can be facilitated.
- Branding and marketing - Granbury's branding as a historic and tourism-centric destination may need to be expanded to highlight its potential as a hub for light manufacturing and industrial activity.
- Age - The aging population in Granbury presents a significant constraint for long-term economic growth and workforce sustainability. With a substantial portion of residents aged 60 and older, the City faces challenges related to labor force participation, consumer spending patterns, and housing demand. A declining proportion of younger age groups may lead to a shrinking workforce, limiting the local labor supply for industries reliant on a younger, skilled talent pool.
- Granbury Independent School District (GISD) achieved a 'B' rating the Texas Education Agency's (TEA) 2022 Accountability Ratings. Elevating this rating could enhance the district's academic reputation, potentially attracting families seeking superior education environments, thereby stimulating local economic development through increased housing demand and consumer spending.
- Granbury faces economic growth constraints due to the absence of an Economic Development Corporation (EDC), limiting the City's ability to actively pursue business recruitment, incentivize target investments, and coordinate strategic development initiatives.

What is Working in Communities like Granbury?

Advanced Manufacturing

Communities similar to Granbury are increasingly turning to advanced manufacturing as a key economic driver, focusing on industries that are resilient to economic shifts and aligned with future job markets. A prime example is Sherman, Texas, which has implemented skill training initiatives such as an Electronic Engineering Technology Certification Program. This program equips students with foundational skills that open employment opportunities at companies like Texas Instruments, meeting the demand for highly skilled workers in advanced manufacturing. Granbury could leverage similar strategies by targeting resilient industries and building strategic partnerships with local educational institutions. Establishing skill-based training programs tailored to the needs of key industries would not only provide a steady talent pipeline but also attract high-value businesses. By developing such programs, Granbury could position itself as an attractive location for advanced manufacturing firms and other strategic businesses looking for a skilled workforce.

Additionally, fostering innovation in aviation and medical manufacturing—such as precision-engineered aerospace components and next-generation biomedical devices—could further enhance the City’s competitive edge, attracting investment from industries that demand highly specialized talent and advanced production capabilities.

Data Centers and Flex Space

Cities like Mansfield and Burleson have seen success by promoting flex spaces as multi-purpose facilities that accommodate various industries, including light manufacturing, distribution, and office space. Granbury could pursue similar strategies to attract technology or logistics companies as an incremental way to build greater concentrations of employment in context-oriented way.

Low-Impact Manufacturing Clusters

Midlothian has focused on developing low-impact manufacturing clusters, for example 3D printing or specialty food manufacturing, which attract industries that generate minimal environmental impact while providing significant economic benefits. Granbury’s relatively flat available land, frontage on West US Route 377, Granbury Regional Airport, and business-friendly environment make it a prime candidate for such developments.

Figure 59. Industrial Inventory Comparison

| Peer City | Buildings | Square feet |
|--------------|-----------|-------------|
| Granbury | 85 | 765,309 |
| Cleburne | 158 | 6,002,391 |
| Stephenville | 42 | 900,460 |

Source: CoStar

Industrial Market

The industrial sector in Granbury is underdeveloped compared to neighboring cities, which has led to a lack of primary jobs positions that create talent leakage and reverse commute. A substantial portion of Granbury’s workforce commutes to nearby Fort Worth or other parts of the Dallas-Fort Worth Metroplex for work, particularly in manufacturing, logistics, and corporate industries. This “job leakage” means that residents are contributing to economic activity outside Granbury while the local economy remains dependent on service-oriented jobs.

Currently, 78% of Granbury’s residents commute to work outside the City. These workers often hold primary jobs in industries such as technology, finance, professional services, and manufacturing, but Granbury itself lacks the infrastructure and employment base to support these types of industries locally. As a result, Granbury is primarily a bedroom community, with a significant reliance on retail, healthcare, and service industries.

Granbury has significant potential to reverse this trend by attracting targeted industries. This can also be coupled with local incentives like property tax abatements, grants, and other programs. Tax abatements can help offset development costs and enable Granbury to be more competitive with peer communities.

Available land, business-friendly policies, strategic access to US Route 377, and rail services make Granbury a strategic option for industrial growth. Expanding the local industrial base would reduce the outflow of workers, create primary jobs, and help retain local talent. Additionally, developments near Granbury Regional Airport could further boost the City’s attractiveness for aviation-related industries.

Granbury’s Triple Freeport Exemption and Goods-In-Transit Incentive make the City highly attractive for manufacturing, assembly, and distribution companies. The flexibility of these spaces, combined with tax exemptions and property abatements, offers businesses the opportunity to establish operations that support both local demand and external markets. This could play a crucial role in increasing primary job creation and retaining local workers.

Granbury’s residents currently work in a variety of sectors that could be housed in flex spaces if they were available locally. With significant portions of the workforce commuting for jobs in logistics, manufacturing, and tech industries, flex spaces in Granbury could help reverse this trend by offering local employment opportunities in these sectors. This could reduce the need for residents to seek employment outside the City while bringing in new revenue streams through primary jobs.

Figure 60. Industrial Activity Overview

| Industrial Activity | |
|---|---------------------------------|
| Inventory | 765,309 SF |
| Vacant/Available | 39,820 SF / 5.2% |
| Average annual construction deliveries (last 5-years) | 3,500 SF |
| Market Rent | \$7.30 (up 6.7% from last year) |

Industrial Activity

Granbury's industrial market has been relatively modest, but recent infrastructure improvements and the City's proximity to major highways have made it more attractive for industrial development. Granbury offers strategic access to regional and national markets, making it a potential hub for logistics, distribution, and light manufacturing.

With only 30,000 square feet of industrial land available, there is potential for growth in this sector, particularly as nearby metro areas like Fort Worth and Dallas become increasingly developed and the inventory of available land shrinks. Granbury's relatively affordable land prices and business-friendly climate may attract small to mid-sized industrial operators looking for expansion opportunities in secondary markets. Additionally, as Granbury's population grows and the region develops, there will be an increased need for distribution centers to support the logistics of goods, much like those operated by companies such as Amazon, which rely on strategic locations to serve expanding markets efficiently. This presents an opportunity for Granbury to position itself as a potential hub for warehousing and distribution.

Currently, there is also limited flex space available, but with the growing demand of medical office developments indicate potential for multi-use buildings that could serve as a bridge between traditional office spaces and light industrial operations. These flex spaces could be an attractive option for businesses seeking adaptable environments for production, distribution, and office work under one roof.

Office Market

Granbury's office market remains small. Over 3,413 residents commuting to larger cities for white-collar jobs in sectors such as finance, legal services, and technology. Granbury includes 761,581 square feet of office space, of which 26,294 square feet is available. This primarily supports service-based industries, including professional services, medical offices, and government agencies. This has led to a gap in locally available primary jobs, with most office-based employment occurring outside Granbury.

The presence of Granbury's vibrant downtown, scenic lakefront, high visibility along US Route 377, and potential for mixed-use development positions the City to attract more office spaces and high-quality employment opportunities. These assets make Granbury an appealing location for businesses seeking a unique setting outside larger urban areas, helping to retain white-collar workers locally. By capitalizing on these strengths, Granbury could create an attractive environment for professional services, small corporate offices, and other sectors that align with its lifestyle appeal, ultimately reducing the outflow of residents commuting to cities like Fort Worth.

Granbury's strategic location makes it a viable option for targeted corporate employers, smaller regional offices, service-related industries that cater to professionals who prefer to work closer to home, or local based businesses that support the economy. However, without significant office developments, the City will continue to rely on commuting patterns to sustain its workforce. The availability of incentives, such as Chapter 380 agreements, could help attract regional companies and startups to set up smaller-scale office operations in Granbury, providing more primary jobs and reducing job outflow.

Figure 61. Office Activity Overview

| Office Activity | |
|---|------------------|
| Inventory | 761,581 SF |
| Vacant/Available | 21,083 SF / 2.8% |
| Average annual construction deliveries (last 5-years) | 29,282 SF |
| Market Rent | \$14.00 PSF |

Office Activity

The office market in Granbury has historically been limited, with most office space concentrated in smaller, standalone buildings or older developments. However, there has been recent movement in the medical office space sector, with two proposed medical office developments totaling 28,000 square feet, with one located across from the medical center and the other on Acton Highway (F.M. 4).

These developments are important in meeting the growing healthcare needs of the community and reflect a broader demand for professional office space, particularly for healthcare, financial services, and other service-oriented industries. While overall office market activity remains low compared to larger cities, the continued growth of residential communities and businesses in Granbury may drive demand for more modern office space in the future.

Office Market Demand

Granbury's office market is poised for steady growth as demand for office space continues to rise, driven by the expansion of healthcare services, professional industries, and the growing population. Annual office demand is estimated to be 29,282 square feet, with a 5-year demand of 146,409 square feet, reflecting the increasing need for professional and medical office spaces in the City.

As Granbury's population grows, so does the demand for healthcare services. This is leading to a significant increase in demand for medical office buildings, especially near the hospital and medical center along US Route 377. Medical offices will be critical in meeting the healthcare needs of both residents and the surrounding areas.

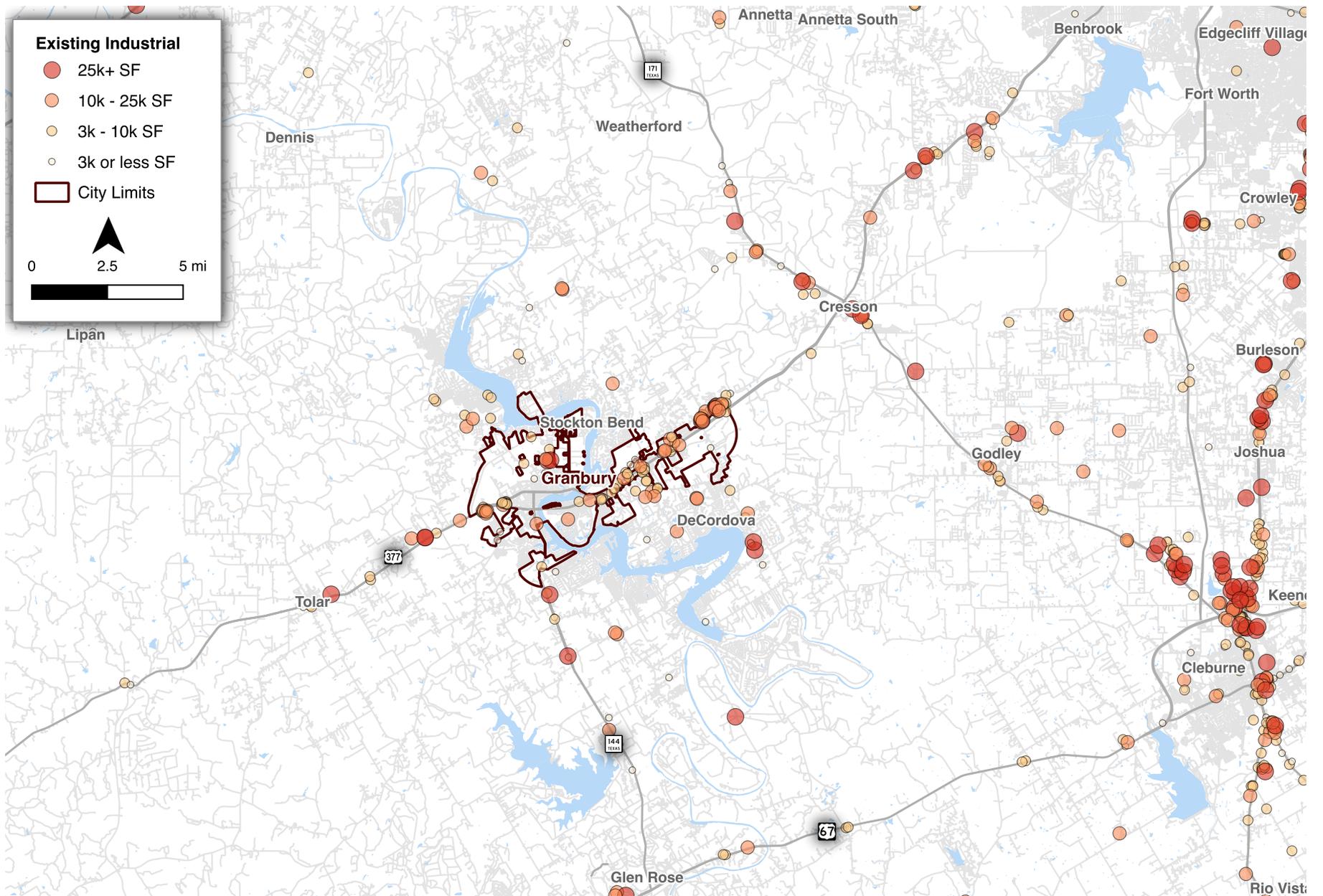
Granbury's expanding economy is also driving demand for office spaces that cater to legal, financial, and real estate services. These industries are seeking mid-sized office spaces in accessible locations, particularly along US Route 377, where businesses can serve both residents and visitors.

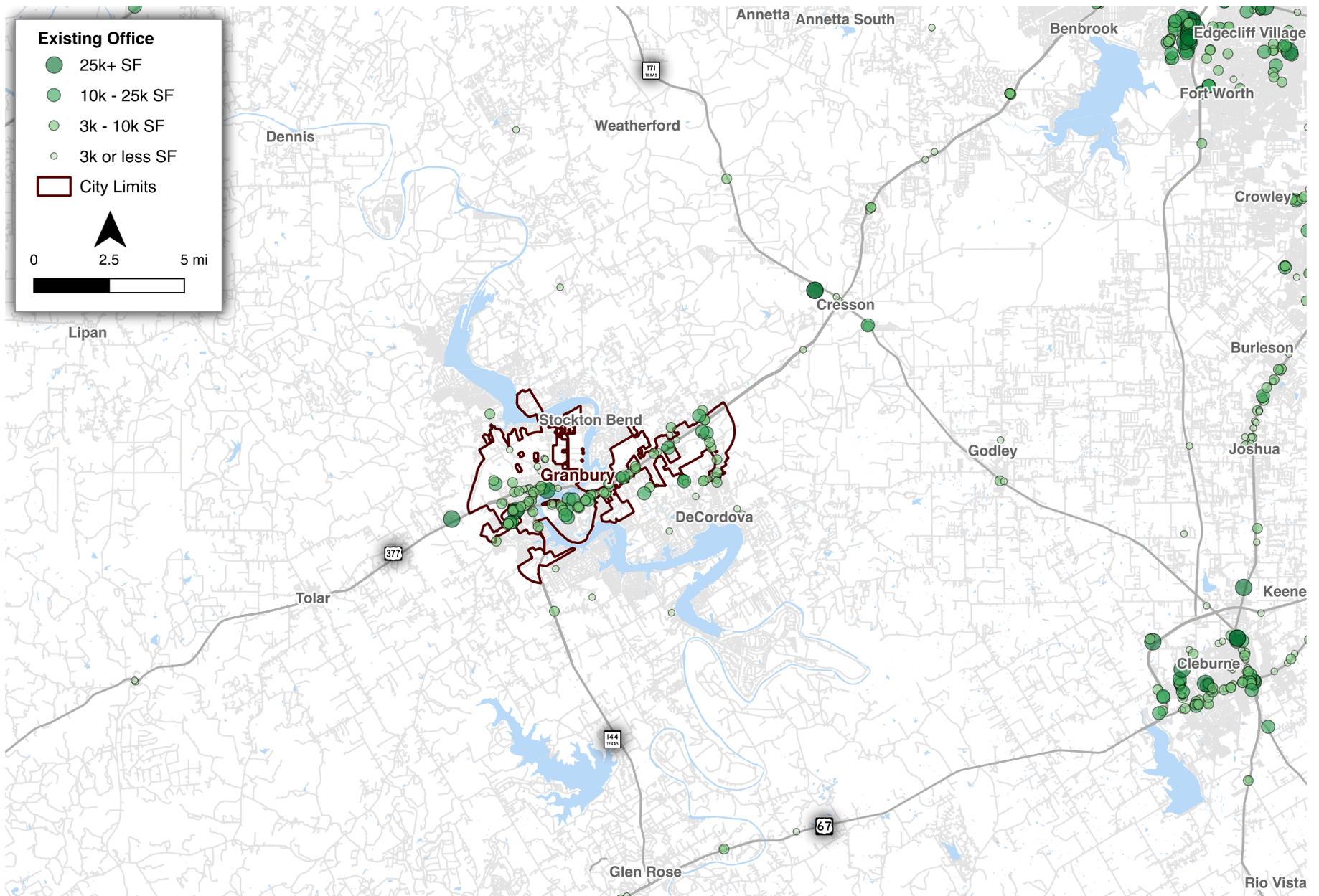
In the evolving landscape of work, the concept of a static workplace has been increasingly supplanted by the dynamism of work-from-home arrangements. This shift has catalyzed a reconfiguration of economic and demographic patterns, redefining the relationship between employment and urban structures. This shift toward remote and hybrid work models is further fueling the need for flexible office spaces. Co-working spaces and short-term lease office solutions are becoming increasingly popular, providing businesses and professionals with the flexibility they need.

Figure 62. Annual and 5-Yr Office Market Demand

| Granbury Office Demand | Demand |
|------------------------|------------|
| Annual Office Demand | 29,282 SF |
| 5-Yr Office Demand | 146,409 SF |

Source: Source: Catalyst Commercial, CoStar, Esri





Industry Clusters

Industry clusters are groups of related businesses and organizations within specific sectors that thrive due to shared resources, skilled labor pools, and supportive infrastructure. Developing and nurturing industry clusters can help Granbury build a resilient local economy, create high-quality jobs, and attract new investment. Identifying and supporting key industries with strong growth potential, such as Healthcare and Social Assistance, Retail Trade, and Manufacturing, positions Granbury to leverage its unique assets and regional strengths.

Key Industries

- Healthcare and Social Assistance - The Health Care and Social Assistance sector comprises establishments providing health care and social assistance for individuals. The sector includes both health care and social assistance because it is sometimes difficult to distinguish between the boundaries of these two activities. With 2,647 current jobs and projected 5-year growth rate of 2.6%. This mirrors Texas's state-level trends, where healthcare is also dominant, indicating sustained demand for medical services as populations grow.
- Retail Trade - The Retail Trade sector comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise. Hood County has 3,154 retail jobs, which is proportionally higher than Texas. This reflects the area's focus on local consumption and tourism, whereas Texas overall has more balanced distribution across sectors. Retail employment is forecasted to grow in the coming years.
- Manufacturing - The Manufacturing sector comprises establishments engaged in the mechanical, physical, or chemical transformation of materials, substances, or components into new products. Although Hood County has a smaller manufacturing base (1,163 jobs) compared to Texas, it is an important sector with steady growth projected (1.8%). Texas, by contrast, has significantly larger manufacturing clusters, particularly in energy-related fields.

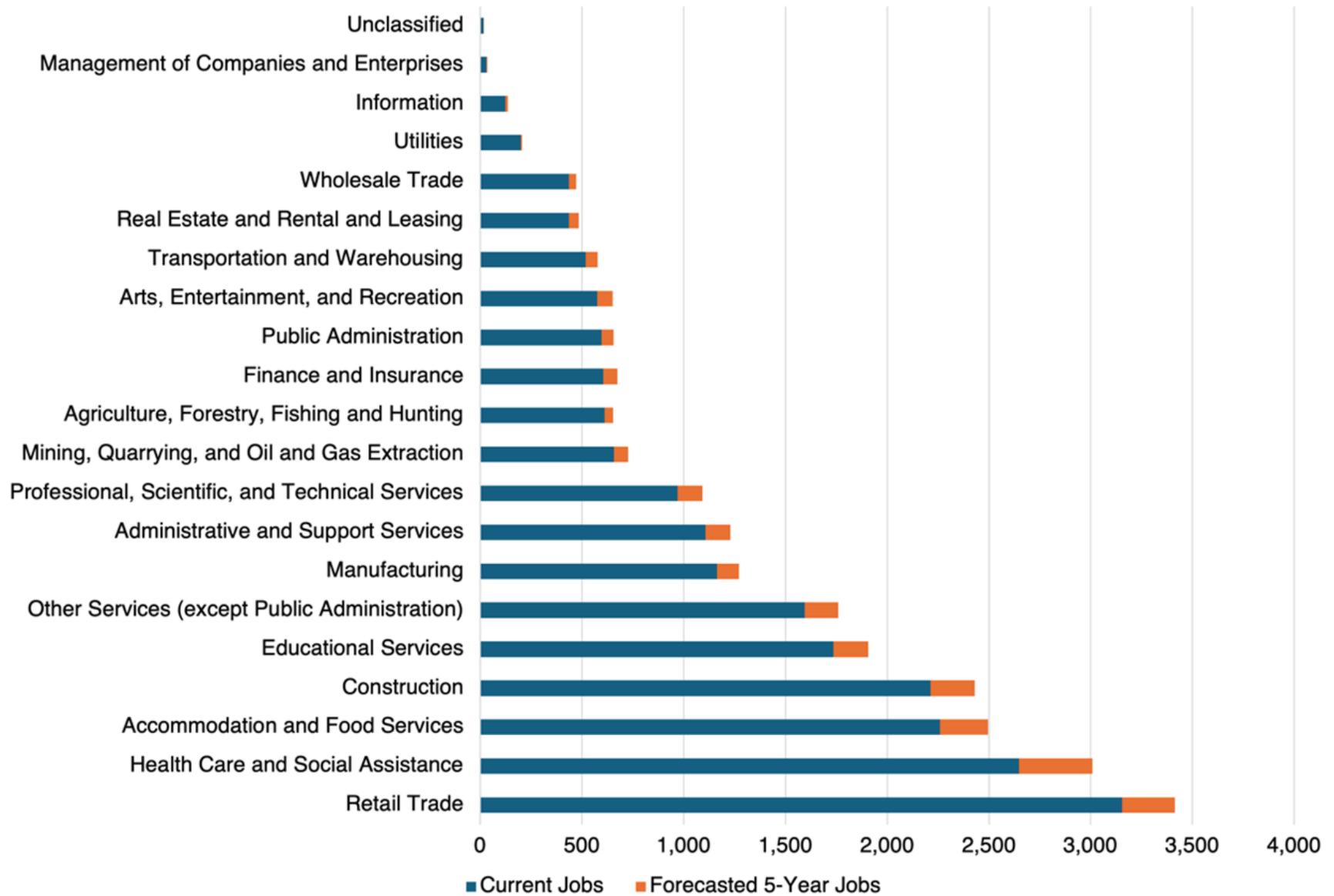
Figure 63. Projected Employment Growth by Industry

| Industry | Employed | Projected Annual Growth Rate | Projected 5-year Employment |
|-----------------------------------|----------|------------------------------|-----------------------------|
| Retail Trade | 3,154 | 1.6% | 3,415 |
| Health Care and Social Assistance | 2,647 | 2.6% | 3,009 |
| Manufacturing | 1,163 | 1.8% | 1,272 |

Figure 64. Peer City Employment by Industry

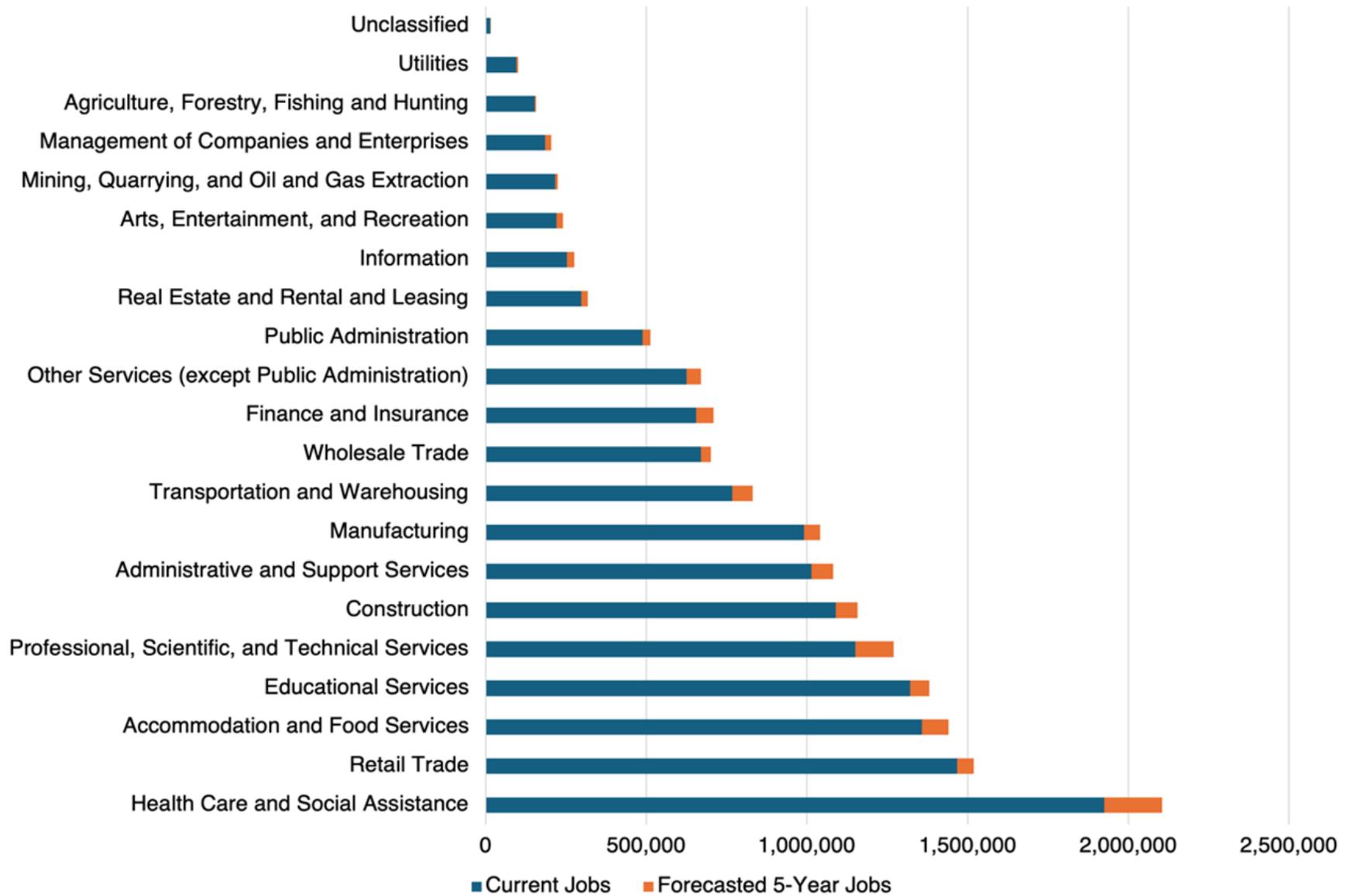
| Industry | Granbury | Cleburne | Stephenville | Weatherford |
|-----------------------------|----------|----------|--------------|-------------|
| Retail Trade | 844 | 2,799 | 1,411 | 2,191 |
| Health Care | 766 | 2,055 | 1,033 | 1,796 |
| Manufacturing | 416 | 1,554 | 817 | 1,505 |
| Educational Services | 411 | 1,073 | 1,344 | 1,442 |
| Construction | 360 | 1,241 | 700 | 1,388 |
| Professional/Tech Services | 333 | 469 | 586 | 845 |
| Other Services | 330 | 1,063 | 353 | 911 |
| Transportation | 247 | 797 | 435 | 1,067 |
| Accommodation/Food Services | 203 | 1,109 | 842 | 1,041 |
| Real Estate | 193 | 223 | 151 | 282 |

Figure 65. Hood County Employment by Industry



Source: JobsEQ

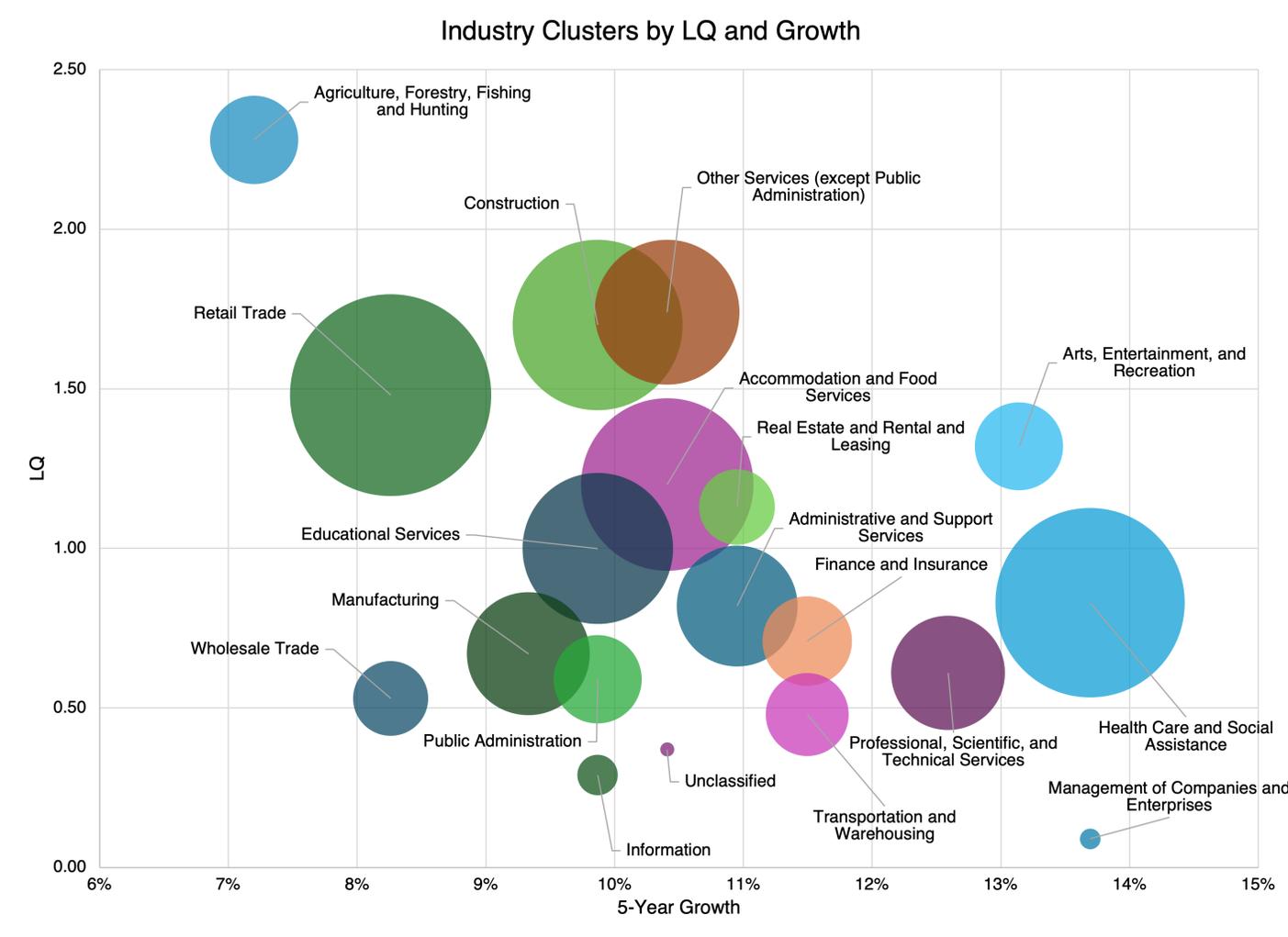
Figure 66. Texas Employment by Industry



Source: JobsEQ

The Industry Clusters Growth Chart visually represents the concentration of specific industries in Hood County compared to the United States. Each point on the chart shows an industry's Location Quotient (LQ) for a given period, highlighting its relative strength in Granbury. Industries with an LQ greater than 1 are more concentrated locally than in the benchmark area, indicating a specialization and possible export capacity for that sector. Over time, trends in these LQ values reveal which industries are becoming more prominent (increasing LQ) or less specialized (decreasing LQ), guiding efforts to support high-growth or emerging clusters. Industries with steady growth in LQ are strongholds in Granbury's economy, potentially benefiting from strategic investment or expansion efforts.

Figure 67. Industries by Selected Attributes



Source: JobsEQ

Figure 68. Industries by Selected Attributes

| Industry | 5-Year Growth | LQ | 5-Year Employment | Avg Annual Wages |
|--|---------------|------|-------------------|------------------|
| Retail Trade | 8.26% | 1.48 | 3415 | \$37,233 |
| Health Care and Social Assistance | 13.69% | 0.83 | 3009 | \$54,472 |
| Accommodation and Food Services | 10.41% | 1.20 | 2495 | \$22,987 |
| Construction | 9.87% | 1.70 | 2430 | \$64,438 |
| Educational Services | 9.87% | 1.00 | 1907 | \$47,141 |
| Other Services (except Public Administration) | 10.41% | 1.74 | 1760 | \$33,996 |
| Manufacturing | 9.33% | 0.67 | 1272 | \$59,047 |
| Administrative and Support Services | 10.95% | 0.82 | 1229 | \$45,735 |
| Professional, Scientific, and Technical Services | 12.59% | 0.61 | 1092 | \$73,099 |
| Mining, Quarrying, and Oil and Gas Extraction | 10.41% | 8.34 | 726 | \$75,465 |

| Industry | 5-Year Growth | LQ | 5-Year Employment | Avg Annual Wages |
|--|---------------|------|-------------------|------------------|
| Agriculture, Forestry, Fishing and Hunting | 7.20% | 2.28 | 654 | \$13,511 |
| Finance and Insurance | 11.49% | 0.71 | 675 | \$65,725 |
| Public Administration | 9.87% | 0.59 | 655 | \$62,217 |
| Arts, Entertainment, and Recreation | 13.14% | 1.32 | 652 | \$31,371 |
| Transportation and Warehousing | 11.49% | 0.48 | 578 | \$62,246 |
| Real Estate and Rental and Leasing | 10.95% | 1.13 | 484 | \$56,906 |
| Wholesale Trade | 8.26% | 0.53 | 471 | \$69,566 |
| Utilities | 3.55% | 1.78 | 206 | \$94,616 |
| Information | 9.87% | 0.29 | 136 | \$46,941 |
| Management of Companies and Enterprises | 13.69% | 0.09 | 35 | \$121,555 |
| Unclassified | 10.41% | 0.37 | 17 | \$46,537 |

Source: JobsEQ

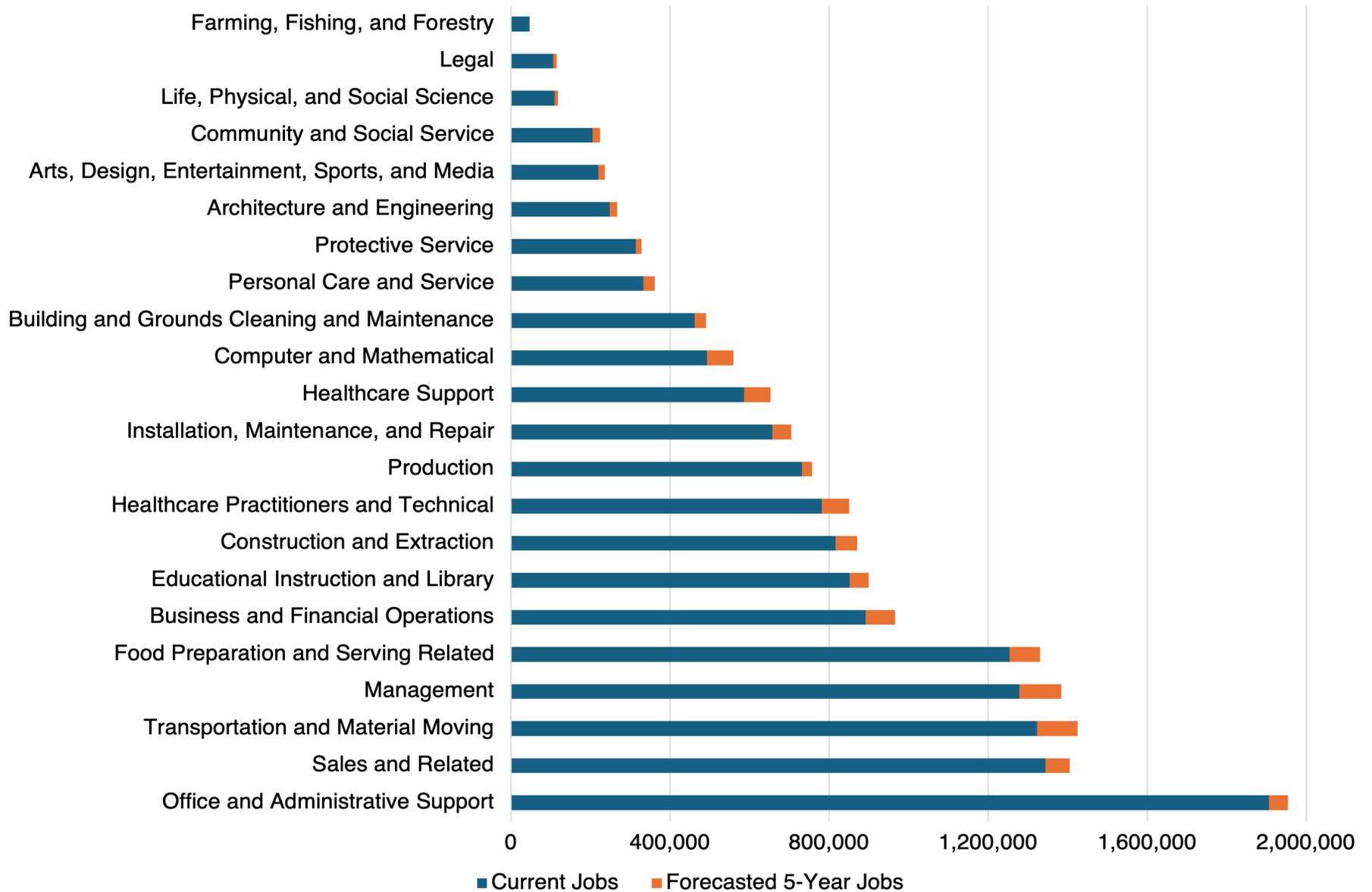
Key Occupations

- Office and Administrative Support: Hood County mirrors Texas in its heavy reliance on administrative support roles, with around 2,500 current jobs. Although the number of people employed is relatively high, the growth rate is only 1.2%.
- Food Preparation and Serving: Hood County employs 2,239 workers in this occupation, significantly reflecting the importance of tourism. This share is higher than in Texas as a whole.
- Construction and Extraction: Hood County has a high demand for construction occupations 1,743 jobs. This aligns with the region’s local development needs. This high demand is also reflected in a growth rate of 2.1%.

Figure 69. Projected Employment Growth by Occupation

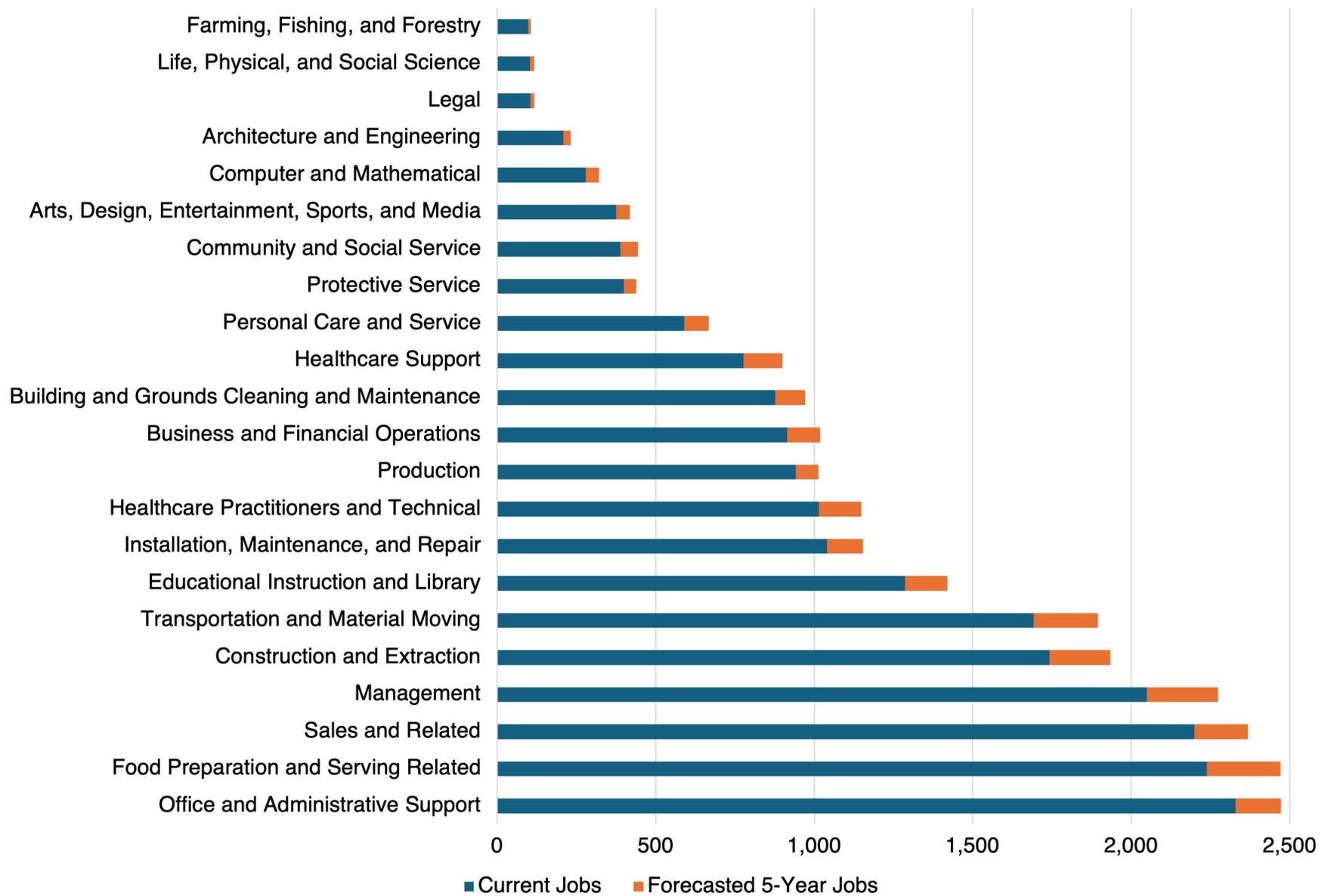
| Occupations | Employed | Projected Annual Growth Rate | Projected 5-year Employment |
|-----------------------------------|----------|------------------------------|-----------------------------|
| Office and Administrative Support | 2,330 | 1.2% | 2,473 |
| Food Preparation and Serving | 2,239 | 2.0% | 2,472 |
| Construction and Extraction | 1,743 | 2.1% | 1,934 |

Figure 70. Texas Employment by Occupation



Source: JobsEQ

Figure 71. Hood County Employment by Occupation



Source: JobsEQ

The Occupation Growth Chart demonstrates the concentration of various occupations within Granbury, measured by the LQ over time, which compares the local density of occupations to a broader benchmark. The Construction sector, with an LQ of 1.77, stands out as particularly robust, showing that construction-related jobs are far more concentrated in Granbury than the national average. This suggests that Granbury not only

meets local demand but potentially supplies construction expertise and labor to surrounding areas. Tracking changes in LQ for key occupations like construction can inform workforce development initiatives, support for local industries, and policies to leverage Granbury's specialized skills in regional economic growth.

Figure 72. Occupations by Selected Attributes

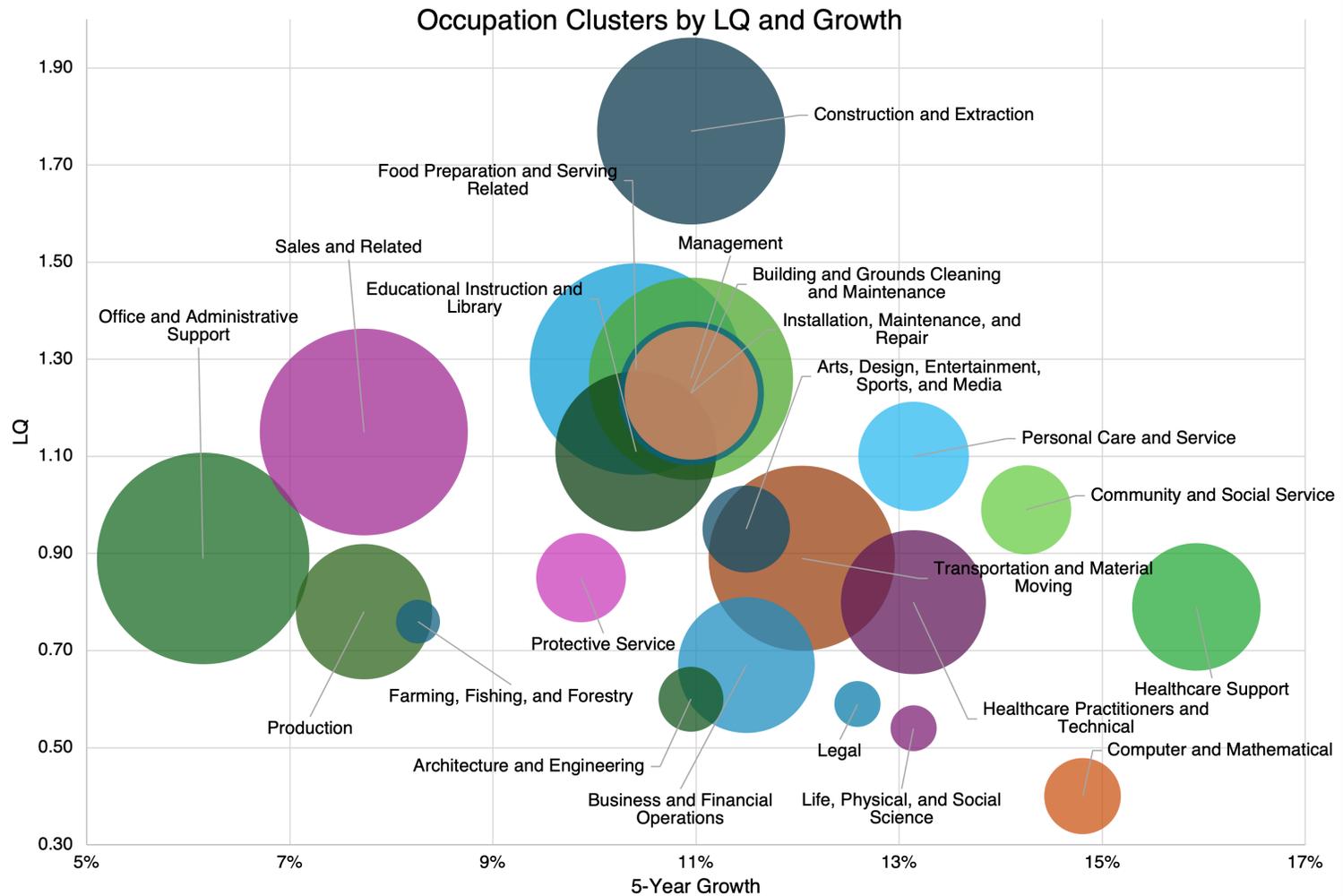


Figure 73. Occupations by Selected Attributes

| Industry | 5-Year Growth | LQ | 5-Year Employment | Avg Annual Wages |
|--|---------------|------|-------------------|------------------|
| Office and Administrative Support | 6.1% | 0.89 | 2,473 | \$42,000 |
| Food Preparation and Serving Related | 10.4% | 1.28 | 2,472 | \$28,500 |
| Sales and Related | 7.7% | 1.15 | 2,369 | \$41,500 |
| Management | 11.0% | 1.26 | 2,274 | \$106,400 |
| Construction and Extraction | 11.0% | 1.77 | 1,934 | \$46,400 |
| Transportation and Material Moving | 12.0% | 0.89 | 1,896 | \$41,700 |
| Educational Instruction and Library | 10.4% | 1.11 | 1,420 | \$49,700 |
| Installation, Maintenance, and Repair | 11.0% | 1.23 | 1,154 | \$51,000 |
| Healthcare Practitioners and Technical | 13.1% | 0.80 | 1,148 | \$84,100 |
| Production | 7.7% | 0.78 | 1,014 | \$42,500 |
| Business and Financial Operations | 11.5% | 0.67 | 1,019 | \$76,700 |

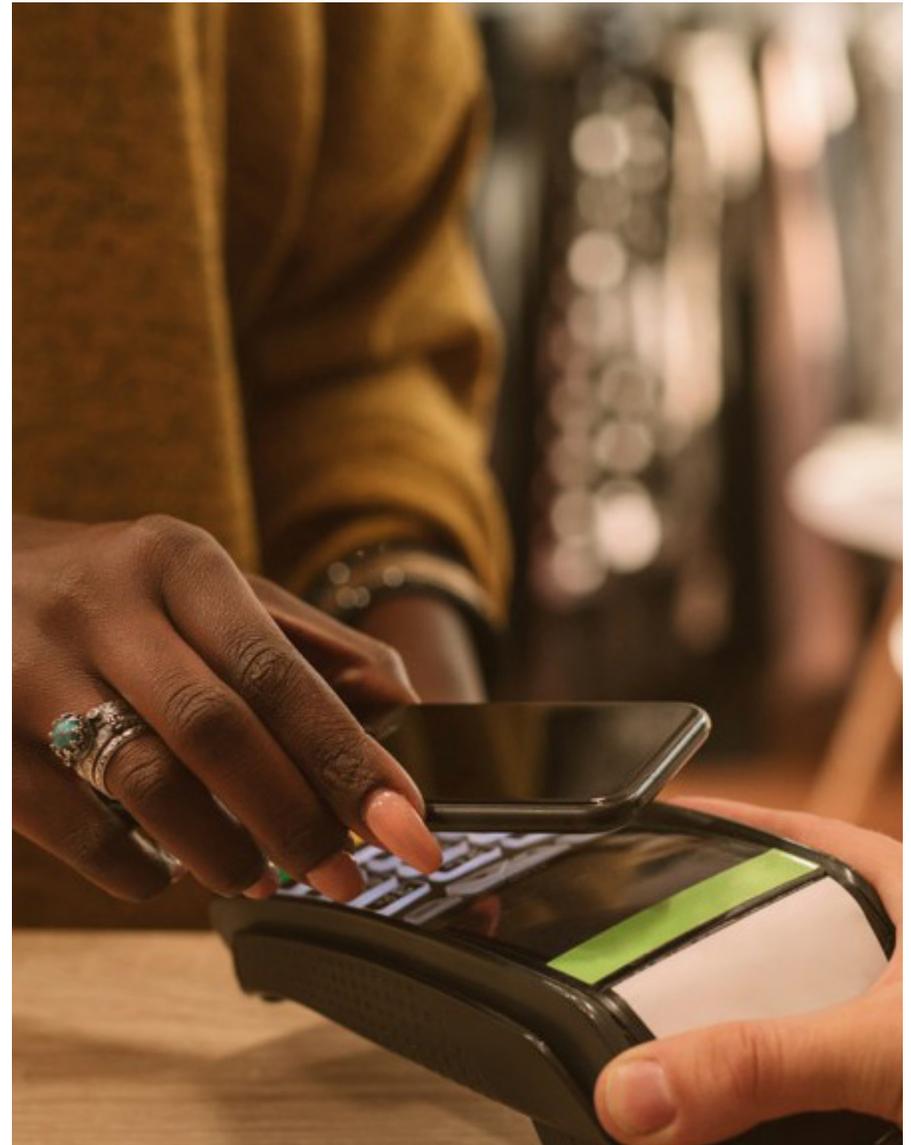
| Industry | 5-Year Growth | LQ | 5-Year Employment | Avg Annual Wages |
|--|---------------|------|-------------------|------------------|
| Building and Grounds Cleaning and Maintenance | 11.0% | 1.23 | 972 | \$32,600 |
| Healthcare Support | 15.9% | 0.79 | 900 | \$30,900 |
| Personal Care and Service | 13.1% | 1.10 | 668 | \$32,200 |
| Protective Service | 9.9% | 0.85 | 438 | \$54,700 |
| Community and Social Service | 14.2% | 0.99 | 443 | \$52,200 |
| Arts, Design, Entertainment, Sports, and Media | 11.5% | 0.95 | 418 | \$59,100 |
| Computer and Mathematical | 14.8% | 0.40 | 320 | \$92,000 |
| Architecture and Engineering | 11.0% | 0.60 | 232 | \$85,300 |
| Legal | 12.6% | 0.59 | 117 | \$130,400 |
| Life, Physical, and Social Science | 13.1% | 0.54 | 117 | \$74,300 |
| Farming, Fishing, and Forestry | 8.3% | 0.76 | 106 | \$34,300 |

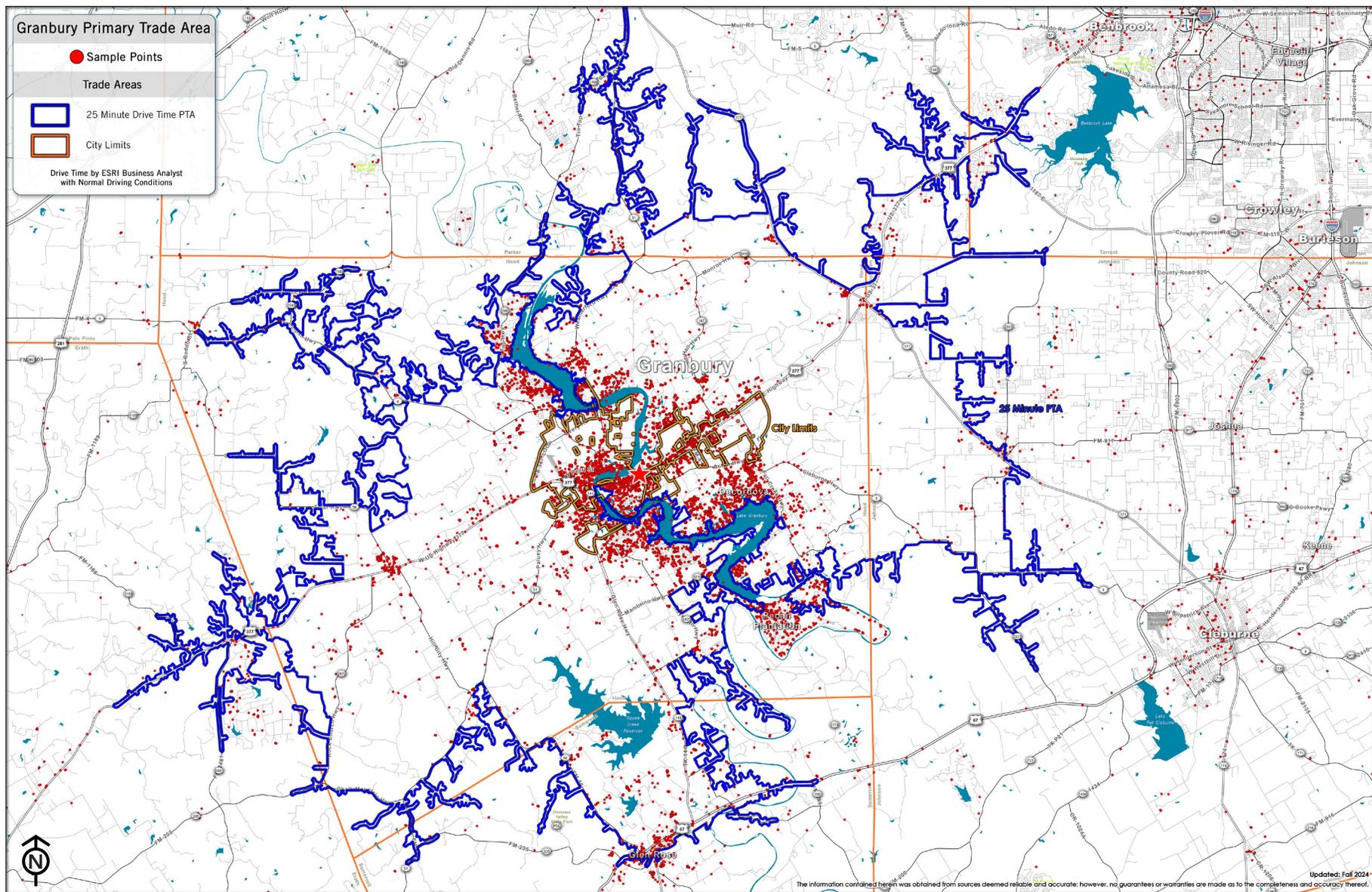
Retail

Granbury's retail sector plays a vital role in the local economy, driven by both residents and the City's strong appeal as a regional tourism and shopping destination. The City's unique combination of a historic downtown, lakefront attractions, and proximity to the Dallas-Fort Worth Metroplex positions it as a regional retail hub, drawing visitors from nearby areas while serving the daily needs of residents.

Sales tax accounts for 17% of total revenues in the city budget. Retail sales in Granbury have surged over the past decade, increasing from \$634.3 million to \$1.39 billion, reflecting the City's growing appeal as both a residential and tourism hub. This remarkable growth highlights the synergy between local demand and the influx of visitors drawn to Granbury's historic downtown and scenic lakefront. The rise in retail activity is not just a testament to the City's strategic location near the Dallas-Fort Worth Metroplex, but also to its ability to create a dynamic consumer environment that caters to both residents and tourists.

Granbury benefits from its strategic location, with the ability to attract both day-trippers and weekend visitors from the larger Dallas-Fort Worth Metroplex. Tourists visiting Lake Granbury and the City's historic downtown support local retailers, restaurants, and entertainment venues. This visitor base is crucial to sustaining retail demand, particularly in the City's historic core. As Granbury continues to develop, there is an opportunity to build on this tourism-driven retail by adding complementary lake-oriented retail spaces that offer goods and services catering specifically to tourists.





Map 26. Granbury Primary Trade Area

Figure 74. Retail Sales per Square Foot Growth by Year

| Year | Retail Inventory (SF) | Total Retail Sales | Retail Sales PSF |
|------|-----------------------|--------------------|------------------|
| 2010 | 2,693,484 | \$461,798,250 | \$171 |
| 2011 | 2,858,362 | \$506,912,195 | \$177 |
| 2012 | 2,863,330 | \$561,735,502 | \$196 |
| 2013 | 2,902,003 | \$634,320,439 | \$219 |
| 2014 | 2,902,003 | \$680,564,395 | \$235 |
| 2015 | 3,008,007 | \$754,811,633 | \$251 |
| 2016 | 3,031,358 | \$803,077,439 | \$265 |
| 2017 | 3,031,358 | \$841,285,681 | \$278 |
| 2018 | 3,029,108 | \$873,487,342 | \$288 |
| 2019 | 3,032,599 | \$896,773,476 | \$296 |
| 2020 | 3,139,047 | \$951,235,428 | \$303 |
| 2021 | 3,142,047 | \$1,270,483,456 | \$404 |
| 2022 | 3,134,469 | \$1,443,398,436 | \$460 |
| 2023 | 3,165,997 | \$1,389,323,149 | \$439 |

Source: CoStar, Texas Comptroller

The development of waterfront dining, entertainment venues, and seasonal markets could complement the existing retail mix and create a cohesive experience for both residents and tourists. Integrating lake-oriented retail with mixed-use developments would also allow for seamless transitions between residential, commercial, and recreational spaces, boosting foot traffic and retail sales.

Granbury's local population is growing steadily, with a rising demand for retail services to support new residents. The City's retail offerings currently cater to a mix of daily needs (such as grocery stores and pharmacies) and specialty shops in the historic downtown area. However, the City faces competition from larger regional retail hubs like Waterside, City View, and the I-20/Hulen Mall corridor in southwest Fort Worth. These centers provide a wider variety of national retail chains and entertainment options, drawing Granbury residents who seek broader shopping experiences.

Retail space in Granbury maintains a relatively high occupancy rate (97.8%), particularly in the downtown area, where historic buildings house a mix of boutique shops and restaurants. Rental rates for retail space have remained competitive, though there is pressure to ensure that the development of new retail spaces does not outpace demand.

There is growing interest in mixed-use developments that combine residential, retail, and office spaces in Granbury. These developments allow for walkable communities and create place-making opportunities, encouraging people to live, shop, and work in the same area. US Route 377 Corridor is one key area where such mixed-use developments could thrive, providing retail opportunities alongside housing and office space.

By integrating retail with other uses, Granbury can attract younger residents and professionals seeking live-work-play environments. Additionally, these developments support small businesses by creating more foot traffic and promoting a vibrant street life.

As Granbury continues to grow, there is an increasing demand for higher-quality retail options and destination entertainment venues. The City can capitalize on these trends by encouraging the development of specialty retailers, entertainment complexes, and dining experiences that draw both residents and visitors alike. Additionally, attracting "medtail," medical uses located in retail space, is a growing trend in similar markets that can provide residents with essential services while boosting retail traffic and making these services more easily accessible to customers.

Market Activity

Retail in Granbury is thriving, especially along US Route 377, which serves as a primary commercial corridor for the City. The rise in tourism and residential growth has spurred demand for new retail developments, particularly for restaurants, boutique shops, and convenience-based retail.

Currently, there are five retail projects proposed along US Route 377, totaling 94,000 square feet. These proposed projects address the growing need for consumer services, dining, and entertainment options for both locals and visitors.

Compared to nearby cities like Weatherford, Cleburne, and Stephenville, Granbury stands out due to its mix of historic charm and recreational amenities. While these peer cities benefit from proximity to major highways and serve as regional retail hubs, Granbury's unique blend of history and natural beauty creates a distinct competitive advantage. This contributes to the significantly higher sales per capita at \$109,473.

Granbury's retail market is uniquely positioned to benefit from its lakefront, which provides opportunities for lake-oriented retail developments. Businesses that cater to recreational activities, such as boat rentals, water sports equipment, outdoor dining, and tourism-related retail, have strong growth potential in Granbury. Expanding the City's retail offerings in the Lakefront and Lake Core future land use districts would further enhance its appeal as a weekend getaway destination, encouraging longer stays and higher spending from visitors.

Figure 75. Market Activity in Peer Cities

| | Granbury | Weatherford | Cleburne | Stephenville |
|-------------------------|-----------------|-----------------|-----------------|---------------|
| 2024 Population | 12,691 | 33,705 | 32,324 | 21,476 |
| 2029 Population | 13,097 | 34,615 | 33,455 | 21,927 |
| Annual Pop Growth | 3.20% | 2.70% | 3.50% | 2.10% |
| Retail SF | 3,165,997 | 4,064,964 | 2,685,730 | 1,801,485 |
| Retail SF Per Capita | 249 | 121 | 83 | 84 |
| Retail Sales (2023) | \$1,389,323,149 | \$1,754,332,652 | \$1,030,201,500 | \$726,571,363 |
| Retail Sales PSF* | \$438.83 | \$431.57 | \$383.58 | \$403.32 |
| Retail Sales Per Capita | \$109,473 | \$52,050 | \$31,871 | \$33,832 |

Source: CoStar, Texas Comptroller

Retail Clusters

East US Route 377 Retail Corridor

The East US Route 377 corridor serves as Granbury's main commercial artery, offering a wide range of retail options that cater to both residents and visitors traveling through the region. This area is home to a diverse mix of national chains, big-box retailers, and local businesses. Recent retail proposals along US Route 377, totaling 94,000 square feet, signal continued growth and investment in this critical area.

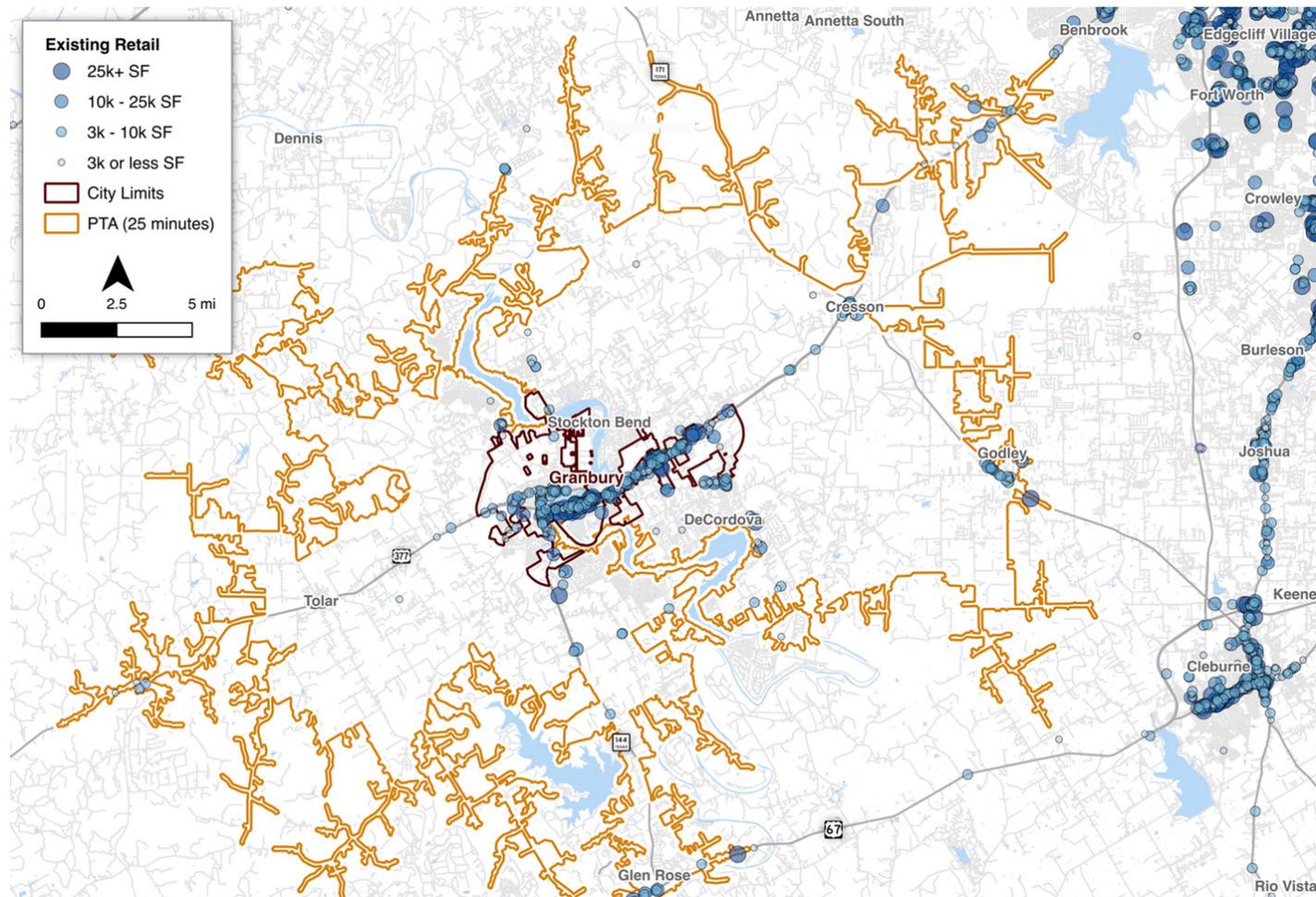
Retail along East US Route 377 is largely convenience-based, with grocery stores, pharmacies, and service-oriented retailers dominating the landscape. The high visibility and accessibility of US Route 377 make it an ideal location for focusing retail expansion and recruitment efforts to increase the retail offerings for the broader Granbury community.

Historic Downtown Retail Cluster

Granbury's Historic Downtown District offers a charming and pedestrian-friendly retail environment that draws both locals and tourists. Known for its unique boutique shops, art galleries, and specialty dining options, this area offers a stark contrast to the more convenience-oriented retail along US Route 377.

Retail in the downtown area is heavily focused on tourism and local culture, with small businesses occupying restored historic buildings. The area's walkability and proximity to Granbury's cultural and recreational assets, such as the Granbury Opera House and the lakefront, make it a natural hub for specialty retail.

Map 27. Existing Retail



Talent Retention and Education

A strong and adaptable workforce is fundamental to sustaining Granbury's economic health and competitiveness. As industries evolve and the nature of work changes, it is increasingly important to equip residents with the skills and knowledge needed to thrive in both traditional and emerging sectors. Expanding local access to post-secondary education through the recruitment of a community college, technical institute, or satellite campus, would significantly enhance workforce readiness. These institutions can provide certifications, associate degrees, and continuing education opportunities that are aligned with employe needs and career pathways.

Granbury's K-12 schools already play a key role in setting the foundation for future success. By strengthening partnerships between local school districts, higher education providers, and employers, the City can create more seamless transitions from education to employment. This may include support for career and technical education (CTE) programs, internships, and industry-recognized credentials that give students real-world experience before graduation.

At the same time, supporting a culture of entrepreneurship helps broaden the economic base and encourages local innovation. Building a stronger entrepreneurial ecosystem through targeted resources such as mentorship programs, access to seed funding and technical assistance can support business formation and growth. Initiatives such as co-working spaces, innovation hubs, and small business accelerators can offer aspiring entrepreneurs the tools they need to launch and scale their ideas locally.

To guide these efforts, Granbury's workforce strategy should focus on three key priorities:

- **Attract:** Promote workforce-friendly housing options and quality-of-life investments that appeal to young professionals and families.
- **Train:** Invest in education and skills development through partnerships that create clear career pathways and opportunities for upskilling.
- **Retain:** Foster a supportive environment for career growth and entrepreneurship that encourages residents to build their futures in Granbury.



Residential

Residential Market

Granbury's residential market continues to evolve as the City becomes an increasingly popular choice for those seeking a blend of commuter convenience and high quality of life. With proximity to the Dallas-Fort Worth Metroplex, Granbury attracts residents who work in the metroplex but prefer to live in a scenic, small-town environment. The housing market must accommodate both these commuters and long-term residents, particularly as the City faces growing demands for diverse housing options to meet the needs of varying income levels and life stages.

Economics of Homebuying

Homebuyers in Granbury, Texas, like much of the United States, are currently facing difficult housing market conditions, including rising construction costs, land costs, regulatory fees, low housing inventory, and increasing mortgage rates. Rising home prices have been coupled with rising property taxes and cost of property insurance, putting further pressure on affordability.

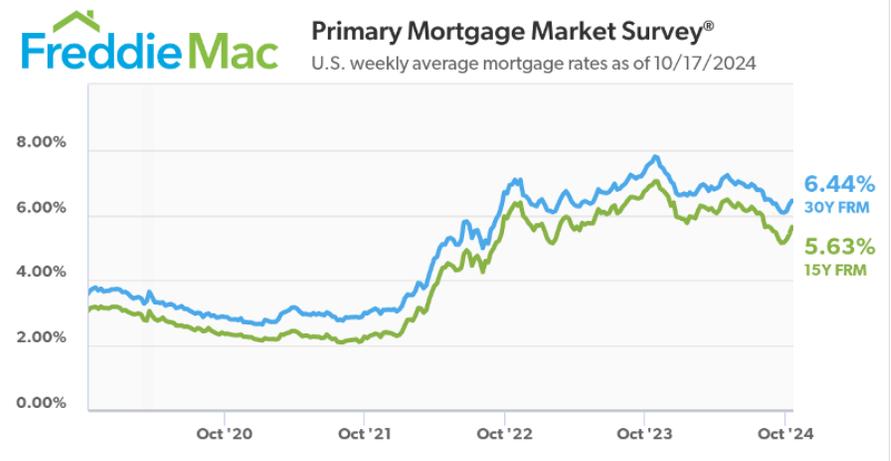
As of May 2024, 30-year fixed mortgage rates reached 7.22%, the second highest level since 2009 and a sharp rise from the record low of 2.65% seen in January 2021. While lower mortgage rates typically increase buyers' purchasing power, the sharp rise in rates has caused mortgage costs to exceed the typical 45% housing cost-to-income ratio recommended by Fannie Mae and Freddie Mac, pushing many buyers into a cost-burdened situation.

The National Association of Realtors' Affordability Index for single-family homes highlights the challenges buyers face. In the Dallas-Fort Worth Metroplex, the index fell from 180.7 in 2020 to 116.3 in 2022, representing a 30.8% drop in affordability. Similar declines have been noted in cities across the region, including Oklahoma City, Austin, and San Antonio.

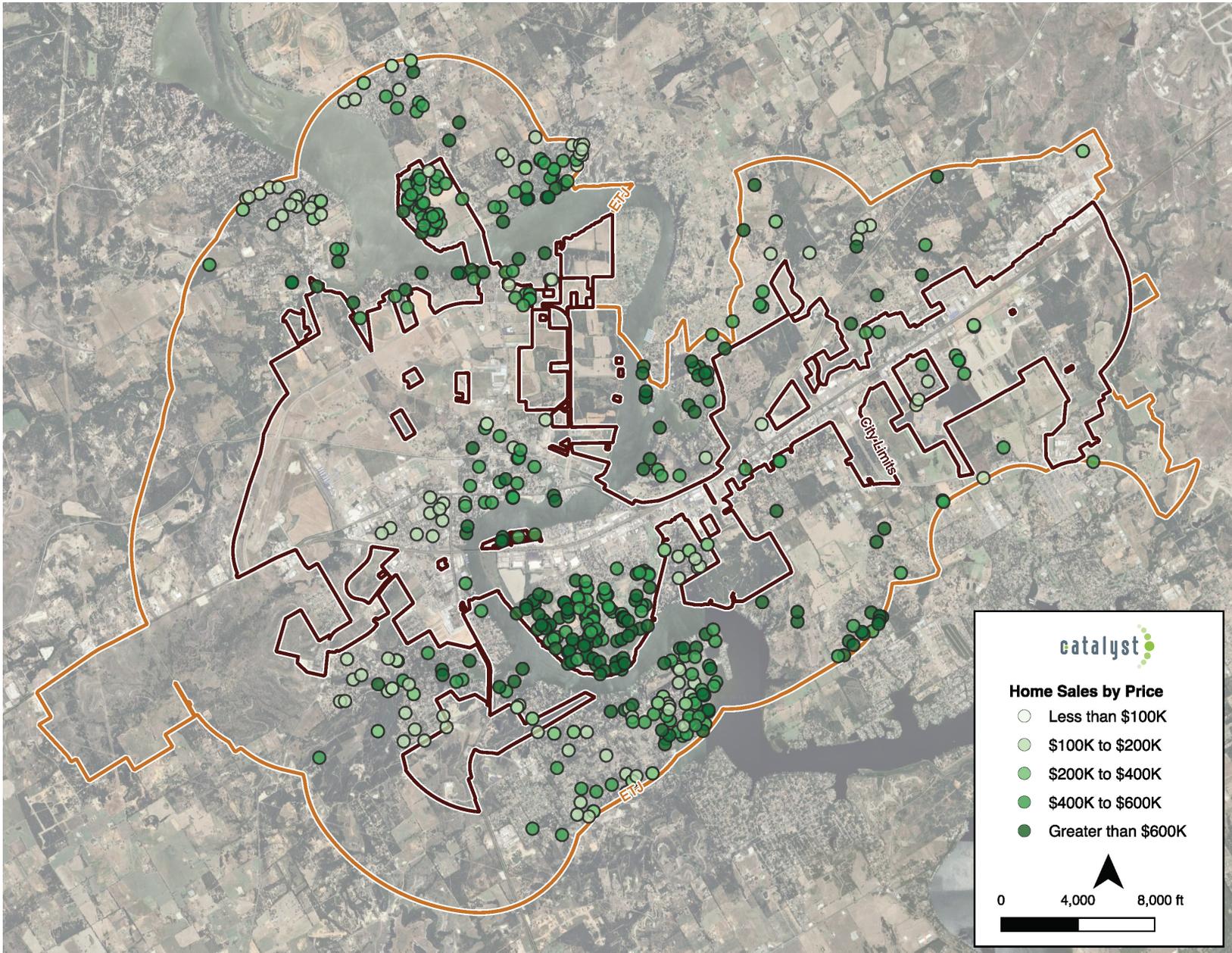
The median home price in Granbury is approximately \$249,000, less than many parts of the Dallas-Fort Worth Metroplex but increasing rapidly due to rising demand. The shortage of homes priced under \$200,000 is a significant barrier for first-time buyers and lower-income families, pushing many to seek alternative housing arrangements.

Looking ahead, homebuyers in Granbury may continue to see rising costs as demand for housing exceeds supply, creating further affordability issues. This is compounded by the widening gap between median home prices and median incomes, a trend that has accelerated over the past decade as home prices have risen significantly faster than wages.

Figure 76. Average Mortgage Rates in U.S.



Source: FreddieMac



Map 28. Home Sales by Price

Owner-Occupied Housing Demand

Like most of Dallas-Fort Worth Metroplex, Granbury’s housing market is facing significant pressure, largely due to the regional growth and limited product type. This limited pace of development is insufficient to meet current demand, especially in the face of rising home prices and a growing population in the region. The most critical need is for homes priced under \$200,000, with 60 units of demand annually. However, this price point is becoming increasingly unrealistic to build as construction costs continue to rise, limiting affordable homeownership opportunities for first-time buyers and lower-income families.

The bulk of demand is concentrated in mid-range homes priced between \$250,000 and \$450,000, with 106 homes of demand each year. This segment serves families and professionals commuting to the Dallas-Fort Worth Metroplex, yet the pace of development in this sector has not kept up with demand. As a result, competition for homes in this price range has intensified, further driving up prices. This pressure has also led higher-income buyers to move into the entry-level housing tier, making it increasingly difficult for first-time homebuyers to find affordable options.

There is growing interest in higher-end homes, particularly from retirees and second-home buyers, with demand for 35 homes annually in the \$450,000+ category. These buyers are drawn to Granbury’s lakefront properties and quality of life, adding pressure on the upper-tier market.

Renter-Occupied Housing Demand

Granbury’s housing market is also struggling to keep up with renter-occupied demand, particularly for multifamily units and affordable rentals. The demand for 5+ unit buildings is 175 units annually, but with no significant new developments approved in recent years, the rental market is undersupplied.

This has driven up rental prices, leaving many renters, especially those seeking units below \$1,000 per month (with 59 units needed annually), with limited options. Mid-range rentals, priced between \$1,000 and \$2,000, are also in high demand, with 52 units required annually to meet the needs of professionals and families who prefer renting. Without adequate supply, renters are being pushed into older, less desirable units or priced out of the market entirely.

Figure 77. Housing Demand by Unit Cost for Single-Family Detached

| | |
|--|------------|
| Single-Family Detached Demand | 233 |
| Homes < \$200k | 60 |
| Homes \$200k - \$250k | 32 |
| Homes \$250k - \$350k | 67 |
| Homes \$350k - \$450k | 39 |
| Homes \$450k+ | 35 |
| <i>Alternative Owner-Occupied Product Demand</i> | 53 |
| Total Owner-Occupied Demand | 286 |

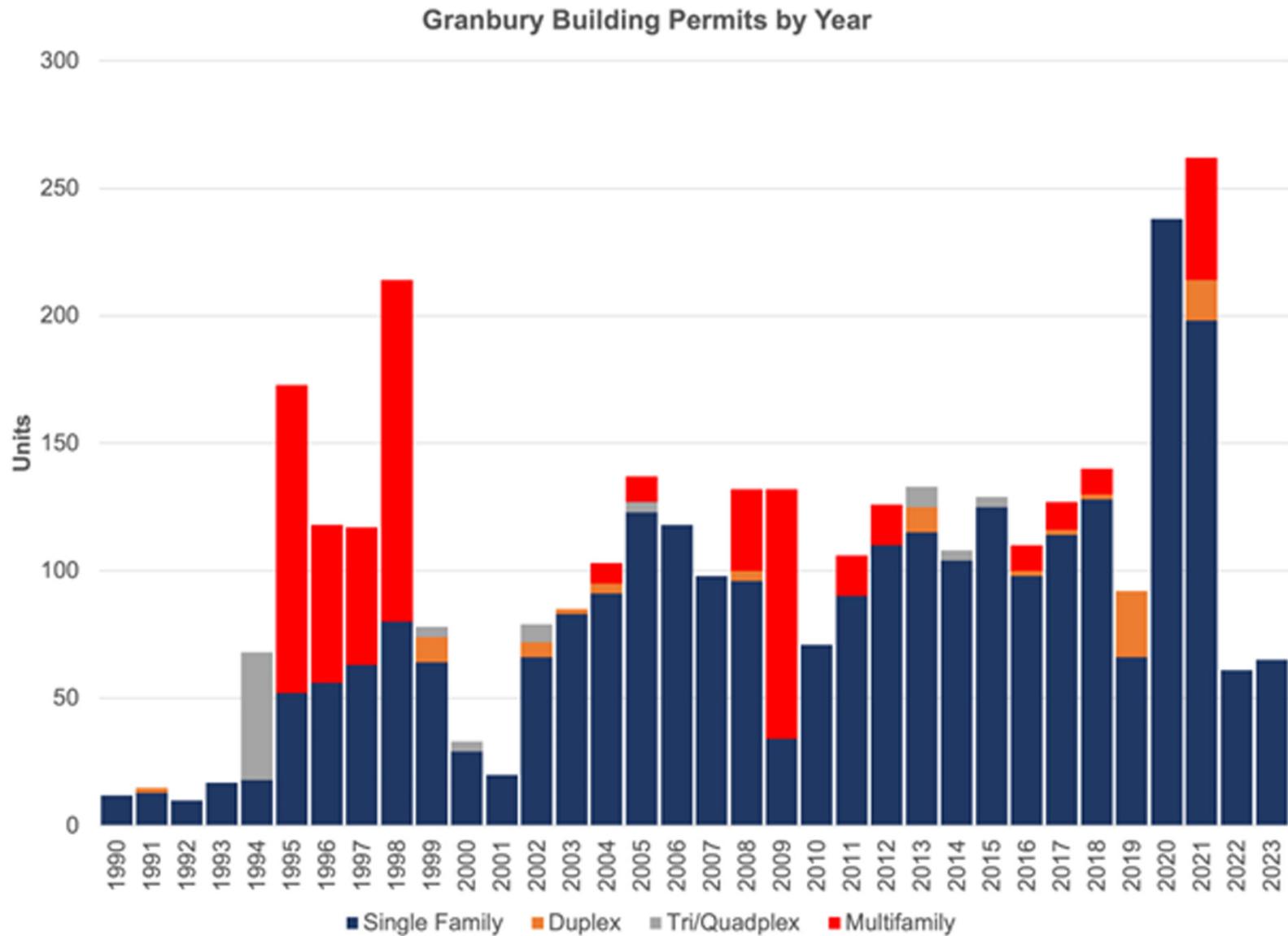
Source: Catalyst Commercial, US Census Bureau, Esri

Figure 78. Housing Demand by Unit Cost for Attached Housing

| | |
|---|------------------|
| Demand for 5+ Unit Buildings | 175 Units |
| Rental Rate <\$1,000 | 59 Units |
| Rental Rate \$1,000 - \$1,500 | 25 Units |
| Rental Rate \$1,500 - \$2,000 | 27 Units |
| Rental Rate \$2,000+ | 64 Units |
| <i>Alternative (1-4 units) Renter-Occupied Product Demand</i> | 51 Units |
| Total Renter-Occupied Demand | 226 Units |

Source: Catalyst Commercial, US Census Bureau, Esri

Figure 79. Granbury Building Permits by Year



Source: US Census Data

Economic Development Opportunities

The following pages lay out the economic development opportunities which are intended to support the guiding principles presented at the beginning of the Plan. These values guide efforts to maintain the unique character of the downtown and lakefront areas, support local businesses, and create opportunities for all residents. To achieve these goals, the following opportunities focus on four key areas: Industrial, Office, Residential, and Retail. Each area is carefully planned to uphold Granbury's commitment to economic vitality, community well-being, and environmental stewardship, ensuring the City remains an attractive and vibrant place to live, work and visit.

Leverage Lake Granbury and Downtown as Economic Anchors

Expand Lakefront and Downtown Development

Granbury should promote and incentivize mixed-use developments along Lake Granbury, integrating lakefront retail, dining, and residential units to enhance both tourism and local economic activity. Development incentives, such as tax abatements or public-private partnerships, can attract investors to focus on lake-oriented projects. Additionally, encouraging the creation of more boutique hotels, overnight stay accommodations, and entertainment venues in the downtown and lakefront areas can lead to increased tourism activity. Seabrook has similarly developed a mixed-use waterfront district, attracting tourism through waterfront restaurants, retail shops, and recreational services.

Enhance Tourism Infrastructure

To capitalize on its appeal as a weekend getaway destination, Granbury should develop a long-term tourism master plan. This Plan should incorporate seasonal events, lakefront festivals, and recreational offerings such as boating, fishing, and water sports to increase regional tourism. Investment in visitor-friendly amenities like expanded parking, improved signage, and well-maintained public spaces will further boost downtown and lakefront visitation. As an example, Carlton Landing, Oklahoma, has successfully positioned itself as a premier lakefront destination by emphasizing seasonal events, waterfront access, and community-driven tourism experiences. Carlton Landing has demonstrated how a small town can drive economic growth through thoughtful infrastructure investment and placemaking strategies.

Prioritize Industrial Development for Primary Job Creation

Target Industry Recruitment for Light Manufacturing and Logistics

Granbury must develop an industrial recruitment strategy focused on attracting light manufacturing, logistics, and distribution centers. The City's proximity to US Route 377, rail services, and Granbury Regional Airport should be key selling points to potential investors. Granbury's industrial parks and incentives like the Triple Freeport Exemption and property tax abatements can be marketed to attract businesses that provide primary jobs, reducing the City's reliance on commuting. Using a similar strategy, Lindale has become a hub for light manufacturing and logistics, attracting businesses such as FedEx Ground and Target Distribution through its strategic location and infrastructure.

Create Industrial Flex Spaces

Granbury should invest in developing flex industrial spaces within industrial parks, which can accommodate light manufacturing or logistics businesses. These multi-purpose spaces can support smaller businesses looking for scalable operational capacity. Establishing a public-private development corporation to partner with developers will help secure financing for these projects, ensuring they are well-positioned to attract investment. Amarillo has taken a similar approach by diversifying its economy by developing industrial spaces that accommodate various industries, including manufacturing and bioscience.

Focus on Primary Job Creation

To support sustainable economic growth, job creation benchmarks should be established for incoming businesses, particularly those receiving tax abatements or other incentives. Companies would be required to create at least 20 full-time jobs to qualify for top-tier incentives. This approach will help ensure that Granbury attracts industries capable of generating primary jobs, reducing workforce outflow, and strengthening the local economy.

Expand Office Market to Support Professional Services

Encourage Small Office and Co-Working Spaces

Granbury should incentivize the development of small office buildings and co-working spaces that cater to remote workers, startups, and professional services. Chapter 380 incentives can be offered to developers interested in building office spaces within downtown and along the US Route 377 corridor. These developments can attract legal firms, financial planners, and tech startups, enhancing the professional job market in Granbury. Allen has shown success with this effort through the development of "The Farm," a mixed-use project offering Class A office spaces alongside residential and retail areas, catering to startups and professional services.

Attract Medical Offices and Professional Services

Positioning Granbury as a hub for medical offices and professional services can be achieved by offering targeted incentives for healthcare providers, clinics, and specialized medical services. This strategy would attract high-quality care options, support job creation in the healthcare sector, and enhance access to essential services for residents. Building on the success of Lake Granbury Medical Center, in the West 377 Corridor Overlay, additional office spaces will help create a medical cluster, similar to how San Antonio has fostered its own hub for medical and professional services through mixed-use developments like "The '68," which provide unique live-work environments. Additionally, back-office operations and administrative support services can be recruited by offering affordable office space, creating more professional jobs in the City.

Ensure Residential Growth Aligns with Economic and Demographic Shifts

Diversify Housing Stock

To meet the growing demand for diverse housing, encourage development of housing with efficient land use in key infill areas, ensuring better land use and accessibility. Like Kyle, which has responded to rapid growth by expanding its housing options to accommodate new residents, the City can support a range of housing types that cater to first-time homebuyers and middle-income residents, addressing the evolving needs of the community.

Promote Mixed-Use and Walkable Communities

Granbury should prioritize the development of mixed-use, walkable communities, especially along the US Route 377 corridor and near downtown. Similar to Frisco's "Frisco Station," these projects should combine residential, commercial, and office spaces, creating vibrant neighborhoods where residents can live, work, and shop in close proximity. Zoning changes should promote more efficient land use, while preserving and enhancing public amenities like parks and green spaces. This will foster stronger community ties.

Strengthen Retail to Support Tourism and Local Economy

Enhance Lakefront and Specialty Retail

Granbury should encourage the development of specialty retail shops, outdoor dining, and entertainment venues around Lake Granbury and downtown, similar to Grand Lake, Oklahoma, which has successfully leveraged its waterfront to boost tourism and local economy activity. Offering storefront improvement grants to local businesses can help revitalize key retail areas and attract more visitors. The City could establish a Retail Incentive Program that supports the creation of destination retail areas, providing marketing assistance and infrastructure improvements to boost foot traffic.

Develop Retail in Key Corridors

The East 377 Corridor Overlay and Lake Core District should be a key focus area for retail growth. Castle Rock, Colorado's Riverwalk along Wilcox Street has demonstrated how a mixed-use corridor can enhance economic activity and community engagement through the integration of retail, office and residential spaces. Granbury can encourage similar development by offering tax increment financing (TIF) or other incentives to developers working on mixed-use projects. This will help create a retail hub that serves both residents and commuters, providing convenient access to shopping and services.

Support Local Businesses

Granbury should offer marketing and business development support for small, locally owned businesses through workshops and mentorship programs. Offering grants to help local businesses invest in modern technology and storefront improvements can further enhance their competitiveness, ensuring that local entrepreneurs thrive alongside larger national retailers.

Enhance Infrastructure and Transportation to Support Growth

Upgrade US Route 377 and Improve Connectivity

Granbury should continue to work with state and regional transportation authorities on improvements along US Route 377, ensuring that the road can accommodate increased traffic from residential, industrial, and commercial developments.

Expand Broadband and Utility Infrastructure

Investing in broadband access is essential for attracting remote workers and tech-oriented businesses, as seen in Fort Worth's municipal broadband efforts. Granbury can partner with providers to expand access in underserved areas. Water, sewer, and energy services must also keep pace with new residential and industrial growth, prioritizing infrastructure upgrades accordingly.

Create an EDC to Incentivize Competitive Projects and Redevelopment

Creating an Economic Development Council (EDC) in Granbury would provide a focused, strategic entity to support the City's growth, investment, and business attraction. An EDC can serve as a central hub for coordinating initiatives, managing incentives, and securing grants and public-private partnerships that might otherwise be missed.

Key benefits include:

- **Focused Leadership:** A council of business leaders, stakeholders, and officials can shape strategy and respond to new opportunities.
- **Sustainable Funding:** With its own budget, the EDC can fund business retention, workforce development, site readiness, and marketing.
- **Incentive Management:** The EDC can design and deliver performance-based incentives to attract industries and support redevelopment.
- **Collaborative Solutions:** It connects public and private efforts around shared goals like infrastructure, talent, and competitiveness
- **Measured Impact:** Clear goals and metrics offer accountability and track return on investment.

An EDC positions Granbury to take a proactive, organized approach to economic growth, keeping the City competitive, resilient, and aligned with regional trends.

Program Justification

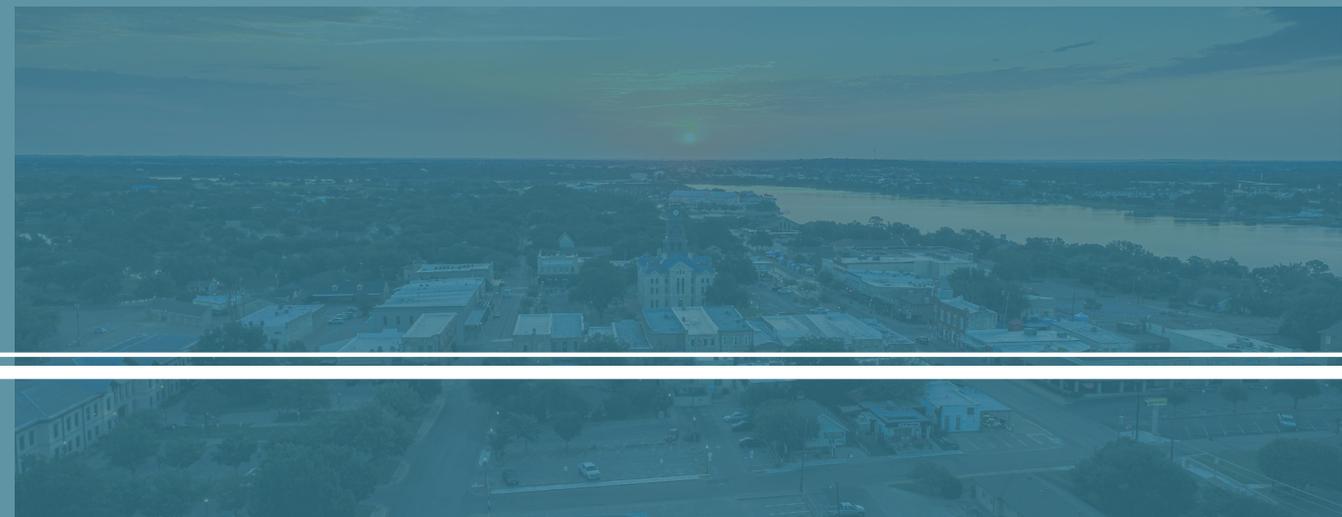
Granbury's development potential is driven by its appealing lakefront environment, proximity to the Dallas-Fort Worth Metroplex, and historic downtown core. This positioning creates demand for diverse residential, retail, and industrial growth, enabling the City to capture both local and regional market share. Targeted investments in these sectors will help Granbury support sustainable growth and meet community needs. Figure 80 outlines the demand and recommendations for Granbury's core development areas.

Figure 80. Opportunities by Sector

| Sector | Demand | Opportunities | Recommendations |
|-------------|---|--|--|
| Residential | <p>Owner-Occupied: Demand for 233 single-family units annually, heavily on homes priced between \$250,000 and \$450,000.</p> <p>Renter-Occupied: Annual demand for 5+ unit buildings is 175 units, largely middle-income renters (\$1,000 - \$2,000/month).</p> | <p>Single-Family Homes: Opportunity to attract families, professionals and second homeowners.</p> <p>Multifamily Housing: Demand for quality rental options that can foster mixed-use.</p> | <p>Promote diverse housing types and price points to attract talent.</p> <p>Expand missing middle offerings to meet diverse rental needs.</p> |
| Retail | <p>Expansion of retail, especially lakefront and specialty retail, and entertainment to support tourism and serve residents.</p> | <p>Lakefront Retail and Dining: Opportunity for retail and dining venues near Lake Granbury to attract both visitors and residents.</p> <p>Specialty Retail: Downtown retail and entertainment to boost economic activity.</p> | <p>Encourage lakefront retail developments to create a tourist-friendly environment.</p> <p>Support specialty retail options in the Downtown, Lakefront, Lake Core, and East US 377 areas to enhance the visitor experience.</p> |
| Industrial | <p>Opportunities for small-scale, environmentally friendly industries in designated industrial zones.</p> <p>Flex Spaces: Suitable for specialty industries like specialty food production and niche manufacturing.</p> | <p>Low-Impact Manufacturing: Opportunities for businesses in logistics, and light manufacturing, in the West US 377 Corridor around Loop 567 near Granbury Regional Airport.</p> | <p>Develop scalable, flexible industrial spaces suited for targeted industries.</p> <p>Prioritize low-impact manufacturing clusters that align with Granbury's business-friendly environment.</p> |
| Office | <p>Annual Office Demand: Estimated at 29,282 square feet annually, with a 5-year demand reaching 146,409 square feet.</p> <p>Office demand driven by healthcare and professional services.</p> | <p>Healthcare and Professional Services: Demand for mid-sized office spaces near medical and business centers.</p> <p>Flexible Workspaces: Growing preference for co-working and hybrid spaces in central locations.</p> | <p>Prioritize development of professional office spaces along US Route 377 to meet demand.</p> <p>Encourage mixed-use developments with flexible office spaces to support local professionals.</p> |

Economic Development Strategies

- ED.1** Establish an Economic Development Corporation (EDC) to drive local and regional economic growth, exploring partnerships with the County and other entities to identify potential funding opportunities.
- ED.2** Update an economic development strategic plan to incorporate Comprehensive Plan goals and initiatives.
- ED.3** Create a recruitment process that identifies prospects and/or developers that can activate the City's Comprehensive Plan vision and economic development strategy.
- ED.4** Continue updating a comprehensive database of available (re) development opportunity sites as a prospecting tool.
- ED.5** Develop a tourism master plan focused on seasonal events, lakefront festivals, and recreational activities such as boating and fishing.
- ED.6** Partner with local sponsors to create signature tourism events that reinforce Granbury's identity as a weekend destination.
- ED.7** Promote places that can accommodate targeted industries in key areas.
- ED.8** Target healthcare to build on the success of Lake Granbury Medical Center.
- ED.9** Support Granbury ISD and higher educational efforts to improve services in developing the community workforce.
- ED.10** Encourage diverse and attainable housing types in key infill areas to support workforce needs and attract young professionals in alignment with Comprehensive Plan market findings.
- ED.11** Update the land development code to align zoning with the Future Land Use Map to meet housing and market needs.
- ED.12** Support the implementation of special areas by creating strategies for the development of vacant commercial and industrial tracts.
- ED.13** Continue supporting specialty retail, outdoor dining, and entertainment venues with storefront improvement incentives in the Lake Core, Downtown Overlay, and other key areas.
- ED.14** Implement tax increment reinvestment zones (TIRZ) to promote retail growth in the East 377 Corridor Overlay and Lake Core.
- ED.15** Continue promoting mixed-use to increase economic output and quality of life through placemaking in the East 377 Corridor Overlay, Downtown Overlay, and other key areas.
- ED.16** Continue promoting mixed-use integrating retail, dining, and residential spaces in the Lake Core and Lakefront areas to boost lake-oriented economic activity.
- ED.17** Invest in visitor-oriented programming and infrastructure, including expanded parking and public spaces in the Lakefront and Downtown Overlay.
- ED.18** Conduct a market study for downtown to determine strategies to enhance and expand the retail and entertainment merchandising of Downtown.
- ED.19** Attract a technical college or community college satellite campus to expand local access to workforce training and career-oriented education.
- ED.20** Support career advancement through local internships, leadership programs, and employer-led upskilling to help build long-term career pathways.
- ED.21** Offer relocation incentives to attract high-wage employers that will strengthen the job market.
- ED.22** Support the development of coworking spaces and innovation hubs to foster entrepreneurship and provide flexible workspace for small businesses and remote workers.





**PARKS,
RECREATION
AND OPEN SPACE
MASTER PLAN
UPDATE**

Introduction

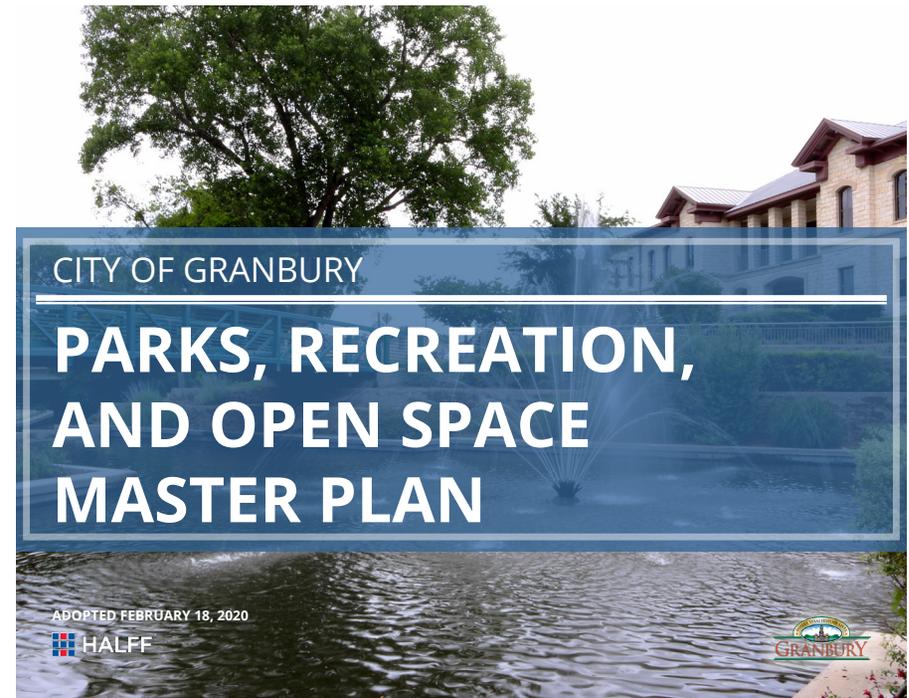
The City adopted its Parks, Recreation and Open Space Master Plan (PROSMP) in 2020. Per the Texas Parks and Wildlife Department's (TPWD) guidelines for these types of plans, they need to cover a 10-year period and be updated every five years, at a minimum. Plan updates should include:

- Accomplishments to date
- Updated demographics
- Updated goals and objectives, standards, and maps, if applicable.
- Revisions to priorities justified by public input, if applicable.

This Parks, Recreation and Open Space Master Plan Update completed as part of the 2024 Comprehensive Plan serves as the five-year update to Granbury's PROSMP and includes the following.

- Updated demographics
- Updated inventory
- Revised high-priority needs list (based solely on accomplishments to date and property no longer being controlled by the City)
- Accomplishments to date

There are no updates to the goals and objectives, standards, maps, or recommendations.



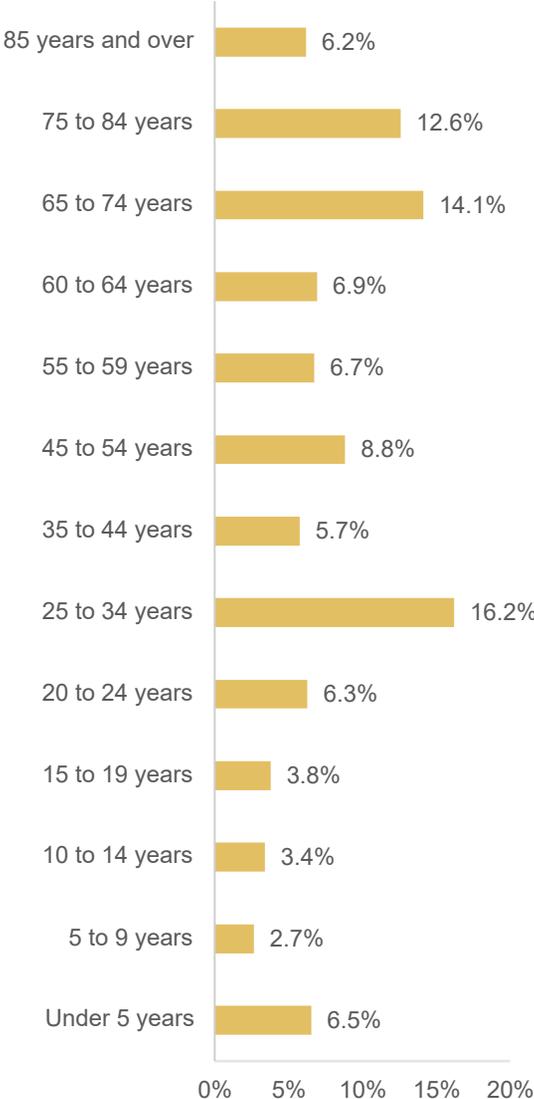
Community Demographics

Granbury's population has grown by an estimated 6.6% since the 2020 PROSMP, with the estimated population increasing from 10,524 to 11,218 residents.

The largest cohorts of the population today include adults, ages 25 to 34, and seniors, ages 65 to 84. These largest cohorts reflect similar statistics as the community demographics from the 2020 PROSMP, only generally five years older. Age-appropriate recommendations from the 2020 PROSMP thus still stand true today.

Looking to the next five to 10 years, the City's population is projected to continue growing and parks and recreation opportunities should expand proportionally. Reference Chapter 1 for additional information about population projections and current community demographics.

Figure 81. Age Distribution



Source: ACS, 5-Year Estimates

Figure 82. Population Projections

| Year | Growth Rate |
|------|-------------|
| | 3.25% |
| 2022 | 11,218 |
| 2023 | 11,583 |
| 2024 | 11,960 |
| 2025 | 12,349 |
| 2026 | 12,751 |
| 2027 | 13,166 |
| 2028 | 13,595 |
| 2029 | 14,037 |
| 2030 | 14,494 |

Source: ACS, 5-Year Estimates

Park Inventory

As in 2020, there are over 180 acres of dedicated parkland in Granbury, including developed and undeveloped park acreage. The majority of City parkland is developed, with less than 15 acres of undeveloped park space, excluding parkland defined as unprogrammed or natural space. Community parks comprise approximately 56% of the total park space within the City.

The adjacent figure presents a current inventory of City-owned and maintained parks, open spaces and amenities.

Figure 83. Park Amenities Inventory

| Park Name | Developed Acres | Undeveloped | Unprogrammed/Natural Space | Total Acres | Address | Classification | Aquatics | | | | |
|-----------------------------------|--------------------|-------------|----------------------------|--------------|------------------------|----------------|----------------------------|------------------------|-----------|-----------|---------------|
| | | | | | | | Fishing Pier / Observation | Water Spray Splash Pad | Boat Ramp | Boat Dock | Swimming Pool |
| Ashley Oaks Park | 1.3 | | | 1.3 | Dona Circle | N | | | | | |
| Hewlett Park | 10.8 | | 0.5 | 11.3 | 621 E. Pearl Street | N | 1 | | | | |
| Lambert Branch Park | 2.0 | 3.3 | | 5.3 | 510 N. Brazos Street | N | 1 | | | 1 | |
| Saratoga Parkland | 7.7 | 2.8 | | 10.5 | | N | | | | | |
| Neighborhood Park Subtotal | 21.8 | 6.1 | 0.5 | 28.4 | | | 2 | 0 | 0 | 1 | 0 |
| Granbury City Park | 43.0 | | | 43.0 | 1298 W. Pearl Street | C | | | | | 1 |
| Moore Street Community Park | 55.5 | | 3.0 | 58.5 | 600 W. Moore Street | C | | | | | |
| Community Park Subtotal | 98.5 | 0.0 | 3.0 | 101.5 | | | 0 | 0 | 0 | 0 | 1 |
| City Beach Park | 1.5 | | | 1.5 | 505 E. Pearl Street | SU | | 1 | | | |
| City Boat Ramp Park | 3.5 | | | 3.5 | 930 E. Pearl Street | SU | | | 2 | 2 | |
| Memorial Park | 1.5 | | | 1.5 | 550 N. Travis Street | SU | | | | | |
| Rock Park | | 0.4 | | 0.4 | Thorp Spring Road | SU | | | | | |
| Shanley Park | 1.0 | | | 1.0 | 400 N. Houston Street | SU | | | | | |
| Special Use Subtotal | 7.5 | 0.4 | 0.0 | 7.9 | | | 0 | 1 | 2 | 2 | 0 |
| Closed Landfill | | | 40.0 | 40.0 | SE of City along FM-51 | OS | | | | | |
| Waterfront Railroad Property | | | 3.0 | 3.0 | Along railroad track | OS | | | | | |
| Open Space Subtotal | 0.0 | 0.0 | 43.0 | 43.0 | | | 0 | 0 | 0 | 0 | 0 |
| Total | 127.8 | 6.5 | 46.5 | 180.8 | | | 2 | 1 | 2 | 3 | 1 |

2020 Plan Goals

The 2020 PROSMP included a series of six goals and 19 objectives. Goals are meant to be broad statements that reflect the direction the City wants to go. Objectives are more specific actions to achieve the overall goal. The goals and objectives remain unchanged, with the exception of changing narrative regarding the ETJ in this update.

GOAL 1 - PARK ACCESSIBILITY

Create an accessible and connected system of parks.

- **Objective 1.1:** Strategically acquire new City-owned parkland to serve existing and future residents.
- **Objective 1.2:** Develop and program acreage in existing undeveloped parks.
- **Objective 1.3:** Revise the Parkland Dedication Ordinance to sufficiently provide for future park space and amenities.

GOAL 2 - PARK DESIGN & MAINTENANCE

Provide a quality level of design and maintenance for park facilities.

- **Objective 2.1:** Make strategic improvements to existing park amenities.
- **Objective 2.2:** Systematically maintain all parks and recreation facilities in an equitable manner.

GOAL 3 - SYSTEM CONNECTIVITY

Expand the trails and bikeways system to connect to key destinations.

- **Objective 3.1:** Plan for future trails and bikeway implementation.
- **Objective 3.2:** Pursue funding for design and construction of additional trails and trail amenities.
- **Objective 3.3:** Create safe connections to schools from surrounding neighborhoods.

GOAL 4 - COMMUNITY CHARACTER

Celebrate Granbury's historic charm throughout the parks and recreation network.

- **Objective 4.1:** Incorporate historic and cultural elements into parks and along trails.
- **Objective 4.2:** Preserve natural landscapes in the city to serve as unprogrammed open space.
- **Objective 4.3:** Improve public awareness of existing parks and recreational facilities.

GOAL 5 - RECREATIONAL TOURISM

Leverage the parks, recreation and open space system to encourage tourism.

- **Objective 5.1:** Update and expand sports fields and complexes to support regional events and tournaments.
- **Objective 5.2:** Explore the feasibility of key park and recreation destinations to support influx of visitors.
- **Objective 5.3:** Use park space to support and attract year-round events, festivals and celebrations.
- **Objective 5.4:** Create additional water access points for recreational water activities.

GOAL 6 - PARTNERSHIPS

Establish partnerships with outside entities to provide parks and recreational facilities.

- **Objective 6.1:** Maintain and strengthen partnerships with regional entities.
- **Objective 6.2:** Explore partnerships to support the development of recreational facilities.
- **Objective 6.3:** Explore partnerships to assist in the maintenance and operations of parks and sports complexes.
- **Objective 6.4:** Explore alternative funding methods for ongoing park development and maintenance.

High Priority Needs List

Despite progress toward plan implementation of the 2020 PROSMP, the high priority needs list remains relatively consistent. The list to the right includes the current high priority needs for indoor and outdoor facilities.

Notable changes from the 2020 PROSMP include:

- Decker Gym is no longer owned and operated by the City, and was thus removed as a priority for renovation.
- A swimming pool study was conducted for Dana Vollmer Municipal Pool in 2022. Based on the facility condition, the most appropriate step was to develop a new aquatics facility rather than renovate the existing pool.

High Priority Needs List

Outdoor Facilities

- Renovate/update existing parks and sports fields.
- Develop currently unprogrammed parkland.
- Additional trail and bikeway connectivity.
- Lakeside access and amenities.

Indoor Facilities

- Develop an aquatic facility.
- Construct a municipal recreation center with dedicated senior space.



Implementation Action Plan

The following table presents a status update on the Implementation Action Plan in the 2020 PROSMP. The time frames presented remain the same from the 2020 Plan except where noted.

Figure 84. Implementation Action Plan

| Action | | Time Frame | | | | Action Status | Status Notes |
|-----------------------------------|---|------------|-----|------|----------|------------------|--|
| | | Short | Mid | Long | On-going | | |
| Goal 1: Park Accessibility | | | | | | | |
| 1.1.1 | Aim to meet the level of service for all types of parkland set forth in this Plan. | | | | ■ | In progress | |
| 1.1.2 | Develop parkland in areas currently underserved by parkland, including the Harbor Lakes neighborhood, southwestern portion of the City, and the far eastern part of the City. | | | | ■ | In progress | Park Dedication Policy helps fund park development. |
| 1.1.3 | Actively plan and coordinate with Hood County for the acquisition and development of parks and open space in ETJ areas of the City. | | | | | No longer needed | The City no longer has control of ETJ areas. |
| 1.2.1 | Develop a master plan for Lambert Branch Park as a nature park with context-sensitive amenities. | ■ | | | | In progress | New playground was constructed in November 2024 and is pending acceptance by the City at the time of Plan adoption. A grant application was submitted to TPWD for additional sidewalks, seating and solar lighting in August 2024. |
| 1.2.2 | Develop Rock Park as a pocket park. | | | ■ | | Not yet started | Changed to a long-term goal since there are higher priority opportunities in underutilized areas. |
| 1.2.3 | Develop a park standard program so new park developments are standardized. | ■ | | | | In progress | Some standards exist through the park dedication policy. |
| 1.2.4 | Pursue funding from Texas Parks and Wildlife Department to add park amenities. | | | | ■ | In progress | Currently working on TPWD grant opportunity for Lambert Branch Park. |
| 1.3.1 | Implement a three-tiered system for parkland dedication ordinance. | ■ | | | | Complete | |

| Action | | Time Frame | | | | Action Status | Status Notes |
|--|--|------------|-----|------|----------|------------------|---|
| | | Short | Mid | Long | On-going | | |
| Goal 2: Park Design & Maintenance | | | | | | | |
| 2.1.1 | Improve wayfinding signage within existing parks to locate amenities. | ■ | | | ■ | In progress | Some signs have been installed and others are in the works. |
| 2.1.2 | Update structures or amenities with known safety issues. | ■ | | | ■ | In progress | |
| 2.1.3 | Incorporate all-inclusive play structures into playgrounds where feasible. | | ■ | | | In progress | |
| 2.1.4 | Identify ADA accessibility issues within existing parks and develop a plan to address them. | ■ | | | ■ | In progress | Park improvements meet ADA requirements. |
| 2.1.5 | Improve the Decker Gym facilities to include indoor courts, meeting rooms, and classrooms. | | | | | No longer needed | Property went back to GISD ownership. |
| 2.1.6 | Implement improvements to the existing municipal swim center based on the needs assessment. | | | ■ | | In progress | Some updates/repairs have been made while keeping in mind that a new facility may be built in the next five to seven years. |
| 2.2.1 | Adopt a staffing ratio system that requires park maintenance staff be added concurrent with the number of parkland acres maintained. | ■ | | | ■ | In progress | Staffing increases as responsibilities grow. |
| 2.2.2 | Implement low-impact design and maintenance strategies. | | | | ■ | In progress | City is mindful of low maintenance materials and design during improvements. |
| 2.2.3 | Conduct a system-wide irrigation system inspection to identify needed upgrades. | | ■ | | | In progress | The system constantly maintained and low-water uses are adopted when feasible |
| Goal 3: System Connectivity | | | | | | | |
| 3.1.1 | Develop a comprehensive trails and bikeways master plan to guide future active transportation development. | | ■ | | | Complete | Completed in December 2022. This plan should be updated in light of newly annexed areas. |
| 3.1.2 | Ensure land development regulations require the dedication of trail easements. | ■ | | | ■ | In progress | Park dedication addresses some of this with discretion to the City on dedication areas. |
| 3.1.3 | Establish trail and bikeway connections into residential neighborhoods. | | ■ | | ■ | In progress | Connections identified in active transportation plan. |
| 3.2.1 | Design and construct a loop trail along the perimeter of the disc golf course. | | ■ | | | Other | There is an outdated cost analysis and preliminary design completed. |
| 3.2.2 | Construct trailheads at key points along the Moments in Time Hike and Bike Trail. | | ■ | | | In progress | Some trailheads currently exist. |

| Action | | Time Frame | | | | Action Status | Status Notes |
|------------------------------------|--|------------|-----|------|----------|-----------------|---|
| | | Short | Mid | Long | On-going | | |
| 3.2.3 | Add interpretative signage along trails to highlight unique history, plant species, and native wildlife. | | ■ | | | In progress | Some historic plaques and wildlife information signs exist. |
| 3.2.4 | Extend the trail network along the lakeshore where feasible. | ■ | | | | In progress | Lambert Branch Park trail plan includes lakefront trail. Newly annexed areas of the City should continue trail connectivity, particularly near lake frontage. |
| 3.3.1 | Partner with Granbury ISD to create trail and bikeway connections connecting schools and neighborhoods. | | | | ■ | In progress | Applied for TxDOT grant for shared-use trail connecting two schools to an existing trail system. Did not win grant. |
| 3.3.2 | Identify projects to pursue funding for additional trail and bikeway connections to schools as well as intersections safer through crosswalks, pedestrian activated signals, and other safety countermeasures. | | | | ■ | In progress | Granbury Middle School/High School connection to trail system. |
| Goal 4: Community Character | | | | | | | |
| 4.1.1 | Incorporate public art within parks and along trails. | ■ | | | ■ | In progress | First two sculptures were installed in Shanley Park in November 2024. |
| 4.1.2 | Integrate the history of Granbury into parks and recreation programming. | ■ | | | ■ | Complete | Existing historic plaques along trail system. |
| 4.2.1 | Utilize the previous landfill as a designated open space park. | | | | ■ | Complete | Used as a model airplane flight area. |
| 4.2.2 | Develop a policy to preserve natural view corridors to the lake and Comanche Peak. | | ■ | | | Not yet started | |
| 4.2.3 | Acquire city-owned land along the lakeshore. | | ■ | | ■ | Not yet started | Majority of the lakeshore is privately owned. |
| 4.3.1 | Implement a wayfinding signage system, guiding people to the key destinations throughout the City. | ■ | | | | In progress | Have begun talks with Granbury Visitors Center. |
| 4.3.2 | Regularly coordinate with the City's Communications Department to spread awareness of parks and recreation facilities, amenities, and programming. | ■ | | | ■ | Other | Some special activities are advertised through the Communications Department. |
| 4.3.3 | Create input opportunities for residents to provide feedback on individual park master plan designs. | ■ | | | ■ | Complete | Public meetings occur during development of master plans. |
| 4.3.4 | Develop a brand unique to Granbury that can be implemented into the parks and trail system through various iterations. | | | | ■ | In progress | The Visitors Center achieves recognition that brands Granbury for certain attributes to attract visitors. |

| Action | | Time Frame | | | | Action Status | Status Notes |
|-------------------------------------|---|------------|-----|------|----------|-----------------|--|
| | | Short | Mid | Long | On-going | | |
| Goal 5: Recreational Tourism | | | | | | | |
| 5.1.1 | Add shade to the dugouts and seating areas at the baseball complex to increase comfort. | ■ | | | | Complete | |
| 5.1.2 | Add additional softball fields and baseball fields in accordance with the amenities needs assessment as the City grows. | | ■ | | | Not yet started | |
| 5.1.3 | Coordinate with the Convention and Visitor's Bureau to attract regional sports tournaments. | | ■ | | | Not yet started | Local organizations keep our existing facilities busy during most of spring and summer. |
| 5.1.4 | Routinely assess league registration fees to ensure quality fields are maintained. | | | | ■ | In progress | Routinely done. |
| 5.2.1 | Explore the feasibility of developing a public RV park that could serve as a revenue generator for the City. | | ■ | | | Not yet started | |
| 5.2.2 | Develop a nature park that preserves the natural landscape and provides passive recreation opportunities. | ■ | | | | In progress | Lambert Branch Park identified as such and improvements being made. Additional funding is also being explored. |
| 5.3.1 | Coordinate with other departments to hold special events in parks throughout the year. | | | | ■ | In progress | Numerous public events are hosted in Hewlett Park annually (e.g., car shows, concerts, vendors, competitive runs). |
| 5.3.2 | Expand awareness of the Neely House and Langdon House meeting spaces. | ■ | | | ■ | Other | Achieved through Visit Granbury. |
| 5.3.3 | Explore the feasibility of adding an amphitheater to serve as an outdoor performance space. | | ■ | | | Other | Has been explored in the past. |
| 5.4.1 | Make strategic improvements to City Beach Park such as modernizing outdoor showers and adding a concession stand. | | ■ | | | Other | Concession stand exists. No change to existing shower at this time. |
| 5.4.2 | Identify and implement kayak/canoe launch points along Lake Granbury. | | | ■ | | Other | Kayak rentals available from City Beach. |
| Goal 6: Partnerships | | | | | | | |
| 6.1.1 | Continue coordination with the Brazos River Authority on providing parkland and sharing resources. | | | | ■ | Other | Brazos River Authority manages their own park system. |
| 6.1.2 | Establish a working group with Hood County representatives to explore potential parks and recreation partnerships. | ■ | | | | Other | Conversations have been had with Hood County. |

| Action | | Time Frame | | | | Action Status | Status Notes |
|--------|---|------------|-----|------|----------|-----------------|---|
| | | Short | Mid | Long | On-going | | |
| 6.1.3 | Form a partnership with Hood County for the development of regional parks to serve all Hood County citizens, including those that live in Granbury. | ■ | | | | Other | Conversations have been had with Hood County. |
| 6.1.4 | Coordinate with Hood County on additional recreational programming for the Hood County Senior Center. | | | | ■ | Not yet started | |
| 6.2.1 | Conduct a feasibility study to explore developing a municipal recreation center. | ■ | | | | Not yet started | |
| 6.2.2 | Establish a working group to determine potential partners for the development of a recreation center. | ■ | | | | Not yet started | |
| 6.2.3 | Maintain and strengthen partnerships with the school district to maximize the shared use opportunities for existing and new recreational facilities and fields. | ■ | | | ■ | In progress | GISD uses City facilities for events. They allow local nonprofit recreational groups to use some of their facilities. |
| 6.3.1 | Work with the Chamber of Commerce to identify potential corporate sponsors to provide monetary assistance for improvements and maintenance of sports fields. | ■ | | | | Not yet started | |
| 6.3.2 | Continue to provide opportunities for volunteer organizations to conduct maintenance activities at parks. | ■ | | | ■ | In progress | Trash collection events are currently in place. |
| 6.4.1 | Create partnerships with nonprofit groups to raise funding for various recreational activities. | | | | ■ | Other | Local youth baseball/softball league will help fund field needs. |
| 6.4.2 | Increase the percentage of the department budget dedicated to maintenance as the park system grows. | ■ | | | ■ | In progress | Addressed annually. |

Plan Updates

Annual Progress Reports

City staff should use the Implementation Action Plan as a checklist and document progress to both the Parks Board and the City Council each year. During this presentation, the appropriate elected and appointed officials can discuss any pertinent amendments needed to the action plan based on recent developments or major changes.

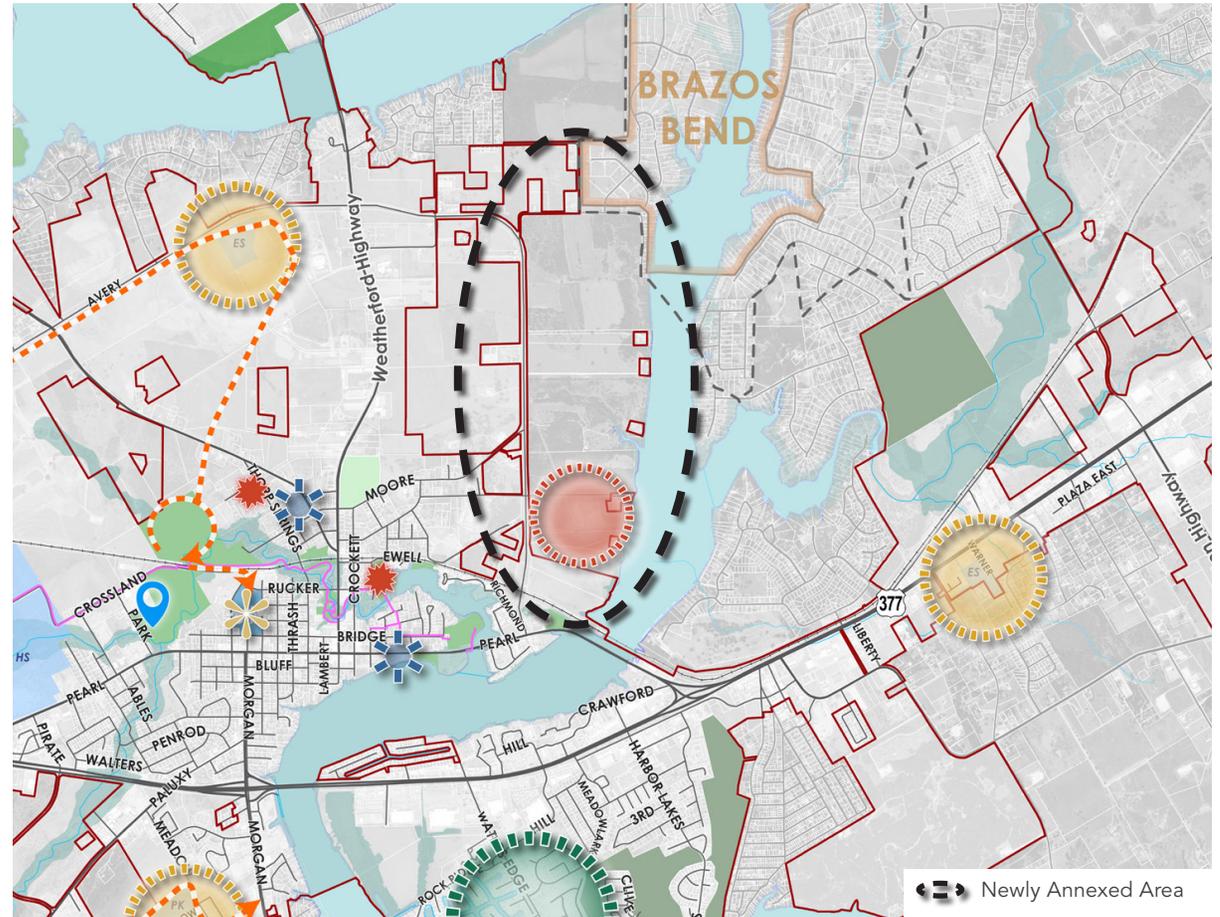
Five-Year Update

This Plan serves as the five-year update of the 2020 PROSMP. The next update needs to include a comprehensive review of parks and recreation needs for the community, as described in the next section.

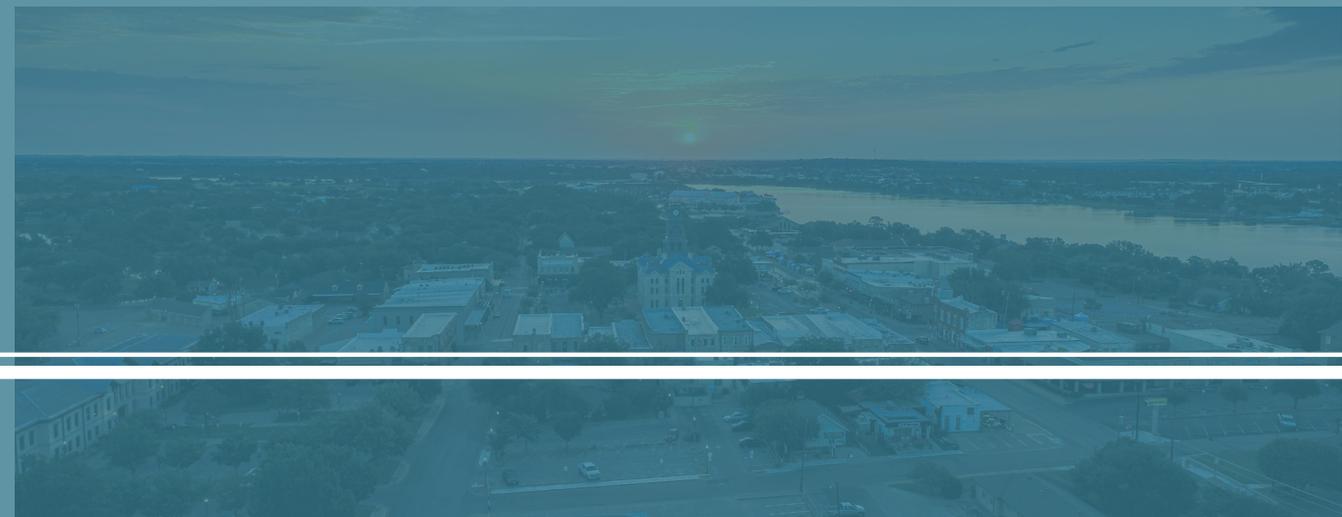
Ten-Year Update

TPWD recommends that communities initiate a full update to their park master plans every 10 years. After 10 years, it is anticipated that the city's parks system and growth priorities may change significantly and require reassessment. At a minimum, these updates should include a summary of accomplishments since the previous plan, new pertinent public input, updated inventory data, updated needs assessment, priorities, implementation plan, updated demographics, goals and objectives, standards, and maps.

Figure 85. Excerpt from Park Master Plan Recommendation Map (2020 PROSMP)



Newly annexed areas (highlighted in black above) slightly expanded the parks and recreation planning area. The City should continue trail connectivity, particularly near lake frontage, in newly annexed areas (see Action 3.2.4) and the City's trails and bikeways master plan completed in 2022 should be updated to reflect this area (see Action 3.1.1).





GROWTH MANAGEMENT



Introduction

Granbury's growth management priorities exist within an ever-changing environment. The City's 2016 growth management strategies revolved around assuring quality development in the ETJ and assessing areas outside of the City for annexation priority. State law changes adopted during the past four legislative sessions have either restricted or eliminated the ability of the City to control development outside of its borders. As a result, the City primarily relies on land already within the City limits for new growth.

Far from rendering growth management strategies unimportant, this new reality has made it more important than ever for Granbury to grow in a careful way that does not overuse scarce resources. These strategies break down into several categories, ranging from strategies that navigate the legal and regulatory landscape to resource allocation and planning.

Topics of discussion include:

- Regulatory/Statutory
- Water Availability and Risk Mitigation
- Housing Type and Character
- Economy and Employment
- Land Use and Zoning Changes
- Recommended Strategies



Regulatory/Statutory

Annexation and Growth Strategy

State law has created volatile conditions for cities to plan for new growth. The statutory environment under which this Plan was written restricts involuntary annexation and allows any property owner to opt out of a City's ETJ. In response, Granbury, like many cities, is forced to prioritize new growth areas according to the intentions of each property owner and its ability to immediately serve a property.

Within this growth environment, Granbury will primarily focus on development within its City limits. As an indicator of this mindset, the CCN for City water and sewer will generally match the City limits so that Granbury is not obligated to provide services to properties that refuse annexation into the City. For new growth to come into City limits, the policy of the Plan is that such growth occur as City infrastructure can be extended. This arrangement will typically be regulated by a development agreement, which under state law may include certain provisions regulating the use of land and construction of buildings in exchange for annexation and City services.

Capital Planning and Development

When considering new growth within City limits or at the periphery, Granbury should use its Capital Improvements Program to position desired areas for growth and redevelopment to minimize barriers to the preferred vision. This should emphasize efficiency to serve and address equity concerns based on local area infrastructure conditions.

Development also represents an opportunity to build key pieces of Granbury's infrastructure, including right-of-way reservations and extension and/or upsizing of arterial roadways, trunk mains, regional stormwater facilities and other vital infrastructure. To accomplish this, it is crucial for Granbury to either establish or keep its water/wastewater and stormwater masterplans updated to align with growth projections, and to update development regulations, ordinances and technical manuals as needed to clearly frame expectations and responsibilities for infrastructure improvement during the development process.

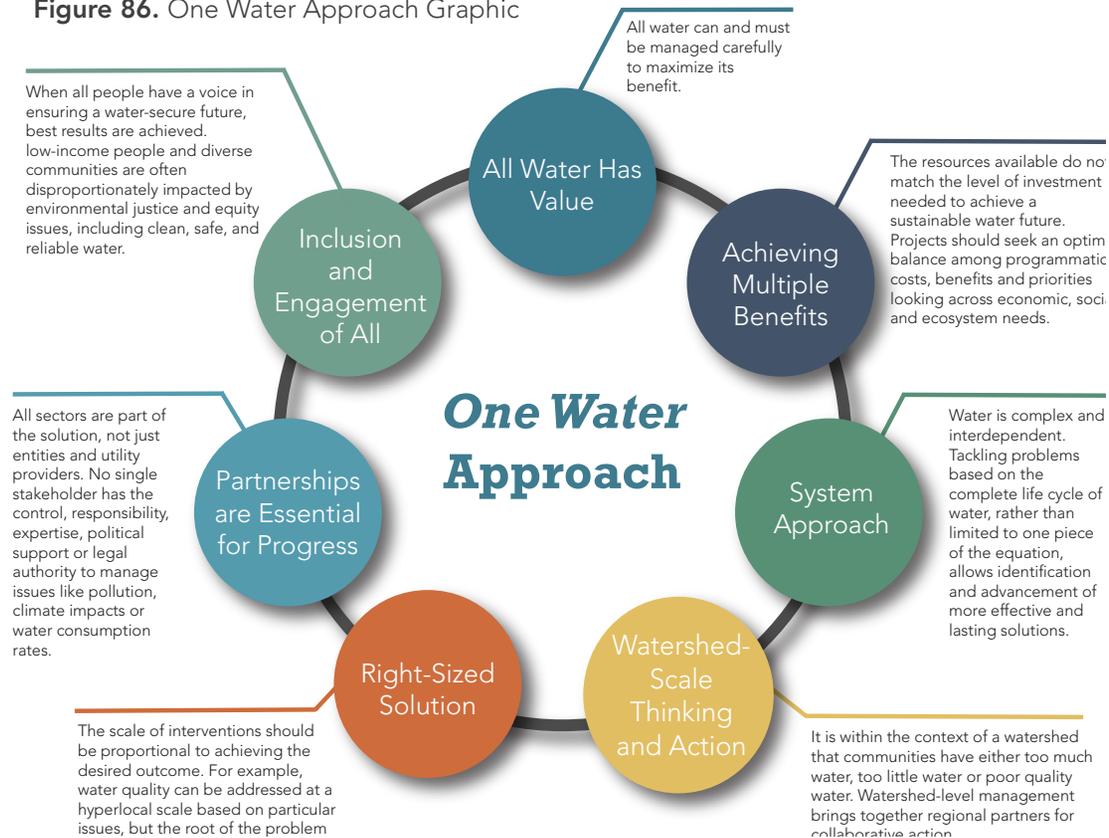
Because of Granbury's irregular City limits and the difficulties anticipated with future annexation, the City's relationship with the County is crucial to maintain to ensure future capital planning for necessary roadway improvements. Key among these are a southern loop, Old Granbury Road, and a northern connection between US 377 and Weatherford Highway via Meander Road. Growth in Granbury also affects the school district and its capacity to grow, particularly in the eastern portion of Granbury where a significant portion of future residents will live. The development process is a prime opportunity to identify and reserve areas for new schools and facilities and eliminate the need and expense of acquiring land in the future.

Water Availability and Risk Mitigation

The One Water Approach

The idea of an integrated systems approach to water is not new. Its full-scale implementation, however, has yet to be realized. All around the country, and particularly within areas that frequently encounter drought and flood risks, there are increasing examples of integrated and inclusive approaches to water resource management that touch multiple infrastructure systems. These approaches exemplify the view that all water has value and should be managed in a sustainable, inclusive, and integrated way. From nature to tap, from farms to food, from toilet back to river, there is just one water cycle. While nature provides water, it takes pipes, pumps, reservoirs, treatment plants, and people working around the clock to deliver clean water to homes and businesses and to remove and treat wastewater so it can safely be reused or returned to the environment. Public facilities serve as opportunities to demonstrate design that recognizes One Water in a similar way that a private development project might, as well as providing an opportunity for community education.

Figure 86. One Water Approach Graphic



Flood Risk and Wetland Preservation

With the climate becoming more volatile and producing more extreme events, portions of Granbury lying along the Brazos River and Lake Granbury are more at risk from flood damage. Development that occurs near flood-prone areas should mitigate such risks by including facilities that are designed to manage, absorb and store floodwaters. The wetlands identified in the Environment and Natural Resources chapter should be priority areas for preservation, as these features act as a sponge during storm events, preventing inundation and erosion through surface runoff, which protects some of the most valuable lands within Granbury. Natural preservation areas also lend themselves in many cases to passive recreation features such as trails and walking paths, providing key linkages in the City's network. Nature-based solutions to stormwater mitigation help the City retain its natural beauty and bolster heritage tourism.

Infrastructure Multiplication Strategy

Natural preservation and trail construction is just one example of fulfilling multiple goals simultaneously. As growth occurs, this strategy can take many forms, including use of utility easements for trail connections, upsizing of infrastructure, combining parks with public facilities such as recreation centers, senior centers, Granbury ISD facilities, or other public partners. Housing and preservation goals can also be aligned when rehabbing existing homes or constructing infill development, as well as mobility goals through the rebuilding of streets (see S. Morgan Street example in the Transportation chapter). These opportunities also represent prime examples of interagency cooperation between the City and other partners such as Hood County, GISD and TxDOT.



Kayaking on Lake Granbury

Housing Type and Character

As noted in both the Snapshot and Housing chapters, Granbury has more of a mixed housing form than many cities its size. This reflects Granbury's status as a destination for tourism and vacationing. However, this has resulted in an imbalance between owner-occupied and renter or part-time occupied housing units, based on community preferences and a need to create ownership opportunity. In addition, new owner-occupied units are often constructed on smaller lots than many existing homes in Granbury.

To maintain housing at balanced levels and ensure that housing has access to goods and services with reduced traffic impacts, it is generally the policy of this Plan to restrict high-density housing only to areas where it already exists or where it is shown on the Future Land Use Map. Outside of these areas, housing should be limited to low-density development that generally resembles the characteristics of traditional homes in Granbury, including larger lots and homes. Medium-density housing, including small-lot detached housing, may be appropriate in some cases as identified by the Future Land Use Map and land use dashboards, but should not become the predominant form of housing in Granbury.

Finally, areas on the Future Land Use map that are indicated for very low-density housing should be preserved for larger lot homes, particularly areas where extension of sewer may be cost-prohibitive or where soil conditions make large-scale development difficult, as noted in the Natural Resources chapter. Scenic vistas should be maintained as very low-density areas, such as areas along the banks of Brazos River outside of the Lakefront District. Preservation of these areas ensures that Granbury retains its distinct natural beauty and an appropriate sense of rural character.

While Granbury's strength in the tourism and service sectors speaks well of Granbury's position as the "Celebration Capital of Texas," small-town character and recreational offerings, an economy based on these sectors can have multiple effects on residents and workers. A disproportionate number of service jobs can result in housing being out of reach for the majority of workers in the City. For residents, many who live in Granbury must commute outside the City in order to be able to afford living in Granbury. With the nearest job centers 20-50 miles away, this puts a strain on household budgets and erodes quality of life.



Economy and Employment

Along with maintaining the City's current position as a magnet for tourism and recreation, Granbury must seize the opportunity to build on its other economic assets to create middle-class and high-wage jobs in sectors such as biomedical and advanced manufacturing. The Future Land Use Map and US 377 Overlays highlight focus areas for economic growth, particularly around the Lake Granbury Medical Center and the Granbury Regional Airport. Future growth and development in these overlays should be carefully considered in order to foster and promote employment growth around these assets, and development that negatively impacts these areas should be redirected to a more appropriate location.

While economic and employment growth within Granbury are of paramount importance, it is likely that the majority of residents will continue to work for employers that are outside the City. With the rise of remote work options, more people than ever have the flexibility to live in the location they choose while maintaining access to a large number of high-wage jobs. But this arrangement depends upon suitable space in the home and access to reliable broadband internet. The City of Granbury should work with telecommunications providers to plan for deployment of broadband infrastructure in underserved areas of the city, along with areas of new construction, to ensure all residents have the flexibility to live in Granbury while having remote access to high-wage jobs within the Dallas-Fort Worth Metroplex and elsewhere.

5G infrastructure deployment also has the potential to maximize Granbury's economic position as well as improve the everyday lives of its citizens. Investment in 5G infrastructure establishes access to the tools needed for current and future technology such as drone delivery, autonomous vehicle travel (e.g., shuttles between downtown and remote parking areas), air taxis, and other unknown technologies that require continuous wireless connection and seamless data transfer over large geographies. The City can help to ensure that this technology is accessible by working with providers to establish infrastructure and navigate physical and regulatory conflicts.



Industrial technology employees

Land Use and Zoning Changes

The land use dashboards and the Future Land Use Map, as detailed in the Future Land Use chapter, are essential tools for guiding land use decisions and ensuring consistency with the City's long-term vision and goals.

The land use dashboards are a primary tool in evaluating requests to rezone property both for residential and nonresidential uses, but the future land use map itself should also be utilized as a key policy component. If a requested zoning district is not listed as being compatible with the land use district shown for that property, the zoning change should likely be rejected or subject to a separate land use map amendment process. If a requested zoning district is shown as having limited compatibility, specific uses allowed by the requested district should be evaluated in light of potential impacts to surrounding existing and planned uses.

A recommended strategy is to audit and report on past zoning changes approved under this Plan to assess intended and unintended outcomes. This should be the responsibility of the Planning and Zoning Commission with support from City Staff. In time, the relationship and compatibility of certain uses and districts may change in relation to the character of identified land use districts. When this occurs, an amendment to the plan map or content should be considered before a change in land use policy is officially implemented to ensure such policy changes are adequately vetted and documented through public process.



Single-family home under construction

Growth Management Strategies

GM.1 Continue to focus on growth within properties that can be immediately served by City infrastructure.

GM.2 Continue prioritizing construction of housing that reinforces the low-density character of the City and does not increase the proportion of high-density housing beyond the current allocation of such units on the Future Land Use Map.

GM.3 Continue to adopt approaches that utilize the entire life cycle of water to help secure the City's future water needs.

GM.4 Continue allocating planning and financial resources to mitigating the impacts of flooding throughout the City, but particularly properties adjacent to the Brazos River and Lake Granbury.

GM.5 Keep long-range infrastructure plans, such as water/wastewater and stormwater master plans, current and directly linked to the City's capital improvements program.

GM.6 Continue partnerships with agencies such as TxDOT, NCTCOG, Hood County, and GISD for future capital infrastructure and facilities planning to ensure that investments take advantage of multiplier opportunities.

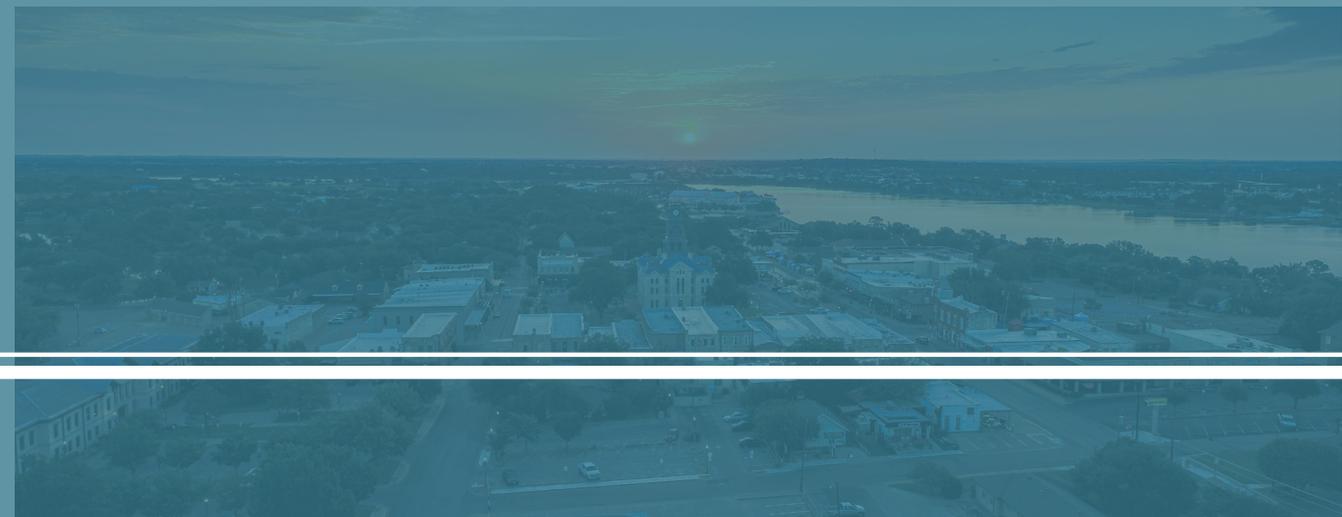
GM.7 Continue updating regulatory documents to ensure that development occurs according to the Future Land Use Map and that developers participate in "fair share" cost apportionment of facilities and infrastructure during development.

GM.8 Continue to grow Granbury's economy in a balanced way that ensures the City creates a range of employment opportunities for its residents and is not overly reliant on the tourism and service economy.

GM.9 Reduce parking requirements outside of Downtown to allow for market-driven parking that will provide opportunities for value-generating uses of property.

GM.10 Leverage investment at Granbury Regional Airport to grow a hub for employment generation and commercial-industrial development.

GM.11 Continue implementing and monitoring the 5-year Capital Improvement Plan (CIP), with adjustments made on a rolling 5-year basis.





IMPLEMENTATION



Introduction

The recommendations and strategies in this Plan are essential in shaping Granbury's future in the coming years. Based on this Plan, decisions will be made that will influence many aspects of the City's built and social environments. Planning is a long-term, continuous process, and this Plan is designed to be a dynamic tool that can be modified and periodically updated to keep up with changing conditions and trends.

This Plan's success depends on the City's consistent and frequent implementation of its goals and strategies. This final chapter of the Comprehensive Plan summarizes the recommended actions made throughout the Plan and prioritizes the necessary measures to be taken, including an estimated cost, timeframe, and responsible entity for seeing each action through.

Information within this chapter includes:

- Implementation Responsibility
- Roles of the Comprehensive Plan
- Maintaining and Auditing of the Comprehensive Plan
- Regulatory Mechanisms
- Strategy Implementation Matrix



Implementation Responsibility

The successful implementation of the Comprehensive Plan relies on the commitment of elected and appointed officials, City Staff, and citizens. The Plan must be maintained as a public tool to inform and direct development. Both the Comprehensive Plan and individual components, such as the Future Land Use Plan, should be easily accessible for any interested party. The Plan must be regularly referenced in planning studies, zoning case reports, and informal discussions. The responsibility for initiating and monitoring the goals and strategies outlined in the Comprehensive Plan is shared across multiple levels of leadership.

City Council

The City Council will:

- Establish overall action priorities and timeframes by which the strategic recommendations will be initiated and completed.
- Offer final approval of projects/activities and associated costs during the budget process.
- Appropriate funds for this Plan's implementation measures.
- Provide policy direction to the Planning and Zoning Commission and City staff.
- Approve amendments to the Plan when deemed necessary.

Planning and Zoning Commission

Granbury's Planning and Zoning Commission will:

- Recommend to City Staff an annual program of actions to be implemented, including guidance on the timeframes and priorities.
- Prepare an Annual Progress Report for submittal and presentation to the City Council (see Annual Review Process later in this chapter for more detail).
- Ensure decisions and recommendations presented to the City Council are consistent with this Plan's policies, strategies, and recommendations.

- Help to ensure the Plan is considered in the decisions and actions of other entities.
- Recommend Plan revisions as necessary and appropriate.

City Staff

City Staff will:

- Manage the day-to-day action items relating to Plan implementation, including coordination with and solicitation of community partners.
- Support and carry out the Capital Improvements Plan (CIP).
- Manage the drafting of new or amended land development regulations in partnership with the appropriate boards and commissions.
- Conduct studies and develop additional plans (including management of consultant efforts, as necessary).
- Negotiate the specifics of development agreements.
- Administer collaborative programs and ensure open channels of communication with various private, public, and nonprofit implementation partners.
- Provide briefings on Plan implementation progress and activities to the Planning and Zoning Commission no less than once annually.
- Maintain an inventory of potential Plan amendments, as suggested by City Staff and others, for consideration during annual and periodic Plan review and update processes.
- Maintain record of past amendments and any related zoning decisions for reporting and auditing of Plan implementation.

Coordination and Partnerships

Many communities are recognizing that issues are regional, not just local. Challenges related to watersheds, ecosystems, economic conditions, land use, transportation, and housing affect areas beyond municipal boundaries. These issues impact Granbury, neighboring cities, unincorporated areas, and surrounding counties. As a result, Granbury’s economic health depends on the well-being of its regional neighbors. Some initiatives in this Comprehensive Plan may require coordination with other public entities or intergovernmental agreements, such as those with Hood County, adjacent cities, the Brazos River Authority, the Texas Department of Transportation (TxDOT), municipal utility districts (MUDs), rural water providers, and gas and electricity providers. They may also need funding support from outside sources. Private and nonprofit partners can also contribute through collaboration, volunteer work, in-kind services, and public/private financing for community improvements.

City Council

As the director of Plan implementation, the key responsibilities of the City Council are to approve agreements and partnerships with other entities listed above to provide for the City’s growth and well-being.



Planning and Zoning Commission

The Planning and Zoning Commission makes recommendations to the City Council based on principles laid out in the Plan. The Commission should prepare an Annual Progress Report to ensure Plan relevance.

City Staff

City staff manages the everyday implementation of the Plan. Particularly, City Staff is responsible for supporting the Planning and Zoning Commission and City Council.

Best Practices for Implementation

Phased Implementation

The phased implementation of the Comprehensive Plan involves the systematic and gradual execution of proposed strategies. This approach acknowledges that the City experiences complex issues on a day-to-day basis that may impact the ability to achieve all actions immediately. By executing the Plan in stages, City Staff can effectively manage resources, mitigate potential negative impacts and adapt strategies based on real-time feedback. Phasing the implementation process allows for continuous evaluation and adjustment, particularly as Granbury's demographic, economic and environmental factors continue to evolve.

Updating the Plan

The Comprehensive Plan is intended to guide policy decisions and reflect the community's vision for the future of Granbury. As such, it is not a rigid document but a living tool that should be revisited and revised as needed. Regularly reviewing and revising the Plan ensures that the City's goals and strategies remain aligned with the current context while also facilitating the adaptation of policies and projects.

Annual Review

Following adoption, the Plan should be regularly reviewed to assess current conditions and trends. Scheduled evaluations will inform decisions about adjusting capital expenditures and priorities and reveal necessary adjustments that should be made to keep the Plan relevant. The Planning and Zoning Commission should dedicate one annual meeting to evaluating the Plan's status and effectiveness, with the findings reported to the City Council for further consideration. Periodic reviews of the Plan should include consideration of the following:

- The City's progress in implementing the Plan
- Community support for the Plan's goals, strategies and policies
- Changes in state law

Five-Year Audit

In addition to the annual progress reports recommended above, it is also suggested that the City conduct a thorough audit of the Comprehensive Plan for necessary adjustments every five years. This endeavor should engage various City divisions, elected representatives and community members. The assessment should factor in changes in demographics, the economy, and societal trends that may impact development in Granbury and the recommendations made in the Plan. Items identified in the review should be updated. If a significant number of items or chapters are identified as needing updates, or the Plan's underlying vision, goals, or priorities require updating, a process to update the Comprehensive Plan should be initiated.

Education and Training

While City Staff and management may be familiar with the comprehensive planning process and its impact on day-to-day decisions, others involved in implementation, such as appointed officials and other community stakeholders, may not be. Therefore, educational materials and work sessions with the Planning and Zoning Commission, City Council, and other key groups are recommended. The goals of such training may include:

- Establishing an understanding of the rules and responsibilities of each party related to the implementation and maintenance of the Comprehensive Plan
- A review of the Plan's content and how it relates to the decisions and actions of each involved party
- Implementation tasking and priority-setting, allowing each group to establish their own one-, two-, and five-year agendas in coordination with the strategic agenda of the City

Implementation Strategies

The implementation matrix offers a structured and visual representation of the timeframe, approximate cost and the responsible entity for each recommended strategy made within the Plan. This matrix should serve as a checklist for staff and City leadership, allowing them to track progress on the Plan's actions, allocate necessary resources and ensure continued alignment with the City's guiding principles.

Implementation Table Elements

Strategy

Strategies from the Transportation, Housing, Environment and Natural Resources, Historic Preservation and Downtown Revitalization, Economic Development, and Growth Management chapters have been compiled and organized by their respective sections for reference.

Timeframe

Short-Term

These items are typically quick to achieve, requiring minimal capital and are usually completed within one to three years.

Mid-Term

These strategies require more planning and resources than short-term items, typically taking more than three years to complete.

Long-Term

These items involve significant preparation or coordination and may include voter-approved funding sources or input.

Ongoing

Actions that do not have a specific termination may be continuously implemented or revisited regularly throughout this Plan's life.

Approximate Cost

An estimated cost range is provided for each strategy to assist with financial planning and forecasting. A more detailed cost assessment should be conducted at the time of implementation to ensure accuracy. The approximate cost estimates are as follows:

Low Cost (\$)

Strategies that typically involve reallocating existing resources, personnel, staff time or partner coordination.

Medium Cost (\$\$)

Strategies that include design work, studies, aesthetic improvements or limited infrastructure improvements.

High Cost (\$\$\$)

Strategies that require significant studies, design work, construction of infrastructure or other investment of public funds.

Responsible Entity

Designating a responsible entity for each implementation item is an important step to execute implementation. This section of the matrix identifies the responsible City department or team for completing each strategy, including possible collaborations with other internal or external groups that could aid in the process.

The following abbreviations represent the responsible entities:

City Entities

- Building Official - BO
- City Council - CC
- City Manager's Office - CMO
- City Staff - CS
- Code Enforcement - CE
- Economic Development - ED
- Emergency Management - EM
- Engineering - E
- Financing - F
- Fire Marshall - FM
- Geographic Information Systems - GIS
- Historic Preservation Commission - HPC
- Historic Preservation Officer - HPO
- Parks and Recreation - PR
- Planning - P
- Planning and Zoning Commission - PZC
- Public Works - PW
- Utilities - U

Outside Entities

- Brazos River Authority - BRA
- Broadband Utilities - BU
- Fort Worth and Western Railroad - FWW
- Granbury Housing Authority - GHA
- Granbury ISD - GISD
- Homeowner Association - HOA
- Hood County - HC
- Lake Granbury Medical Center - LGMC
- North Central Texas Council of Governments - NCTCOG
- Private Businesses - PB
- Private Developers - PD
- Private Sector Partners - PSP
- Public-Private Partnerships - PPP
- Texas Department of Transportation - TxDOT

Guiding Principles Alignment

The recommendations in this Plan reflect Granbury’s goals and values for its future, with the guiding principles serving as the foundation for every recommendation throughout the document. The table in the following pages highlights the alignment between these guiding principles and the recommended implementation strategies, offering a clear framework for translating the Plan’s vision into action. Each guiding principle is represented by its respective icon, as is seen below. Every recommended strategy will then correspond with the applicable guiding principle, providing a clear and visually organized way to identify how the principles are integrated into the recommended actions.



Keep Granbury historic and attractive to visitors and residents



Preserve and promote Granbury’s downtown



Maintain the function of the waterfront as a center of gravity and activity



Vastly improve the transportation network in and around the City



Uplift community economically



Focus quality growth in identified, strategic locations

Implementation Actions

| Strategy | | Guiding Principles | | | | | | Timeframe | | | | Approx. Cost | Responsible Entity |
|-----------------------|--|---|--|---|---|---|---|------------|----------|-----------|----------|--------------|-------------------------|
| | |  |  |  |  |  |  | Short-term | Mid-term | Long-term | On-going | | |
| Transportation | | | | | | | | | | | | | |
| TN.1 | Develop a communication strategy to ensure seamless and effective collaboration between the City and other stakeholders during large-scale transportation projects in Granbury. | | | | ◆ | | | | | | | \$ | P, E, TxDOT, NCTCOG, HC |
| TN.2 | Identify and apply for grants to acquire right-of-way and improvements to the roadway network. | | | | ◆ | ◆ | | | | | | \$ | P, E |
| TN.3 | Continue with the Thoroughfare Plan administration to keep the plan map up to date and to accommodate new developments and policies in Granbury. | | | | ◆ | | ◆ | | | | | \$ | P, E, GIS |
| TN.4 | Incorporate the Thoroughfare Plan into the NCTCOG Regional Mobility Plan 2050 Update to ensure that mobility priorities for the City are identified and presented at the regional level. | | | | ◆ | | ◆ | | | | | \$ | P, CMO |
| TN.5 | Keep an open communication with relevant agencies to ensure alignment with broader transportation strategies, facilitate access to funding, and leverage expertise and resources from multiple levels of government. | | | | ◆ | | | | | | | \$ | P, E, TxDOT, NCTCOG, HC |
| TN.6 | Develop a prioritization list of recommended added capacity and new corridor projects from the Thoroughfare Plan, and regularly assess the list to incorporate emerging opportunities, changes in growth, or funding availability. | ◆ | | | ◆ | | ◆ | | | | | \$ | CMO, E, PW |

| Strategy | | Guiding Principles | | | | | | Timeframe | | | | Approx. Cost | Responsible Entity |
|----------|--|---|---|---|---|---|---|------------|----------|-----------|----------|--------------|--------------------|
| | |  |  |  |  |  |  | Short-term | Mid-term | Long-term | On-going | | |
| TN.7 | Invest in adding capacity to the existing east-west corridors where possible to alleviate traffic off of US 377. | ◆ | | | ◆ | | ◆ | | | | | \$\$\$ | P, E, CMO |
| TN.8 | Invest in building out the recommended Active Transportation network. | ◆ | | | ◆ | ◆ | ◆ | | | | | \$\$\$ | P, PR, CMO |
| TN.9 | Implement Complete Streets concept elements into new transportation projects. | ◆ | | | ◆ | ◆ | ◆ | | | | | \$\$ | P, E, PW, CMO |
| TN.10 | Review peer cities' design manuals and the 2022 TxDOT Design Manual to determine best practices in the flexible roadway design criteria. | ◆ | | | ◆ | | ◆ | | | | | \$ | P, E, PW |
| TN.11 | Explore alternative transportation opportunities that utilize existing right-of-way, and existing features such as the lake or the railroad. | ◆ | | ◆ | ◆ | ◆ | ◆ | | | | | \$\$\$ | P, E, CMO, FWW |
| TN.12 | Develop a citywide Roadway Safety Action Plan to identify safety issues and develop a set of policies, programs, and low-cost projects to reduce the frequency and severity of traffic accidents. | ◆ | | | ◆ | | ◆ | | | | | \$ | P, E, EM |
| TN.13 | Continue to explore funding opportunities and programs that benefit vehicle and bike/ped safety, alternative modes of transportation, solutions to railroad and lake crossings, and other transportation projects. | ◆ | | ◆ | ◆ | ◆ | ◆ | | | | | \$ | P, E, CMO |
| TN.14 | Maintain existing infrastructure and pavement surface. | ◆ | | | ◆ | | ◆ | | | | | \$\$ | PW |
| TN.15 | Update the Capital Improvement Plan to reflect the Thoroughfare Plan map and transportation goals and priorities outlined in the Comprehensive Plan. | | | | ◆ | ◆ | ◆ | | | | | \$ | P, PW, CC |

| Strategy | | Guiding Principles | | | | | | Timeframe | | | | Approx. Cost | Responsible Entity |
|----------------|---|---|---|---|---|---|---|------------|----------|-----------|----------|--------------|--------------------------|
| | |  |  |  |  |  |  | Short-term | Mid-term | Long-term | On-going | | |
| TN.16 | Utilize the asset management process to identify and prioritize street improvement projects for Capital Improvement Program. | ◆ | | | ◆ | | ◆ | | | | | \$ | CMO, PW, E |
| Housing | | | | | | | | | | | | | |
| HN.1 | Maintain code compliance efforts. | ◆ | | | | | | | | | | \$ | P, CE |
| HN.2 | Continue to monitor neighborhood conditions. | ◆ | | | | | | | | | | \$ | P, GHA, CE, BO, HPO, HOA |
| HN.3 | Review and update zoning/design regulations to incorporate a variety of housing types and densities to ensure diverse housing choices for a variety of income levels and lifestyles based on Granbury's demographics. | ◆ | ◆ | | | ◆ | ◆ | | | | | \$\$ | P, CMO, HPO, BO, FM |
| HN.4 | Encourage the inclusion of parks, commercial, and social connections in new residential developments to increase neighborhood longevity and reduce maintenance issues. | ◆ | | | ◆ | ◆ | ◆ | | | | | \$ | P, PR |
| HN.5 | Require new subdivisions to include an identifiable central gathering place where residents can gather, linger, and celebrate their neighborhood. | ◆ | | | | ◆ | ◆ | | | | | \$ | P |
| HN.6 | Implement neighborhood enhancement initiatives to help facilitate and improve neighborhood quality. | ◆ | | | | | | | | | | \$\$ | P, CMO, HPO, BO |
| HN.7 | Promote a healthy community by providing for Aging in Place in residential development designs by allowing a variety of housing types and housing units. | ◆ | | | | ◆ | ◆ | | | | | \$\$ | P, CMO, HPO |
| HN.8 | Consider outlined housing grants and programs to meet the housing needs of the community. | ◆ | | | | ◆ | | | | | | \$\$ | P, CMO, GHO, HPO, F |

| Strategy | Guiding Principles | | | | | | Timeframe | | | | Approx. Cost | Responsible Entity | |
|----------|---|---|---|---|---|---|------------|----------|-----------|----------|--------------|--------------------|-----------------|
| |  |  |  |  |  |  | Short-term | Mid-term | Long-term | On-going | | | |
| HN.9 | Review and update zoning/design regulations to allow adaptive reuse of historic buildings. | ◆ | ◆ | | | ◆ | ◆ | | | | | \$\$ | P, HPC, BO |
| HN.10 | Maintain and expand neighborhood improvement strategies outlined within the housing chapter. | ◆ | | | | | ◆ | | | | | \$ | P, CMO, CE, HOA |
| HN.11 | Develop a recognition program to encourage homeowners and businesses to enhance and maintain their properties with quality exterior upgrades. | ◆ | | | | | | | | | | \$ | P, CMO |
| HN.12 | Ensure funding continues for City Staff personnel to oversee neighborhood related activities. | ◆ | | | | | | | | | | \$ | P, CC, CMO |
| HN.13 | Encourage the formation and continuance of Neighborhood Associations and establish regular channels of communication. | ◆ | | | | | | | | | | \$ | P |
| HN.14 | Evaluate adoption of a pre-approved building plan or "pattern zones", especially for older neighborhoods, to encourage the construction of missing middle housing types, ensure high-quality development, and provide a level playing field for small developers. (Example: Claremore, OK). | ◆ | | | | ◆ | ◆ | | | | | \$\$ | P, BO, HPO |
| HN.15 | Maintain community character and balance of housing types by continuing to emphasize low-density housing character without increasing the percentage of housing that is high-density or large buildings. | ◆ | | ◆ | | | ◆ | | | | | \$ | P, CC, PZC |
| HN.16 | Conduct a comprehensive housing study. | ◆ | | | | ◆ | ◆ | | | | | \$\$ | P |
| HN.17 | Utilize the Public Facilities Corporation (PFC) framework to increase the availability of affordable housing options in Granbury while optimizing property tax benefits and ensuring sustainable revenue generation. | | | | | ◆ | ◆ | | | | | \$\$ | CC |

| Strategy | | Guiding Principles | | | | | | Timeframe | | | | Approx. Cost | Responsible Entity |
|--|--|---|---|---|---|---|---|------------|----------|-----------|----------|--------------|--------------------|
| | |  |  |  |  |  |  | Short-term | Mid-term | Long-term | On-going | | |
| Environment and Natural Resources | | | | | | | | | | | | | |
| EN.1 | Preserve open spaces by establishing greenway corridors connecting areas of natural beauty and significance. | ◆ | | ◆ | ◆ | | ◆ | | | | | \$\$ | P, PR |
| EN.2 | Encourage biodiversity and decrease artificial irrigation demand through the use of native plant materials in new development. | ◆ | | | | | ◆ | | | | | \$ | P, PR, CMO |
| EN.3 | Utilize Lake Granbury as an aesthetic and recreational community amenity while preserving the lake's biosystem. | ◆ | | ◆ | | | ◆ | | | | | \$ | CMO, BRA |
| EN.4 | Protect and maintain natural wetlands and floodplains and, when given the opportunity, restore those that have been lost to development during the redevelopment process. | ◆ | | ◆ | | | ◆ | | | | | \$\$ | P, PR, BRA, E |
| EN.5 | Encourage preservation of native species and habitats during development by integrating natural woodlands and prairies with neighborhood design. | ◆ | | | | | ◆ | | | | | \$ | P, PR |
| EN.6 | Explore programs to protect surface and groundwater from pollutants such as sediment and chemicals. | | | ◆ | | | ◆ | | | | | \$\$ | PW, PR, BRA |
| EN.7 | Increase awareness about invasive/exotic plant species and their impacts on greenways, native areas and open spaces. | | | ◆ | | | ◆ | | | | | \$ | P, PR |
| EN.8 | Consider increased protection buffers surrounding wetlands and floodplains. | | | ◆ | | | ◆ | | | | | \$ | P, PR, BRA |
| EN.9 | Promote higher quality stormwater treatment facilities through the use of infiltration and bioretention, which help filter pollutants from runoff prior to entering the drainage system. | ◆ | | ◆ | | | ◆ | | | | | \$\$ | PW, E |

| Strategy | Guiding Principles | | | | | | Timeframe | | | | Approx. Cost | Responsible Entity | |
|--|--|---|---|---|---|---|------------|----------|-----------|----------|--------------|--------------------|-----------|
| |  |  |  |  |  |  | Short-term | Mid-term | Long-term | On-going | | | |
| EN.10 | Regularly assess the City's tree canopy coverage and health to guide future planting and preservation efforts. | ◆ | | ◆ | | | | | | | | \$ | P, PR, PW |
| EN.11 | Continue monitoring growth to ensure wastewater treatment capacity is not exceeded. | ◆ | | | | | | | | | | \$\$ | E, PW |
| Historic Preservation and Downtown Revitalization | | | | | | | | | | | | | |
| HP.1 | Maintain the existing character and intensity of downtown in the face of growth and evaluate codes to support appropriate residential infill within existing downtown neighborhoods and support commercial infill adjacent to the CBD. | ◆ | ◆ | | | | | | | | | \$ | P, HPC |
| HP.2 | Maintain current historic overlay districts and the Neighborhood Empowerment Zone. | ◆ | ◆ | | | | | | | | | \$ | P, HPC |
| HP.3 | Maintain existing design standards downtown and update historic inventory as more buildings and locations reach eligibility. | ◆ | ◆ | | | | | | | | | \$ | P, HPC |
| HP.4 | Create a Downtown Master Plan encompassing the Historic Square and key corridors into Downtown. | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ | | | | | \$ | P, HPC |
| HP.5 | Review design and zoning standards to consider historically compatible structures that increase downtown homeownership opportunities. | ◆ | ◆ | | | | | | | | | \$\$ | P, HPC |
| HP.6 | Maintain and implement the Lakefront and Lake Core Overlays to preserve the Visual Preservation Corridor. | ◆ | ◆ | ◆ | | | | | | | | \$ | P, HPC |
| HP.7 | Maintain the existing character and intensity of downtown in the face of growth and evaluate codes to support appropriate residential infill within existing downtown neighborhoods and support commercial infill adjacent to the CBD. | ◆ | ◆ | | ◆ | ◆ | ◆ | | | | | \$ | P, HPC |

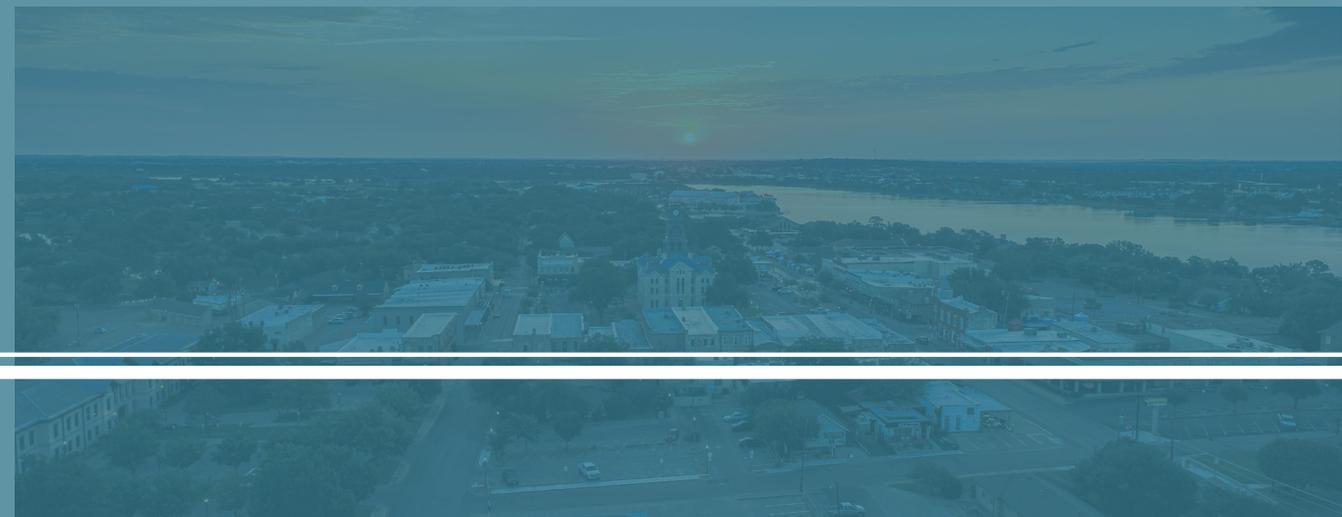
| Strategy | Guiding Principles | | | | | | Timeframe | | | | Approx. Cost | Responsible Entity | |
|-----------------------------|---|---|---|---|---|---|------------|----------|-----------|----------|--------------|--------------------|--------------------|
| |  |  |  |  |  |  | Short-term | Mid-term | Long-term | On-going | | | |
| HP.8 | Continue to explore new uses to attract nightlife to the downtown area and uses programmed for children. | ◆ | ◆ | ◆ | | ◆ | ◆ | | | | | \$ | P, ED, PR |
| HP.9 | Study opportunities to pursue centralized structure parking to meet downtown’s growing parking needs. | ◆ | ◆ | | ◆ | | ◆ | | | | | \$ | P, CMO, HPC |
| HP.10 | Continue to minimize the impacts of parking and automobile traffic within the square by enhancing pedestrian corridors and consider alternatives such as microtransit and water taxis. | ◆ | ◆ | ◆ | ◆ | | | | ◆ | | | \$\$\$ | P, E |
| HP.11 | Improve the quantity and quality of entrances into downtown with wayfinding signage and gateway features. | ◆ | ◆ | ◆ | ◆ | | | ◆ | | | | \$\$ | P, M, PW, TxDOT |
| HP.12 | Continue to explore funding opportunities and programs that highlight and benefit the downtown area. | ◆ | ◆ | | | | | | | ◆ | | \$\$ | CMO, P, ED, F, HPC |
| Economic Development | | | | | | | | | | | | | |
| ED.1 | Establish an Economic Development Corporation (EDC) to drive local and regional economic growth, exploring partnerships with the County and other entities to identify potential funding opportunities. | ◆ | | | | | | | | ◆ | ◆ | \$ | ED, CS |
| ED.2 | Create or update an economic development strategic plan to incorporate Comprehensive Plan goals and initiatives. | | | | | | ◆ | ◆ | | | | \$ | ED, P |
| ED.3 | Create a recruitment process that identifies prospects and/or developers that can activate the City’s Comprehensive Plan vision and economic development strategy. | | | | | | | ◆ | ◆ | | | \$ | ED |

| Strategy | Guiding Principles | | | | | | Timeframe | | | | Approx. Cost | Responsible Entity |
|----------|---|---|---|---|---|---|------------|----------|-----------|----------|--------------|--------------------|
| |  |  |  |  |  |  | Short-term | Mid-term | Long-term | On-going | | |
| ED.4 | Continue updating a comprehensive database of available (re)development opportunity sites as a prospecting tool. | ◆ | ◆ | ◆ | | ◆ | ◆ | | | | \$ | ED |
| ED.5 | Develop a tourism master plan focused on seasonal events, lakefront festivals, and recreational activities such as boating and fishing. | ◆ | ◆ | ◆ | | ◆ | | | | | \$\$ | P, ED, PR |
| ED.6 | Partner with local sponsors to create signature tourism events that reinforce Granbury's identity as a weekend destination. | ◆ | ◆ | ◆ | | ◆ | | | | | \$ | P, ED, PSP |
| ED.7 | Promote places that can accommodate targeted industries in key areas. | ◆ | ◆ | ◆ | | ◆ | ◆ | | | | \$\$\$ | P, ED, PPP |
| ED.8 | Target healthcare to build on the success of Lake Granbury Medical Center. | ◆ | | | | ◆ | ◆ | | | | \$\$ | P, ED, LGMC |
| ED.9 | Support Granbury ISD and higher educational efforts to improve services in developing the community workforce. | ◆ | | | | ◆ | | | | | \$ | GISD, ED |
| ED.10 | Encourage diverse and attainable housing types in key infill areas to support workforce needs and attract young professionals in alignment with Comprehensive Plan market findings. | ◆ | ◆ | ◆ | | ◆ | ◆ | | | | \$\$ | P, ED, PD |
| ED.11 | Update the land development code to align zoning with the Future Land Use Map to meet housing and market needs. | ◆ | ◆ | ◆ | | ◆ | ◆ | | | | \$ | P |
| ED.12 | Support the implementation of special areas by creating strategies for the development of vacant commercial and industrial tracts. | ◆ | | | | ◆ | ◆ | | | | \$ | P, ED |
| ED.13 | Continue supporting specialty retail, outdoor dining, and entertainment venues with storefront improvement incentives in the Lake Core, Downtown Overlay, and other key areas. | ◆ | ◆ | ◆ | | ◆ | ◆ | | | | \$\$ | P, ED, PB |

| Strategy | | Guiding Principles | | | | | | Timeframe | | | | Approx. Cost | Responsible Entity |
|----------|---|---|---|---|---|---|---|------------|----------|-----------|----------|--------------|--------------------|
| | |  |  |  |  |  |  | Short-term | Mid-term | Long-term | On-going | | |
| ED.14 | Implement tax increment reinvestment zones (TIRZ) to promote retail growth in the East 377 Corridor Overlay and Lake Core. | ◆ | | ◆ | ◆ | ◆ | ◆ | | | | | \$\$\$ | P, ED |
| ED.15 | Continue promoting mixed-use to increase economic output and quality of life through placemaking in the East 377 Corridor Overlay, Downtown Overlay, and other key areas. | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ | | | | | \$\$\$ | P, PW |
| ED.16 | Continue promoting mixed-use integrating retail, dining, and residential spaces in the Lake Core and Lakefront areas to boost lake-oriented economic activity. | ◆ | | ◆ | ◆ | ◆ | ◆ | | | | | \$\$\$ | P, ED, PD |
| ED.17 | Invest in visitor-oriented programming and infrastructure, including expanded parking and public spaces in the Lakefront and Downtown Overlay. | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ | | | | | \$\$ | P, ED, PR |
| ED.18 | Conduct a market study for downtown to determine strategies to enhance and expand the retail and entertainment merchandising of Downtown. | ◆ | ◆ | | | ◆ | ◆ | | | | | \$ | ED |
| ED.19 | Attract a technical college or community college satellite campus to expand local access to workforce training and career-oriented education. | | | | | ◆ | | | | | | \$\$ | ED, CMO, PSP |
| ED.20 | Support career advancement through local internships, leadership programs, and employer-led upskilling to help build long-term career pathways. | | | | | ◆ | | | | | | \$ | ED, PSP, PB |
| ED.21 | Offer relocation incentives to attract high-wage employers that will strengthen the job market. | | | | | ◆ | | | | | | \$\$ | ED, CC, CMO, PD |

| Strategy | | Guiding Principles | | | | | | Timeframe | | | | Approx. Cost | Responsible Entity |
|--------------------------|--|--------------------|---|---|---|---|---|------------|----------|-----------|----------|--------------|-------------------------------------|
| | | | | | | | | Short-term | Mid-term | Long-term | On-going | | |
| ED.22 | Support the development of coworking spaces and innovation hubs to foster entrepreneurship and provide flexible workspace for small businesses and remote workers. | | | | | ◆ | | | | | | \$\$ | ED, P, PD |
| Growth Management | | | | | | | | | | | | | |
| GM.1 | Continue to focus on growth within properties that can be immediately served by City infrastructure. | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ | | | | | \$ | P, CMO, CC, PZC |
| GM.2 | Continue prioritizing construction of housing that reinforces the low-density character of the City and does not increase the proportion of high-density housing beyond the current allocation of such units on the Future Land Use Map. | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ | | | | | \$ | P, CC |
| GM.3 | Continue to adopt approaches that utilize the entire life cycle of water to help secure the City's future water needs. | | | ◆ | | | ◆ | | | | | \$\$ | E, U |
| GM.4 | Continue allocating planning and financial resources to mitigating the impacts of flooding throughout the City, but particularly properties adjacent to the Brazos River and Lake Granbury. | ◆ | | ◆ | | | ◆ | | | | | \$\$\$ | E, U, CC, P |
| GM.5 | Keep long-range infrastructure plans, such as water/wastewater and stormwater master plans, current and directly linked to the City's capital improvements program. | ◆ | | | | | ◆ | | | | | \$\$ | E, U |
| GM.6 | Continue partnerships with agencies such as TXDOT, NCTCOG, Hood County, and GISD for future capital infrastructure and facilities planning to ensure that investments take advantage of multiplier opportunities. | ◆ | | ◆ | ◆ | | ◆ | | | | | \$\$ | P, TxDOT, NCTCOG, HC, GISD, CC, CMO |

| Strategy | | Guiding Principles | | | | | | Timeframe | | | | Approx. Cost | Responsible Entity |
|----------|---|---|---|---|---|---|---|------------|----------|-----------|----------|--------------|--------------------|
| | |  |  |  |  |  |  | Short-term | Mid-term | Long-term | On-going | | |
| GM.7 | Continue updating regulatory documents to ensure that development occurs according to the Future Land Use Map and that developers participate in "fair share" cost apportionment of facilities and infrastructure during development. | ◆ | | | ◆ | | ◆ | | | | | \$ | P, PW, CC |
| GM.8 | Continue to grow Granbury's economy in a balanced way that ensures the City creates a range of employment opportunities for its residents and is not overly reliant on the tourism and service economy. | ◆ | | ◆ | | ◆ | ◆ | | | | | \$ | P, ED |
| GM.9 | Reduce parking requirements outside of Downtown to allow for market-driven parking that will provide opportunities for value-generating uses of property. | | | ◆ | | | ◆ | | | | | \$ | P |
| GM.10 | Leverage investment at Granbury Regional Airport to grow a hub for employment generation and commercial-industrial development. | | | | ◆ | ◆ | ◆ | | | | | \$\$ | CMO, ED |
| GM.11 | Continue implementing and monitoring the 5-year Capital Improvement Plan (CIP), with adjustments made on a rolling 5-year basis. | ◆ | | | ◆ | | ◆ | | | | | \$ | PW |





APPENDIX



Appendix A: Online Survey Feedback

In 2045, Granbury will be known for:

Participants were asked to identify what they believe will be a major highlight of the City in 2045.

| Choice | Score |
|------------------------------|-------|
| Inviting streetscapes | 5.54 |
| Waterfront community | 6.93 |
| Historic places | 6.52 |
| Authentic/unique downtown | 6.94 |
| Business and industry center | 3.48 |
| Safe neighborhoods | 5.17 |
| Public art | 2.62 |
| Outdoor amenities | 3.65 |
| Small-town charm | 4.15 |



Do you agree with the current goals?

Participants were asked if they agree with the current goals for Granbury.

| Item | Agree Rate |
|---------------|------------|
| Current goals | 68% |

| Future Land Use |
|--|
| Goal 1: Establish an effective pattern of land uses that meets the needs for current and future residents and businesses. |
| Goal 2: Coordinate planning efforts and future development with area communities and agencies involved in land development issues. |
| Goal 3: Provide appropriate mixture of land uses to advance opportunities to live and work within Granbury. |
| Goal 4: Enhance the overall quality of developments and improve community image. |
| Goal 5: Minimize the adverse impacts between higher intensity land uses on less intense land uses. |
| Goal 6: Ensure that public facilities and infrastructure meet future needs. |

| Thoroughfare Plan |
|---|
| Goal 1: Provide a safe, efficient and attractive roadway network with an adequately maintained system of thoroughfares, collectors, and local roads. |
| Goal 2: Monitor and coordinate regional transportation system planning efforts to ensure a proactive community response to issues affecting the city. |
| Goal 3: Consider long-term capacity needs when developing roadway infrastructure. |
| Goal 4: Improve pedestrian circulation. |

| Environmental and Natural Resources |
|--|
| Goal 1: Preserve and promote Granbury's natural amenities to make the community distinguishable and enhance local character. |
| Goal 2: Encourage alternative energy sources. |
| Goal 3: Protect local and regional natural resources by identifying future expansion areas, protecting environmentally sensitive areas, and facilitating development in targeted growth areas. |

| Housing Conditions, Growth, and Neighborhood Development |
|---|
| Goal 1: Incorporate quality design and neighborhood amenities for individual neighborhoods. |
| Goal 2: Improve and protect existing neighborhoods and invest in their long term viability. |
| Goal 3: Provide a range of quality housing sizes, prices, and densities to offer a full life-cycle community. |
| Goal 4: Enhance community appearance, aesthetics, and image. |
| Goal 5: Encourage the development of well-maintained and landscaped neighborhoods. |

| Historical Preservation and Downtown Revitalization |
|---|
| Goal 1: Preserve the historic areas of the city and maintain Granbury's small town feel. |
| Goal 2: Encourage complementary and attractive development adjacent to the historic downtown square. |
| Goal 3: Make Granbury distinguishable from adjacent communities. |
| Goal 4: Promote the unique history and cultural resources as a catalyst for tourism, community events, economic development, and local charm. |

| Growth Management |
|---|
| Goal 1: Plan for the systematic and fiscally sound expansion of the city's services. |
| Goal 2: Continue strategic growth management and develop an annexation plan to ensure responsible growth. |
| Goal 3: Develop a fair and equitable set of regulations to provide basic public |

What would you add or change in the community goals?

Participants were asked to provide comments on community goals.

| | Comments |
|----|--|
| 1 | Infrastructure BEFORE more construction. |
| 2 | Seriously study and consider impacts of growth opportunities and not just try to make an extra buck. |
| 3 | Stop building new neighbor hoods |
| 4 | I would like to truly affordable housing for families that are not yet seniors. |
| 5 | Bring back small town |
| 6 | We need more activities for families and children. Stop with all the chain restaurants and put some things in for recreation. Putt putt, trampoline park, indoor playground for those wet or overly hot days. |
| 7 | Thoroughfare plan should be priority one. Traffic is worse here than in the DFW. One road through town, really?? |
| 8 | Responsible growth, need to address overcrowding in schools |
| 9 | WE NEED ANOTHER HIGH SCHOOL, ELEMENTARY SCHOOL & BUS BARN. This town is more than just retired folks. As you've stated, with growth this is the plan. The plan should include the children's future. We NEED more things to do with our kids. We have 3 public parks on one side of town. A splash pad that's so mediocre and next to the beach, awful design. |
| 10 | Fix transportation to make it easier to get across town |
| 11 | "More parks Waterpark " |
| 12 | Work more closely with the surrounding county, realizing that what happens in the county impacts the city and vice versa. |
| 13 | Address the drug problem. |
| 14 | Focus on walkability in key areas such as Downtown. Focus on parks and other outdoor amenities |
| 15 | Nothing |

| | Comments |
|----|---|
| 16 | Invest in alternative routes from the north to south sides of town to combat traffic |
| 17 | More indoor kids activities. |
| 18 | Goal 6 about infrastructure needs to be better prioritized |
| 19 | City to address traffic congestion on St. Hwy. 144 and 377. We need alternat routes of travel on these to St. Hwys. This problem should have been addressed before it became such a night mare it is today. |
| 20 | Not sure about Goal 5, future land use. What exactly is "high intensity land use"? |
| 21 | I think we need to think carefully and not overdevelop the community. There is no area to develop adjacent to the downtown area. It is difficult to maintain a small-town feel when the area is over developed with housing. Part of the charm of Granbury is the open areas of land that are not developed. |
| 22 | I would like to see more growth of the downtown area to become more like a Grapevine downtown entertainment district. |
| 23 | Some areas currently under historic preservation or within the preservation overlay will suffer from age and are not worth being preserved. |
| 24 | Toll road to Ft Worth. Annex land for growth and bring in Target, Academy, Kohl's and sir down national name restaurants. |
| 25 | "Keep cost of living down, stop the installation of car washes and other nonessential businesses. Focus on keeping a steady flow of traffic and properly planning for the future and not reacting to it too late. While the TXDOT plans are great, the current traffic flow and city developments with regards to businesses and the rapidly aging and depreciating older side of town by the city park needs to be addressed." |
| 26 | Additional police, paid fire department, more industry |

| | Comments |
|----|--|
| 27 | I would love to have some nice family restaurants and I don't mean fast food. i would also like to be able to shop locally for clothing. Granbury loses a lot of tax dollars because we have to leave Granbury to do any kind of shopping other than Walmart and groceries. We need a full time fire department. Our volunteers are great but we are a city that is big enough that it is a crime we do not have a full time fire department. It's criminal that's it Ok to approve all of the new housing but we can't have a fire department, restaurants (not fast foods), and department stores available. |
| 28 | "More park space and hike/bike trails across the city to promote outside activities. Build pickle ball courts, similar to Weatherford" |
| 29 | Embrace traffic light technology to improve traffic flow. |
| 30 | "A true highway loop around Granbury. Longer bike path." |
| 31 | Forget: Encourage alternative energy sources. |
| 32 | "Attract quality restaurants downtown and lakeside dining (the boardwalk at convention center would be a perfect venue) Make downtown more pedestrian friendly. Beautify our courthouse with landscape and lighting" |
| 33 | Currently, seeking alternative energy sources conflicts with preserving natural and environmental resources, much to the contrary political messaging our country is receiving. Granbury should STAY AWAY from this band wagon that has caused so much ruin of natural resources. |
| 34 | "Add public transportation. Raise priority of pedestrian traffic. Keep ""alternative energy.""" |
| 35 | cycle tracks for local and safe rides |
| 36 | Update infrastructure to handle growth, ie sewage plant, 377 widening, better traffic flow etc |
| 37 | Infrastructure needs to be improved before building any more residential and industrial developments. 377 traffic is already terrible. There should be some kind of "side roads". |
| 38 | Stop red light runners |

| | Comments |
|----|--|
| 39 | Considering the growth of Granbury, I would like to see a more specific direction in concern to the ever growing traffic snarls on 377. |
| 40 | Granbury residents do not want groups of politicians having endless meetings and passing endless resolutions to help shape Granbury into something trendy. Please stop trying to grow Granbury into something bigger and fancier. |
| 41 | Forget the silly equity talk. How will you ensure equal outcomes? Solar is silly. No high density, low income zoned housing. |
| 42 | Granbury is already losing its small town feel. Too congested with people and traffic. Not enough activities for families. Most evening and weekend activities are for adults. Have to drive to Ft Worth unless you want to go to the park, the pool or beach, or the movies. |
| 43 | Fulfilling needs such as children, teen and family-focused entertainment to discourage boredom, drugs and other illegal activities. Focus on bringing the community together, ensuring our infrastructure (roads and schools, specifically) are equipped to handle the growth and enhancing the beauty of the community with improvements in maintenance, code enforcement, add trees, bushes, flowers in medians and other common areas. It's become all concrete, roadways, buildings and signs. |
| 44 | Improve traffic flow |
| 45 | NA |
| 46 | "1.) Create a city wide a select tree preservation program and establish a tree planting - low water landscaping ordinance that's aimed at making the city distinguishable. 2.) Enhance the 377 expansion project by securing funding for low-maintenancebeautification initiatives to improve the experience of driving in or through Granbury." |
| 47 | Keep tax rates as they are. Add on to current schools instead of constructing new ones. |
| 48 | Have a robust trash clean up, starting now. Get a train or busway to the airport! |

| | Comments |
|----|--|
| 49 | Slow down the push for growth until adequate infrastructure is addresses i.e. Roadways and traffic!!!! Water supply, respect for current / local businesses and owners |
| 50 | Develop more trails and green spaces |
| 51 | Indoor track and indoor activities for our youth, during the hot and cold times of the year with rooms for classes and games. |
| 52 | Sounds like good goals |
| 53 | "delete since not a function of the city Housing Conditions, Growth, and Neighborhood Development Goal 1: Incorporate quality design and neighborhood amenities for individual neighborhoods." |
| 54 | Something has to be done with 377. Traffic will be gridlocked on 377 in a couple of years |
| 55 | Expand parks & waterpark facilities giving children more outdoor things to do. |
| 56 | Add more sidewalks and make the community more accessible for walkers and runners. |
| 57 | Promote use of existing structures that are currently unoccupied or removal of structures if deemed unsafe. |
| 58 | Housing Goal #1 > why individual neighborhoods? |
| 59 | Fix the 377 traffic problem. Leave everything else alone. We have more than enough taxes and governing as it is. Sounds like you want to make Granbury one gig HOA. |
| 60 | Create infrastructure for growth BEFORE allowing growth! Super important. |
| 61 | More emphasis on those who are in need. |
| 62 | Develop parks on the east side of the lake. |
| 63 | More park accessibility |
| 64 | Be prepared for a deep recession, don't go into debt or speculate without a realization things are changing. |

| | Comments |
|----|--|
| 65 | Delete encourage alternate energy sources. Redefine range of quality housing sizes, prices and densities...to include something about sidewalks - promote healthy and safe outdoor time |
| 66 | I wouldn't encourage alternative energy sources until they figure out how to recycle it. |
| 67 | The goal priorities are unclear. And these goals are very broad. Goals may need to change as a future identity / plan is established. |
| 68 | The goals are vague. Sounds like a mission statement. More detail on the how. |
| 69 | Stop growing the community and don't change. If we wanted to live in a larger community we would have selected one. |
| 70 | Whiden and Fix 377. |
| 71 | I worked in Economic Development with the Chamber of Commerce in several towns. I don't think whoever put this survey together lives in reality. |
| 72 | Upgrade medical infrastructure - attract more doctors, improve local hospital |
| 73 | More attention needs to be directed to the preservation of our historic buildings. There are more than several in the historic district that are being lost to neglect or being used as though the historic district was classified commercial. |
| 74 | Goals are too vague. It would be difficult to gauge whether or not goals were accomplished. Specific measurable aims should be included somewhere |
| 75 | Nothing |
| 76 | Tonado and other weather Warnings |
| 77 | Assure the growth & development doesn't outpace the availability & affordability of water services, utilities, waste treatment & trash facilities, etc. Way too many large storage facilities & boat & RV storage in Hood County that hurt the landscapes of Hood County. Plans for homeless people, which us a growing concern across America & will become a greater concern in future growth of area. |

| | Comments |
|----|--|
| 78 | Seriously this is so vague, I would surprised if this isn't every towns goal! |
| 79 | "Different order: only goal 1 in each category: goal 6 make goal 1. Goal 1 remains goal 1. Make goal 3 be goal 1. Make goal 2 goal 1. Keep goal 1 as goal 1. Goal 1 remains goal 1" |
| 80 | A store similar to Wal-Mart like Target that has a good selection of goods under 1 roof. |
| 81 | Seek out Developers and incentivize the development of Affordable Multi-Family Housing Communities in order to attract more service industry employees to work the existing and incoming businesses. This has been a major issue for 10 years already and has only gotten worse since the hyperinflation over the past 4 years. You can't have new businesses if you can't even staff the ones you have due to no affordable housing options for the workforce to move to or remain in Granbury. |
| 82 | Make 377 safer. Slow speed limits |
| 83 | Better planning of streets and thoroughfare. Less invasive, sound dampening materials and designs that don't take away from the outdoor lifestyle that Granbury offers and encourages. |
| 84 | Connecting the town with trails and green spaces for cycling, pickleball, parks, walking etc. |
| 85 | Plan for an adequately staffed police department to ensure that we continue to have a safe environment to live and work. |
| 86 | Clean up lakeside communities |
| 87 | This community must break the lock on rentals by encouraging affordable housing. |
| 88 | Get off the "alternative energy" band wagon. Oil, coal, natural gas, nuclear and that's it until cold fusion is perfected. |
| 89 | Preserve the small-town atmosphere of Granbury. |
| 90 | Continue working with TXDOT along with other local communities to improve transportation |
| 91 | The traffic is a problem. 377 is almost always a mess. |
| 92 | More parks, walking paths and green belts in new developments. |

| | Comments |
|-----|--|
| 93 | Limit growth. Granbury residents don't want a large city. We have that nearby in FW |
| 95 | I see no references to safety and security. Millions of criminals are flooding into this country and our city needs to make a strong statement that our laws will be enforced, our citizens will be safe! |
| 96 | Slow the growth |
| 97 | Restrict land development to preserve open spaces. Utilize and upgrade current business development. Bring in a larger diversity of eating establishments. |
| 98 | That question contains too many goals to lump together and make valid suggestions. Sounds wonderful, yet What truly drives decisions? |
| 99 | Recruit more high end retail businesses |
| 100 | The thoroughfare plan sounds good but is not being implemented on the ground. The 377 plan is years late and will likely be inadequate when finished in 2033. Thoroughfare planning is a big deal that needs to be pavement in a timely manner. |
| 101 | Growth management including tax moderation is important to ensure that people and business want to work, live and play in Granbury and Hood County. Though tourism is a great revenue generation having a base of general business and well as specific classes of industrial businesses that can better provide consistent tax revenues and help maintain or reduce individual tax burdens across the city. |
| 102 | "Future Land Use: Goal 6 should be Goal 1. Housing Conditions: Goal 3 should be Goal 1. I am assuming the goals in each section are currently listed from most to least important. They can't all be equally important. There is not enough rental and low cost residential housing options to support the lower paid workers in our community." |
| 103 | Maintain Granbury's Small Town Image! It doesn't feel like a small town anymore. |

| | Comments |
|-----|---|
| 104 | Preserve small town feel by limiting neighborhoods and discouraging or banning small lot sizes. |
| 105 | Paint markings on ALL STREETS AND FIX THE MANY POTHOLES |
| 106 | Delete development of alternative energy and let the market provide the type of single family housing and continue to stop change of the future land use plan for more multifamily housing. |
| 107 | It may be implied in some of the goals, but attracting a more diverse array of restaurants to the area is important for locals and visitors alike (international options, healthier choices, etc). |
| 108 | Preserve Granbury's small-town appeal. |
| 109 | Better planning for future needs. |
| 110 | Protect old historic areas. Look to bring in jobs from big businesses |
| 111 | Restrict alternative energy. No wind turbines. No businesses that require large Energy and water use. Limit height of building to three stories. |
| 112 | Encourage more high wage paying industries to locate in Granbury |
| 113 | Limit growth and minimize low income housing projects. |
| 114 | More developed park spaces for the entire family, to include toddler SAFE park equipment, not the tall towers with firepole things that kids can easily fall on. |
| 115 | I would also have parks and bike trails maintained |
| 116 | Priorty infastructute |
| 117 | Clean up the vacant lots along 377 |
| 118 | Throughfare Plan should include a NEW alternate route around/ across the lake on the southeast side of the city connecting 144 and 377 to reduce traffic on 377. Loop 567 should be extended on the southwest side of the city from 377, across Paluxcy Hwy, and connecting to 144 before land acquisition costs become too high. |
| 119 | Safety and traffic issues |

| | Comments |
|-----|--|
| 120 | We need more parks and family-friendly activities. The current parks are all off of Pearl Street near the square. With current traffic congestion, many community members do not use them. The rapidly growing student enrollment in GISD shows that Granbury is changing from a retirement community to a family community. Let's plan for the future. Items like bike lanes in subdivisions and all newly developed roadways so that community members can be safe, active, and healthy! |
| 121 | Most of these sound generic and the only alternative energy I approve of is nuclear. |
| 122 | I think pedestrian options should be a higher priority than goal 4. |
| 123 | Advertising |
| 124 | Mobility within the city needs to be top of the list. The city must also provide better healthcare services for the citizens. This is not even mentioned in your goals. The hospital facility is not adequate for current/future needs. Most everyone goes to Fort Worth or even Weatherford for healthcare because our facilities are sub par...this is not a secret to anyone but this survey. |
| 125 | Enough schools that are safe. More parks for children and things for all to enjoy! |

Why did you move to Granbury?

Participants were asked the reason they moved to Granbury.

| | Comments |
|----|--|
| 1 | We moved to Granbury in 1990 to raise our children in the beautiful and simple home town enviroment that Granbury truly use to be. |
| 2 | Take care of aging parent. |
| 3 | It's peaceful |
| 4 | My husband got a job at Wolf Hollow II (power plant). |
| 5 | Small town atmosphere |
| 6 | The quiet and quaintness of a small town. |
| 7 | Looked for smaller town within 45min of dfw, liked the lake and growing amenities, moved to tolar for the school |
| 8 | I've lived here my entire life. |
| 9 | My family has lived here for generations. It has grown tremendously and traffic is awful. It's beginning to feel crowded |
| 10 | Spouse's job, and some support from family. Also close enough for me to get a job in dfw. |
| 11 | I liked the small town charm |
| 12 | My husband was born and raised here. |
| 13 | Lakeside living with a beautiful town square and lots of activities. |
| 14 | Grandkids in Aledo |
| 15 | To be closer to family. |
| 16 | To stay with my aunt. |
| 17 | For a church and the small town charm |
| 18 | I moved to Granbury with my family when my dad started working for TU Electric at the plant 41 years ago. Moved back here 15 years ago to teach in the district where I graduated. |
| 19 | Small town feel |

| | Comments |
|----|--|
| 20 | Cost of living |
| 21 | Lived here my entire life. |
| 22 | Lake |
| 23 | It was the small town charm, as well as the lake, as well as all of the activities that go on! |
| 24 | We moved here in 1984 for my husband's job. |
| 25 | Small town with almost everything you need. Close to the big city. |
| 26 | After I visited Granbury the first time, it felt like "home" so I moved here in 1976. |
| 27 | location |
| 28 | Get to a somewhat less hectic place than Dallas |
| 29 | I was born here in 1965 |
| 30 | 1997. I was 6. |
| 31 | I've always lived here, my family moved here during the construction of Comanche Peak. |
| 32 | Barnett Shale gas boom |
| 33 | Raised here |
| 34 | Low Taxes (number one priority!), small town near DFW, in the 10 years we've been here, the growth has been totally mismanaged. I have very little faith in local government. It shouldn't take 4+ years to build a 3 mile highway bypass. |
| 35 | We moved here to help with the grandkids. |
| 36 | Career move |
| 37 | Family values |
| 38 | Waterfront community, small town, quick access to the metroplex. |
| 39 | Low taxes. |

| | Comments |
|----|--|
| 40 | Born and raised here |
| 41 | Small town "Mayberry-esque" charm. Geographic beauty. |
| 42 | Lake front |
| 43 | I visited several times and fell in love with the small town hospitality and charm of the City. |
| 44 | Grew up here |
| 45 | "Shopping Opportunities for retirees Square" |
| 46 | Well maintained historic center and rural suburbs |
| 47 | My parents moved here |
| 48 | To get away from DFW metroplex |
| 49 | Dad owned property here. |
| 50 | Initially, my husband and I moved here with our daughter because a friend had a house available to rent. Since his death and her graduating and marrying, I have spent my time in this lovely city, enjoying the safe and warm hearted community in which I live. |
| 51 | I was 4. The decision wasn't mine. |
| 52 | Retirement |
| 53 | work |
| 54 | Moved for my job. Chose Granbury because it was a quaint town with nice people and close to Ft Worth. It was a charming community. |
| 55 | To get out of the metroplex. We wanted the small-town charm that was once so prominent here, along with a united and safe community. We have found the political climate and illegal activity here is worse than we had in the metroplex. Kids are exposed to too much too soon. |
| 56 | My son & his family live in Pecan Plantation & this was more affordable. |
| 57 | retirement |
| 58 | Lake front property close to DFW Metroplex. |
| 59 | Small, quiet town with fun events/celebrations. |

| | Comments |
|----|--|
| 60 | A lovely small town. It is not that anymore. |
| 61 | The city's charm while being closer to grandkids who live in the Metroplex |
| 62 | Small community, less traffic and taxes. |
| 63 | Retire |
| 64 | Small town!!! Space! My family lived here |
| 65 | Small town, friendly feel. |
| 66 | I liked the small town feel. |
| 67 | Small town and wonderful downtown and trails. |
| 68 | I born in Granbury |
| 69 | Lake |
| 70 | Family here |
| 71 | Work at Comanche Peak Nuclear Plant (CPSES) |
| 72 | Close to family, recreation with a small town feel. |
| 73 | Small town |
| 74 | Small town feel, nice people and less traffic. |
| 75 | We wanted to live on a lake and Granbury offered us a small town feel. Husband grew up in TinTop. I have fond memories of Camp Crusis in Thorp Springs. Granbury was a good fit. |
| 76 | Family member lives here. |
| 77 | Family |
| 78 | Lived in this area my whole life. |
| 79 | Job and to be closer to family |
| 80 | Small town charm and historic downtown |
| 81 | 2018 |
| 82 | Elderly parents reside here and wanted smaller town community setting to raise kids. |
| 83 | For a job locally running a family business |
| 84 | Small community, low cost of living. |

| | Comments |
|-----|---|
| 85 | The lake. Safe. Smaller community - less noise traffic. Great downtown environment |
| 86 | Small town community, safe neighborhoods & downtown charm with events. |
| 87 | To get to a smaller town with smaller schools. |
| 88 | Senior adult community |
| 89 | I wanted to live in a small town with an authentic Texas feel. |
| 90 | The history and quaintness of the town appealed to us. The people we met were so friendly and helpful. It has a nice nightlife. The churches are so involved in the community. The traffic flowed better than it does now. |
| 91 | Small town lower cost of living. Now the cost of living is higher and property taxes are ridiculous. |
| 92 | Been her 25 years, not the same |
| 93 | Because it was small town and took care of its residents. It no longer does. |
| 94 | Cost of living, affordable real estate, small town benefits |
| 95 | Love the community feel and to be close to my sister and best friend. Needed a new beginning, fresh start! |
| 96 | We moved here due to the atmosphere of businesses and government and the attitude at that time (1970) in preserving our historic atmosphere. Growth was inevitable but it has not been managed with the idea of preserving our (small town) atmosphere which is why so many moved here but due to lack of planning for that growth our historic area has seemingly been turned into a commercial district rather than preserving the history. Lack of control is making our historic markers a joke |
| 97 | Purchased a business |
| 98 | Lake, square, small town charm |
| 99 | Small town feel |
| 100 | I retired here - my children live here |

| | Comments |
|-----|---|
| 101 | Relocated to Texas for Husband's job & although Granbury meant an hours drive to work, it was the small town & historic charm & unique boutique shops on the Square of the town; still a country feel where we could hear cows, sheep, horses near affordable homes in safe, gated golf course communities with numerous amenities & social life to meet friendly people. |
| 102 | Square |
| 103 | old boyfriend lived here - but i stayed bc the people here are amazing |
| 104 | Because of the lake, small-town community, and conservative morales and values. |
| 105 | Closer to family |
| 106 | To operate our business |
| 107 | I moved to Granbury to escape the city and crazy traffic, as well as to better achieve work/life balance. I chose Granbury due to the Historic Square, the Culture and Community Events, Parks, the Lake and other outdoor recreation opportunities. Sense of Community is very important as well. |
| 108 | Less hetic pace than ft worth in 2013 |
| 109 | To be closer to our kids and grandkids |
| 110 | I grew up in Weatherford and it was too big. I enjoy the smaller town like Granbury, but that was back in 2016 when we moved here. |
| 111 | Vibrant historic downtown and adjoining neighborhoods |
| 112 | "Quiet, small town environment with moderate growth. Reasonable property taxes" |
| 113 | work, golf, lake access, access to Fort Worth |
| 114 | Small town |
| 115 | Daughter lives here. I retired here. |
| 116 | It was close to my job until I got laid off. I'm basically stuck here. But it's nice. |
| 117 | Because it was a small town in 1970 |

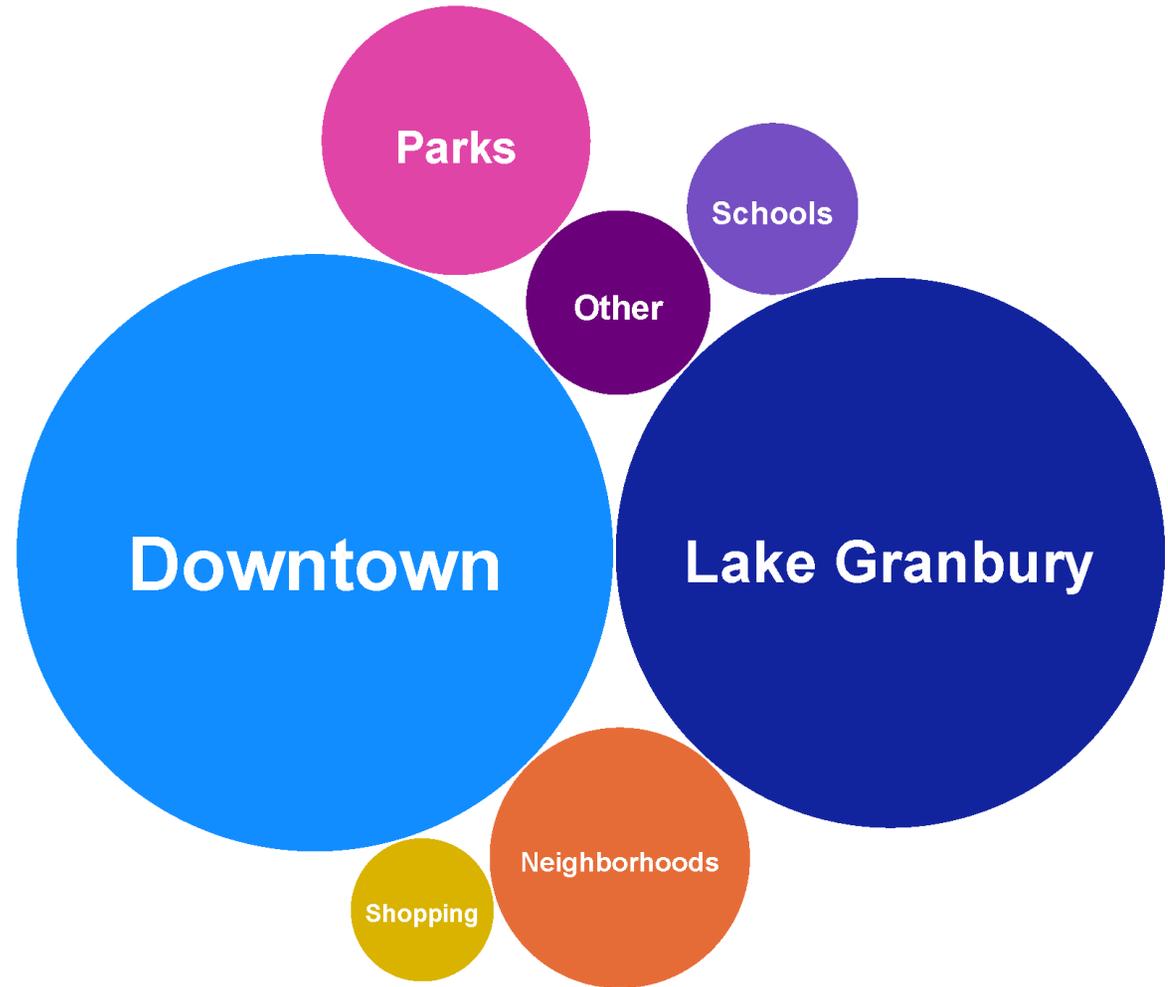
| | Comments |
|-----|--|
| 118 | Work |
| 119 | The cost of living was reasonable, traffic wasn't an issue, and the schools were good. |
| 120 | Affordable housing and closer to family |
| 121 | Small town charm. |
| 122 | Smaller town, smaller population, H-E-B, slightly lower cost of living |
| 123 | To live at the lake and small town near the metroplex. |
| 124 | Grew up here. Would like to see it maintain a semi small town feel |
| 125 | To be near family |
| 126 | Peaceful small town charm, close to family |
| 127 | Small town appeal, retirees, small population. |
| 128 | People |
| 129 | When I originally moved here it had small town charm and very little traffic. |
| 130 | Work at Comanche Peak nuclear plant. |
| 131 | Lakeside living, proximity to Metroplex, charm of the city. |
| 132 | Lake |
| 133 | For a job. Great place, small town charm, lake, good economy, friendly. |
| 134 | Work and family |
| 135 | Moved back to Texas and didn't want to live in the metroplex and I wanted to server my community with the volunteer fire department as I had for the previous 15-20yrs. |
| 136 | From IL to TX to Granbury to 1. Live on a lake and have a boat 2. To be near my 2 kids and 5 grandkids who live in N. Dallas. 3. To leave the crap weather of N. IL 4. To escape IL taxes. |
| 137 | To leave the metroplex traffic and over population! |
| 138 | Rural area. |
| 139 | Job |

| | Comments |
|-----|---|
| 140 | Rural environment. Historic square and architecture. Volunteer fire dept which keeps tax low and instills civic pride and participation. Local airport. Lake. |
| 141 | We liked the downtown area, the small town feel, the historic elements and all the lively events. |
| 142 | Small town charm, activities, and the downtown square. |
| 143 | Small town charm |
| 144 | Small town feel |
| 145 | Work |
| 146 | To escape the increasing busyness, congestion, rudeness in the Metromess & seek a more welcoming quiet area in retirement. |
| 147 | The Lake |
| 148 | Low cost to buy a home, no state income tax |
| 149 | To get away from the Metroplex |
| 150 | To take care of our aging parents |
| 151 | the lake |
| 152 | Small town |
| 153 | The friendly people that live in Granbury |
| 154 | We loved the small town feel and emphasis on preserving the historic feel of the downtown areas. |
| 155 | Retirement with a lake nearby. Loved the small town feeling. |
| 156 | Married someone from herr |
| 157 | Small retirement community with many activities on The Square. |
| 158 | Small town feel |
| 159 | Family and small town charm |
| 160 | Quality of life |
| 161 | To raise my family away from big cities and a lower cost of living. |
| 162 | Job relocation |

What makes Granbury unique?

Participants were asked to identify what makes Granbury unique.

| Choice | Agree Rate |
|---------------|------------|
| Neighborhoods | 16.0% |
| Downtown | 84.0% |
| Lake Granbury | 71.3% |
| Parks | 17.0% |
| Shopping | 4.8% |
| Schools | 6.9% |
| Other | 8.0% |



What do you think should be the biggest priorities for the future of Granbury?

Participants were asked to identify the aspects that Granbury should prioritize in the future.

| Choice | Agree Rate |
|---|------------|
| Creating a vibrant downtown | 32.1% |
| Maintaining existing roadway infrastructure | 33.2% |
| Growing roadway infrastructure and improving mobility | 74.7% |
| Reducing flooding/improving drainage | 10.5% |
| Preserving green spaces | 43.2% |
| Attracting visitors | 13.7% |
| Maintaining and providing public facilities | 14.7% |
| Developing and diversifying housing | 10.5% |
| Promoting property maintenance | 20.5% |
| Creating good paying jobs | 34.2% |
| Establishing a clear brand and community identity | 13.2% |
| Preserving historic places | 47.4% |
| Other (please specify) | 20.5% |



Additional Comments

| | | | | | |
|----|---|----|--|----|---|
| 1 | Making it more family centered and friendly. Our youth will grow up and raise families here. I know we are known for being a retirement community, that needs to change | 19 | This may fall under County Services, but reflects POORLY on the City! Better maintaining of roadways. Morgan Street between Pearl and 377 is unbelievably embarrassingly maintained in places. | 33 | Improving sidewalk infrastructure as part of the expanded mobility should be a high priority. Too many pedestrians have to walk in the street or through yards, especially during events. |
| 2 | Need activities for kids | 20 | Creating infrastructure for growth BEFORE allowing growth. | 34 | Tourism |
| 3 | Provide us with things to do with our kids. A children's museum, a mini golf, update the public pool - something! | 21 | Collaborating as heavily as possible to make txdot 377 the highest of priorities. | 35 | Keep the population low |
| 4 | Bringing in good restaurants like Jason's Deli. | 22 | Maintain the downtown environment, the park near downtown. More walking trails | 36 | Parks for inviting families to be out in nature |
| 5 | Pickleball courts | 23 | Provide trash cans and dumpsters to clean up the trash. | 37 | Creating bike lanes on major through fares and in all new subdivision. Families want things to do besides walking paths. Especially if you can't safely get to the walking path. |
| 6 | Police and sheriff support | 24 | Keeping the city small, stop expanding | 38 | Granbury has done a lot to establish a brand and community identity, just keep it up |
| 7 | Attract retail, restaurants and higher paying jobs | 25 | Stop growing and maintain | 39 | Target |
| 8 | Paid fire department | 26 | Strong public schools are key to a growing (not declining) community | | |
| 9 | Keep Taxes Low! Improve traffic issues which are becoming horrible | 27 | Our park system definitely adds to our desirability as an area to join or visit | | |
| 10 | Park space; hike/bike trails | 28 | Never let history of area be destroyed. Continue to support our Pro-American, pro military & pro first responder; Constitutional freedoms; a center for religious freedom, etc | | |
| 11 | City waste water infrastructure | 29 | Green space | | |
| 12 | Downtown is vibrant | 30 | We badly need better medical services. We need a new hospital. | | |
| 13 | Reducing traffic congestion | 31 | Slow growth down | | |
| 14 | Stop attracting new residents | 32 | Maintain architecture requirements that fit with historic buildings | | |
| 15 | Safe place to raise a family and live. | | | | |
| 16 | Adding child/teen/family focused businesses. | | | | |
| 17 | Adding additional venues for visitors to attend, | | | | |
| 18 | Making it more accessible for walkers/ runners. | | | | |

In your opinion, what is Granbury's greatest asset?

Participants were asked to describe what they think Granbury's greatest assets are.

| | Comments |
|----|---|
| 1 | The small town charm (although that is slipping away) and the lake. |
| 2 | The nostalgia of "Downtown" which could be enhanced. Bring back the Nutt House. |
| 3 | Downtown |
| 4 | The Square and the events there. |
| 5 | The community "feeling". |
| 6 | People |
| 7 | all the lake front property that winds throughout, coupled w/fort worth access |
| 8 | The square and the lake |
| 9 | The people. There are many families who have lived here a long time and their legacies all remain here. |
| 10 | The schools that are highly neglected. |
| 11 | The lake |
| 12 | It's future generations. They should take priority. |
| 13 | The quality of people who live here. |
| 14 | The square and the lake |
| 15 | Lake |
| 16 | The historic square with its shopping, live theater and great restaurants. |
| 17 | The people. They are very kind. |
| 18 | Lake |
| 19 | It's people! |

| | Comments |
|----|--|
| 20 | The lake and downtown |
| 21 | Tourism |
| 22 | Traditions such as the firework show, Christmas lights from the court house, etc. Fabulous teachers & volunteer network. |
| 23 | Lake |
| 24 | The square |
| 25 | our downtown square! It's so cozy, streets are walkable, benches to sit and rest and eat ice cream, shows for all ages |
| 26 | Granbury's greatest asset is its people. |
| 27 | Historic downtown. The lake. |
| 28 | It's historic downtown square with a great variety of shops and eateries. And all of them manned by very friendly faces. |
| 29 | It creates an inviting atmosphere for visitors and residents. |
| 30 | The lake and downtown |
| 31 | The lake |
| 32 | The lake and the rapid turnover of retirees due to natural course of life. |
| 33 | Lots of towns have a downtown square but few have that AND their own lake. |
| 34 | Historic downtown. |
| 35 | Nothing |

| | Comments |
|----|--|
| 36 | The event coordinator. There is always something going on in Granbury and I think that is great. Keep up the good work. |
| 37 | small town feel, downtown square, lake |
| 38 | Small town feel, though the constant home building growth without concern/attention to equal infrastructure growth is concerning |
| 39 | The lake and it's location relatively close to the metroplex. |
| 40 | Lake |
| 41 | Downtown (including park trail) |
| 42 | The people who love Granbury as much as I do. |
| 43 | "The Lake The Historic District Small Town Charm " |
| 44 | people |
| 45 | "Downtown Lake" |
| 46 | Historical Center, Character |
| 47 | The lake and the square |
| 48 | Proximity to nature; history |
| 49 | The square |
| 50 | The concern this city has with making good, safe, affordable living available to its residents. |
| 51 | That we're unique. We don't need to be like others. |

| | Comments |
|----|---|
| 52 | Historical Square |
| 53 | Location |
| 54 | The Lake |
| 55 | Downtown and the lake....that's about all there is. |
| 56 | Historic & small town charm. |
| 57 | Big small town feel |
| 58 | Downtown & the lake. |
| 59 | The Square. It was the small town charm. |
| 60 | Small town/good neighborhood feel |
| 61 | Downtown charm and surface water |
| 62 | The downtown square. |
| 63 | The square |
| 64 | Small town attitude. People know each other, care for each other, and look out for each other |
| 65 | Hotels |
| 66 | The lake and the square. |
| 67 | The downtown square. |
| 68 | Downtown and parks |
| 69 | The downtown area |
| 70 | Lake & square |
| 71 | The lake and the square |
| 72 | The lake |
| 73 | Lake Granbury |
| 74 | The people |

| | Comments |
|----|--|
| 75 | TOSS UP! The Lake put us on the map, but Downtown activities keep us viable for tourism. We've lived here over 18 years and I find it absolutely IRRITATING to see so many businesses on The Square NOT related to tourism!!! I think the lawyers, title companies and the like need to be 'persuaded' to relocate elsewhere FOR THE GOOD OF THE COMMUNITY to allow more RESTAURANTS / shopping / tourism to expand. |
| 76 | Downtown |
| 77 | Small town "feel" |
| 78 | Downtown square. |
| 79 | Small town feel |
| 80 | History and the Lake |
| 81 | The lake, golf course, parks |
| 82 | Small town charm |
| 83 | Downtown and the lake |
| 84 | It is small and affordable. |
| 85 | Downtown, but the old ways need to updated |
| 86 | Lake, fun downtown |
| 87 | The people |
| 88 | Historic downtown |
| 89 | lake |
| 90 | "Friendly people and the history of the town. It is the people that make it" |
| 91 | The people. |
| 92 | Historic square |

| | Comments |
|-----|---|
| 93 | The square and the Opera House |
| 94 | Downtown Historic |
| 95 | Historic Square |
| 96 | The uniqueness of our (preserved?) historic buildings |
| 97 | Historic downtown |
| 98 | Downtown Square |
| 99 | Town Square |
| 100 | Friendly, welcoming people who engage newcomers & visitors in conversation in boutiques on the Square, art facilities, the old jail, historic buildings, restaurants, at the lake, on golf courses and all the many charity organizations, but parking is a real problem, especially during County festival on the Square, wine walk. People who live here have a difficult time getting around town or parking near their homes near the Square. We need a multi story parking garage. |
| 101 | The square |
| 102 | it's people - ones who really care about the community and not only improving it but also helping others |
| 103 | The lake |
| 104 | The lake & downtown square |
| 105 | The Town Square and Lake |

| | Comments |
|-----|---|
| 106 | The Historic Square and the many Community Events hosted by the City, Chamber, HGMA and others. (The lake is also a major asset, and BRA needs to work on clean up of debris/trash more often.) |
| 107 | Size |
| 108 | The lake, the square and the parks |
| 109 | The square |
| 110 | Historic downtown and park spaces |
| 111 | "Granbury ISD by far." |
| 112 | downtown area possibilities |
| 113 | Lake |
| 114 | Small town flavor, but lack of infrastructure is destroying that, |
| 115 | It's easy town. Every thing is easy. The people are very friendly. |
| 116 | It's natural beauty combined with the small-town atmosphere. |
| 117 | The schools. |
| 118 | People and historic properties |
| 119 | The square. Our first year here was around Christmas and it felt like a Hallmark movie. Bring the Courthouse lights back. |
| 120 | Historic downtown |
| 121 | Historical square in small town on the lake. |
| 122 | Small town feel, historic downtown, lake Granbury |
| 123 | Proximity to the lake |

| | Comments |
|-----|---|
| 124 | The square |
| 125 | Small town appeal |
| 126 | The draw to the downtown area for the various and frequent activities featured there. |
| 127 | Small town feeling, which it's rapidly losing. |
| 128 | Lake, beauty of the area- protect that |
| 129 | Lake |
| 130 | Small town |
| 131 | downtown |
| 132 | The lake. Downtown is number 2. The laidback, small town feel is invaluable, but is being and has been lost as Granbury grows. |
| 133 | Right now it is the lake and the downtown activities. Can't believe the railroad runs right through town from FW to Stephenville and there is no commuter rail service. |
| 134 | Downtown and the lake |
| 135 | Safe, conservative and slower pace Community. |
| 136 | Small rural town feel. |
| 137 | Lake Granbury |
| 138 | Historic Square and the lake |
| 139 | Cute downtown area with a variety of shops/restaurants. Fun events in that downtown area. |
| 140 | Proximity to Fort Worth. |
| 141 | Historic downtown and lake |

| | Comments |
|-----|---|
| 142 | The lake |
| 143 | Lake Granbury |
| 144 | Lake and Lake Beach |
| 145 | The square and the lake |
| 146 | The lake |
| 147 | Parks and walking trails |
| 148 | Lake, parks, |
| 149 | Lake |
| 150 | The great downtown layout |
| 151 | By far, I believe that the greatest asset is the historic downtown and the many festivals that occur there. |
| 152 | Lake Granbury |
| 153 | Historic places |
| 154 | The Square |
| 155 | Waterfront |
| 156 | Downtown |
| 157 | Downtown and Lake |
| 158 | Tourism |
| 159 | The city park and walking trail. It would be great to see it expanded to the the other side of town somehow. Our family appreciates city beach and city pool. We also love Acton Nature Center. |
| 160 | "Small town located close to larger city for example-Ft Worth. Authentic Downtown area. Frequent Well Organized Community events " |
| 161 | Small town vibe |
| 162 | Downtown |

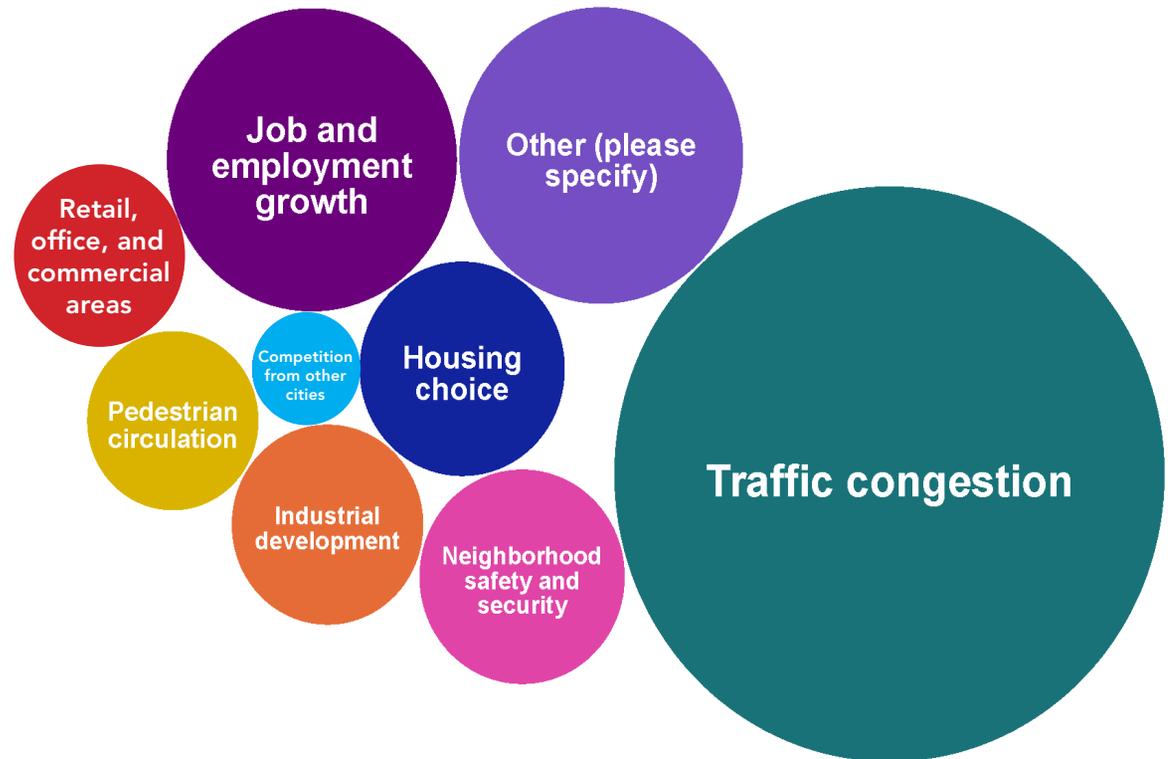
In your opinion, what is Granbury's greatest issue?

Participants were asked to identify the greatest issue for Granbury.

| Choice | Agree Rate |
|--------------------------------------|------------|
| Competition from other cities | 3.2% |
| Traffic congestion | 88.3% |
| Pedestrian circulation | 8.5% |
| Housing choice | 12.2% |
| Neighborhood safety and security | 12.2% |
| Retail, office, and commercial areas | 8.0% |
| Job and employment growth | 24.5% |
| Industrial development | 10.6% |
| Other (please specify) | 23.4% |

Additional Comments

| | |
|---|---|
| 1 | School district has no accountability |
| 2 | Schools unable to cope with growth |
| 3 | The schools |
| 4 | Overcrowding in schools, growing before infrastructure is in place |
| 5 | Corrupt politicians, poor government leadership, intolerant political diversity |
| 6 | Political divisions. |
| 7 | We need a better hospital system. Maybe a transport/ambulance that would take patients to FW hospitals without stopping here first. |
| 8 | Need better plans to combat the explosive growth |
| 9 | A school district that wants to tax residents out of their homes |



| | | | | | |
|----|---|----|--|----|---|
| 10 | How is there still only 1 high school??? The overcrowding is ridiculous. It is time to build a new one, preferably on the East end of the 377. | 24 | Political environment | 36 | Lack of fiber internet in the city limits. The biggest boon to Granbury could be remote workers; people who want to live in a City like Granbury but don't want to commute into the metroplex every day. The lack of fiber internet is a barrier to that (and has been for my work personally). |
| 11 | The lake splits the town for mobility for schools and bus routes. An hour+ each way every day for students is a sin when they're also expected to participate in extracurriculars and do studies. | 25 | Housing growth too rapid | 37 | Infrastructure due to growth that is been too fast. |
| 12 | Road maintenance | 26 | The rapid growth. | 38 | Corruption within government officials |
| 13 | Bitcoin mining, solar farms, and other industries sneaking in without the public's knowledge of how negatively they affect our well-being. | 27 | Bad leadership choosing expansion, higher taxes (new schools) and making Granbury more of a tourist attraction primarily for money and profit. Larger is not necessarily better, smarter is! | 39 | The schools are not what they used to be because people don't want to put money into them |
| 14 | Lack of activities for younger generations. | 28 | The town is choked and just gets worse. | 40 | Better transportation - a light train or bus service to Fort Worth/DFW airport |
| 15 | Too much growth, becoming too crowded and congested, focus on improving what we have | 29 | Divisive politics not centered on bettering the community | 41 | Elected officials who feel like it's their job to grow the city. |
| 16 | A large percent of the communities population is unemployable. It's out of sight to many but non-profits should be encouraged to help lift this group out of poverty through educational, vocational and personal improvement programs. | 30 | We are all aware of our traffic congestion on the square due to literally 4 week ends a month when the square is literally closed. Wwee understand that this does bring income to the city but perhaps some of those funds could be used for funds to provide traffic direction at events which might help with the bottleneck o the numbers of events that close the square literally 4 weekends a month since we are now the Celebration capital | 42 | Curb appeal/maintenance of homes/businesses in Historic and Historic Overlay areas due to most visitor drive around the downtown area to admire the buildings and houses (some of which are in bad state of repair). Also the courthouse will need to be repainted soon. |
| 17 | Trash everywhere | 31 | Ability to hire & keep police officers due to pay and lack of a paid fire department keeps stores & restaurants from building here. | 43 | lack of family friendly activities |
| 18 | Need a Park on the lake | 32 | Small mindedness of schools and politics in town limiting growth | 44 | Hwy 377 needs immediate attention |
| 19 | All three listed above - in that order. TRAFFIC / Pedestrian / Neighborhood Safety | 33 | No pickleball courts. Would be nice. | | |
| 20 | Infrastructure for growth. | 34 | Growth. Need to improve existing infrastructure and less land development | | |
| 21 | Housing costs | 35 | Too many new houses on small lots. Looks like everywhere else around DFW. | | |
| 22 | Leadership that seems more interested in exploiting resources than keeping Granbury a small tourist town. | | | | |
| 23 | Lack of walking trails/sidewalks | | | | |

Which existing city or town serves as the inspiration for how you would like Granbury to develop and transform in the future?

Participants were asked to provide examples of cities or towns that they believe Granbury can gain inspiration from for future development.

| | Comments |
|----|---|
| 1 | Arlington, TX or Grand Prairie, TX |
| 2 | Glen rose |
| 3 | Weatherford |
| 4 | Southlake |
| 5 | Bloomington, IL |
| 6 | Tolar |
| 7 | "I love weatherford and willow park. They don't feel overly crowded, have plenty of things to do and places to Shop" |
| 8 | Lubbock |
| 9 | Middleton WI. Public parks and splash pads on every corner. No traffic congestion. CLEAN- there's so much trash on every street of this town. |
| 10 | Grapevine |
| 11 | "Glen Rose. The care and concern those in leadership have for their community is to be admired." |
| 12 | Longview, Texas |
| 13 | Marble falls |
| 14 | Just enhance the uniqueness it already has. Work with its already existing assets. |
| 15 | Cleburne |

| | Comments |
|----|--|
| 16 | I believe we are an inspiration for other cities! We specifically did not move to Weatherford because of it's downtown and rushing traffic. |
| 17 | Grapevine |
| 18 | I don't know of one. Granbury should remain it's own uniqueness. |
| 19 | Weatherford |
| 20 | "Prosper Roanoke " |
| 21 | Weatherford |
| 22 | I don't want to become big like Weatherford but would really like some good retail. |
| 23 | Avon Colorado |
| 24 | Aspen, CO |
| 25 | " Boerne TX New Braunfels(Greene)" |
| 26 | I believe Granbury is the standard for other's to follow. Granbury needs to NOT become influenced by others and remain a LEADER, not a FOLLOWER. |
| 27 | McKinney, Texas - Just not so big |
| 28 | Amsterdam, Netherlands |
| 29 | Grapevine, marble falls |
| 30 | Fredericksburg |

| | Comments |
|----|--|
| 31 | I am satisfied with Granbury and the way it is developing for future residents. The amount of youth activities increasing is an encouraging sign that the city cares for its future. |
| 32 | Granbury. Can we please be us and not try to be someone else? |
| 33 | Fredericksburg |
| 34 | San Marcos |
| 35 | Weatherford. It somehow maintains its small town charm while providing great restaurants and family activities. |
| 36 | Fredericksburg - no lake, but has the downtown vibe, tourist pull with the wineries, plus the historical tourist spots, but still a clean, well cared for and respected area with so much to do for fun, family and the beautiful scenery. |
| 37 | Mora, Minnesota |
| 38 | None. I don't want a McKinney or Grapevine. They were also small lovely towns that are unrecognizable now. |
| 39 | Fredericksburg, TX |
| 40 | Franklin TN, Saugatuck MI, Healdsburg CA & Fredericksburg TX |
| 41 | Wimberly & New Braunfels |
| 42 | Prescott, Arizona |
| 43 | N/a None. Create Granbury as its own. |

| | Comments |
|----|--|
| 44 | In the 1970s, Arlington grew from a small city to major city/destination |
| 45 | Fredericksburg |
| 46 | Grapevine and Fredericksburg are good examples of what to observe and determine what has worked well and what has not worked. |
| 47 | It would have to be one out-of-state. Granbury has such a unique draw with the lake, downtown entertainment and tourism and the small hometown feel. There was talk years back of developing a San Antonio style 'River Walk'. Now, that would be IMPRESSIVE!! |
| 48 | Be Granbury. Don't pursue what other cities look like. Be better. |
| 49 | Boerne, texas |
| 50 | Grapevine |
| 51 | Good medical care would be well worth investing in. |
| 52 | Fredricksburg - need bigger downtown core. AND PARKING |
| 53 | Grapevine - but on smaller scale |
| 54 | I prefer the Granbury of the 80's and 90's, not sure there's a town like that around anymore. |
| 55 | Fire department, decent roads |
| 56 | A smaller Grapevine Texas |
| 57 | I would like to see our parks utilized to bring in vendors. Our park downtown is way under utilized. I would like to see a Trade Days once a month. |

| | Comments |
|----|--|
| 58 | None that I can site. Happiness does not equate to copying other municipalities. Try being ourselves while preserving our uniqueness. |
| 59 | Grapevine |
| 60 | The old Granbury is what we need to aim for. |
| 61 | Fort Worth has done a great job of holding on to the things that make it unique while still encouraging development and strong business growth |
| 62 | Mckinney, TX |
| 63 | Just don't make us into Fredericksburg or Plano Let us always (even with growth) remain uniquely Granbury |
| 64 | Fredericksburg |
| 65 | Fredericksburg |
| 66 | More options for the elderly |
| 67 | Maybe Weatherford |
| 68 | Lake Geneva WI |
| 69 | Not sure. I hear a lot about how well McKinney has grown and still has a small town feel. |
| 70 | Granbury should be unique and not a copy-cat community; the City and Visit Granbury have done a great job of that thus far. |

| | Comments |
|----|---|
| 71 | The square and parks near it. I really think that the neighborhoods that surround the square should have safe walking and biking to access the square and the parks without having to be on the main streets like Morgan. |
| 72 | Casa grande AZ |
| 73 | Alpine, Texas. Georgetown, Texas. Bentonville, Arkansas |
| 74 | New Braunfels |
| 75 | Glen Rose |
| 76 | Wichita Kansas. It's easy but over the last 20 years they let crime go wild. I mean it's nice, but truly dangerous. |
| 77 | Fredericksburg |
| 78 | Fort Worth but only the variety of shopping and restaurants. |
| 79 | Franklin, TN |
| 80 | Fredericksburg |
| 81 | The Woodlands |
| 82 | Fredericksburg |
| 83 | Fredericksburg and Marble Falls to some degree but work to preserve the uniqueness of Granbury |
| 84 | Fredericksburg, Texas |
| 85 | Marble Falls, TX |
| 86 | None. We are already better than the rest. |

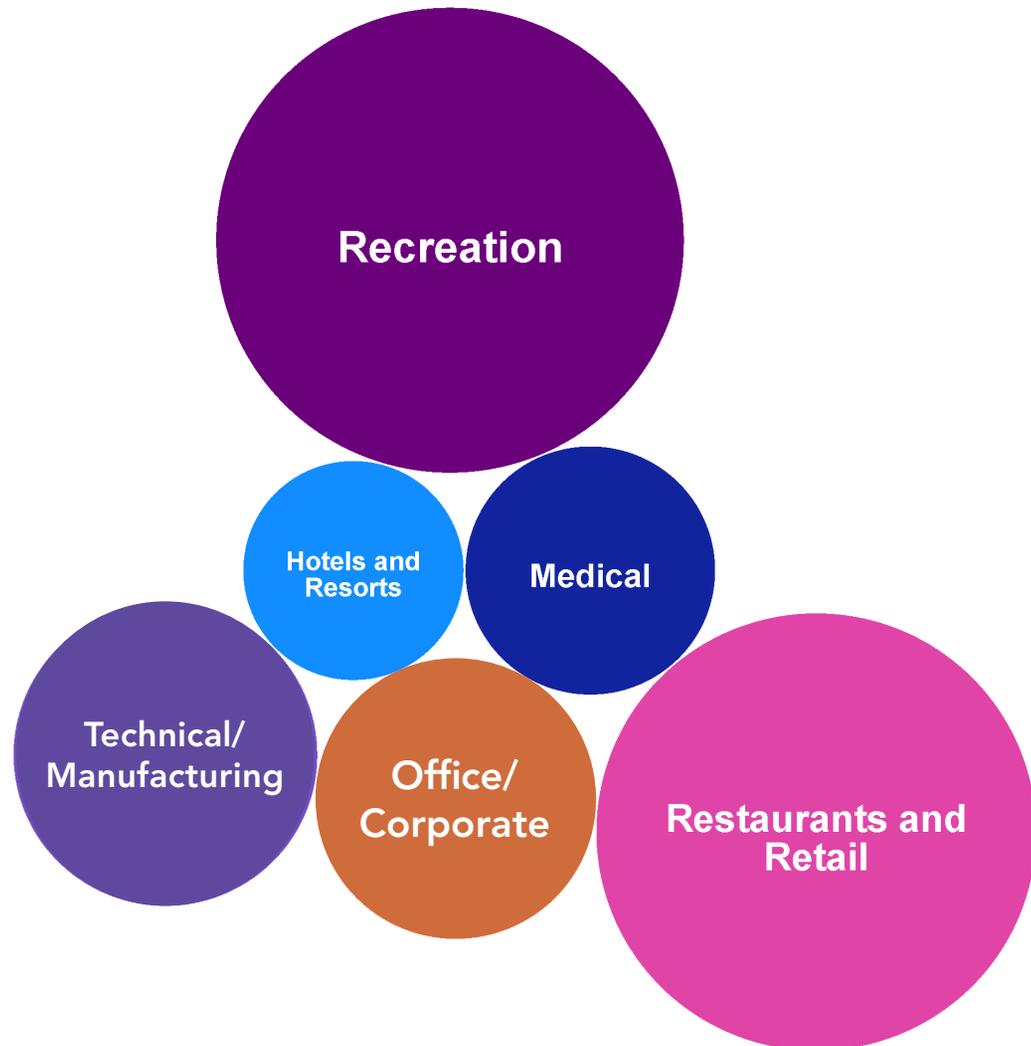
| | Comments |
|-----|--|
| 87 | Having lived in Denton for most of my life, I think they've done a good job of protecting the unique, historic downtown area. They foster/pursue unique, attractive stores and restaurants (not chains, big retailers etc). Then they have developed plenty of additional retail options in the city, but in areas that don't impact the historic downtown. Best of both worlds. |
| 88 | No idea, all the small towns in the DFW area seem to be suffering the same issues from rapid growth. |
| 89 | Weatherford |
| 90 | Fredericksburg |
| 91 | Similar to Franklin, Tenn |
| 92 | Granbury |
| 93 | Missoula, Montana |
| 94 | Aspen, Colorado |
| 95 | Develop lake communities - open Short term rentals to include lake front properties that are close to the historic district |
| 96 | The downtown area of Georgetown, Texas |
| 97 | Fredericksburg |
| 98 | Martha's Vineyard |
| 99 | I could see it as a combination of a finger lakes town charm and Liverpool NY with the Onondaga lake park walking trail system. |
| 100 | Grapevine |
| 101 | Mckinney |

| | Comments |
|-----|---|
| 102 | Willow park/aledo |
| 103 | Burleson- old town |
| 104 | Southlake |
| 105 | None, people I meet ask me how to become like Granbury. |

Granbury has a limited amount of land within the City Limits. When considering the best uses for remaining land, what types of businesses do you believe are missing in Granbury?

Participants were asked to identify the types of land uses that they believe are missing in Granbury.

| Choice | Agree Rate |
|-------------------------|------------|
| Office/Corporate | 18.6% |
| Restaurants and Retail | 45.9% |
| Technical/Manufacturing | 21.9% |
| Recreation | 51.9% |
| Medical | 14.8% |
| Hotels and Resorts | 11.5% |



Granbury has a limited amount of land within the City Limits. When considering the best uses for remaining land, what types of retail and restaurant services does Granbury need more of?

Participants were asked to identify the types of retail and restaurant services that Granbury need more of.

| Choice | Agree Rate |
|--|------------|
| None. The available shopping options are adequate. | 5.4% |
| Sit-down, full-service dining | 52.9% |
| Healthy grocery options | 28.3% |
| Fast casual or fast-food dining (counter service) | 7.0% |
| Brewpubs | 13.9% |
| Food trucks | 15.5% |
| Hardware/ home improvement | 2.1% |
| Doctor, dental, medical services/ clinics | 11.8% |
| Entertainment (movie theatres, water sports and activities, activities for young adults, etc.) | 41.7% |
| Outdoor recreation (parks, trails, outdoor gyms, playgrounds, etc.) | 49.7% |
| Large national retail | 21.9% |
| Small boutique retail | 12.8% |
| Other (please specify) | 14.4% |



Additional Comments

| | | | |
|----|--|----|--|
| 1 | More nice public beach areas for families | 21 | kids activities |
| 2 | We need a home improvement store on Acton side. | 22 | Miniature golf |
| 3 | Target, Penneys, Kohl | 23 | Market will provide various retail as the demand will exist |
| 4 | Healthy dining choices | 24 | Healthier dining options and more international food options |
| 5 | FREE pickleball courts | 25 | Rosa's, taco villa |
| 6 | chicken/nail salons! JK =) | 26 | The city needs to attract a large grocery chain to build a store close to downtown on the Weatherford Hwy or north part of Loop 567. This would help eliminate traffic on Pearl and 377 since many of those living in the downtown area and new developments on the Weatherford Hwy have to cross through downtown to go shop for groceries on 377 |
| 7 | Community gardens | | |
| 8 | Hobby lobby, Joann's, harbor freight, target, a fire department on staff, academy | 27 | Golf courses |
| 9 | Medical not affiliated with Lake Granbury medical | | |
| 10 | Food truck park downtown | | |
| 11 | Breakfast specialization restaurant. Men's clothes. | | |
| 12 | A bike and walking trail along the lake (like the hike and bike trail/boardwalk in Austin along Lady Bird Lake) | | |
| 13 | Clothing | | |
| 14 | Salad bar/buffet with fresh breads and soups | | |
| 15 | Bike Trails | | |
| 16 | Healthy restaurants, not that folks here would eat there. | | |
| 17 | Local Restaurants - national are a ripoff. | | |
| 18 | A Hobby Lobby | | |
| 19 | Stop the growth | | |
| 20 | The town Square is losing it's charming, affordable boutiques; being replaced by realetors, law offices & barsshopping | | |

What do you think the priorities should be for Downtown Granbury?

Participants were asked to identify the priorities for Downtown Granbury.

| | Comments |
|----|--|
| 1 | Bring back the Nutt House B&B. |
| 2 | Traffic |
| 3 | Preservation |
| 4 | Friendliness and cleanliness. |
| 5 | Parking, restaurants, shopping |
| 6 | Keep it small. |
| 7 | Maintain its uniqueness and quaint feel |
| 8 | Fire system for historic buildings. |
| 9 | Keeping it historical. Keeping it small businesses. |
| 10 | Keeping it charming. Decor. |
| 11 | Keeping family activities alive and preserving History |
| 12 | Keep all the shops on the square fully occupied. Keep the entertainment venues on the square going strong. |
| 13 | Keep a tidy appearance |
| 14 | Improve walkability and parking, increase nightlife |
| 15 | Keep it small and quaint! |
| 16 | Maintain the historic charm |
| 17 | Tourism |
| 18 | Variety of shops and restaurants |
| 19 | I wish it would all be food or retail, instead of law firms and the like taking up primary space on the Square |
| 20 | Maintain the integrity of the town square. |
| 21 | expand beyond the square |
| 22 | Maintenance of it's history |
| 23 | Maintaining retail presence. |

| | Comments |
|----|--|
| 24 | Preservation, and reduction of congestion for traffic. |
| 25 | Finding a way for all walks of life to enjoy the square. Not just wine moms. |
| 26 | Continued maintenance. |
| 27 | Focus need to be on 377 |
| 28 | Way too many festivals. Often we will come to the downtown for dinner, only to have to park 1/2 a mile away because the square is closed off for booths to sells crappy trinkets. If you want to have festivals, find a different place to house them that doesn't totally interrupt downtown traffic. |
| 29 | I really like downtown. Just have a nice variety of shops and restaurants. |
| 30 | Less building restrictions and codes, thus allowing and promoting investors to build new businesses |
| 31 | Traffic flow |
| 32 | Keep it simple and Hometown |
| 33 | Quality restaurants. Attract chefs like Tim Love to bring his concepts. |
| 34 | Maintain historical heritage. |
| 35 | It is awesome just the way it is! |
| 36 | Better operating hours. Some stores seem to open only when they get around to it. |
| 37 | shuttel services to parking lots |
| 38 | Nightlife, brewpubs, safe traffic options, continued support of local eateries |
| 39 | Preservation |
| 40 | Parking |

| | Comments |
|----|--|
| 41 | Preservation of the historical value of the square and surrounding area. |
| 42 | Keep the small town spirit. Don't turn it into something trendy and shallow. |
| 43 | Parking |
| 44 | Trip hazards |
| 45 | A few more nice restaurants, more activities on the weekends for families not just adults. |
| 46 | Improvements to Shanley Park |
| 47 | Maintaining the historic small town charm. |
| 48 | Create incentives for businesses to succeed and maintain historical property. |
| 49 | Stop allowing so many short term rentals |
| 50 | Restoring and preserving the historic look and feel. |
| 51 | Keep on keeping on promoting upscale restaurants, wine bars, brewpubs and boutique shops. |
| 52 | Attracting visitors |
| 53 | Maintain existing status |
| 54 | Maintaining the local business aspect. Making rents soar and pushing out local business because of the push for more attention/growth forces rents and pricing in all aspects to soar. Local / small business and current citizens can't afford it |
| 55 | Keep it clean |
| 56 | Maintain the historical feel, encourage long term tenants, cleanliness, |
| 57 | Make it a place where Granbury residents want to spend time as well as attract tourists. Make sure it is pedestrian friendly. |
| 58 | No offices, food, shops, events, fun! |
| 59 | easier bed/breakfast restrictions. Making sure it is a regional destination spot. |

| | Comments |
|----|---|
| 60 | Get rid of parking on the streets surrounding square. Very dangerous as is (not speaking of courthouse parking) |
| 61 | "Promoting Uber transportation. Pubs/Wineries are great economically but safe, reasonable transportation needs to be more readily available." |
| 62 | Keep the small town atmosphere |
| 63 | Maintain a vibrant downtown |
| 64 | Improve what we already have. More upscale retail. |
| 65 | Stated above. The Lake put us on the map, but Downtown activities keep us viable for tourism. We've lived here over 18 years and I find it absolutely IRRITATING to see so many businesses on The Square NOT related to tourism!!! I think the lawyers, title companies and the like need to be 'persuaded' to relocate elsewhere FOR THE GOOD OF THE COMMUNITY to allow more RESTAURANTS / shopping / tourism to expand. |
| 66 | Keep the leases amounts down so businesses can afford to open and stay. |
| 67 | Preserve the uniqueness and get rid of the offices (attorneys, real estate, etc.). Tourist do not visit to see that sort of thing. |
| 68 | Parking. |
| 69 | Keep historical feel |
| 70 | History and unique businesses. We don't need lawyers, title companies, or cabinet makers in a historic downtown. That does nothing for visitors to our downtown area. |
| 71 | Keep downtown vibrant, while supporting all service industries in the city. |
| 72 | Historical preservation with emphasis on varied usage of existing structures |
| 73 | Unique and attractive shops |
| 74 | Keep the historic charm. Lose the haunted nonsense. |
| 75 | Parking. Expand the core areas. Use Langdon area. |

| | Comments |
|----|--|
| 76 | Continue with events that bring tourists to the area like wine walk. Advertise more of the live music venue |
| 77 | I would love to see all pedestrian and no vehicles. |
| 78 | Drawing attention to the existing retail and eateries on downtown side streets while maintaining traffic flow. |
| 79 | The courthouse needs to be emphasized more. |
| 80 | Keep the same size and improve what we've been graced with. Do not expand! |
| 81 | "Keeping the charm for the residents. It is so crowded most residents do not go downtown" |
| 82 | More restaurant and retail that will attract out of town visitors as well as service the community |
| 83 | Preservation of history |
| 84 | Good restaurants and shopping boutiques and vintage hotel |
| 85 | Preservation of our historic buildings and areas. They are what makes us unique |
| 86 | Great businesses that attract visitors |
| 87 | Make it more vibrant |
| 88 | "Certainly better parking. Reduce crowded parking" |
| 89 | I pray the historic town Square isn't totally taken over by bars, breweries, wineries & expensive shops like the Nest (while beautiful things, so expensive I see very little foot traffic in the store.) |
| 90 | Always enhancing the square, allowing better usage of the buildings not directly on the square to promote growth. but also not forgetting to beautify 377 to expand the historic home town feel. Right now it's ONLY the square. |
| 91 | keep the festivals that keep it lively |
| 92 | Improve Parking or have more shuttles for service to downtown from outlining communities. |
| 93 | Keep the historic look & somehow provide more parking downtown |

| | Comments |
|-----|---|
| 94 | Maintain the charm of downtown. Keep it safe. Appropriately manage late night bars and noise without throwing the baby out with the bath water. |
| 95 | PARKING! Parking is an issue during peak months, holidays and festivals. If parking is difficult, people will stop coming - there has already been a notable decrease attributed to parking issues. Bad weather (rain, snow, extreme heat/cold) deters customers away from the Square when they have to park several blocks away and walk to reach the store or restaurant - instead they opt for chain stores and restaurants on 377 during these times and the establishments on the Square suffer financially. |
| 96 | More walkable and make a walking/cycling path from the east side of Granbury to the square. |
| 97 | Balancing maintaining the historic look while enticing new businesses and restaurants. Encourage development (and redevelopment) of adjacent properties with rigid architectural requirements (adding historic overlay areas) |
| 98 | Preservation of the buildings and landscape that we have in Downtown Granbury. Improve the quality of the restaurants and retail establishments. |
| 99 | continue developing night life, live music, more food choices, etc. |
| 100 | History |
| 101 | More parking. Entertainment pulls visitors. |
| 102 | Keep making it fun. Everyone is doing a great job of so far. |
| 103 | Promoting the arts, Attaining a diversity of retail stores |
| 104 | Continue maintaining and improving the historic properties. Clean-up, paint-up, fix-up. |
| 105 | Bring back the Courthouse Christmas lights. |
| 106 | Shopping |
| 107 | Keeping old historic buildings in good shape. Parking. Landscaping. |
| 108 | Preservation. Locally owned |
| 109 | Relieving traffic congestion, provide more disabled parking |

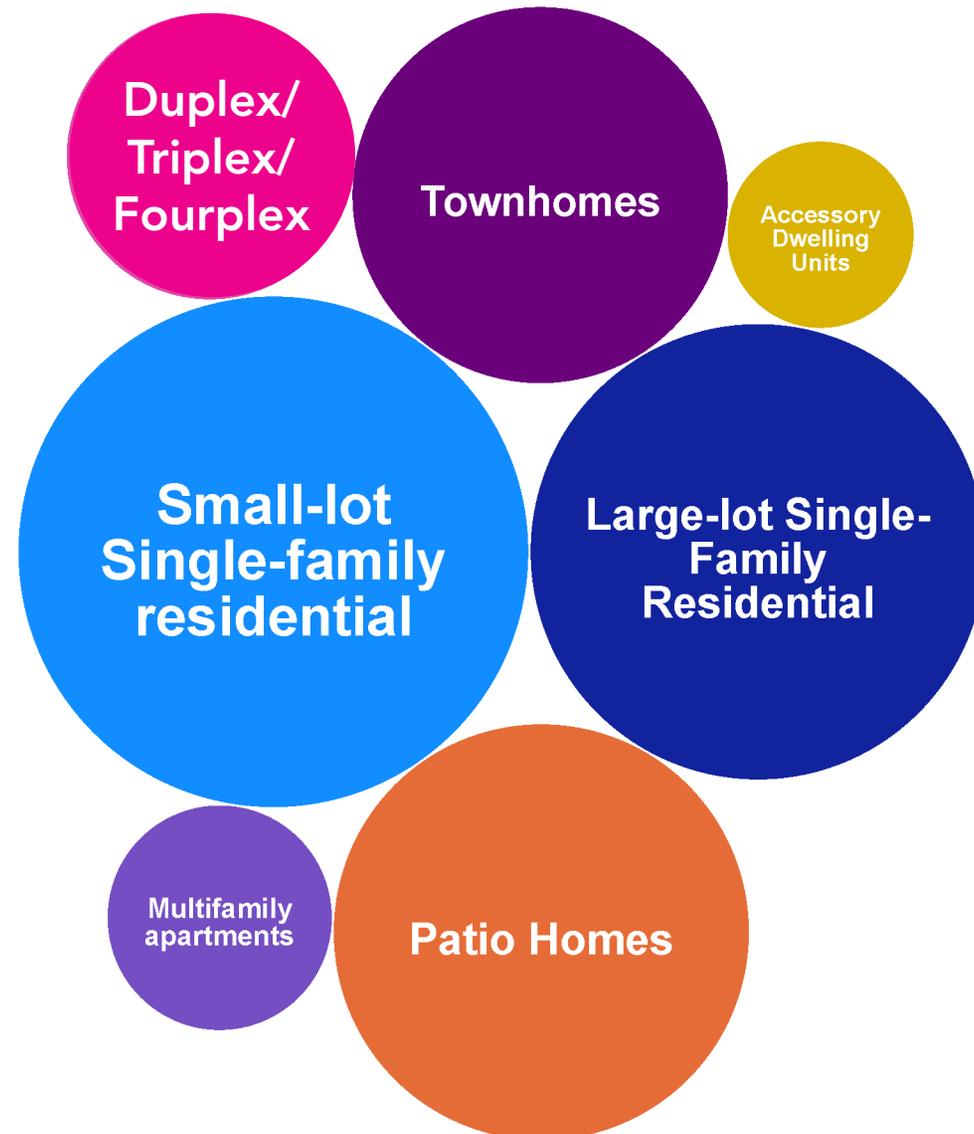
| | Comments |
|-----|---|
| 110 | Pedestrian safety, relieving congestion |
| 111 | Cleanliness |
| 112 | Maintenance and updates |
| 113 | Maintain its "Mayberry" atmosphere. Diversity in retail merchants-tends to be products for older women. Offer unique options people will travel for |
| 114 | Sustainable businesses |
| 115 | Keep as it is. |
| 116 | clean |
| 117 | Maintain and improve the historic buildings on and around the square. A village of historic homes just off the square would compliment the square. |
| 118 | improve quantity of parking, encourage expansion of "Downtown" beyond the current square. |
| 119 | Maintain the history in all its good, bad or ugly but doing it in a way they lifts up the community. There is 'rich' history here and it should be preserved and enhanced. Also protect the downtown with appropriate protections against fire and other dangers. |
| 120 | Safety, clean and affordable! |
| 121 | The city should own all of the properties on the square and lease the buildings out to appropriate businesses and make the unleased ones not look vacant. |
| 122 | Fire sprinkler system for all of the historic square |
| 123 | Maintain architecture requirements to keep new buildings appearing as they were built during the same period. Parking garage. Jeep taxes low on historic buildings to allow for proper conservation. Assist in the addition of fire sprinkler systems |
| 124 | Minimize vacant buildings and encourage more businesses. |
| 125 | Keep it well maintained. |
| 126 | Maintain what it is |
| 127 | Preserve what we have |

| | Comments |
|-----|---|
| 128 | Full capacity within & around the square with all buildings & storefronts occupied. Gives a feeling of vitality & completeness. |
| 129 | Continue to improve access into and out of downtown I |
| 130 | Keep the good restaurants. The boutique shops are too catered to junk knick knacks for old ladies |
| 131 | Get rid of all of the resale shops and limit short term rentals. |
| 132 | Ample and safe parking and walkways |
| 133 | Access to better short term rentals, bring visitors to the downtown area and have places for them to stay |
| 134 | Parking |
| 135 | Keep it safe and clean |
| 136 | Trying to reduce through traffic, (especially large/loud vehicles) passing through the square. |
| 137 | Preserving historical buildings. |
| 138 | Variety maintaining historical values |
| 139 | Keep businesses open till 8pm |
| 140 | Moving traffic quicker, unique shops |
| 141 | Better quality Christmas decorations and professional lighting. Winter wonderland. |
| 142 | To be a must see during holidays and events, unique shops that draw attention |
| 143 | I think downtown is set up well. I think it's the 377 area that's hindering Granbury's charm as a whole. |
| 144 | Keeping spaces around the square occupied and a variety of shops. |
| 145 | Traffic |
| 146 | Robust entertainment profile. |
| 147 | Keep it authentic to the history but also keep it hip so locals want to still come out and support businesses |
| 148 | "Preserving buildings. Parking" |

What types of housing does Granbury need more of?

Participants were asked to identify the types of housing that Granbury need more of.

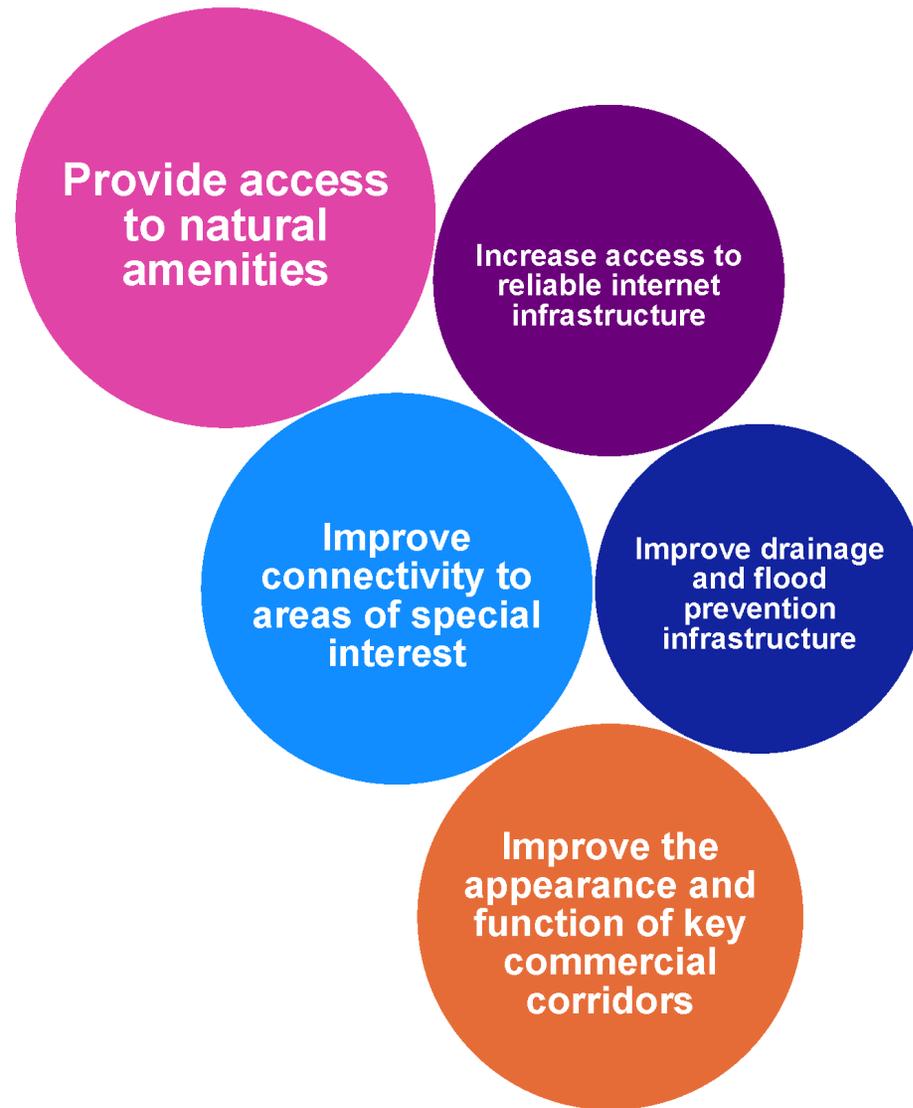
| Choice | Agree Rate |
|---|------------|
| Large-lot Single-Family Residential | 38.4% |
| Small-lot Single-Family Residential | 48.3% |
| Patio Homes | 32.0% |
| Townhomes | 26.2% |
| Duplex/Triplex/Fourplex | 15.1% |
| Multifamily apartments | 9.3% |
| Accessory Dwelling Units (i.e. garage apartments, etc.) | 6.4% |



In the future, public facilities and infrastructure will:

Participants were asked to describe the role of public facilities and infrastructure in Granbury in the future.

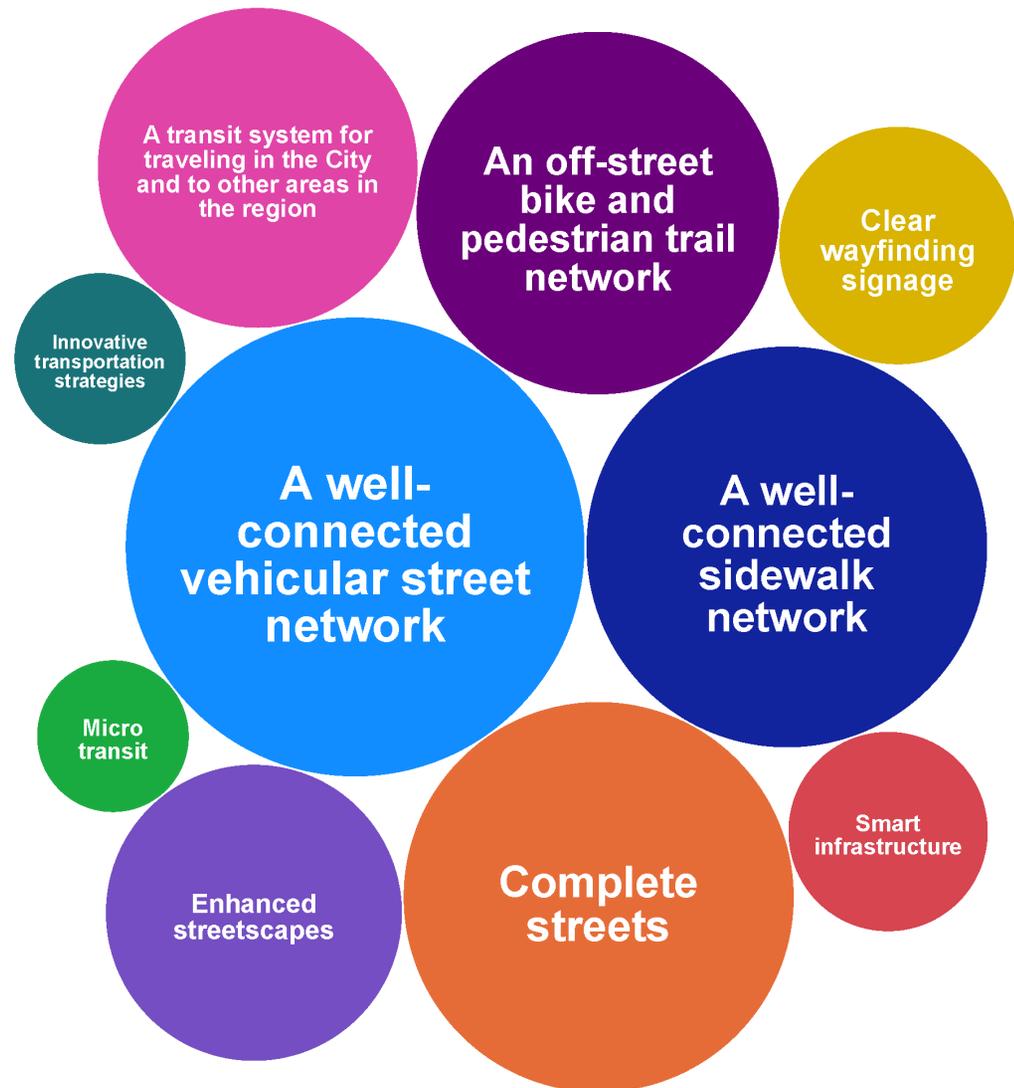
| Choice | Agree Rate |
|--|------------|
| Provide access to natural amenities | 47.4% |
| Improve connectivity to areas of special interest | 41.1% |
| Improve the appearance and function of key commercial corridor | 40.0% |
| Increase access to reliable internet infrastructure | 33.1% |
| Improve drainage and flood prevention infrastructure | 29.1% |



In the future, people will be able to navigate the community using a transportation network that has

Participants were asked to describe the desirable elements of Granbury's transportation network in the future.

| Choice | Agree Rate |
|---|------------|
| A well-connected vehicular street network | 55.5% |
| A well-connected sidewalk network | 42.3% |
| Complete streets that accommodate bike, transit, cars, and pedestrians | 40.1% |
| An off-street bike and pedestrian trail network | 34.6% |
| A transit system traveling in the City and to other areas in the region | 26.9% |
| Innovative transportation strategies (rideshare, van pool, micromobility, such as scooters and bikeshare, etc.) | 7.7% |
| Clear wayfinding signage | 14.8% |
| Enhanced streetscapes | 23.1% |
| Micro transit | 6.0% |
| Smart infrastructure (infrastructure for autonomous vehicles, drone delivery, shared mobility, etc.) | 10.4% |



If you could change one thing about Granbury, what would it be?

Participants were asked to describe one thing that they hope to change in Granbury.

| | Comments |
|----|--|
| 1 | Infrastructure before construction! Just look at the traffic issues that have resulted due to a lack of that mentality. |
| 2 | "Future" thinking City Leaders with experience to lead the way forward without the past of small thinking and wanting to "keep it local" and small town "charm". Too many people have moved in and natural resources are needed to accommodate the current and future influx. i.e. water and sewage issues. Granbury is already behind in getting up to speed with future plans. |
| 3 | Traffic |
| 4 | An alternative route to 144 besides 377. I would add a left merge at the overpass by Five Below that would go over the lake and connect at 144 to bypass city traffic. |
| 5 | I'd build another bridge across the lake somewhere between 377 and the Dam. |
| 6 | Parking |
| 7 | Nicer looking less run down places |
| 8 | Quit building so many things. If we wanted to live in the city we would have moved to ft worth/Weatherford |
| 9 | The congestion |
| 10 | Have more than one through road going through town. |
| 11 | I wish it had stayed small. Many of us moved here to get away from the suburbs but it has grown and is feeling more like a suburb than a small town |
| 12 | Focus on the future generations. We don't need any more chicken fast food and car washes. |
| 13 | Property taxes |
| 14 | Traffic |
| 15 | Traffic - 377 |

| | Comments |
|----|--|
| 16 | Improve traffic flow on 377 especially at the 144 N/377 E interchange. |
| 17 | End the drug problem. |
| 18 | Support for the schools |
| 19 | The traffic is horrible! |
| 20 | Traffic |
| 21 | The traffic |
| 22 | The political divide |
| 23 | Toll road across lake to offset traffic congestion on St. Hwys 144 and 377. |
| 24 | How populated it is becoming |
| 25 | Fewer people. |
| 26 | improved traffic flow |
| 27 | The traffic congestion downtown. |
| 28 | We need a traffic loop around the city or another road to avoid 377 and downtown. |
| 29 | 377 / 144 traffic congestion |
| 30 | Toll road to the metroplex. S/W loop. Bridges over the lake |
| 31 | The flow of traffic on 377 |
| 32 | Increase safety. |
| 33 | Improve traffic congestion. |
| 34 | Leadership |
| 35 | Fix the traffic problems, and actually enforce traffic laws. You can sit at any intersection and watch people continuously run stop signs/red lights |

| | Comments |
|----|--|
| 36 | Being able to stay in Granbury for all my shopping needs and wants. |
| 37 | The leaders would do what is best for the community and not what the West Texas billionaires say. We are Granbury, they are not and need to stay away. |
| 38 | TRAFFIC FLOW!!!!!! Rush hour traffic on 377 is ludicrous. |
| 39 | The bypass loop and the traffic congestion between the bridge Davis. |
| 40 | Traffic congestion |
| 41 | Quality lakefront dining and retail |
| 42 | "Why would I want to change Granbury?" |
| 43 | Provide more services for the elderly and disabled. |
| 44 | Highway 377 congestion |
| 45 | Plan 377 and businesses along 377 for the exponential growth we are experiencing |
| 46 | 377 traffic; it's ridiculous. |
| 47 | More parking on square. |
| 48 | More public appreciation for our law enforcement officers. |
| 49 | Lower the population. |
| 50 | Traffic congestion on 377 |
| 51 | GISD's standards degradation. |
| 52 | Less traffic |
| 53 | Traffic flow (at schools, expansion of loop 567 beyond 377 to extend to 144) |
| 54 | Regular full-time fire department |
| 55 | Better traffic flow. |

| | Comments |
|----|--|
| 56 | That businesses, city councils, and zoning committees would remember that people call Granbury home. Tourists are important, but the people who live here, the poor and the middle class, as well as the wealthy, should be the priority. I do miss the smaller town it once was. People moved here to take advantage of that. |
| 57 | Fun dining and bars, especially close to the square. Granbury has virtually no entertainment after 6PM, and very few fun places to go. |
| 58 | Eliminate congestion on 377 |
| 59 | add a bus service |
| 60 | The crime |
| 61 | Traffic lights. Set them to decrease congestion. |
| 62 | Reduce traffic congestion. |
| 63 | Get rid of the gaudy, too bright, new lights downtown and go back to the lights from corners to courthouse. The new lights take away the evening romantic stroll, bright lights feels fake and commercial! |
| 64 | The traffic on 377. Need another loop from 144 to 51 south. |
| 65 | Widen 377 from Granbury to Stephenville also 144 all the way to Glen Rose |
| 66 | Keep watchful eye on drug communities/school security & influx of illegal immigrants |
| 67 | More sidewalks and controlled crosswalks on the streets. |
| 68 | Decrease taxes |
| 69 | Put God back in charge where he should be. Take porn out of schools. |
| 70 | COURTS! Our Court System in Granbury/HOOD COUNTY has a less than stellar reputation! With too few courts, too few judges, all courts short-staffed, paid individuals with poor reputations, it tarnishes ALL the City's efforts in such an odd/weird way... |
| 71 | The fact you didn't plan ahead for this population increase when you built the 377 bypass around downtown. |

| | Comments |
|----|---|
| 72 | Bring in more franchised restaurants such as Outback, Olive Garden, Texas Roadhouse, etc. People must travel to Weatherford and Ft. Worth for those and THEY DO. |
| 73 | Traffic |
| 74 | Traffic and housing prices |
| 75 | Parks aimed at senior recreation |
| 76 | More and varied in dining options |
| 77 | Traffic and things to do for young people |
| 78 | Stop trying to grow, who wants to live in Ft Worth? |
| 79 | Crazy right-wing uneducated nuts getting elected. Everything gets easier without them. |
| 80 | Sidewalks on all streets. Walking/bike path the lake |
| 81 | Fewer red lights and right turn only out of businesses on 377. |
| 82 | Clean up the appearance of Morgan street. And fix the interchange from 377 to Pearl St (by Mi Familia) as it's difficult to turn from 377 to downtown Granbury when heading North/East. |
| 83 | city manager |
| 84 | Traffic backup |
| 85 | Stop expanding everything! Improve what we have. |
| 86 | Congestion on 377 |
| 87 | Stop and think about what you are doing. You are destroying what Granbury is known for. |
| 88 | Less divisive politics, more focus on solutions that better the community |
| 89 | widen 377!!!!!! so congested! |
| 90 | Stop allowing the historic area being turned into commercial areas. That's when we will lose our uniqueness and we appear well on the way to losing that and becoming just another small town with nothing to set it apart from many others |
| 91 | More lakefront opportunities and businesses |
| 92 | Ease traffic congestion |

| | Comments |
|-----|---|
| 93 | A bypass for Hiway 377 |
| 94 | More parking & fast track infrastructure needs like roads; way behind on planning for improving feeder roads in preparation for the widening of Hwy 377 |
| 95 | It's small mindedness. We need to be visionary not stuck in the past. |
| 96 | widen back roads (acton hwy, old granbury rd) |
| 97 | Improved hospital |
| 98 | Less traffic congestion |
| 99 | Granbury has a poor reputation of working with business. Too much red tape. |
| 100 | Better communication with the community on upcoming changes and solicitation of input, etc. Involve those you are serving. |
| 101 | Route through traffic around the town like dublin did |
| 102 | Safe cycling/walking lanes connecting through all of Granbury like memorial lane. |
| 103 | Streamline the development and building process, maintaining high standards but creating less contentious reviews and incorporating an atmosphere of encouraging new quality development with a "team " approach. |
| 104 | Traffic congestion |
| 105 | 377 traffic and the far-right idiots who are involved in local politics and make us look like fools |
| 106 | Real restaurants not fast food |
| 107 | Change city management. Too dug in to old ways. |
| 108 | Keep crime low. Hire as many police as needed then add another %50 to that number. |
| 109 | The traffic |
| 110 | Have more than one road go completely through town. |
| 111 | More citizen attendance at city committee meetings and volunteer organizations. Show up or shut up. |

| | Comments |
|-----|---|
| 112 | Traffic congestion |
| 113 | Create a Hwy 377 bypass and establish current 377 as Business Hwy. 377. |
| 114 | Solve traffic congestion. That's the only complaint I have. The rest is great! |
| 115 | Growth |
| 116 | Relieve traffic congestion, more visible police presence |
| 117 | Traffic flow |
| 118 | Traffic |
| 119 | Reduce traffic congestion |
| 120 | "Traffic on 144 and 377, but understand the complexity." |
| 121 | Quality retail businesses |
| 122 | Roads |
| 123 | growing in the wrong direction. growth should be towards any where but the metroplex |
| 124 | Traffic. Return to small town feel. |
| 125 | Work to change the perception and the reality that Granbury is seen as only a retirement area or a weekend lake getaway. Those are bad things there's just more vibrant areas to promote and improve upon. Just like a church that only has an elderly congregation it will eventually die out if younger families don't attend. We need to find the right balance of work and industry to keep people here so they do not have to drive to the metroplex for work as well encouraging community involvement of more than just retired residents. |
| 126 | The politics. |
| 127 | Too much congestion and people!! |
| 128 | Take the mobile homes off the lakefront properties and replace with traditional well built single family homes that don't seep sewage into the lake. |
| 129 | Widen highway 377 now |

| | Comments |
|-----|--|
| 130 | Lack of forward thinking (growth) road network design and the resulting poor traffic flow |
| 131 | Hwy 377 is going to be a really big problem in the very near future, options need to be considered and made public. |
| 132 | Stop growing. |
| 133 | Have businesses like an Academy and Rosas |
| 134 | Not enough affordable housing to draw in younger people so that they can afford to live and work here. |
| 135 | To encourage the state to support a bypass around the lake E-W, W-E |
| 136 | Outdoor entertainment.putt putt. Horse back riding. Hot air balloon. Miniature cars race track |
| 137 | Improve traffic movement |
| 138 | Instead of rebuilding Hwy 377, build another by-pass bridge across the Brazos River west of Acton to divert traffic farther south to connect with Hwy 144 |
| 139 | I would limit growth by issuing building permits to large, high value homes only. |
| 140 | Less fast food and more healthy food options. Inviting parks for small kids/the whole family to enjoy. An example of such a park is Parr Park in Grapevine |
| 141 | have better access to short term rental on the lake |
| 142 | Polluted politics |
| 143 | Fix traffic. On 377 |
| 144 | Improving traffic congestion as Granbury continues to grow. |
| 145 | Parking access to Square and traffic |
| 146 | Traffic |
| 147 | Stumps in Lake Granbury. We have seen and heard of several severe accidents from hitting stumps. More competitive electric rates. |
| 148 | Less density, easier to get in/out of. |

Do you have additional thoughts to share about the Granbury Comprehensive Plan Update?

Participants were asked to provide any additional comments on the Comprehensive Plan Update.

| | Comments |
|----|---|
| 1 | I really hope that proven & experienced leadership can be found to take Granbury into the future and that “small town politics” can be eliminated. I just hope that it’s not too late. |
| 2 | Include the areas around the City in planning and development... progressive development toward Cresson and Tolar, and Lipan not just City center. |
| 3 | No very happy about it. |
| 4 | I do not believe I will see any good come from this. Prove me wrong. For Granbury, it’s politics over people. |
| 5 | 377 is congested and dangerous. There’s so many old folk rentals. There needs to be more rental options for families. (I own, this doesn’t effect me but I hear the struggle) |
| 6 | Do NOT make the 144/377 interchange/overpass into the horrible crisscross overpass. It’s awful in Round Rock and with so many retired people in this city, it’ll be unsafe. |
| 7 | Need an entertainment district |
| 8 | “Just keep working on it” |
| 9 | I worry about emergency services needing to get to different areas during all the backup of traffic every day! |
| 10 | PLEASE provide free pickleball courts. I drive to Weatherford to play. Not everyone lives in a gated community with pickleball courts |
| 11 | City and county officials pay attention to this survey |
| 12 | Everyone who has moved here thought that they should close the door behind them, but growth is inevitable and with good planning and better infrastructure we can accommodate everyone! |

| | Comments |
|----|--|
| 13 | Keep in mind that it will be difficult to maintain the small-town feel of Granbury with the growth that is here. Also, there is no need to fill all vacant areas with buildings or houses. Plant some community gardens or build some more park areas. Not every area needs to be developed with houses or industries. |
| 14 | Be flexible regarding development. |
| 15 | Growth is coming. Please plan to accommodate that. Small town Granbury can still exist inside a large city of Granbury. |
| 16 | Let’s hope it works |
| 17 | KEEP TAXES LOW! should be the absolutely top priority! |
| 18 | Traffic is a nightmare. My sister-in-law lives on Rockview and I feel like I’m taking my life in my hands every time I try to get in or out of that neighborhood. |
| 19 | Add more recreation activities for citizens |
| 20 | I hesitated on moving to Granbury because I saw that the infrastructure was not keeping pace with the growth of the population. That is what will cause me to sell my house and move out within the next 2 years. |
| 21 | It would be really interesting to take advantage of nearby landscapes like Commanche Peak and have a Mountain Bike trail system / park built. The sport is emerging rapidly in Texas, and a lot of draw is happening down near Lake Buchannon as a result. Check out Spider Mountain for instance. |

| | Comments |
|----|--|
| 22 | We live in Catalina Bay. The emissions released at night from the Wastewater Treatment Center are not only malodorous but toxic and will have a negative effect on human health and the property value of our homes. My normally healthy husband has lived in Catalina Bay for almost 20 years and has suffered from kidney stones and cancer. I have often times wondered if this toxic air we breathe did not have an impact on his health. Why put a Wastewater Treatment Plant within all these neighborhoods??? They should be built outside of residential neighborhoods. This is not good planning. |
| 23 | Stop politicizing city issues and fighting amongst yourselves, accept we are a growing town and invest in infrastructure accordingly |
| 24 | Seems like it's being written by folks who want to brand "Granbury" and turn it into a successful business. That's a shame. Granbury's real value is in our small town community who understands what truly matters. This effort will cheapen Granbury and turn it into something shallow and meaningless. |
| 25 | Best wishes. |
| 26 | It would be nice to have an IHOP, Red Lobster, and Olive Garden |
| 27 | We need affordable housing options such as tiny home communities or small square footage homes on small lots for qualified individuals who would not otherwise be able to afford due to land values. This would encourage a sense of pride in ownership, etc., also allowing responsible people to begin building equity. |
| 28 | My family and everyone I know that lives here, wants the small town life, we don't want to grow larger and more crowded, we can go to Ft Worth for that. Fredericksburg has a very similar size to Granbury, but much more entertainment |
| 29 | Keep taxes low |
| 30 | Encourage use of buildings that are empty and find other retail/ restaurant options besides chicken and gas stations |
| 31 | Keep property taxes contained. |

| | Comments |
|----|--|
| 32 | Promote kindness and beautification all around! Love, choose wisely using common sense. thanks for asking...I love this town |
| 33 | Chisholm Toll rd needs to be expanded towards Granbury |
| 34 | Continue building outreach programs especially for our elderly, disabled & our veterans. |
| 35 | I already took the survey once, but I wanted to add this: The City of Granbury website has a lot of good information on it, but I think it could be some much MORE! Let's BUILD PUBLIC AWARENESS about this website to reach more of our constituents RIGHT HERE AT HOME! By using JOINT Community Resources BOTH City of Granbury AND Hood County could JOINTLY share News here! We need multiple billiards around the county that state: SHOW YOUR COMMUNITY SUPPORT BY JOINING The City of Granbury AND Hood County website at: ____ Create a POSITIVE CITY BUZZ by enticing neighborhood homeowners associations to get involved to spread the word. Involve schools to invite students OF ALL AGES to join this website! Maybe offer A City Award to the School Principal/ PTA /PRO groups that registers the most students? REACH out to Patrons of The Arts, The Libraries and other Community Groups here in Granbury to encourage their members to join this website. Have the Hood County Appraisal District included a flyer in their bailouts advertising this website. The MORE WE CAN CONNECT PEOPLE THE MORE INVOLVED THEY WILL FEEL AND BE MORE CONNECTED AND HOPEFULLY WANT TO GET MORE INVOLVED! |

| | Comments |
|----|---|
| 36 | <p>“YES! With the nationwide boarder issues - Granbury AND Hood County BOTH need to pool community resources and launch a CITY WIDE & COUNTY WIDE NEIGHBORHOOD COALITION/ WATCH PROGRAM for each neighborhood - NO MATTER HOW BIG OR SMALL! By ACTIVATING awareness for homeowners with Homeowners HEIGHTENED SECURITY needs, doing education programs about squatters and how to deter can only be a PLUS for the City of Granbury AND Hood County AS A WHOLE! Granbury IS AND HAS BEEN in the TOP 10 Retirement Communities in Texas for over 30+ years! Now, we are in the TOP 10 in The USA. What we have lost touch with is the SQUATTERS LAWS that are now plaguing the US. - Granbury has gained an unusual reputation among squatters that there are a large number of unoccupied 2nd homes here. AND WORD IS OUT AND SPREADING- FAST! IF ‘something’ is not done - AND DONE QUICKLY- Granbury will make the NEWS for the negative aspects of this situation and detract from ALL THE GOOD The City is trying to do here. I feel strongly that the City Police and the Sheriff’s Department NEED to start a UNITED Neighborhood Coalition / Watch Program to thwart this new phenomenon BEFORE IT SETS IN HERE AND THE SQUATTERS TAKE OVER - not just homes, but the courts, the city and the county as a whole! BELIEVE IT OR NOT IT CAN HAPPEN - AND Quicker THAN YOU MIGHT THINK!!!! There are a number of ways to achieve this recommendation! First, just starting individual Neighborhoods Watch Programs In large neighborhoods offering Neighborhood Coalitions Groups like: C.O.P.S.Changing the dialog to EDUCATE homeowners: Police are valuable PAID employees of The City whereas C.O.P.S. are VOLUNTEERS > Citizens On Patrol Services < City / County wide and participating in Neighborhood Coalition/Watch Programs would be relatively CHEAP COMMUNITY INVOLVEMENT that all facets of our area could get behind - homeowners/ students/ businesses and the like.”</p> |
| 37 | <p>At our current growth rate, we don't have the luxury of building to meet today's needs, we have to be building today to meet our needs of 10-15 years from now.</p> |

| | Comments |
|----|--|
| 38 | Maintain small town charm while providing ever increasing new retail and dining options |
| 39 | Little granbury doesnt/cant solve bigger transportation problems that Texas has. Be happy with the Trolley and spend money elsewhere. And nobody walks, just need pedestrian in special areas, not every neighborhood. |
| 40 | Remove parking on the square to outside areas. Make it more pedestrian friendly |
| 41 | Keep the emphasis on the downtown area. |
| 42 | Stop expansion of everything. Improve what we have, cherish our small town roots and lifestyle. |
| 43 | Yes, stop the growth and take care of and maintain what we have. Greed is a terrible thing and creeps in slowly then it is too late. |
| 44 | We need to find alternate routes to get through the city. the only way now is 377, our main thoroughfare. Maybe a bridge that goes over the lake somehow |
| 45 | I do understand that improvements and changes are costly but the loss of our historic areas is even more costly in the long run |
| 46 | Good luck |
| 47 | Need access to better medical specialties - Driving into the medical facilities in Fort Worth is to time consuming. |
| 48 | Keep the plan updated; it was started in 2016, but just seeing it now |
| 49 | We need to make the city more beautiful to make ourselves unique. The square is doing a good job with bringing in music and events, we need more diversity desperately and better paying jobs! People who work here can't afford to live here. |
| 50 | we need to widen roads first to alleviate 377 traffic first before putting in bike paths that connect water's edge to downtown (yes that would be nice but for us working folks we need faster roadways to keep to and from job sites) |

| | Comments |
|----|--|
| 51 | A little more retail/food amenities on the Ft Worth side of town. After McDonald's there is nothing. The other side of town is full of eateries! |
| 52 | Focus needs to be on improving community infrastructure and services, as well as maintaining its unique character and small businesses (particularly the downtown district). Please do not turn Granbury into an overpopulated suburb filled with corporate chain businesses - that is what the majority move to Granbury to escape! |
| 53 | Green belts are limited and make it appealing to everyone which would further improve our economic situation. |
| 54 | Growth is not only inevitable but should be encouraged; however, only with a carefully thought-out plans that require new commercial and residential construction to respect the historic nature of Granbury. New commercial construction (franchise restaurants, etc.) should be held to high architectural standards that are compatible with the character and history of this area |
| 55 | If we are going to continue to be a tourist destination and attract more and more people, we MUST do something about traffic congestion, and find alternate routes, build roads, bridges, etc. |
| 56 | Good luck. Ideas are great. Action requires sweat, |
| 57 | I conceal carry nearly everywhere I go. Get crime down to where I feel I don't need to. |
| 58 | City makes a plan but in every city council meeting they throw the future land use plan out one agenda item at a time. |
| 59 | Keep citizens informed about progress being made to complete the plan. |
| 60 | Require extensive impact studies by companies wanting to build and operate in Granbury and Hood County, such as bitcoin mining operations. |

| | Comments |
|----|--|
| 61 | I am glad I found this to voice my opinion. Keep residents informed. Listen to residents. The plan sounds good in every way but traffic flow needs to be addressed before any more businesses can grow. Personally we stay home more because of traffic. I rarely shop or go out to eat because of the traffic. |
| 62 | Roads and infrastructure MUST be updated to accommodate all the additional housing! |
| 63 | I think that it is time to bring new and innovative ideas to the forefront |
| 64 | I would like to have seen more details, as it was all very general. |
| 65 | "Plan for future retail and housing growth. For example, the planned lakeside development going in close to Staples and HoffBrau will create horrendous and dangerous traffic conditions. Prioritize and plan in advance for wise city growth and the wellbeing of the citizenry. I am grateful for our committed leadership!" |
| 66 | Need consistency and long range planning |
| 67 | Continue the trajectory that Granbury is on but work to improve and enhance the quality of life including fair management of city taxation. |
| 68 | Granbury is already too crowded!! |
| 69 | The city should be concerned about when the growth stops (and reverses) with respect to abandoned houses and overbuilt infrastructure. |
| 70 | On question 15 we have many of these services |
| 71 | Pressure on hospital to stop over charging and to increase quality. It is a nationally ranked embarrassment and I tell everyone to go elsewhere for medical services |
| 72 | Overall, I like the direction, especially the eye towards future protection of natural resources (specifically our water usage) and developing access to alternative forms of energy. |
| 73 | Limited access to bridges over the lake seem to be greatly restricting route options for traffic. If this cannot be resolved, we should reconsider any more development west of the lake. |

| | Comments |
|----|--|
| 74 | More activities for small kids! |
| 75 | Keep the history. Create something that also brings in businesses besides restaurants and hotels. |
| 76 | As far as food, get a Del Taco, Jersey Mikes, and In & Out |
| 77 | Parr Park in Grapevine is a park that Granbury can learn alot from. |
| 78 | I think it is a good plan. I did not see anything about our kids - educating them and keeping them hear. |
| 79 | Need industry for local jobs and taxes. |
| 80 | Keep the small historic town feel in the downtown area and encourage more businesses (especially downtown restaurants) to stay open seven days a week. Not only will this keep visitors here longer, but it will bring in additional tax revenue for the city. |
| 81 | Tourism is a nice thing to have but should be a stepping stone to becoming sufficient in other ways. If the lake dries up and people stop coming the city will seriously suffer. This should be prevented as a higher priority |
| 82 | I appreciate the hard work that went into coming up with a plan and I appreciate that our opinions are being taken into consideration. Thank you. |
| 83 | Paint and repair the top of the Courthouse. |
| 84 | Yes, lots of thoughts because there is much to do to get Granbury ready for growth. |
| 85 | Doesn't address the infrastructure issues - water & sewer & traffic issues |

Which best describes you?

Participants were asked about their relationship to Granbury.

| Choice | Agree Rate |
|---|------------|
| None of the above | 0% |
| I live in the City Limits of Granbury | 67% |
| I work in the City Limits of Granbury | 5% |
| I do not live or work in Granbury | 0% |
| I live in the Granbury ETJ (nearby areas, but not within the City Limits) | 23% |
| Other (please specify) | 5% |

Additional Comments

| | |
|---|--|
| 1 | I live outside the city limits but shop, dine, attend church and use medical facilities extensively. |
| 2 | Lived within the city limits for 28 years, have worked here since I was 16, now live in Tolar but spend most of my time in Granbury. Kids go to GISD |
| 3 | Acton |
| 4 | Vacation home |
| 5 | Conduct business within the city and serve on several boards that meet within the city. |
| 6 | I live, work and own a business in Granbury City Limits |
| 7 | I own commercial property in city limits and live in EatJ |
| 8 | Live in acton |
| 9 | Property owner within City |

If you are a resident, how long have you lived in Granbury?

Participants who are residents of Granbury were asked about their years of residence in the City.

| Choice | Agree Rate |
|----------------|------------|
| 0 to 5 years | 30.2% |
| 6 to 10 years | 22.9% |
| 11 to 20 years | 21.2% |
| Over 20 years | 25.7% |

What is your age?

Participants were asked about their age category.

| Choice | Agree Rate |
|----------|------------|
| Under 18 | 0.0% |
| 18 to 24 | 0.0% |
| 24 to 44 | 18.9% |
| 45 to 65 | 37.8% |
| Over 65 | 43.2% |

In-Person Survey Feedback

In 2045, Granbury will be known for:

Participants were asked to identify what they believe will be a major highlight of the City in 2045.

| Choice | Agree Rate |
|------------------------------|------------|
| Inviting streetscapes | 14.3% |
| Waterfront community | 42.9% |
| Historic places | 57.1% |
| Authentic/unique downtown | 100.0% |
| Business and industry center | 14.3% |
| Safe neighborhoods | 14.3% |
| Public art | 14.3% |
| Outdoor amenities | 0.0% |
| Small-town charm | 57.1% |

Do you agree with the current goals?

Participants were asked if they agree with the current goals for Granbury.

| Choice | Agree Rate |
|-------------------|------------|
| Strongly Agree | 71.4% |
| Agree | 14.3% |
| Neutral | 14.3% |
| Disagree | 0.0% |
| Strongly Disagree | 0.0% |

What would you add or change in the community goals?

Participants were asked to provide comments on community goals.

| | Comments |
|---|---|
| 1 | Development of southern loop w/ county so TX finish Northern Loop. Move some of larger companies - Home Depot, Lowes, Ect onto Loop. Convert what they are now to entertainment area! |
| 2 | Bus service on major streets to hospital, major shopping on 377 and downtown |
| 3 | Traffic is the biggest issue |
| 4 | More parking for visitors |

Why did you move to Granbury?

Participants are asked the reason they moved to Granbury.

| | Comments |
|---|--|
| 1 | People - Schools - Church -Stonewater - Retire |
| 2 | Smaller Town Historic Character |
| 3 | Trees & Water |
| 4 | Small town, close to metroplex & airport affordable water front housing (Not anymore!) |
| 5 | To live on the lake |
| 6 | Small Town |
| 7 | Small Town charm |

What makes Granbury unique?

Participants were asked to identify what makes Granbury unique.

| Choice | Agree Rate |
|---------------|------------|
| Neighborhoods | 71.4% |
| Downtown | 100.0% |
| Lake Granbury | 85.7% |
| Parks | 14.3% |
| Shopping | 0.0% |
| Schools | 14.3% |
| Others | 42.9% |

Additional Comments

1 Slower pace

What do you think should be the biggest priorities for the future of Granbury?

Participants were asked to identify the aspects that Granbury should prioritize in the future.

| Choice | Number of Responses |
|---|---------------------|
| Creating a vibrant downtown | 85.7% |
| Maintaining existing roadway infrastructure | 28.6% |
| Growing roadway infrastructure and improving mobility | 71.4% |
| Reducing flooding/improving drainage | 0.0% |
| Preserving green spaces | 42.9% |
| Attracting visitors | 28.6% |
| Maintaining and providing public facilities | 14.3% |
| Developing and diversifying housing | 42.9% |
| Promoting property maintenance | 28.6% |
| Creating good paying jobs | 42.9% |
| Establishing a clear brand and community identity | 0.0% |
| Preserving historic places | 71.4% |
| Other (please specify) | 28.6% |

Additional Comments

1 Obtain more water rights from the BRA

In your opinion, what is Granbury's greatest asset?

Participants were asked to describe what they think Granbury's greatest assets are.

| | Comments |
|---|--|
| 1 | It's People! |
| 2 | Small Town Charm, Visitor Attractiveness, Historical Character |
| 3 | Historic Assets Build a "tournament" quality park with baseball & soccer fields and tennis courts. Park would attract visitors for tournament play |
| 4 | The Lake! & Downtown! |
| 5 | The lake |
| 6 | Downtown |
| 7 | Small town historic charm of yesteryear |

In your opinion, what is Granbury's greatest issue?

Participants were asked to identify the greatest issue for Granbury.

| Choice | Agree Rate |
|--------------------------------------|------------|
| Competition from other cities | 0.0% |
| Traffic congestion | 100.0% |
| Pedestrian circulation | 0.0% |
| Housing choice | 14.3% |
| Neighborhood safety and security | 0.0% |
| Retail, office, and commercial areas | 14.3% |
| Job and employment growth | 42.9% |
| Industrial development | 28.6% |
| Other (please specify) | 14.3% |

Additional Comments

- 1 | Parking
- 2 | Visitor parking

Which existing city or town serves as the inspiration for how you would like Granbury to develop and transform in the future?

Participants were asked to provide examples of cities or towns that they believe Granbury can gain inspiration from for future development.

| | Comments |
|---|--|
| 1 | New Braunfels, Fredericksburg |
| 2 | Towns Are Looking At US As Their Example |
| 3 | Panama City Beach Florida. Their Frank Brown Park is Awesome |
| 4 | Granbury is the inspiration for other communities |
| 5 | Use some fo downtown grapevine as an example |

Granbury has a limited amount of land within the City Limits. When considering the best uses for remaining land, what types of businesses do you believe are missing in Granbury?

Participants were asked to identify the types of land uses that they believe are missing in Granbury.

| Choice | Agree Rate |
|-------------------------|------------|
| Office/Corporate | 42.9% |
| Restaurants and Retail | 42.9% |
| Technical/Manufacturing | 57.1% |
| Recreation | 85.7% |
| Medical | 28.6% |
| Hotels and Resorts | 14.3% |

Granbury has a limited amount of land within the City Limits. When considering the best uses for remaining land, what types of retail and restaurant services does Granbury need more of?

Participants were asked to identify the types of retail and restaurant services that Granbury need more of.

| Choice | Agree Rate |
|--|------------|
| None. The available shopping options are adequate. | 14.3% |
| Sit-down, full-service dining | 71.4% |
| Healthy grocery options | 14.3% |
| Fast casual or fast-food dining (counter service) | 14.3% |
| Brewpubs | 0.0% |
| Food trucks | 0.0% |
| Hardware/ home improvement | 28.6% |
| Doctor, dental, medical services/ clinics | 57.1% |
| Entertainment (movie theatres, water sports and activities, activities for young adults, etc.) | 85.7% |
| Outdoor recreation (parks, trails, outdoor gyms, playgrounds, etc.) | 28.6% |
| Large national retail | 28.6% |
| Small boutique retail | 14.3% |
| Other (please specify) | 28.6% |

What do you think the priorities should be for Downtown Granbury?

Participants were asked to identify the priorities for Downtown Granbury.

| | Comments |
|---|--|
| 1 | More businesses - doesn't take long to visit downtown |
| 2 | Provide incentive for retail business to operate 7 days/week to promote more tourism Develop a comprehensive parking plan that will work for now and future |
| 3 | Keep it clean! |
| 4 | Parking |
| 5 | Buy property close to downtown & created paved parking lot with scheduled plan to square & back |

What types of housing does Granbury need more of?

Participants were asked to identify the types of housing that Granbury need more of.

| Choice | Agree Rate |
|---|------------|
| Large-lot Single-Family Residential | 14.3% |
| Small-lot Single-Family Residential | 85.7% |
| Patio Homes | 71.4% |
| Townhomes | 85.7% |
| Duplex/Triplex/Fourplex | 0.0% |
| Multifamily apartments | 0.0% |
| Accessory Dwelling Units (i.e. garage apartments, etc.) | 14.3% |

In the future, public facilities and infrastructure will:

Participants were asked to describe the role of public facilities and infrastructure in Granbury in the future.

| Choice | Agree Rate |
|--|------------|
| Provide access to natural amenities | 57.1% |
| Improve connectivity to areas of special interest | 85.7% |
| Improve the appearance and function of key commercial corridor | 57.1% |
| Increase access to reliable internet infrastructure | 28.6% |
| Improve drainage and flood prevention infrastructure | 42.9% |

In the future, people will be able to navigate the community using a transportation network that has

Participants were asked to describe the desirable elements of Granbury's transportation network in the future.

| Choice | Agree Rate |
|---|------------|
| A well-connected vehicular street network | 42.9% |
| A well-connected sidewalk network | 57.1% |
| Complete streets that accommodate bike, transit, cars, and pedestrians | 57.1% |
| An off-street bike and pedestrian trail network | 42.9% |
| A transit system traveling in the City and to other areas in the region | 57.1% |
| Innovative transportation strategies (rideshare, van pool, micromobility, such as scooters and bikeshare, etc.) | 0.0% |
| Clear wayfinding signage | 0.0% |
| Enhanced streetscapes | 14.3% |
| Micro transit | 0.0% |
| Smart infrastructure (infrastructure for autonomous vehicles, drone delivery, shared mobility, etc.) | 0.0% |

Additional Comments

- 1 All new development should require sidewalks

If you could change one thing about Granbury, what would it be?

Participants were asked to describe one thing that they hope to change in Granbury.

| | Comments |
|---|--|
| 1 | Better traffic flow! |
| 2 | Provide more parking. Provide alternative transportation routes other than 377 and pearl st. |
| 3 | Traffic issues! |
| 4 | More parking Roads to handle traffic |
| 5 | Faster way to move from the north side of down to the south |
| 6 | Organizations better coordinate event dates |

Do you have additional thoughts to share about the Granbury Comprehensive Plan Update?

Participants were asked to provide any additional comments on the Comprehensive Plan Update.

| | Comments |
|---|--|
| 1 | Traffic could be Decongested by offering Lowes, Home Depot, & Walmart better rates for land on loop! |
| 2 | Work with art groups to implement sculpture gardens and more points of interest along walking trails |

Which best describes you?

Participants were asked about their relationship to Granbury.

| Choice | Agree Rate |
|---|------------|
| None of the above | 0.0% |
| I live in the City Limits of Granbury | 85.7% |
| I work in the City Limits of Granbury | 28.6% |
| I do not live or work in Granbury | 0.0% |
| I live in the Granbury ETJ (nearby areas, but not within the City Limits) | 14.3% |
| Other (please specify) | 14.3% |

Additional Comments

1 | I volunteer in the city in my retirement days

If you are a resident, how long have you lived in Granbury?

Participants who are residents of Granbury were asked about their years of residence in the City.

| Choice | Agree Rate |
|----------------|------------|
| 0 to 5 years | 42.9% |
| 6 to 10 years | 14.3% |
| 11 to 20 years | 0.0% |
| Over 20 years | 42.9% |

What is your age?

Participants were asked about their age category.

| Choice | Agree Rate |
|----------|------------|
| Under 18 | 0.0% |
| 18 to 24 | 0.0% |
| 24 to 44 | 0.0% |
| 45 to 65 | 14.3% |
| Over 65 | 85.7% |

Appendix B: Transportation

Remaining Cross-Sections

Primary Thoroughfare

6-Lane Divided (TP6D)

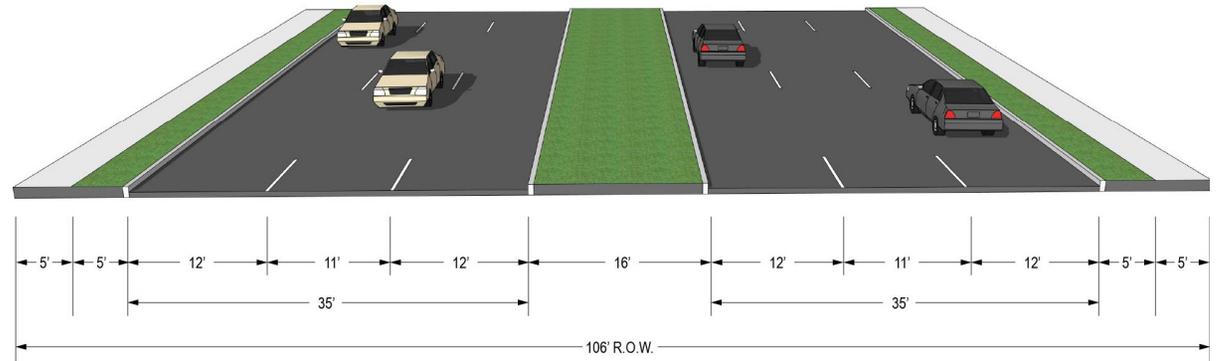


Figure 87. Cross-section of Collector 6 Lanes Divided

Secondary Thoroughfare

4-Lane Divided (TP4D)

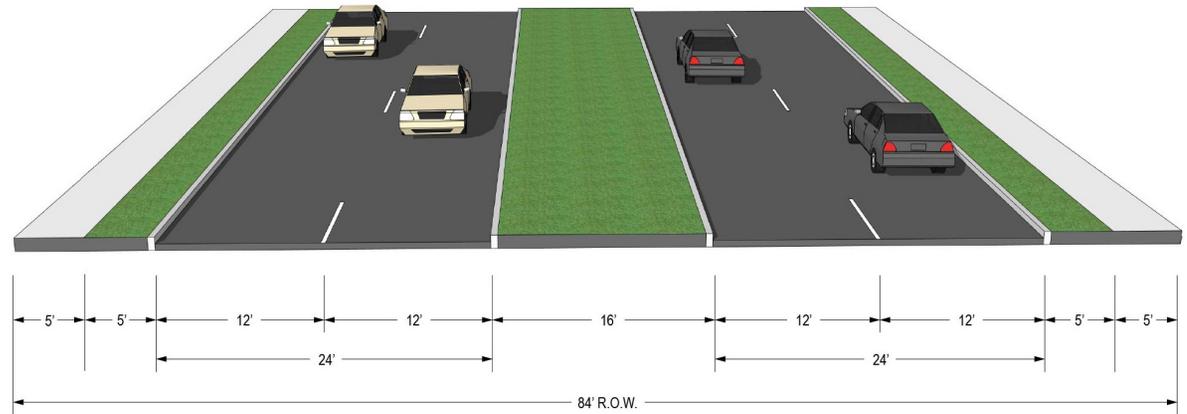


Figure 88. Cross-section of Collector 4 Lanes Undivided

Collector

4-Lane Divided (C4D)

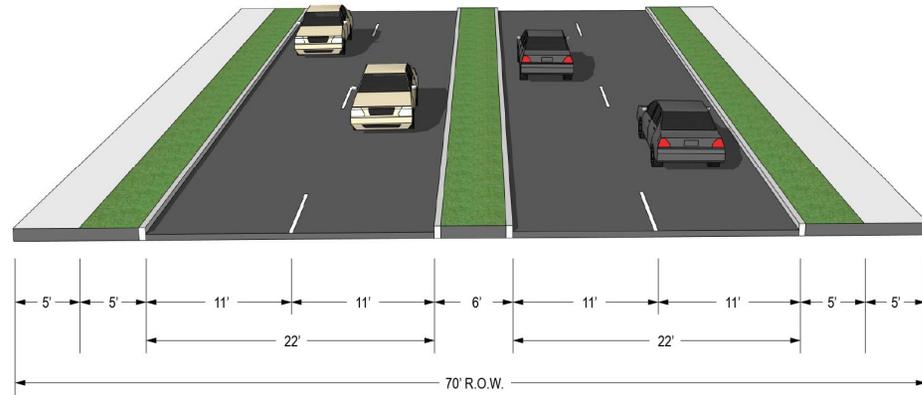


Figure 89. Cross-section of Collector 4 Lanes Divided

Residential Collector

2-Lane Divided (RC2D)

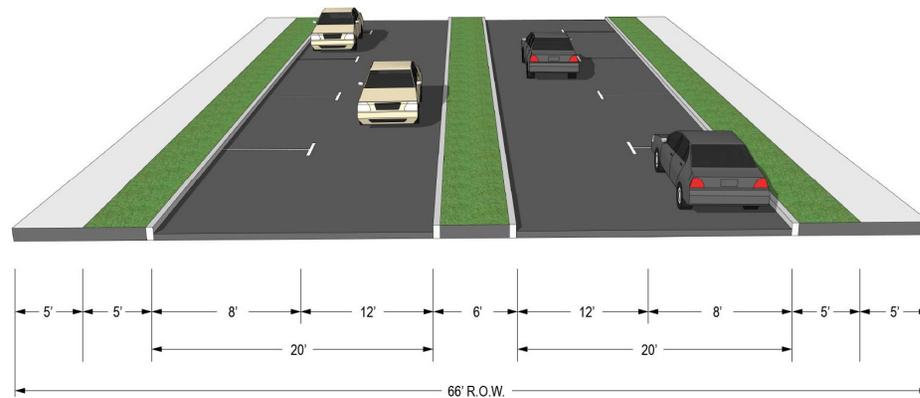


Figure 90. Cross-section of Residential Collector 2 Lanes Divided

Residential

2-Lane Undivided (R1U)

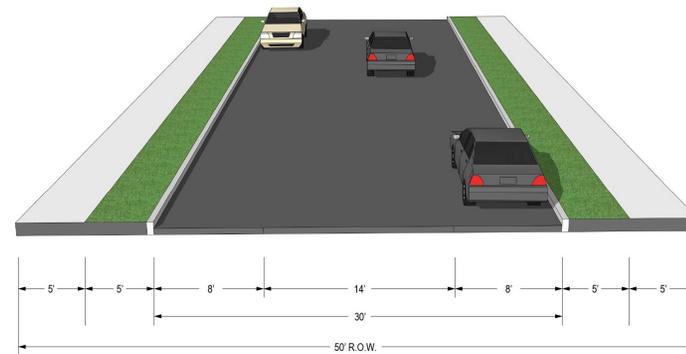


Figure 91. Cross-section of Residential Road One Two-Way Lane Undivided

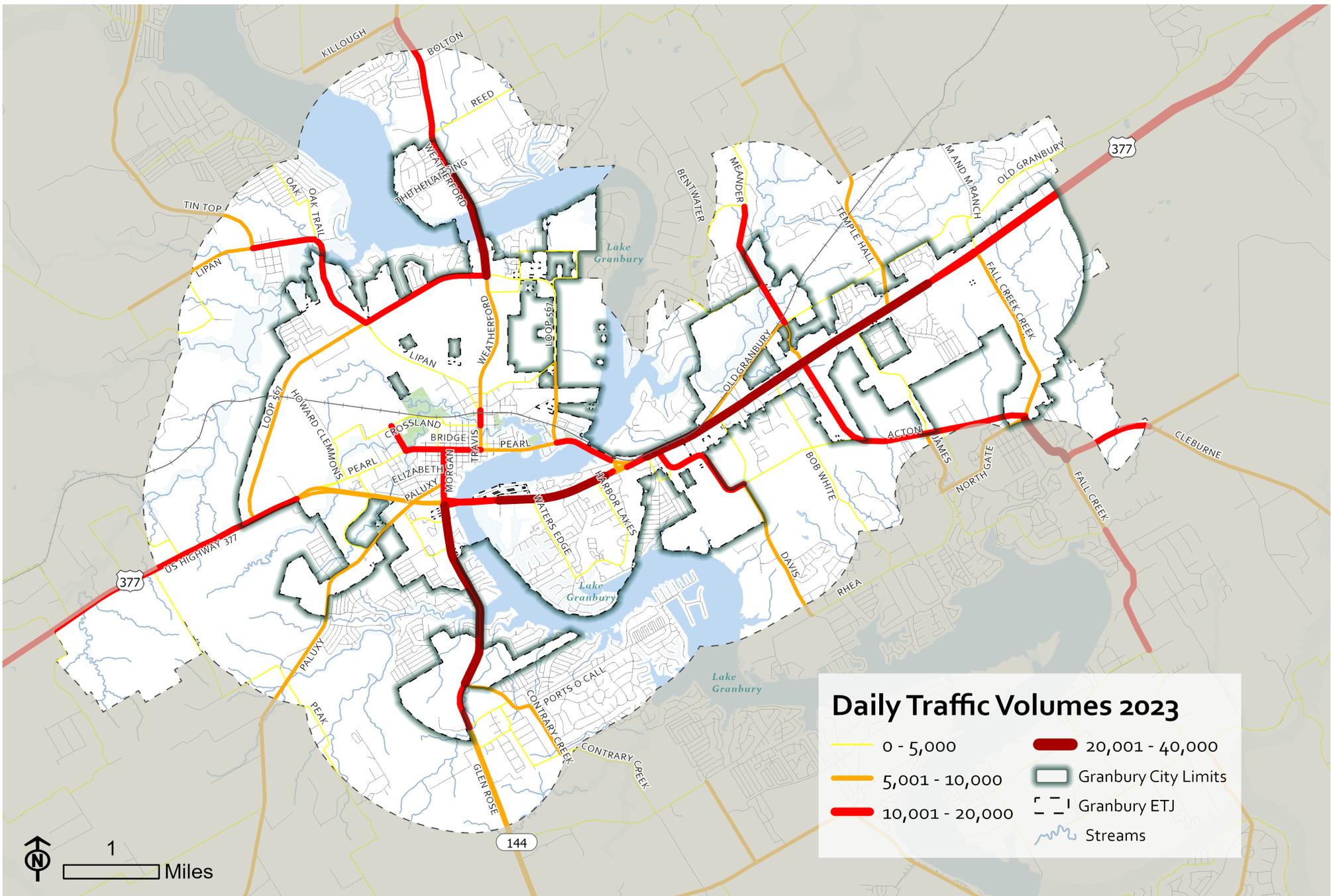
Volumes

The following table shows the current and projected traffic volume of major roadway segments in Granbury according to the NCTCOG Regional Travel Demand Model (TDM) projections. Map 29 on page 295 shows the 2023 volumes that served as a baseline for projecting the 2045 volumes.

The NCTCOG Regional TDM serves as one of the tools used in planning to determine future changes in traffic volumes and their distributions along the entire network. Projections in traffic volumes help planners and decision-makers to identify transportation investment priorities.

| Roadway | Location | 2023 Volume | 2045 Volume | Growth Rate |
|---------------------|-------------------------------------|-------------|-------------|-------------|
| US 377 | Intersection at Morgan Street | 6,115.91 | 11,311.11 | 84.95% |
| | Downtown | 13,168.18 | 12,578.81 | -4.48% |
| | Intersection at Acton Highway | 21,669.32 | 38,726.24 | 32.57% |
| Loop 567 | Intersection at Weatherford Highway | 16,334.21 | 23,589.71 | 44.42% |
| | Near Howard Clemmons Road | 5,833.87 | 10,933.62 | 87.42% |
| | Intersection at US 377 | 5,792.41 | 10,959.59 | 89.21% |
| SH 144 | Intersection at Pearl Street | 14,583.60 | 11,358.04 | -22.12% |
| | Intersection at US 377 | 24,963.43 | 24,436.87 | -2.11% |
| | Near ETJ limits | 8,614.44 | 11,365.06 | 31.93% |
| Old Granbury Road | Intersection at US 377 | 6,237.29 | 6,099.23 | -2.21% |
| | Intersection at Meander Road | 6,237.29 | 6,099.23 | -2.21% |
| | Intersection at Temple Hall Highway | 1,686.40 | 959.92 | -43.08% |
| Lipon Highway | Near ETJ limits | 5,568.56 | 6,443.21 | 15.71% |
| | Intersection at Loop 567 | 18,909.89 | 21,425.92 | 13.31% |
| | Intersection at Houston Road | 11,691.45 | 11,660.52 | -0.26% |
| Acton Highway | Intersection at US 377 | 13,712.56 | 15,177.63 | 10.68% |
| | Intersection at James Road | 11,506.84 | 13,015.09 | 13.11% |
| | Intersection at Fall Creek Highway | 11,577.86 | 13,673.34 | 18.10% |
| Weatherford Highway | Near ETJ limits | 12,388.11 | 11,112.61 | -10.30% |
| | Intersection at Loop 567 | 21,365.82 | 28,738.94 | 34.51% |
| | Intersection at Houston Street | 7,502.77 | 8,866.51 | 18.18% |
| Pearl Street | Intersection at Morgan Street | 10,567.80 | 8,794.62 | 16.78% |
| | Intersection at Loop 567 | 8,245.68 | 7,687.87 | -6.76% |
| | Intersection at US 377 | 16,960.75 | 19,124.01 | 12.75% |

Figure 92. Daily Traffic Volume of Major Roadway Segments in Granbury



Map 29. Daily Traffic Volumes in 2023 (Source: NCTCOG)

Forecasted Traffic Volumes

Figure 93 highlights the major thoroughfares in Granbury that are projected to see the highest increases in traffic volumes by 2045. Notably, Loop 567 at US 377 and near Howard Clemmons Road is projected to experience an almost 90% increase in traffic volumes, and at Weatherford Highway almost 45% increase in traffic volumes. This surge is likely due to the planned residential developments along this roadway, which will contribute to the increased number of vehicles using this corridor.

Similarly, US 377 at Morgan Street is anticipated to see around an 85% rise in traffic volumes and at Acton Highway over 30%, likely reflecting the combined impact of new developments and infrastructure enhancements done by TxDOT along US 377.

Map 30 on page 297 illustrates Granbury’s projected traffic volume in 2045. US 377 will continue to be the busiest roadway in Granbury. The segments near Morgan Street and Acton Highway are expected to have a significantly higher traffic volume in 2045.

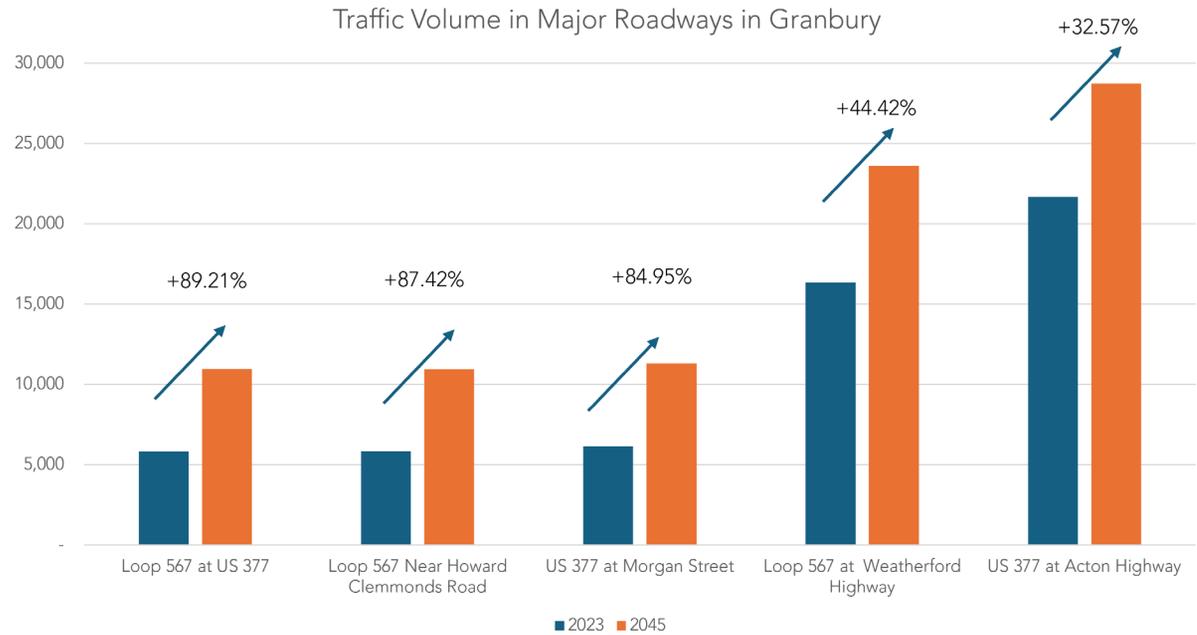
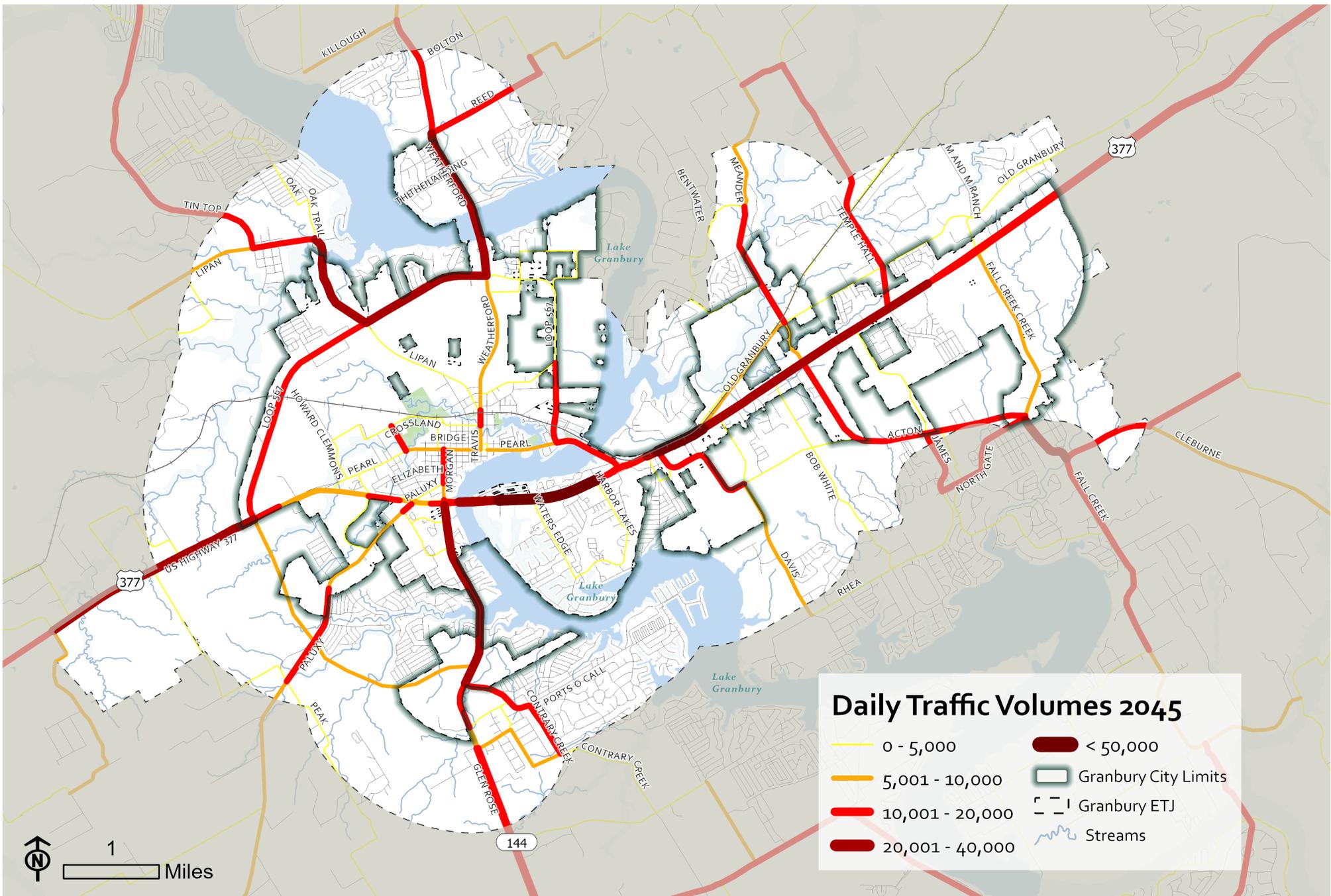


Figure 93. Traffic Volume of Five Major Roadway Segments in Granbury (Source: NCTCOG)



Map 30. Daily Traffic Volumes in 2045 (Source: NCTCOG)

Level of Service

Level of Service (LOS) is a metric that evaluates the performance of roadways and other transportation elements, specifically how well traffic flows along a roadway. Each roadway is assigned a grade based on their efficiency in carrying traffic flow and levels of congestion. A roadway with grades A to C reflects there are low or minimal levels of congestion and the traffic flow does not exceed its capacity. A LOS of D or E indicates that the road may have moderate levels of congestion. A roadway with LOS F is heavily congested. See Figure 94 for a detailed description of the level of service classifications.

The LOS classifications are provided via the NCTCOG regional travel demand model. Map 31 on page 299 shows that roadways with the most congestion in 2023 are the major thoroughfares, such as US 377, Loop 567, Meander Road, and the Weatherford, Lipan, and Glen Rose Highways. By 2045, most roadways will remain unchanged. (roads that are consistently congested). Figure 95 summarizes changes in LOS in all major segments in Granbury. US 377 at Morgan Street is projected to have a decreased LOS from ABC to DE. In contrast, three road segments will have improved LOS, which include Loop 567 at Weatherford Highway, Lipan Highway at Houston Road, and Weatherford Highway near ETJ limits. Segments on Pearl Street, Meander Road, and Davis Street will be congested in 2045.

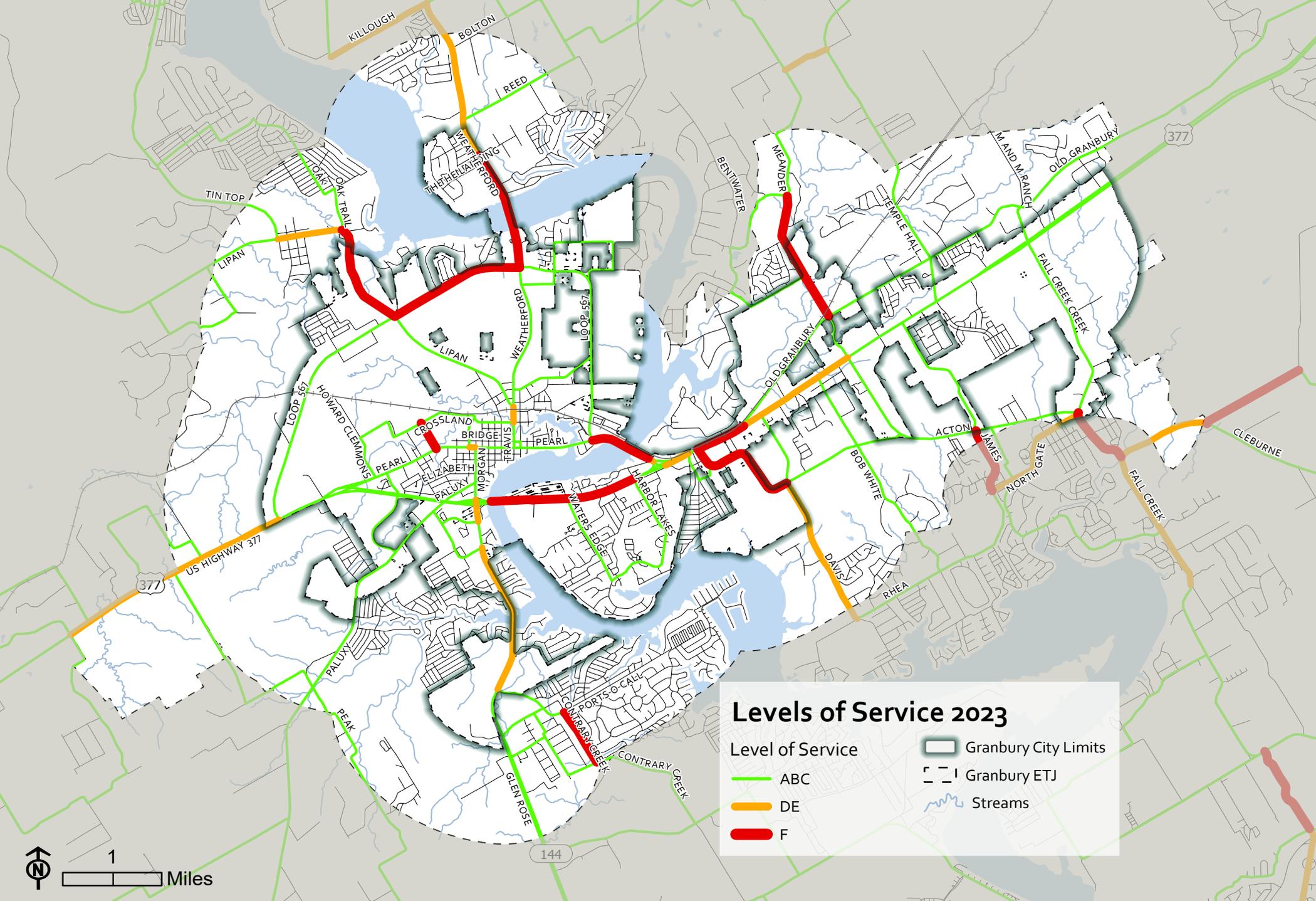
| Level of Service | Description |
|------------------|---|
| A, B, C | Low or minimal level of congestion. Traffic flow moves at or above the posted speed limit. |
| D, E | Moderate level of congestion. Traffic flow moves at a reasonably efficient rate and may not reach the posted speed limit. |
| F | High level of congestion. Traffic flow is unstable and speed varies; vehicles can rarely reach the posted speed limit. |

Figure 94. Level of Service Descriptions

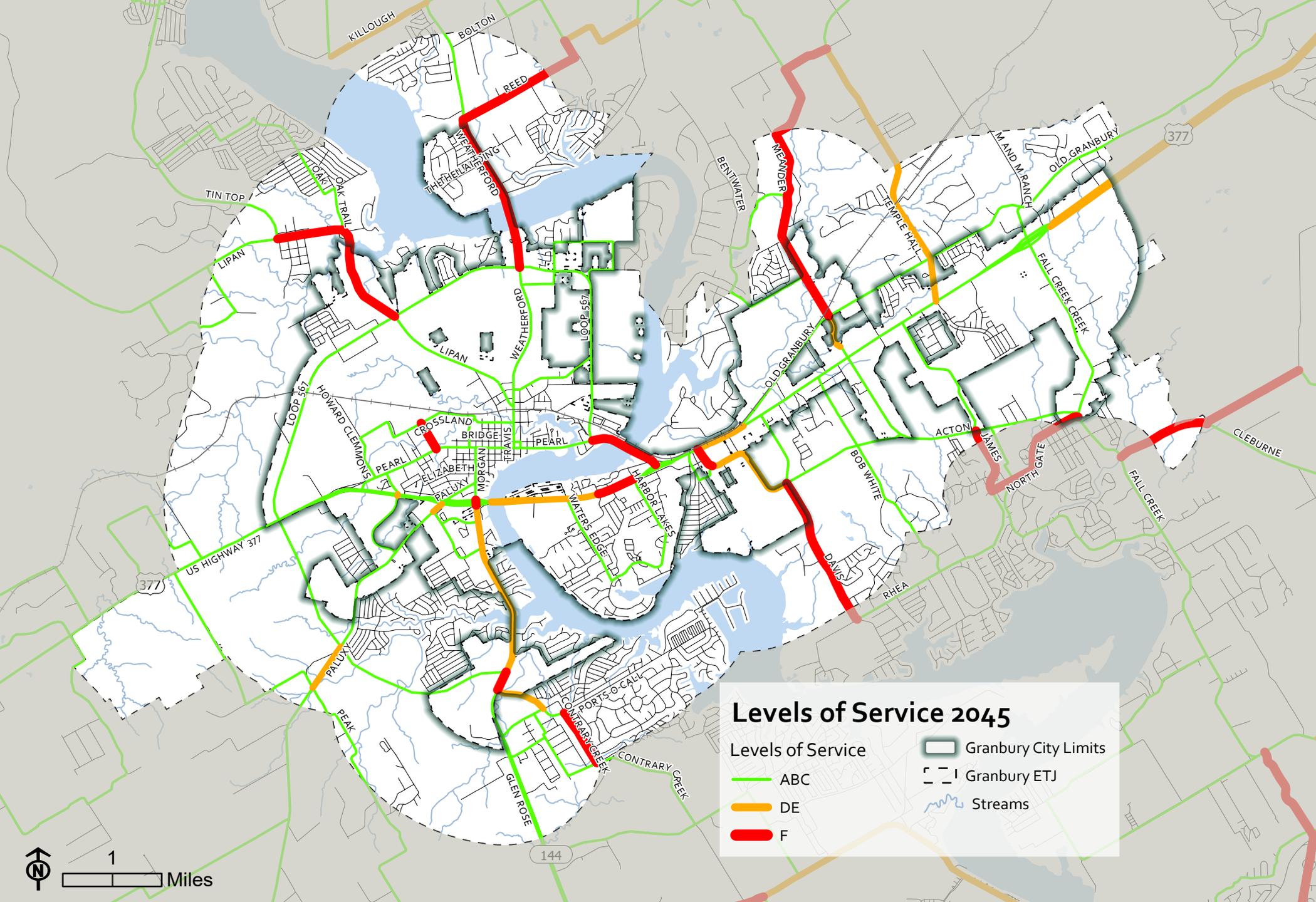
The following table describes the current and projected Level of Service (LOS) of major roadway segments in Granbury.

| Street | Location | 2023 LOS | 2045 LOS |
|---------------------|-------------------------------------|----------|----------|
| US 377 | Intersection at Morgan Street | ABC | DE |
| | Downtown | DE | ABC |
| | Intersection at Acton Highway | ABC | ABC |
| Loop 567 | Intersection at Weatherford Highway | F | ABC |
| | Near Howard Clemmons Road | ABC | ABC |
| | Intersection at US 377 | ABC | ABC |
| SH 144 | Intersection at Pearl Street | ABC | ABC |
| | Intersection at US 377 | DE | DE |
| | Near ETJ limits | ABC | ABC |
| Old Granbury Road | Intersection at US 377 | ABC | ABC |
| | Intersection at Meander Road | ABC | ABC |
| | Intersection at Temple Hall Highway | ABC | ABC |
| Lipan Highway | Near ETJ limits | ABC | ABC |
| | Intersection at Loop 567 | F | F |
| | Intersection at Houston Road | DE | ABC |
| Acton Highway | Intersection at US 377 | ABC | ABC |
| | Intersection at James Road | ABC | ABC |
| | Intersection at Fall Creek Highway | ABC | ABC |
| Weatherford Highway | Near ETJ limits | DE | ABC |
| | Intersection at Loop 567 | F | F |
| | Intersection at Houston Street | ABC | ABC |
| Pearl Street | Intersection at Morgan Street | ABC | ABC |
| | Intersection at Loop 567 | ABC | ABC |
| | Intersection at US 377 | F | F |

Figure 95. LOS of Major Roadway Segments in Granbury



Map 31. Level of Service in 2023 (Source: NCTCOG)



Map 32. Level of Service in 2045 (Source: NCTCOG)

ORDINANCE NO. 25-44

AN ORDINANCE OF THE CITY OF THE GRANBURY, TEXAS, APPROVING AND ADOPTING THE 2025 COMPREHENSIVE PLAN; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City Council of the City of Granbury, Texas ("City Council") determined that the City's existing 2016 Comprehensive Plan ("Old Plan") was in need of updating; and

WHEREAS, the new 2025 Comprehensive Plan adopted under this ordinance shall be known and cited for all purposes as the "Comprehensive Plan"; and

WHEREAS, a copy of the Comprehensive Plan is on file in the office of the City Secretary; and

WHEREAS, the Comprehensive Plan; is comprised of the documents attached to this ordinance as Exhibit A and incorporated herein for all purposes as if fully set forth in full, including without limitation all exhibits and appendices to the Comprehensive Plan, all of which constitute an integral part of said Comprehensive Plan; and

WHEREAS, the Comprehensive Plan with the input of the public and the Planning & Zoning Commission acting as the Steering Committee has been reviewed by City staff, the Planning and Zoning Commission ("P&Z") and the City Council; and

WHEREAS, the required public hearing has been held, during which the public was given the opportunity to give testimony and present written evidence regarding said Plan, all in compliance with applicable state law; and

WHEREAS, the Comprehensive Plan has been presented to the City Council for review and adoption; and

WHEREAS, the City Council finds that it is in the best interest of the citizens of the City to approve and adopt the Comprehensive Plan, said Comprehensive Plan being in furtherance of the public health, safety and welfare.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF THE GRANBURY, TEXAS THAT:

**SECTION 1.
RECITALS INCORPORATED**

The above recitals are deemed to be the findings and determinations made by the City Council and are incorporated here as if set forth in full for all purposes.

**SECTION 2.
ADOPTION OF COMPREHENSIVE PLAN.**

The City Council hereby adopts the Comprehensive Plan in its entirety, intending that said Comprehensive Plan shall amend, supersede, and replace the City's existing 2016 Comprehensive Plan, Maps and any related documents, adopted August, 2016, as amended. The Council further grants the City's Director of Community Development Director full authority to correct all non-substantive clerical or typographical errors in the Comprehensive Plan and make other necessary formatting, heading and numbering changes, provided that such corrections and changes do not change the meaning or effect of the Comprehensive Plan.

**SECTION 3.
PURPOSE AND APPLICATION.**

As set forth in more detail in the Comprehensive Plan, the Comprehensive Plan shall serve as a guideline for the City's adoption of, or amendment(s) to the City's various development regulations. To the extent required by state law, zoning regulations and amendments thereto shall hereafter be adopted in accordance with the Comprehensive Plan, and any zoning regulation(s) or part thereof that may deviate in any way from or add to the Comprehensive Plan shall be deemed to automatically amend the Comprehensive Plan, whether or not reference be made to the Comprehensive Plan in the ordinance adopting or amending such zoning regulation(s). With respect to any such zoning regulation that automatically amends the Comprehensive Plan, any requirement under state law that a comprehensive plan be amended after public hearing and after review by the P&Z shall be deemed to have been satisfied by the public hearing(s) and P&Z review-and-recommendation procedures set forth in the City's zoning regulations, as amended, in accordance with Chapter 211 of the Texas Local Government Code, as amended. The Comprehensive Plan shall not constitute zoning regulations or establish zoning district boundaries.

**SECTION 4.
SAVINGS, SEVERABILITY AND REPEALING CLAUSES.**

All ordinances of the City in conflict with the provisions of this ordinance are repealed to the extent of that conflict. except that this ordinance by itself shall not affect any change to any existing zoning districts, zoning classifications, or other zoning regulations or designations of current zoning. If any provision of this ordinance shall be held to be invalid or unconstitutional, the remainder of such ordinance shall continue in full force and

effect the same as if such invalid or unconstitutional provision had never been a part hereof. The City declares that it would have passed this ordinance, and each section, subsection, sentence, clause, or phrase thereof irrespective of the fact that anyone or more sections, subsections, sentences, clauses, and phrases be declared unconstitutional or invalid.

SECTION 5.

PUBLICATION OF THE CAPTION HEREOF AND EFFECTIVE DATE.

This ordinance shall be in full force and effective from and after its passage and upon the posting and/or publication, if required by Law, of its caption and the City Secretary is hereby directed to implement such posting and/or publication if so required.

PASSED AND APPROVED this 5th day of August 2025.


JIM JARRATT, MAYOR

ATTEST:

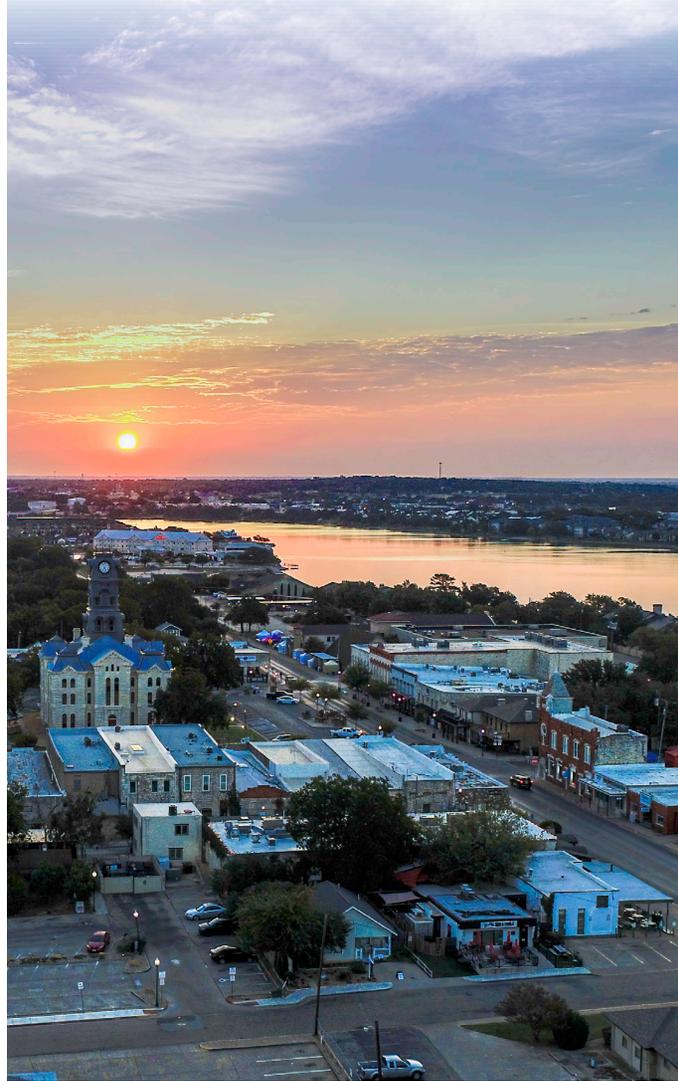

CARLA WALKER, CITY SECRETARY

APPROVED AS TO FORM AND LEGALITY


JEREMY SORELLE, CITY ATTORNEY



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Prepared by:

