

RICHARD WARREN, PRESIDENT
BRENT McCAULLEY, COUNCILPERSON
AMANDA GERRISH, BOARD MEMBER
CHUCK ENGELKEN, COUNCILPERSON



DANNY EARP, BOARD MEMBER
JOHN BLAKEMORE, BOARD MEMBER
NANCY OJEDA, VICE-PRESIDENT

CITY OF LA PORTE DEVELOPMENT CORPORATION BOARD OF DIRECTORS MEETING AGENDA

Notice is hereby given of a meeting of the City of La Porte Development Corporation Board of Directors to be held on September 25, 2023, at the City Hall Council Chamber, 604 West Fairmont Parkway, La Porte, Texas, beginning at 5:00 pm to consider the following items of business:

Remote participation is available, also. Attend via a screen using this link:

<https://us02web.zoom.us/j/82392280081?pwd=Q2o2Q05rRWWhydFo3bkVTZXVNNXdjUT09>

Join by phone at 888 475 4499 or 877 853 5257. The meeting ID is 823 9228 0081. The passcode is 961566.

1. **CALL TO ORDER**
2. **CITIZEN COMMENT** (Generally limited to five minutes per person; in accordance with state law, the time may be reduced if there is a high number of speakers or other considerations.)
3. **AUTHORIZATIONS**
 - (a) Approve the minutes of the August 28, 2023, meeting of the La Porte Development Corporation Board of Directors. [Richard Warren, President]
 - (b) Presentation, discussion, and possible action to authorize the expenditure of \$33,000.00 in the Fiscal Year 2023-2024 La Porte Development Corporation budget to fund a one-year agreement between the City of La Porte, Texas, and The Retail Coach, LLC for recruitment and development services. [Matt Daeumer, Assistant City Manager]
 - (c) Presentation, discussion, and possible action to open the 60-day public comment period for a potential project of the La Porte Development Corporation to promote new or expanded business enterprises at 114 W. Main St., La Porte, Texas, to be known as Round Table Pizza Royalty, through an incentive payment up to a \$217,800.00. [Matt Daeumer, Assistant City Manager]
 - (d) Presentation and discussion of the draft City of La Porte 2040 Comprehensive Plan. [Teresa Evans, Director of Planning and Development]
4. **SET NEXT MEETING**
5. **BOARD COMMENTS** *Hear announcements concerning matters appearing on the agenda; items of community interest; and/or inquiries of staff regarding specific factual information or existing policy from the Committee members and City staff, for which no formal action will be discussed or taken.*

6. ADJOURN

If, during the course of the meeting and discussion of any items covered by this notice, the La Porte Development Corporation Board determines that a Closed or Executive Session of the Board is required, then such closed meeting will be held as authorized by Texas Government Code, Chapter 551, Section 551.071 - consultation with counsel on legal matters; Section 551.072 - deliberation regarding purchase, exchange, lease or value of real property; Section 551.073 - deliberation regarding a prospective gift; Section 551.074 - personnel matters regarding the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; Section 551.076 - implementation of security personnel or devices; Section 551.087 - deliberation regarding economic development negotiation; Section 551.089 - deliberation regarding security devices or security audits, and/or other matters as authorized under the Texas Government Code. If a Closed or Executive Session is held in accordance with the Texas Government Code as set out above, the La Porte Development Corporation Board will reconvene in Open Session in order to take action, if necessary, on the items addressed during Executive Session.

Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services are requested to contact the City Secretary's office (281-470-5019), two working days prior to the meeting for appropriate arrangements.

Pursuant to Texas Government Code Sec. 551.127, on a regular, non-emergency basis, members may attend and participate in the meeting remotely by video conference. Should that occur, a quorum of the members will be physically present at the location noted above on this agenda.

CERTIFICATE

I, Lee Woodward, City Secretary, do hereby certify that a copy of the September 25, 2023, La Porte Development Corporation Board agenda was posted on the City Hall bulletin board, a place convenient and readily accessible to the general public at all times, and to the City's website, www.LaPorteTX.gov, in compliance with Chapter 551, Texas Government Code.

DATE OF

POSTING

TIME OF

POSTING

TAKEN DOWN

Lee Woodward

Lee Woodward, City Secretary

RICHARD WARREN
PRESIDENT

BRENT MCCAULLEY
COUNCILPERSON

AMANDA GERRISH
BOARD MEMBER

CHUCK ENGELKEN
COUNCILPERSON



DANNY EARP
BOARD MEMBER

JOHN BLAKEMORE
BOARD MEMBER

NANCY OJEDA
VICE-PRESIDENT

MINUTES OF THE LA PORTE DEVELOPMENT CORPORATION BOARD OF DIRECTORS MEETING OF AUGUST 28, 2023

The City of La Porte Development Corporation Board met on August 28, 2023, at the City Hall Council Chambers, 604 West Fairmont Parkway, La Porte, Texas, at 5:00 p.m., with the following in attendance:

Board members present: Nancy Ojeda, Chuck Engelken, Danny Earp, Brent McCaulley, Amanda Gerrish

Board members attending remotely: None

Board members absent: Richard Warren, John Blakemore

Council-appointed members present: Corby Alexander, City Manager; Lee Woodward, City Secretary; Clark Askins, City Attorney

CALL TO ORDER – Vice President Ojeda called the meeting to order at 5:02 p.m.

- 2. CITIZEN COMMENT** *(Generally limited to five minutes per person; in accordance with state law, the time may be reduced if there is a high number of speakers or other considerations.)*

There were no comments.

3. AUTHORIZATIONS

- a. Presentation, discussion, and possible action to approve the minutes of the July 24, 2023, meeting of the La Porte Development Corporation Board of Directors. [Richard Warren, President]**

Member Engelken moved to approve the minutes of the July 24, 2023, meeting of the La Porte Development Corporation Board of Directors; the motion was seconded by Member Earp; the motion was adopted, 5-0.

- b. Presentation, discussion, and possible action to approve the La Porte Development Corporation's proposed 2023-24 Fiscal Year budget. [Matt Daeumer, Assistant City Manager]**

Member Earp moved to approve the La Porte Development Corporation's proposed 2023-24 Fiscal Year budget; the motion was seconded by Member Engelken; the motion was adopted, 5-0.

4. SET NEXT MEETING

September 25, 2023, was set as a tentative date for the next meeting.

- 5. BOARD COMMENTS** *Hear announcements concerning matters appearing on the agenda; items of community interest; and/or inquiries of staff regarding specific factual information or existing policy from the Committee members and City staff, for which no formal action will be discussed or taken.*

There were no comments.

6. ADJOURN

Without objection, Vice President Ojeda adjourned the meeting at 5:20 p.m.

If, during the course of the meeting and discussion of any items covered by this notice, the La Porte Development Corporation Board determines that a Closed or Executive Session of the Board is required, then such closed meeting will be held as authorized by Texas Government Code, Chapter 551, Section 551.071 - consultation with counsel on legal matters; Section 551.072 - deliberation regarding purchase, exchange, lease or value of real property; Section 551.073 - deliberation regarding a prospective gift; Section 551.074 - personnel matters regarding the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; Section 551.076 - implementation of security personnel or devices; Section 551.087 - deliberation regarding economic development negotiation; Section 551.089 - deliberation regarding security devices or security audits, and/or other matters as authorized under the Texas Government Code. If a Closed or Executive Session is held in accordance with the Texas Government Code as set out above, the La Porte Development Corporation Board will reconvene in Open Session in order to take action, if necessary, on the items addressed during Executive Session.

Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services are requested to contact the City Secretary's office (281-470-5019), two working days prior to the meeting for appropriate arrangements.

Pursuant to Texas Government Code Sec. 551.127, on a regular, non-emergency basis, members may attend and participate in the meeting remotely by video conference. Should that occur, a quorum of the members will be physically present at the location noted above on this agenda.

CERTIFICATE

I, Lee Woodward, City Secretary, do hereby certify that a copy of the August 28, 2023, La Porte Development Corporation Board agenda was posted on the City Hall bulletin board, a place convenient and readily accessible to the general public at all times, and to the City's website, www.LaPorteTX.gov, in compliance with Chapter 551, Texas Government Code.

DATE OF POSTING

TIME OF POSTING

TAKEN DOWN

Lee Woodward

Lee Woodward, City Secretary



**REQUEST FOR LA PORTE DEVELOPMENT CORPORATION BOARD
AGENDA ITEM**

Agenda Date Requested: September 25, 2023
Requested By: Matt Daeumer, Asst. City Mgr.
Department: Administration/CMO
☒ Report ☐ Resolution ☐ Ordinance

Exhibits: Retail Coach Proposal

Appropriation	
Source of Funds:	<u>038 – EDC FY 24</u>
Account Number:	<u>038-6030-565-5007</u>
Amount Budgeted:	<u>\$33,000.00</u>
Amount Requested:	<u>\$33,000.00</u>
Budgeted Item:	<input type="radio"/> Yes <input checked="" type="radio"/> No

SUMMARY

The La Porte Development Corporation (LPDC) passed the proposed FY 2023-24 budget on August 28, 2023. This budget included the attached proposal for Retail Recruitment and Development Services for one year at a cost of \$33,000.00.

The La Porte City Council is scheduled to vote on the FY 2023-24 budget at the September 25th City Council meeting. Staff is requesting the Board approve the expenditure of \$33,000 in the FY 24 Budget, pending approval of the City of La Porte FY 2023-24 budget on September 25, 2023, and authorize the City Manager to enter into a one-year agreement with the Retail Coach for Retail and Development Services. If approved by the LPDC, staff will bring this item to City Council for approval on October 9, 2023.

ACTION REQUIRED BY LPDC BOARD

Presentation, discussion, and possible action to authorize the expenditure of \$33,000 in the FY 24 budget to enter into a one-year agreement with The Retail Coach for Recruitment and Development Services.

Approved for the La Porte Development Corporation Board meeting agenda.

Corby D. Alexander, City Manager

Date

July 6, 2023



Retail Recruitment & Development Strategy

Proposal for:

The City of La Porte, Texas

Submitted by:



TheRetailCoach.net | Austin, TX | (800) 851-0962





Contents

Executive Summary	3
Company Profile	4-9
Who We Are	4
Experience	5
Retail Recruitment Success	6
Our Team	7
Your Project Team	8
Key Personnel Bios	9
Process & Scope of Work	10-24
Scope of Work & Deliverables	10
Our Approach: Retail:360®	11
Pricing	25

Bringing the Right Retail Mix to La Porte

The Retail Coach is submitting this proposal for Retail Market Analysis & Recruitment Services for La Porte.

Our goal is not only to aid the City in preparing and executing a Retail Market Analysis and comprehensive Recruitment Strategy, but to also assist the City in its efforts to capture sales tax leakage and further improve quality of life for residents by bringing in new retail, restaurant, entertainment, and service options.

The most important aspect of any Retail Market Analysis is its ultimate application and resulting impacts. Our approach has always been action-oriented to ensure that market reports are not placed on a shelf to collect dust. Working with all project team members, local stakeholders, and public officials is a critical component in which The Retail Coach is experienced and well-equipped to execute.

Goals & Objectives:

- Research and analyze the La Porte retail market to identify retail gaps and growth opportunities.
- Determine La Porte's unique, viable retail market potential.
- Identify key retail and restaurant targets that align with the City's vision for growth.
- Recruit targeted retailers and restaurants through proactive outreach efforts and retail conference representation.
- Act as an extension of City staff to provide recruitment services and coaching for retail economic development initiatives.

We Recruit Retail.

For more than **23** years, The Retail Coach has been the premier national retail recruitment partner for municipalities, economic development organizations, and development firms.

We are the nation's leading retail recruitment, market analysis, and development firm. Our approach combines **strategy, technology, and creative marketing** to execute high-impact retail recruitment strategies for local governments, chambers of commerce, and economic development organizations.

Having worked more than 650 assignments in more than 40 states, our recruitment approach is simple - **do what you say you are going to do, do it at the highest level possible, and constantly communicate findings and results to our clients.** This approach has proven successful, leading to multiple assignments with more than 90% of our clients.

PROVEN SUCCESS FOR CLIENT COMMUNITIES



6 Million +

SQUARE FEET OF NEW RETAIL RECRUITED

We have recruited more than 6 million square feet of new retail to client communities in the past 5 years.



\$600 Million

IN SALES TAX GENERATED

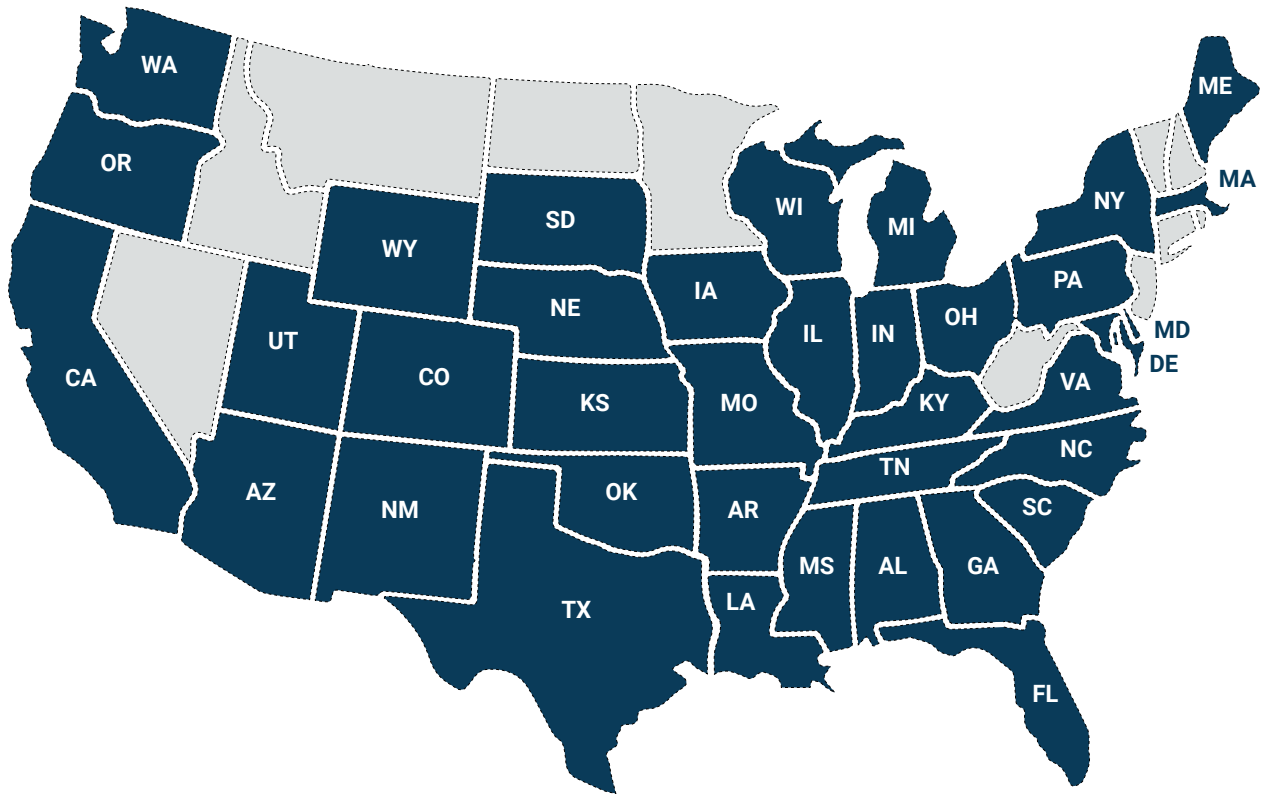
Our work has generated more than \$600 Million in sales tax for our client communities in the past 5 years.



90%

REPEAT CLIENT RATE

90% of our clients choose to continue working with us after the initial contract.



We Have Served More than 650 Client Communities Across 40 states.

650+
Communities
Served

40
States We've
Worked In

National Expertise. Local Focus.

Our work throughout the country allows our team to stay current on retail trends and deepen our relationships with national and regional brands.

These relationships create unique opportunities for our client communities. When brands begin planning to expand into new markets, we are often one of the first to know and retailers/brokers will often look to our client list or ask our team for prospective markets to consider.

90%
Repeat Client
Rate

More Than 6 Million SF of New Retail Recruited in the Last 5 Years

Our proven Retail:360® Process has been instrumental in recruiting new retailers and developers to our client communities.

RECENT RECRUITMENT SUCCESSES



PLUS HUNDREDS MORE THROUGHOUT THE COUNTRY





What Makes Us Different?

Experienced & Connected

We pioneered the retail recruitment industry more than 20 years ago and leverage more than two decades of experience and relationships to help drive retail growth in your community.

Our Team is Your Team

We take a partnership approach and become an extension of your team. Our clients are invited to participate in the recruitment process, allowing you to learn and expand your network.

Full Transparency

We track recruitment activity and prospect feedback in your custom retail recruitment dashboard and host monthly calls with your team to keep you updated on progress.

We are Consultants. Not Brokers.

We pride ourselves on being consultants, not brokers.

We only do what is in the best interest of our client communities and their future growth. We don't take shortcuts or go with the path of least resistance to fill retail spaces.

RECOGNIZED AS LEADING INDUSTRY EXPERTS AND FEATURED PRESENTERS FOR:





OUR TEAM

Your Project Team

LEADERSHIP & PROJECT STRATEGY



Kelly Cofer
Founder & CEO



Aaron Farmer
President

PROJECT LEAD

With more than 50 combined years of retail development experience, Kelly and Aaron play an integral role in every project for The Retail Coach. This includes in-depth market analyses, recruitment strategies, and development plans for our clients.

RETAILER RECRUITMENT



Cary Everitt
Recruitment Specialist



Caroline Harrellson
Recruitment Specialist

Cary and Caroline manage our relationships with national and regional retailers, brokers, site selectors, and developers. They execute our recruitment process, including the site submission process and capturing retailer feedback.

DATA & MARKET RESEARCH



Matthew Lautensack
Director of Research & Development

Matthew uses cutting-edge, GPS-based market data to pinpoint true opportunity in retail markets. He provides the latest retail trade area data and prepares our clients' market reports, data sets, and assists with GIS mapping.

ADMINISTRATIVE SUPPORT



Nancy Dees
Director of Finance



Rylee Lefever
Marketing Manager

Nancy and Rylee support all projects by managing client invoicing and contract needs as well as marketing, promotional, and graphic design support.



BIOS - KEY PROJECT PERSONNEL



Aaron Farmer | President

Aaron manages all of The Retail Coach's projects in [State] and will be the primary point of contact for this project.

Aaron Farmer brings to The Retail Coach knowledge of the most current research on retail and marketing trends. Prior to joining The Retail Coach, Mr. Farmer was employed in marketing research and retail development where he worked on projects for some of America's leading retailers and restaurants including FedEx, Kinkos, Sally Beauty Supply, Adidas, Concentra and the National American Association of Subway Franchises.

His expertise touches each step of a project from the initial trade area determination to the actual recruitment of retailers. Mr. Farmer holds a degree in Marketing from The Mays Business School at Texas A&M University and an MBA from Texas A&M University – Commerce.



Kelly Cofer | Founder & CEO

C. Kelly Cofer leads The Retail Coach with more than 30 years of experience in all aspects of retail real estate and economic development.

Kelly's professional background encompasses market research and site selection, advisory and leasing services, and property brokerage and development for leading national retailers and restaurants in more than 150 cities throughout the United States.

He has earned the prestigious Certified Commercial Investment Member (CCIM) designation from the Chicago-based Commercial Investment Real Estate Institute and attended the Economic Development Institute at the University of Oklahoma. Kelly holds a Bachelor of Science degree from Texas A&M University in College Station.



Cary Everitt | Retail Recruitment Specialist

Cary manages The Retail Coach's relationships with retailers, site selectors, and key decision makers for retailers, restaurants, hotels, and developers.

He works with your Project Director to ensure that we are presenting the best information possible when recruiting for client communities and follows up with prospects to make sure that your community is staying at the top of mind as brands look for new markets.

Mr. Everitt works throughout projects to provide monthly updates on recruitment activity and communicates feedback received throughout the process.



Scope of Work & Deliverables

1: Retail Market Analysis

- Competing Communities Analysis
- Custom Retail Trade Area Map
- Retail Trade Area Demographic Profile
- Retail Trade Area Psychographic Profile
- City Demographic Profile
- Discussions with Key Community and Business Stakeholders

2: Determining Retail Opportunities

- Retail Demand Analysis
- Retail Void Analyses for Key Vacancies and Available Retail Sites

3: Site Marketing

- Retail Site Profiles for Available Retail Sites

4: Identifying Retailers & Developers for Recruitment

- Target List of Retailers and Restaurants with Contact Information
- Target List of Developers with Contact Information

5: Marketing & Branding

- Retail Market Profile
- Customized Retailer Feasibility Packages
- Developer Opportunity Package
- Online Retail Dashboard (Retail:360® Website)
- Interactive Site Mapping

6: Recruitment of Retailers & Developers

- Retail Recruitment Plan
- Retailer & Developer Recruitment Status Dashboard
- Monthly Recruitment Updates from Retail Coach Project Team

7: Ongoing Recruitment & Coaching

- Ongoing Coaching and Support from The Retail Coach Team
- Representation of the City at Regional and National Retail Industry Events



Retail Recruitment is a Process, Not an Event.

Through our proprietary Retail:360® Process, we offer a dynamic system of products and services that enable communities to expand their retail base and generate additional sales tax revenue.



Our Retail:360® Process identifies strengths, weaknesses, opportunities, and threats to your community's ability to attract retail and highlights your community's advantage over competing cities. Through our multi-phase approach to recruiting new retailers, we are able to help communities build a long-term retail economic development plan.

Market-Based Solutions

We understand that every client community has its own unique set of development needs.

That's why we work with our clients to determine those needs and offer custom, tailored, data-driven solutions.

On-The-Ground Analysis

Just as each client has their own set of needs, we know that each client has a unique position in the marketplace as it competes to recruit new retailers.

We spend time in your community with leaders and stakeholders, which enables us to determine your market position and identify retailers that fit your community.

Action Plan for Growth

We analyze, recommend, and execute aggressive strategies for pursuing the ideal retailers, as well as coaching our clients through the recruitment and development process.

This partnership typically produces best results when, together, we derive short-term and long-term strategies based on market data and opportunities.



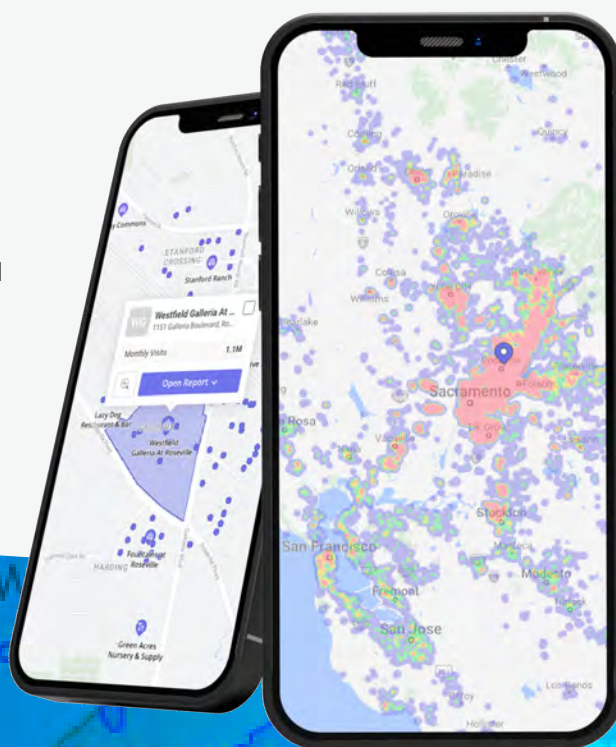
RETAIL:360®: MARKET ANALYSIS

Understanding the La Porte Market Through High Impact Mobile Data Analysis

We will perform extensive market research and analysis to evaluate the area and the **La Porte** retail market.

Understanding your true customer base is critical to quantifying the demand for new retail and restaurant development.

We use real data collected from actual customers in your community to analyze trade area boundaries, competitive markets, and leakage. This high confidence data allows our team to **tell your community's story** and show potential investors why they need to be in your market.



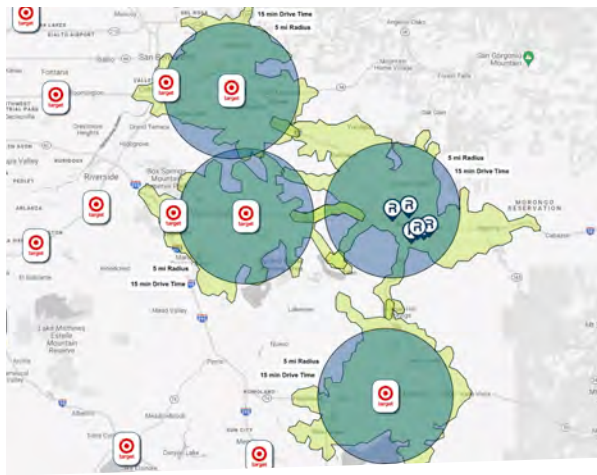
If you aren't currently leveraging consumer mobile data, you are drastically underselling your retail market and opportunity.

Kelly Cofer

Retail Coach Founder & CEO



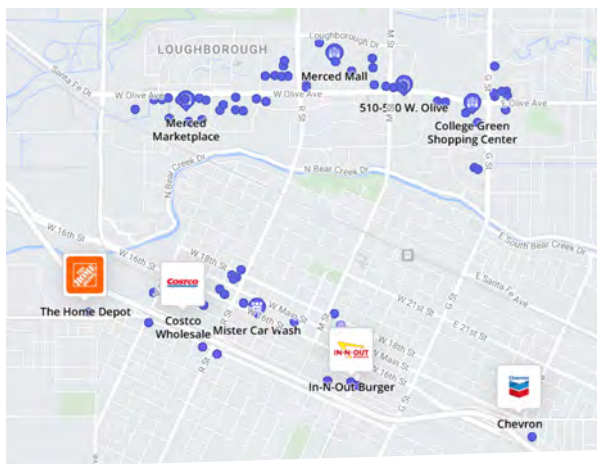
Retail Market Analysis



Competing Community Analysis

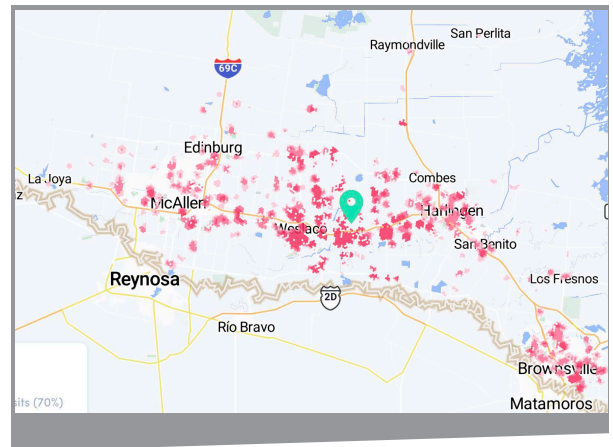
A community must have a clear understanding of the competitive nature of retail recruitment.

We will look at competing communities to identify a competitive advantage via economic and market forces that have a direct impact on retail recruitment and development in **La Porte**.



Identification of Ancillary Issues Impacting Retail

We will work with the **City** to identify other root-cause issues of the local economy, and include recommendations for the **City** to improve opportunities.

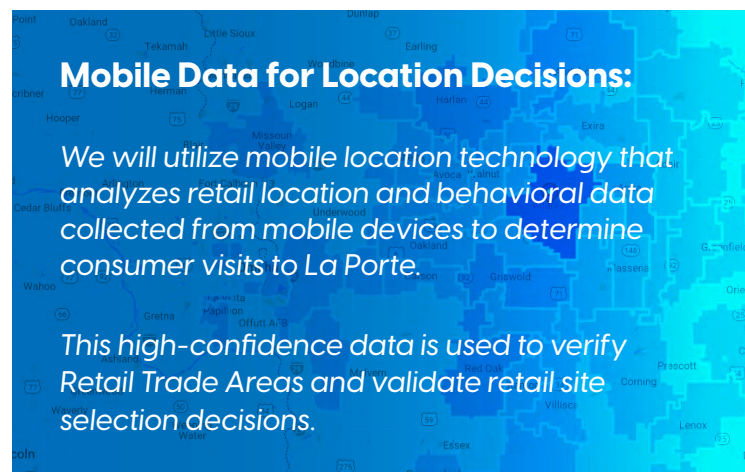


Custom Retail Trade Area Analysis

The Retail Trade Area is the geographical area from which the community's retailers derive a majority of their business. It is the foundational piece of the retail plan and its accuracy is critical.

We utilize retail trade area data when communicating with retailers and developers to ensure that the community fully leverages the amount of shoppers coming into the community.

We will hand draw Retail Trade Areas for **La Porte** based on cell phone/GPS data from shoppers as well as on-the-ground analysis from The Retail Coach Team.





RETAIL:360®: DELIVERABLES

Retail Market Analysis

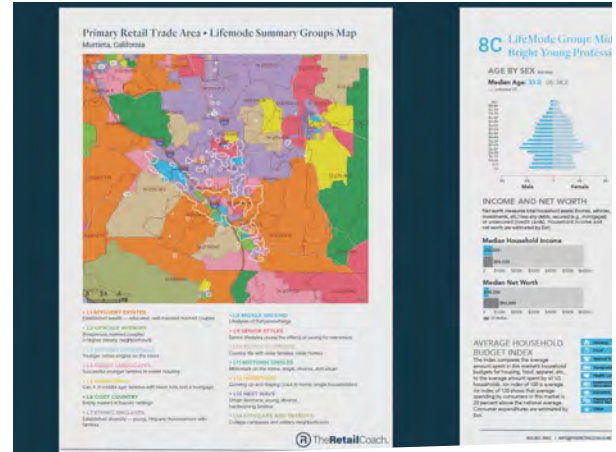


Demographic Profiling

A community must be able to instantaneously provide information and data sets sought by retailers during the site selection and site evaluation process. The data must be accurate, current, and readily available.

Our demographic profiles include population and projected population growth, ethnicities, average and median household incomes, median age, households and household growth, and educational attainment.

We will create comprehensive 2020 Census, 2023, and 2028 Demographic Profiles for the Retail Trade Area and La Porte.



Psychographic Profiling

As retail site selection has evolved from an art to a science, psychographic lifestyle segmentation has become an essential element of retailers' preferred location criteria. Understanding a consumer's propensity to purchase certain retail goods and services—as well as specific retail brands—is valuable to national, regional, and independent retailers. Knowing the retail sectors and products that consumers demand removes a great deal of risk for an independent business.

Based on the market segmentation system developed by ESRI, we will develop a Tapestry Segmentation Profile of the households in the Retail Trade Area.

This is done by using the most advanced socioeconomic and demographic data to measure consumer attitudes, values, lifestyles, and purchasing behaviors to understand the sectors and brands of retailers that may be of interest.



Retail Market Analysis



Stakeholder Discussions

Buy-in from key community leaders and stakeholders is crucial to the retail plan. Our belief is that, "if they are not in on it and up on it - they will be down on it." One of our first meetings will be with independent businesses who may see our work as threatening. Our goal is not only to obtain buy-in, but to assist in finding prospects for available spaces and help fill vacancies.

We will work to obtain plan buy-in from public and private stakeholders through a series of group and individual meetings. Stakeholders may include City Staff and representatives, community leaders, real estate brokers, retail developers, property owners, and owners of independent businesses.



Determining Retail Opportunities



Retail Demand Analysis

A community is able to quantify its retail demand through a Retail Demand Analysis, which provides a summary of the primary projected retail demand growth – or opportunities – for 68 retail sectors. The analysis is ultimately used to identify recruitment targets for the community.

The Retail Demand Analysis will:

- Identify retail demand and growth opportunities for more than 68 retail sectors
- Distinguish retail sectors with the highest prospect for success and qualify their potential

We will determine the level of retail demand for the designated Retail Trade Area and use projected demand to help identify opportunity areas and prioritize market segments for recruitment.



Site Marketing



Retail Site Profile

A critical step in attracting retail is providing accurate and current information on each identified vacancy and site.

We will create a Retail Site Profile for each identified vacancy and site with current site-specific information, including:

- Location
- Aerial Photography
- Site Plan
- Demographic Profile
- Property Size & Dimensions
- Traffic Counts
- Appropriate Contact Information



Identifying Retailers & Developers for Recruitment

Retailer Match List
Desert Hot Springs, CA

© TheRetailCoach

Apparel						Dining (Cont.)					
Retailer / Chain	Minimum Size (SF)	Nearest Location	# Locations (Desert)	# Locations (Other)	Demographic Fit Score	Retailer / Chain	Minimum Size (SF)	Nearest Location	# Locations (Desert)	# Locations (Other)	Demographic Fit Score
Anthropologie	15,000	12.14	294	101	89	in-House Burger	20,000	12.01	121	287	81
Bluebird	10,000	8.78	607	220	89	Baking Cakes/Chickens	10,000	10.75	149	46	84
Burlington	14,779	8.7	719	86	86	Personal Expenses	19,000	9.76	120	175	84
Steve Polizzi	12,000	9.02	142	16	86	The Hub	8,000	9.87	104	100	84
Best Buy	7,000	4.75	284	13	87	Chili Grill & Bar	8,000	10.09	1000	109	84
Big & Sporting Goods	10,000	8.81	633	100	87	The Coffee Bean & Tea Leaf	10,000	9.10	200	146	84
Properly	4,000	14.76	14	1	86	Board Table Press	10,000	10.1	140	140	84
Tanner's Outdoorwear	4,000	9.0	33	1	86	Beats Solo3	10,000	10.1	140	140	84
Michael's Sports	4,000	8.86	896	16	84	Appalachian	4,000	10.09	1000	109	84
Marshall's	10,000	8.75	100	100	82	Bullfinch Mini Wings	10,000	9.05	100	100	84
Old Navy	10,000	8.00	100	100	82	Yum! Restaurants	10,000	10.09	1000	109	84
Kohl's	10,000	12.29	140	10	82	SCM Drive-In	10,000	10.09	1000	109	84
T.J. Maxx	10,000	12.01	121	10	81	Wendy's	10,000	10.09	1000	109	84
Indochine	4,000	12.01	121	10	81	Dutch Bros. Coffee	10,000	10.09	1000	109	84

© TheRetailCoach | Austin, TX & San Antonio, TX | 2022-2023



Identifying Potential Retailers

The Retail Coach will target national and regional retail brands that are a good “fit” for the community. This means that the Retail Trade Area population, disposable incomes, consumer spending habits, and education levels meet the retailers’ ideal location criteria.

We will develop and review a master list of potential retailers with La Porte staff and work together to prepare a final target list of retailers for recruitment.

This list will include retailers from our analysis as well as new retail/restaurant concepts or regional retailers and restaurants that may be a good fit for the community.

Identifying Potential Developers

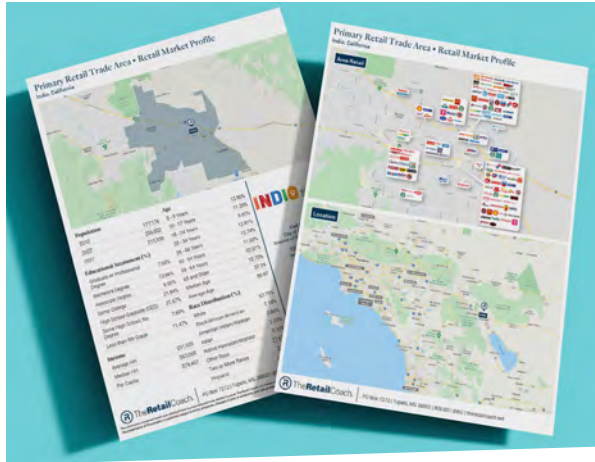
Much of our recruitment success comes from establishing a network of regional and national retail developers over the past 23 years. Developer networking and recruitment have become key components in a community’s retail recruitment and development/redevelopment success.

If a higher-tier retailer were to express interest in a community, and there was not sufficient ready-to-lease properties matching their needs and brand requirements, a developer must be identified to build the interested retailer a suitable property.

We will use our network to identify retail real estate developers active in La Porte and the region for recruitment. We will also work with City Staff to contact and build relationships with developers active in the region.



Marketing & Branding



Retail Market Profile

To attract targeted retailers, the most critical step is to provide accurate and current community data and site-specific information on available vacancies and sites. It is important that this marketing information positively reflects the community's attributes and brand to corporate site selectors, real estate brokers, and developers, because it is essential in making initial decisions about locating in the community.

We will develop a Retail Market Profile tailored to the specific needs of targeted retailers' essential site selection and location criteria for La Porte.

The profile serves as a community introduction, and includes:

- Retail Trade Area Map
- Location Map
- Traffic Count Map
- Demographic Profile Summary
- Appropriate Logo and Contact Information



Retailer-Specific Feasibility Packages

Unlike the more general Retail Market Profile, a Retailer Feasibility Package is developed to send specifically to the real estate department or broker for individual retailers.

We will create retailer-specific feasibility packages to address essential location criteria. These feasibility packages will include:

- Community Overview & Demographic Profile
- Retail Site Profiles
- Location Map
- Retail Trade Area Map
- Existing Retailer Map
- Retail Location Map
- Retail Trade Area Demographic & Psychographic Profiles
- Retail Trade Area Demand Analysis Summary
- Area Traffic Generators
- Appropriate Logo and Contact Information



RETAIL:360®: DELIVERABLES

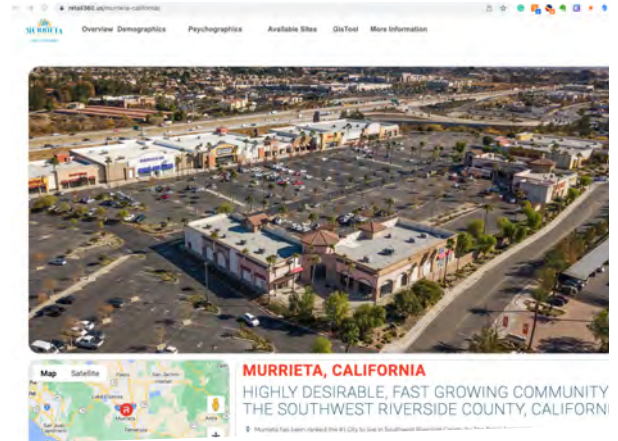
Marketing & Branding



Developer Opportunity Package

Our team creates a Developer Opportunity Package to send specifically to retail developers active in the community and/or region to spark their interest in retail opportunities.

We will create a Developer Opportunity Package to highlight opportunities in La Porte.



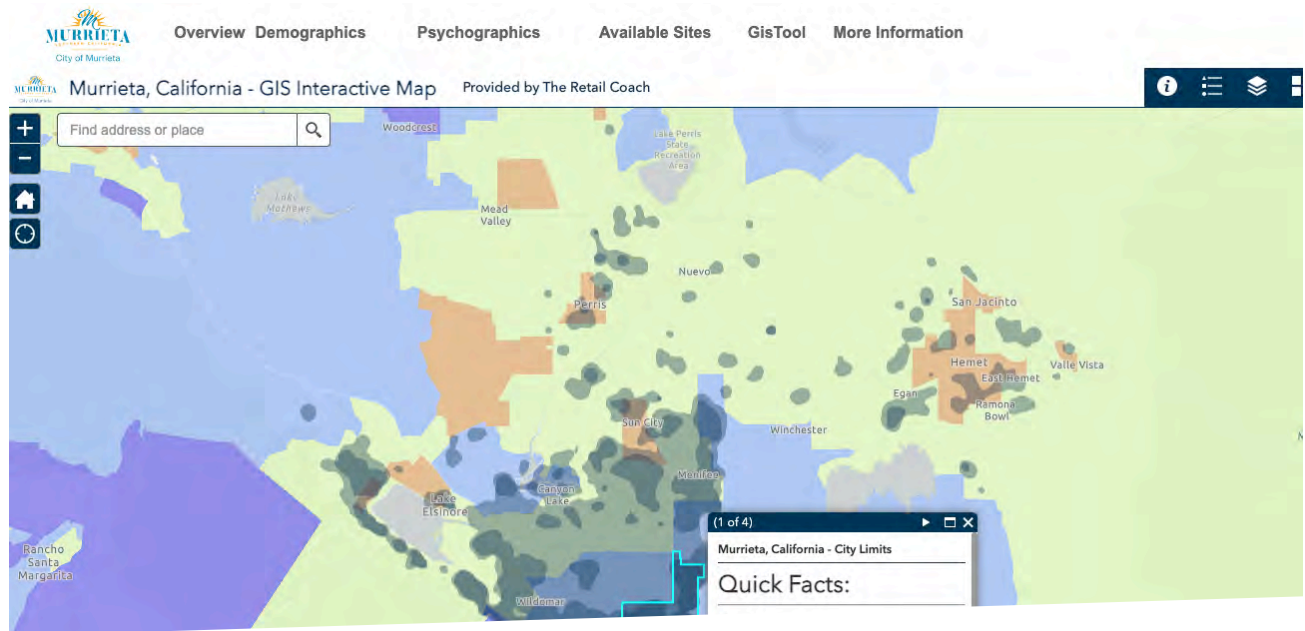
Online Retail Dashboard

Being able to quickly and easily access and share retail opportunity information greatly increases a community's opportunity for success. To assist with this, we develop a custom online retail dashboard that can be accessed online anytime through a branded Retail:360® link.

We will create a Retail:360® Retail Dashboard for La Porte which will be available for visual presentation and easy downloading of all data sets and marketing information. With a few clicks, retailers, brokers and developers can learn about your community's retail potential like never before.



Marketing & Branding



Interactive Site Mapping

Retail site selectors do much of their research while in hotel rooms and in airports, so a visual GIS platform that streamlines data and sites into one interactive and centralized location is a powerful tool.

We will develop a concise, easy-to-access, interactive site mapping platform for **La Porte** along with the preloaded prime vacancies and development/redevelopment sites that we will be marketing.

Data can be presented by demographic, socioeconomic, psychographic, and retail spending layers that are detailed down to the block level, to meet the needs of each individual user – whether they be a retailer, developer, or even a local entrepreneur.



Recruiting Retailers & Developers

Recruitment of Retailers

The Retail Coach is the first national retail recruitment firm to introduce retailer and developer recruitment specifically for communities. Twenty years and 650 projects later, the recruitment of retailers remains one of the primary metrics of success. Today, our experience has proven that a community must move beyond just gathering data sets, and proactively recruit retail.

We will actively recruit retailers and restaurants on La Porte's behalf:

1. Introductory emails and retail market profile are sent to each targeted retailer
2. Personal phone calls are placed to measure interest level
3. Personal emails and retailer feasibility packages are sent to each targeted retailer
4. Personal emails and retail site profiles for prime vacancies are sent to the appropriate targeted retailers
5. Personal emails are sent to inform targeted retailers of significant market changes
6. Personal emails are sent to decision makers once per quarter to continue seeking responses regarding their interest level in the community
7. A retailer status report is provided with each retailer's complete contact information and comments resulting from recruitment activities

Recruitment of Developers

Much of our recruitment success comes from having established a network of national retail developers over the past 23 years. Oftentimes, a retailer may have interest in a community, only to find that suitable "for lease" properties do not exist.

We will actively recruit developers on La Porte's behalf. Our developer recruitment process includes:

1. Introductory emails and opportunity packages are sent to developers
2. Personal phone calls are placed to measure interest level
3. Personal emails are sent to inform developers of the status of interested retailers, and any significant market changes
4. A developer status report is provided with each developer's complete contact information and comments resulting from recruitment activities



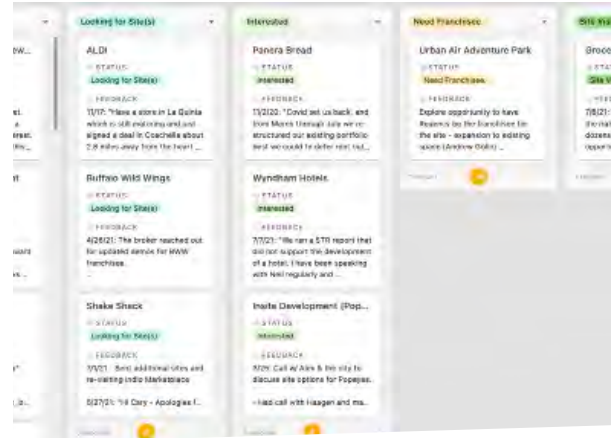
Recruiting Retailers & Developers



Retail Conferences

We help communities connect with retailers and developers at retail conferences such as the annual ICSC Recon Conference and other regional events.

We will assist in marketing La Porte's vacancies and sites, to retailers, developers, and brokers at retail industry conferences.



Retail Recruitment Dashboard

As part of our recruitment process, we provide access to a real-time recruitment dashboard where City staff can see which retailers are being recruited, the latest touch points with each, and contacts we are actively communicating with along with their interest level in the community.

Once recruitment has begun, we will set up a recurring monthly meeting with staff to review ongoing recruitment activity, feedback received from prospects, and any additional next steps or follow up items needed to advance recruitment with interested retailers.



Ongoing Retail Coaching



Retail Coaching

We partner with communities on a long-term basis and are available when clients have questions, new ideas, or need access to GIS mapping and current data statistics. We are also available if clients need to brainstorm opportunities as the community grows and develops.

We will provide ongoing coaching and support for retail recruitment activities for La Porte.



Retail Recruitment & Development Strategy

\$32,000

Plus up to \$1,000 in reimbursable expenses.

Not to Exceed Price:

\$33,000

Includes:

- 12 Month Partnership
- Analyzing the La Porte Retail Market
- Determining Retail Opportunities
- Site Marketing
- Identifying Retailers & Developers for Recruitment
- Marketing & Branding
- Actively Recruiting Retailers & Developers
- Ongoing Retail Recruitment & Coaching

Work Fees:

The total fee for completion of this work is

\$32,000 payable in (3) three installments:

- **\$10,000** upon execution of contract;
- **\$12,000** in 90 days.
- **\$10,000** on 180 days.

Work fees are payable within 30 days of receiving invoice.

Reimbursable Project Expenses:

It is estimated that reimbursable expenses will not exceed **\$1,000**.

Reimbursable expenses include:

1. All travel costs;
2. Cost of special renderings and maps, if any;
3. Cost of copies for reports and maps/drawings; and
4. Cost of shipping expenses, if any

Project expenses are payable within 30 days of receiving expense invoice.

Optional Contract Extension:

If La Porte elects to extend the agreement, the additional fee shall be

\$25,000 for each additional 12 month period of data updates, recruitment, and coaching.

the Historic Main Street District. The building currently houses the La Porte Bayshore Chamber of Commerce, Ed's Bistro and two apartment units.

The Finance Department estimates that La Porte Economic Development Corporation fund balance at the end of FY2024 will be \$7,184,173.00. The budget expends approximately \$5,067.956.00 this year and will collect revenues in the amount of \$3,611,321.00.

If the Board is interested in pursuing this project, staff would suggest opening the 60-day public comment period for the incentive grant as there would be no requirement to fund the project at the end of 60 days.

ACTION REQUIRED BY LPDC BOARD

Presentation, discussion, and possible action to open the 60-day public comment period for a potential project of the La Porte Development Corporation to promote new or expanded business enterprises at 114 W. Main St., La Porte, Texas, to be known as Round Table Pizza Royalty, through an incentive payment up to a \$217,800.00.

Approved for the La Porte Development Corporation Board meeting agenda

Corby D. Alexander, City Manager

Date



City of La Porte

ECONOMIC DEVELOPMENT INCENTIVES

APPLICATION

This application must be filed at least 60 days prior to the date the City Council considers the request. Requests for incentives must be approved by the City Council prior to the beginning of construction or installation of equipment. This application will become part of the agreement between the applicant and the City of La Porte. Any knowingly false representations will be grounds for voiding the agreement. This original application must be submitted to the Economic Development Coordinator, City of La Porte 604 W. Fairmont Parkway, La Porte, Texas 77571.

I. APPLICANT INFORMATION

1. Date of Application: 7/18/2023
2. Company Name: 2 Crazy Cats LLC DBA Round Table Pizza
3. Current Number of Employees: N/A
4. Address: 114 W. Main Street
La Porte, TX 77571
5. Annual Sales: Yr 1 656,000, Yr 2 952K, Yr 3 1.18M Yr 4 1.17M
Yr 5 1.2M
6. Type of Ownership: Corporation Partnership
X Proprietorship
7. Names(s) of principal owner(s), partner(s) or director of the company:
Edward Revak, Jody Revak
8. Corporate Headquarters' address: 2013 Crescent dr
La Porte, TX 77571
9. Corporate Telephone: 916.704-8688 / 916.425-7816

10. Other locations and/or places of business owned and operated by the applicant. For each location, please provide the city, state, street address and name(s) under which business is conducted:

11. Date Organization Formed: 3/1/2023

12. Please attach most recent annual report or financial statement.

II. PROJECT INFORMATION

1. Type of Facility: ☐ Manufacturing
☐ Distribution Center
☐ Corporate Office or Service Center
☐ Research and Development Facility
☐ Regional Entertainment Facility
☒ Other (please specify)
Restaurant + Building

2. Project Description: ☒ New Construction ☐ Expansion
☐ Modernization

3. Location address of proposed project: 114 W Main St
LaPorte, TX. 77571

4. County Harris

5. School District LaPorte

6. Product(s) or Service: Food + Beverage

7. Attach map and legal description of project location showing proposed improvements.

8. Please describe the proposed use and the specific nature and extent of the project:

3200 sq ft Building to include
restaurant of same size

9. Please list all improvements and equipment for the project:

Improvement Items	Cost
Building New Construction	1 million
Buildout & Eq	1 million

10. Please state all sources for financing the improvements:

SBA Loan + Family money

11. Please state the time frame or projected date of start and completion:

Start Immediately, Completion Spring 2024

12. Improvements will be completed by 3 1, 2024 (specify year).

13. Please state the productive life of the proposed improvements:

20 years

14. Please give a general description of business personal property (property other than buildings, fixed machinery, inventory and supplies) that will be purchased as a result of the project:

Complete restaurant build out + equipment, Furnishings & Lighting

III. ECONOMIC INFORMATION

1. Number of persons currently employed by applicant:

Full Time 2 Part Time _____

Total Annual Payroll: \$ 120,000

2. Number of new jobs (full time equivalent) to be created/retained by the proposed improvements:

Number	Estimate Annual Payroll	Year
At Opening <u>7</u>	\$ <u>200,000</u>	<u>2024</u>
At 3 years <u>7</u>	\$ <u>237,000</u>	<u>2027</u>
At 5 years <u>9</u>	\$ <u>251,000</u>	<u>2030</u>

3. Number of new jobs to be filled by persons residing in the City of La Porte or Harris County:

Full Time 4 Part Time 6

4. Number of Peak Construction Jobs: 6-10

5. In the case of modernization, please estimate the economic life of the existing facility: _____ years. Added economic life after modernization: _____ years.

6. In the case of modernization, please state the assessed value of the facility for the tax year immediately preceding this application:

Real Property \$ 200,000 Business Personal Property \$ _____

7. Amount of taxable sales currently being generated annually in the City of La Porte (if applicable): \$ N/A.

8. Amount of projected taxable sales that the proposed improvements will generate: \$ 1M.

9. In the case of application based on job retention, please describe potential job loss that would occur without economic development incentives:

N/A

Company Representative to be contacted:

Name

Edward + Jody Reval

Title

owners

Address

2015 Crescent dr

LaPorte, TX 77571

916-704-8688 / 916-425-7816

Telephone

Authorized Company Official:

Edward Reval

Authorized Signature

7/18/2023

Date

Edward Reval

Printed Name

owner

Title

916-704-8688

Telephone

La Porte Development Corporation Project Scorecard -- PRIORITIES

<u>Project Type</u>		Project's PRIORITY Value (Up to 10) ¹	Project's 10 Year Tax or PILOT Revenue ²	Project's Multiplier Value (Up to 4) ³	# of New Full Time Jobs	Full Time Job Avg. Value ⁴	Project's Existing 10 Year Incentives ⁵	Regression Analysis ⁶	Estimated Incentive Value ⁷	Incentive Value Allowed by Tax Abatement Policy ⁸	% Allowed by Tax Abatement Policy
New Retail/Restaurant Dev. (Higher)	A	10	\$3,420,000	2	0.0	0.0	\$0	342.0	\$2,565,000	\$355,000	50%
Palais Royal	A1	10	\$471,000	2	16	0	\$0	47.1	\$353,250	\$17,750	50%
Retail or Restaurant Re-Development/ Blight Removal/EHG (Higher)	B	9	\$684,000	1	0	0	\$0	30.8	\$230,850	\$71,000	50%
Pipeline Grill	B1	9	\$846,628	2	100	0	\$0	76.2	\$571,474	\$11,657	50%
Fischer's Hardware	B2	9	\$210,500	2	8	0	\$0	18.9	\$142,088	\$17,750	50%
Quality Waterfront Development	C	8	\$1,532,500	2	0	0	\$0	122.6	\$919,500	\$133,125	50%
Main Street Improvements	D	7	\$648,500	3	0	0	\$0	68.1	\$510,694	\$62,125	50%
Bank Building Remodel	D1	7	\$35,500	3	8	0.1	\$0	3.7	\$27,956	\$8,875	50%
Micro-Brewery (Purchase)	D2	7	\$105,500	2	12	0.1	\$0	7.4	\$55,388	\$8,875	50%
Battleground Saloon	D3	5	\$64,730	2	15	0.075	\$0	3.2	\$24,274	\$8,875	50%
New Retail/Restaurant Dev. (Lower) - Rob Johnson/Dollar Tree	E	6	\$826,000	1	0	0	\$0	24.8	\$185,850	\$106,500	50%
Retail or Restaurant Re-Development/ Blight Removal/EHG (Lower)	F	6	\$121,000	1	0	0	\$0	3.6	\$27,225	\$3,550	50%
El Toro	F1	6	\$542,000	2	12	0	\$0	32.5	\$243,900	\$35,500	50%
Industry - NEW Development (Higher) - INEOS Unit #1 - \$250 Million	G	5	\$11,182,500	4	24	0.125	\$4,579,500	660.3	\$4,952,250	\$2,662,500	10%
INEOS Unit #2 - \$500 Million	G1	5	\$22,365,000	4	60	0.125	\$9,159,000	1320.6	\$9,904,500	\$2,662,500	10%
Project Regulate	G2	5	\$1,136,000	3	40	0.125	\$0	85.2	\$639,000	\$56,800	10%

ACT Turbo (New Industry)	G3	5	\$426,000	3	73	0.13	\$0	32.0	\$239,625	\$21,300	10%
NEW Office/HQ - InterGulf Corporation	H	4	\$142,000	4	30	0.15	\$0	11.4	\$85,200	\$7,100	10%
NEW Office/Regional - Richard Industrial Group	I	4	\$10,650	4	75	0.15	\$0	0.9	\$6,390	\$1,775	10%
Industry - NEW Development (Lower) - Sector 23 (Original)	J	3	\$568,000	4	35	0.1	\$0	34.1	\$255,600	\$28,400	10%
Sector 23 (Latest)	J1	3	\$1,278,000	4	72	0.1	\$0	76.7	\$575,100	\$28,400	10%
Industry - RETENTION/EXPANSION (Higher) - ACT Turbo (Expansion)	K	3	\$426,000	3	73	0.13	\$0	19.2	\$143,775	\$21,300	10%
Industry - RETENTION/EXPANSION (Lower)	L	2	\$710,000	3	15	0.075	\$0	21.3	\$159,750	\$35,500	10%
Airport Re-Development	M	1	\$177,500	2	30	0.1	\$0	1.8	\$13,313	\$8,875	10%
State Farm (Frank Nance)	N	1	\$21,655	1	3	0.1	\$0	4.0	\$30,000	\$650	10%
Revak Building	O	8	\$242,000	3	6	0.1	\$0	29.0	\$217,800	\$8,875	10%

Notes:

- Staff assigned prioritized values, from a maximum of **10** to a minimum of **1**, based upon his understanding of the City Council and 4B Board’s values for various types of projects.
- The values in this column include revenues from property taxes, business personal proeprty taxes, and sales taxes.
- Staff assigned a value, from a maximum of **4** to a minimum of **1**, for each project. A value of **4** means that the project will have a significant multiplier effect to bring new money and/or people into our local economy. A value of **1** means that the project will have little or no multiplier effect to bring new money and/or people into our local economy.
- Staff assigned a value, from a maximum of **0.15** to a minimum of **0.075**, for each type of “primary job” associated with each project type. A value of **0.15** was assigned to higher paying, white collar, engineering, engineering design, or executive positions. A value of **0.125** was assigned to highly skilled positions for a process technician and/or advanced manufacturer. A value of **0.10** was assigned to skilled positions. A value of **0.075** was assigned to unskilled positions.
- Data in this column identifies all other local incentives, like PILOT abatements under an existing IDA or scheduled TIRZ reimbursements, that any project may be entitled to receive.
- The formulas in this column represent staff’s best estimate using **regression analysis** to tie together all the columns of data. Important assumptions of the formulas are as follows:
 - x Retail projects are **five** times (5x) more attractive to the community than industrial projects. For reference, please see page #6 of La Porte’s enclosed Tax Abatement Policy.
 - x Each “project type” is **not** equal to every other project type. Therefore, each project type’s priority value is included in the formula.
 - x The value of incentives that a project is already scheduled to receive, and is shown in the “Project's Existing 10 Year Incentives”, must be deducted from the total tax/PILOT revenue that the project is expected to generate, which is shown in “Project's 10 Year Tax or PILOT Revenue”.
 - x Each project’s value to create a “multiplier effect” on our local economy should be included. See the values listed under “Project's Multiplier Value (Up to 4)" above.
 - x Each value in the column for “Regression Analysis” is divided by 1 million to make the values under “Regression Analysis” smaller, more manageable, and easier to compare.

The two (2) basic formulas used in “Regression Analysis” are as follows:

(a) For all Retail, Restaurant, Re-Development, and Waterfront Projects, **“Project's PRIORITY Value (Up to 10)” x 5 times “Project's 10 Year Tax or PILOT Revenue” – “Project's Existing 10 Year Incentives” times “Project's Multiplier Value (Up to 4)” divided by 1 million.**

(b) For all Industry and Office Projects, **“Project's PRIORITY Value (Up to 10)” x 1 times “Project's 10 Year Tax or PILOT Revenue” – “Project's Existing 10 Year Incentives” times “Project's Multiplier Value (Up to 4)” divided by 1 million.**

7. The values in this column are simply the value from the column called “Regression Analysis” times **\$7,500**.
8. Data in this column shows the value of incentive recommended for each project type, according to the La Porte’s current Tax Abatement Policy.

Projects identified in dark green text represent projects that have either already been awarded an incentive grant, or staff has good estimates for the projects. All other projects are completely "hypothetical".

- A. Hypothetical - \$20 million retail/restaurant/mixed use development project with \$10 million in annual retail sales.
- A1. **Palais Royal** - \$1 million property value with \$2 million in annual retail sales.
- B. Hypothetical - \$4 million project with \$2 million in annual retail sales.
- B1. **Pipeline Grill** - \$1.2 million in commercial property with \$4 million in annual retail sales.
- B2. **Fischer's Hardware** - \$1.5 million in commercial property with \$520,000 in additional, annual retail sales.
- C. Hypothetical - \$7.5 million with \$5 million in annual retail sales.
- D. Hypothetical - \$3.5 million with \$2 million in annual retail sales.
- D1. **Micro-Brewery (Lease)** - \$500,000 in commercial property value, \$350,000 in annual retail sales, 12 full time employees, and rent of \$48,000/year for five years.
- D2. **Micro-Brewery (Purchase)** - \$500,000 in commercial property value, \$350,000 in annual retail sales, and 12 full time employees
- E. **Rob Johnson/Dollar Tree** - \$6 million project with \$2 million in annual retail sales.
- F. Hypothetical - \$1 million project with \$250,000 in annual retail sales.
- F1. **El Toro** - \$2 million in new commercial property, plus \$2 million in additional, annual retail sales.
- G. **INEOS USA, LLC** - Unit #1, \$250 million investment, 84 highly skilled, full time jobs, 20% IDA for years #1-6, 63% IDA for years #7-10.
- G1. **INEOS USA, LLC** - Unit #2, \$500 million investment, highly skilled, full time jobs, 20% IDA for years #1-6, 63% IDA for years #7-10
- G2. **Project Regulate** - \$16 million investment, with at least 40 (to 60 within 5 years) highly skilled, advanced manufacturing, full time jobs. **(Note: Project would be in the TIRZ).**
- G3. **ACT Turbo (New Industry)** - \$6 million investment with 73 new, highly skilled, advanced manufacturing, full time jobs.
- H. **InterGulf Corporation** - \$2 million investment with 30 white collar, higher paying, full time jobs.
- I. **Richard Industrial Group** - \$500,000 investment with 75 white collar, higher paying, full time jobs. **(Note: the 10 year PILOT is based on 3 years, equal to the term of the lease, rather than the usual 10 year timeframe.)**
- J. **Sector 23 (Original)** - \$8 million investment and 35 full time, skilled jobs assuming 15 buildings, 3 employees per building, and minus 10 employees per the development agreement.
- J1. **Sector 23 (Latest)** - \$18million investment and est. 72 full time, skilled jobs assuming 18 buildings, 4 employees per building.
- K. **ACT Turbo (Expansion)** - \$6 million investment with 73 new, highly skilled, advanced manufacturing, full time jobs.
- L. Hypothetical - Warehouse/Distribution, \$10 million investment, 15 unskilled, full time jobs.
- M. Hypothetical - Airport expansion, \$2.5 million city participation/investment with 30 skilled, full time jobs.
- N. State Farm - June 2022, \$130,000 expansion. 2 New Full time jobs.
- O. Revak Building - Summer 2022, \$4,000,000. 18 New full time jobs.

ROUND TABLE

PIZZA ROYALTY





INTERIOR DESIGN PALETTE

Our design palette is anchored in contrasting patterns with vibrant pops of the brand colors that allude to heraldic storytelling.

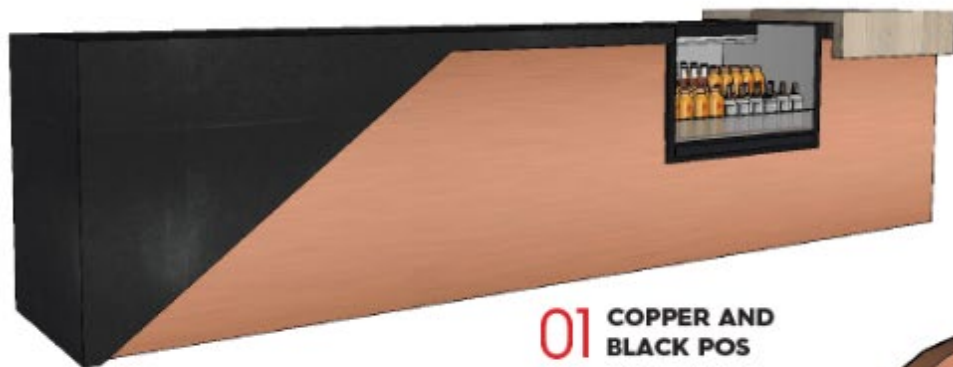
Our materials convey the legendary qualities of forged metals, stone and wood. These elements are accented by ornate patterns and typography.



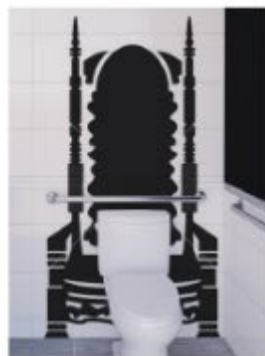


FIVE CORE CONCEPTS

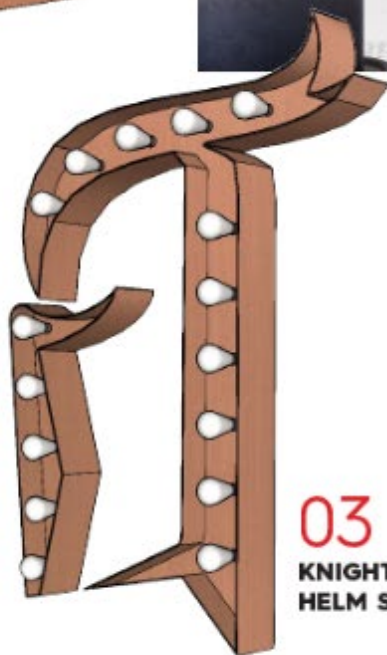
These 5 core customer experience moments should be standard in every new Round Table location, both new builds and retro-fits. Our belief is that these 5 components provide the maximum experiential impact and promote cross-location consistency for the brand.



01 COPPER AND BLACK POS

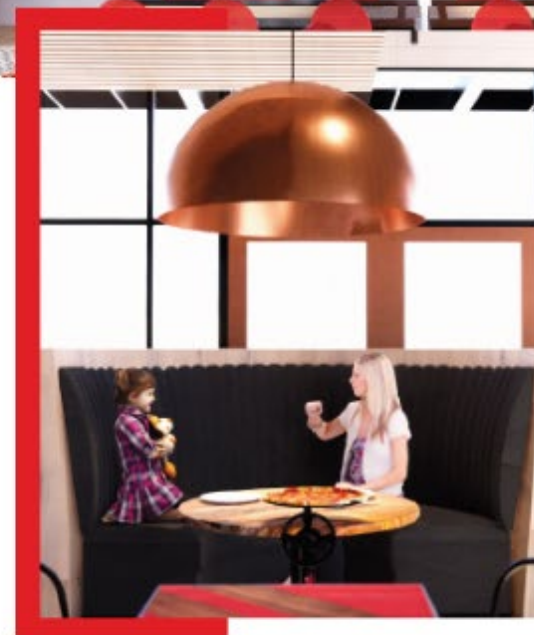


02 THRONE OVER TOILET



03 KNIGHT HELM SIGN

04 GRAPHIC STORY TELLING WALL



05 ROUND BOOTHS WITH COPPER PENDANTS



Notice of Proposed Project of the La Porte Development Corporation Board (Type B Corporation)

Project for New or Expanded Business Enterprise at 114 West Main Street: Pursuant to Texas Local Government Code Section 505.160 notice is hereby given that the Board of Directors of the La Porte Development Corporation (Type B Corporation) of the City of La Porte, Texas, has proposed an official project and is considering granting an incentive to an eligible business enterprise in an amount not to exceed \$217,800.00. The purpose of the project is to promote and develop new or expanded business enterprises, specifically for site, infrastructure, and related improvements, as authorized by Texas Local Government Code Section 501.103, for real property located at 114 West Main Street, which location is legally described as Lots 11-15, Block 60, Town of La Porte Subdivision.

In accordance with Texas Local Government Code 505.160 the public has a right to gather a petition to object to the proposed project by requiring an election. The petition must request that an election be held before the project is undertaken and must be signed by more than ten percent (10%) of the registered voters of the City of La Porte. The petition must be received by the City of La Porte not later than the sixtieth (60th) day after the publication of this notice.

Please reach out to Matt Daeumer, Assistant City Manager at DaeumerM@laportetx.gov, or 281-470-5012 with any questions or comments you may have.



REQUEST FOR LA PORTE DEVELOPMENT CORPORATION BOARD AGENDA ITEM

Agenda Date Requested: September 25, 2023

Requested By: Teresa Evans, Director

Department: Planning and Development

☐ Report ☐ Resolution ☐ Ordinance

Exhibits:

Draft 2040 Comp Plan

Appropriation

Source of Funds: _____

Account Number: _____

Amount Budgeted: _____

Amount Requested: _____

Budgeted Item: ☐ Yes ☒ No

SUMMARY

The City of La Porte's Comprehensive Plan is due for a major update. The comprehensive plan should be updated every five (5) to ten (10) years to ensure the recommendations reflect the communities' current needs. The last major plan update was adopted in 2012, and a minor update was performed in 2018. In 2022, the City of La Porte engaged Freese Nichols, Inc. to perform another major update.

The comprehensive plan is a long-range planning document intended to guide development regulations and policy decisions. It plays an important role in determining when, where, and how development happens. The plan provides a long-term vision for the development of the community through proactive, short-term actions.

Gathering public input is a critical step in developing a Comprehensive Plan. The Mayor and the City Council appointed a Comprehensive Plan Advisory Committee (CPAC) to guide the plan recommendations. The CPAC membership consisted of long-term residents, community leaders, public agency representatives, business owners, and developers. The CPAC met five (5) times over the last year to provide knowledge, identify issues and opportunities, and refine the final planning recommendations. To keep the community informed on the project and solicit feedback, the project team also hosted two (2) community open houses, conducted two (2) on-line surveys, and presented at two (2) joint meetings of the City Council and Planning and Zoning Commission. The consultant team also interviewed economic development and business stakeholders, and developed the project website, www.laporte2040.com, as an on-line resource. The project website has provided another platform for community stakeholders to stay informed, find relevant information, and provide input.

The La Porte City Council and Planning and Zoning Commission held a special joint meeting on September 13, 2023, to receive an overview of the draft plan, discuss the plan recommendations, and provide direction on any changes. The participants asked questions and advised of one edit. Members of the CPAC also attended the joint meeting and voiced their support for the comprehensive plan. A copy of the draft plan may be viewed and downloaded from the project website at www.laporte2040.com.

RECOMMENDED MOTION

Presentation and discussion of the draft City of La Porte 2040 Comprehensive Plan.

Approved for the La Porte Development Corporation Board meeting agenda

Corby D. Alexander, City Manager

Date



CITY OF LA PORTE

COMPREHENSIVE PLAN

DRAFT September 2023



DRAFT

ACKNOWLEDGMENTS

CITY COUNCIL

Louis Rigby, Mayor
Brandon Lunsford, At-Large A
Brent McCaulley, At-Large B
Mandi Williams, District 1
Chuck Engelken, District 2
Bill Bentley, District 3
Rick Helton, District 4
Jay Martin, District 5
Robbie McLarrin, District 6

CITY STAFF

Corby Alexander, City Manager
Teresa Evans, Planning & Development
Director
Maria Peña, Department Coordinator

COMPREHENSIVE PLAN ADVISORY COMMITTEE

Bill Bentley
Rick Helton
Donna O'Connor
Richard Warren
Jeff Martin
Danny Earp
Marty Campise
Sandy Christi
Elizabeth Lynch
Beth Brady
Chad Burke
Sherry Lowe
Virginia Pierson-Turner

CONSULTANT TEAM





DRAFT



TABLE OF CONTENTS

1	COMMUNITY SNAPSHOT	1
2	VISION AND GUIDING PRINCIPLES	23
3	LAND USE AND DEVELOPMENT	37
4	TRANSPORTATION AND MOBILITY	69
5	ECONOMIC DEVELOPMENT	89
6	IMPLEMENTATION	119



DRAFT



EXECUTIVE SUMMARY

La Porte is a tight-knit community that enjoys its bayfront location and small-town charm. With changing demographics, development patterns, and the need to preserve the character of the community, it is important to plan for a “future by the bay”. The La Porte Comprehensive Plan is a community-driven planning effort aimed at developing accountability mechanisms and ensuring continued community investment. The Plan builds on previous comprehensive planning efforts, including the City of La Porte 2030 Comprehensive Plan adopted in 2012 and most recently updated in 2018. It is envisioned to guide development and growth in La Porte over the next 20 years. During a 17-month-long planning process, the City of La Porte partnered with residents, community groups, and stakeholders to identify priorities that reflect community values and support a growing and resilient La Porte.

The Plan is developed following an implementation-focused framework to help the City achieve the community vision and goals as well as measure success. It is organized into six chapters that highlight the issues and opportunities for the City of La Porte. The first chapter, Community Snapshot, provides an overview of the comprehensive planning process, planning context, existing demographic characteristics, existing land use, and physical constraints for La Porte. The second chapter outlines the vision and guiding principles that were created based on community, staff, and stakeholder input. The vision and guiding principles will inform recommendations made throughout the plan. Chapters three, four, and five elaborate on issues and opportunities related to transportation, land use, and economic development. The last chapter of the Plan provides implementation strategies to achieve the vision for development in La Porte and performance metrics to track the success of the recommended strategies.





1

COMMUNITY SNAPSHOT

DRAFT



INTRODUCTION

Comprehensive plans play an important role in determining when, where, and how development occurs in an area. La Porte's comprehensive plan intends to provide a long-term vision for the development of the community through proactive short-term actions.

La Porte is located in Harris County, in southeast Texas, approximately 25 miles southeast of Downtown Houston. La Porte is situated along SH 225 and SH 146, providing an appealing setting away from the highly urban environment in Houston. Accessibility, location, great schools, and exceptional quality of life make La Porte a desirable place to live and work. By looking at the existing conditions, La Porte can better plan for how the City should grow and develop in the future. The Community Snapshot chapter offers historical context, a demographic profile, and information on the physical features of the City.



WHAT IS A COMPREHENSIVE PLAN?

The comprehensive plan is a long-range planning tool intended to be used by decision-makers, municipal staff, and local residents. The importance of a comprehensive plan cannot be overstated, as it will direct the community's growth and physical development for the next 10 to 20 years. The comprehensive plan is written for various audiences, including La Porte residents, elected and appointed officials, and technical professionals. The State of Texas has established laws dictating the way that incorporated communities can ensure the health, safety, and welfare of their citizens through a comprehensive plan.

The Texas Local Government Code (TLGC) Chapter 213 states:

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

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

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

There are two interrelated purposes of a comprehensive plan. First, it allows the citizens of a community to create a shared vision of what they want the community to become. Additionally, it establishes recommendations in which a community can effectively implement this vision.

Legal Basis for Planning

State law gives municipalities the power to regulate the use of land, but only if such regulations are based on a plan. The authority of a City to create a comprehensive plan is rooted in Chapters 211, 212, and 213 of the Texas Local Government Code (TLGC).

Chapter 211 of the TLGC allows municipalities to adopt zoning, while Chapter 212 allows the governing body of a community to regulate subdivision development within the city limits, which varies depending upon the population of the community. It is important to note that a comprehensive plan is NOT a zoning ordinance but rather is intended to be used as a tool to guide development, infrastructure, and land use decisions in the future. The comprehensive plan does, however, serve as a basis on which zoning decisions are made, as specified by Chapter 211 of the TLGC.

In Texas, cities are not required by the State's government to prepare nor maintain a comprehensive master plan, unlike some other states. However, Section 213 of the TLGC allows the governing body of a community to adopt a plan to encourage sound development decisions and promote public health, safety, and welfare. Texas cities can define the content and design of their plan, resulting in a long-range blueprint that can be customized to meet their needs.

HOW WILL THE COMPREHENSIVE PLAN BE USED?

The comprehensive plan is a long-range planning document that City leadership and staff should reference to guide development regulations and policy decisions. It can be used in a variety of ways for different City departments. The comprehensive plan is not a regulating document, such as the zoning ordinance or subdivision regulations; however, the recommendations will influence City regulations and policies that are updated more frequently. The comprehensive plan should be revisited every five to ten years to ensure the plan recommendations are meeting the community's current needs. Below are a few ways the City will use this comprehensive plan.

CITY ADMINISTRATION

The City Administration (e.g., City Manager, Assistant City Managers, Finance) will primarily use the Future Land Use Map and the implementation matrix for major policy and budget decisions.

PLANNING & DEVELOPMENT

The Planning & Development Department will primarily use the Future Land Use Map to review zoning cases and prepare staff reports for the Planning & Zoning Commission. While compatibility with the Future Land Use Map is important, it should not be the only criterion to recommend approval or denial of a zoning decision. Other critical review criteria include the provision of adequate infrastructure, transportation connectivity and access, topography considerations, land use adjacency, growth management principles, etc.

ENGINEERING

The Engineering Division will primarily use the Future Land Use Map when planning for future infrastructure capacity. The Engineering Department will also use the population projections associated with the Future Land Use Map to plan for when the infrastructure will be needed.

PARKS AND RECREATION

Like the Engineering Division, the Parks and Recreation Department will primarily use the Future Land Use Map and population projections to plan for future park, recreation, and open space facilities. These facilities should be strategically located within neighborhoods and near other public uses. The comprehensive plan works with other master plans, like the Parks, Recreation, and Open Space Master Plan adopted in 2020, to identify the location of park facilities and improve connectivity through the use of trails.



PLANNING CONTEXT

While developing the vision for the community, it is crucial to understand and assess the planning context and existing conditions. Planning recommendations, developed as part of the comprehensive planning process, need to align with the unique opportunities and challenges faced by La Porte.

FUTURE BY THE BAY

La Porte is bordered by Upper San Jacinto Bay on the northeast and Trinity Bay on the east. La Porte has the potential to leverage its proximity to the bay by developing new amenities and improving the existing amenities such as Sylvan Beach Park and Bay Shore Park. In planning for the future by the Bay, the City also needs to be mindful of the challenges it faces as a bayfront community, such as vulnerability to natural disasters, especially hurricanes and flooding in the case of La Porte.

In the last few years, natural disasters have become more frequent, dangerous, and costly. FEMA declared a total of 13 disasters in Harris County between 2011 and 2023, including hurricanes, floods, severe storms, fire, COVID-19, and severe ice storms. In 2020, the County was hit by Hurricane Hanna and Tropical Storms

Marco and Laura within a month, causing widespread destruction to life, property, and businesses. In 2021, severe winter storms disrupted day-to-day activities.¹ La Porte experienced extensive tree, fence, power line, and residential and industrial property damage due to tornadoes in 2015 and 2017.² It is well established that the frequency and intensity of disasters will increase due to climate change, which calls for resiliency planning, land use, built environment modifications, and improved mitigation strategies.

INFILL AND REDEVELOPMENT

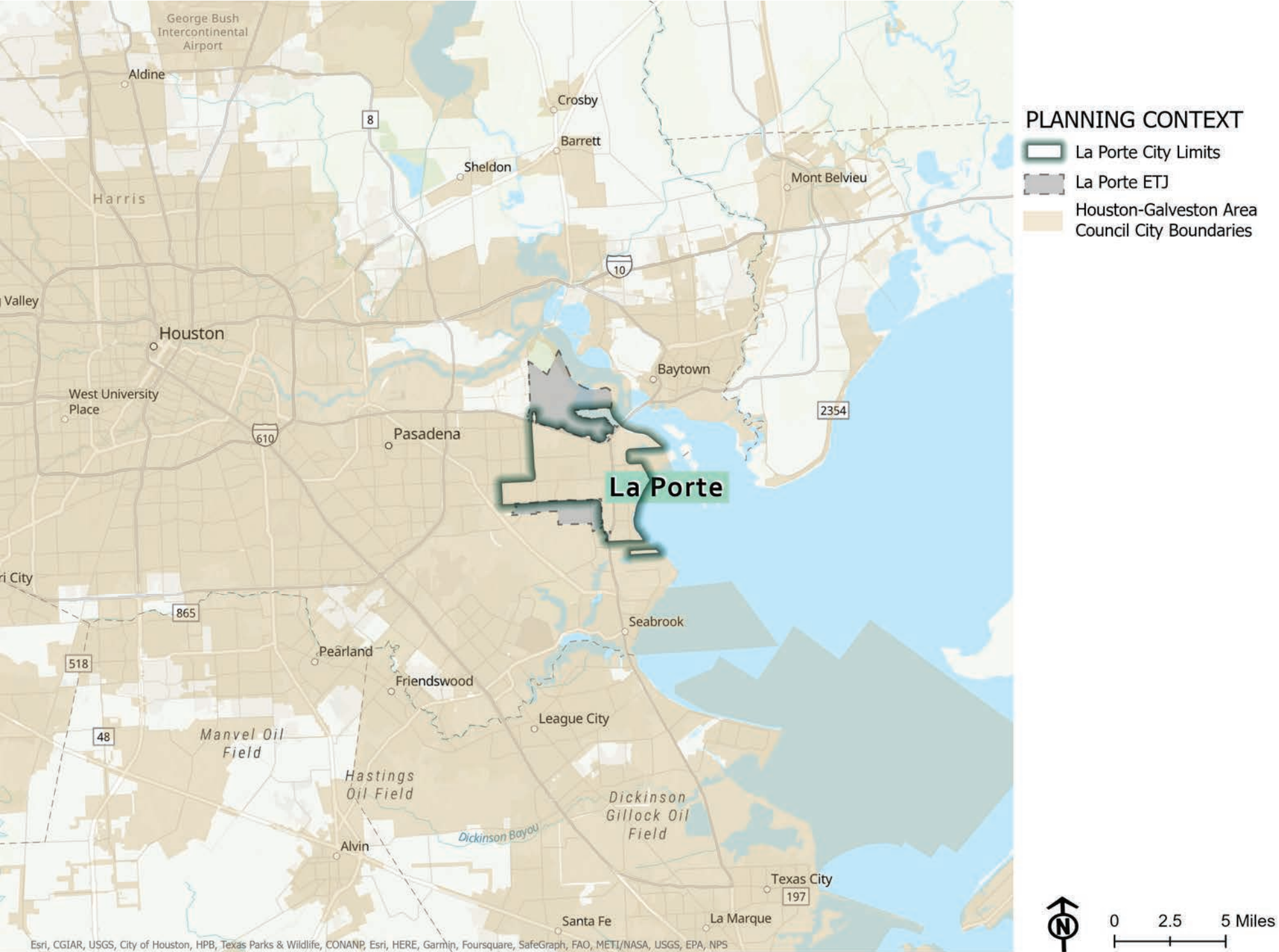
La Porte has limited options for outward growth due to being bound by other municipalities, limited available ETJ, and natural boundaries, like the bayfront. The City is currently bounded by the municipalities of Deer Park, Pasadena, Morgan's Point, and Shore Acres. The City also operates two Industrial Districts in the ETJ, the Bayport Industrial District and the Battleground Industrial District, further limiting outward growth into the

ETJ directly adjacent to the northern and southern city limits. While planning for future development, infill and redevelopment will play an important role in revitalizing existing areas and fully utilizing existing land parcels in the City.



1. FEMA Disaster Declarations for States and Counties, [Disaster Declarations for States and Counties | FEMA.gov](#)

2. Harris County Multi-Hazard Mitigation Action Plan Volume 1 – Are-wide Elements, [HarrisCounty-Vol1_Area_Wide_Elements.pdf \(readyharris.org\)](#)

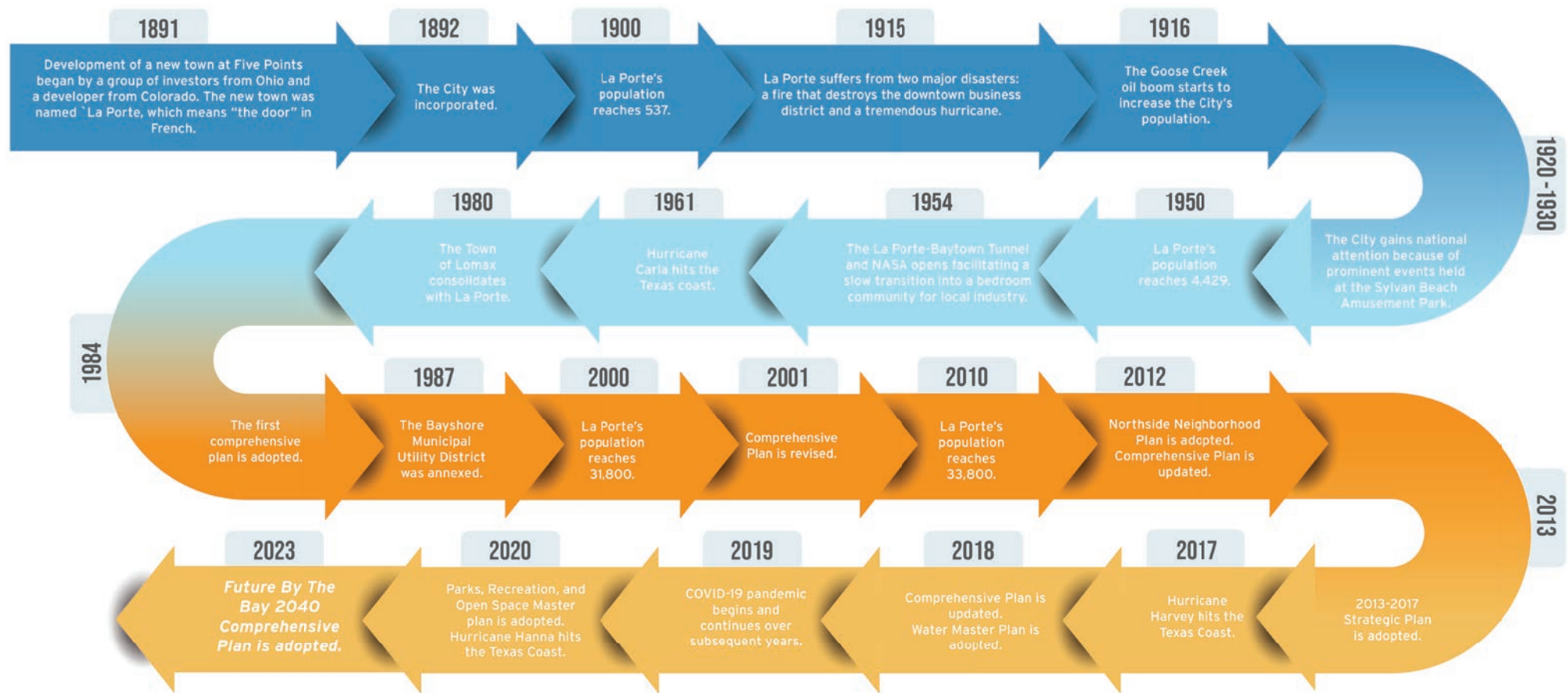


Map 1. Planning Context

PLANNING HISTORY

Previous local and regional planning efforts should be considered when developing a comprehensive plan to ensure coordinated recommendations for the study area. This section provides an overview of relevant plans and their applicability to the comprehensive plan. La Porte benefits from remarkable discipline in continuing planning efforts beyond the comprehensive plan as shown in Figure 1.

Figure 1. Planning History



PREVIOUS PLANNING EFFORTS

As part of the comprehensive planning process, existing plans and policies adopted by the City were reviewed and analyzed along with planning efforts in progress. Goals, objectives, and action items from each plan were extracted and examined to inform the vision, guiding principles, and recommendations outlined in this Plan. This section provides an overview of the most recent planning policies, plans, and studies that guide La Porte's development.

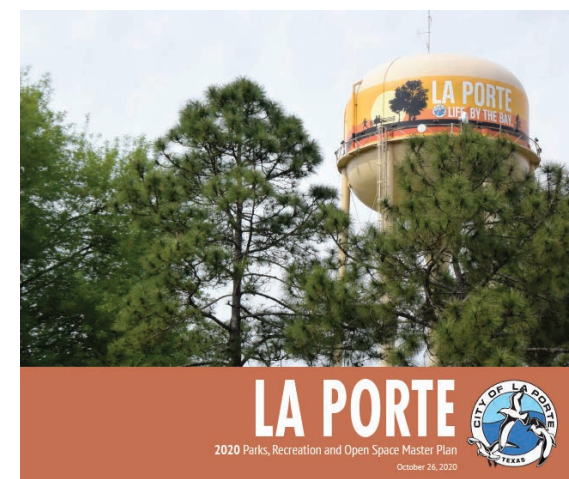
COMPREHENSIVE PLAN UPDATES

The City of La Porte 2030 Comprehensive Plan was adopted in October 2012 and updated in November 2018. Both the 2012 and 2018 Comprehensive Plan Updates act as guiding documents in planning for the future of La Porte. The plans identify numerous recommendations, some of which remain relevant given the existing conditions and community vision for La Porte today. Both the comprehensive plan updates were developed as a result of extensive public input and reflect the vision of the residents for future development in La Porte. While land use patterns, transportation concerns, and economics have changed over time, the

plans propose recommendations that will help solve existing development constraints faced by the City of La Porte. The relevant strategies from the previous plans are included in this Plan in the form of land use, transportation, and economic development recommendations.

PARKS, RECREATION, AND OPEN SPACE MASTER PLAN

Since the original Parks, Recreation, and Open Space Master Plan was completed in 2002, La Porte has steadily and increasingly invested in its parks and recreational facilities, parks, and programming. The latest update to the Parks, Recreation, and Open Space Master Plan was adopted in 2021. The parks and trails network is a central element of the past comprehensive plans and is expected to continue with the expansion of this infrastructure as a critical strategy to attain the City's long-range goals. By 2040, it is envisioned that all residents will have equitable access to a park or open space facility and the trails network will have extensions to all residential neighborhoods and will connect to parks, schools, and other destinations across the City.



NORTHSIDE NEIGHBORHOOD PLAN

La Porte has a vested interest in the continued growth and enrichment of the Northside Neighborhood. In 2000, the City published the Northside Neighborhood Plan that highlighted several issues in the community and resulted in proactive solutions such as the increased presence of law enforcement, the construction of affordable housing options, and the removal of unwanted dangerous buildings. The plan prioritizes recommendations and action items into short-term, mid-term, and long-term based on community input and existing conditions analysis. The Future Land Use Plan (presented in Chapter 3 of this comprehensive plan) designates the Northside Neighborhood as an opportunity area and recommends strategies to ensure continued implementation of the Northside Neighborhood Plan.

WATER MASTER PLAN

The Water Master Plan was adopted by the City of La Porte in October 2019. As part of this Plan, the City developed its GIS for both water and sewer systems. The plan evaluates the existing system under current conditions, with the immediate known development and under ultimate development conditions.

The recommended water system improvements are designed to handle existing and future development and assist the City with the development of a Capital Improvement Plan for water facilities.

Figure 2. Northside Neighborhood Plan



DEMOGRAPHICS

The demographic analysis examines the population characteristics in La Porte. The analysis presented in this section will inform the vision and recommendations of this Plan.

POPULATION AND GROWTH

La Porte experienced a steady growth in population with a 4 percent increase in population over the last decade, which aligns with the growth patterns of peer communities in the region. In 2018, the Houston-Galveston Area Council (H-GAC) created a regional growth forecast that projects the region's population will increase by 5.1 percent between 2015-2045.¹ Assuming that the population continues to grow at 0.9%², the population will increase to 38,416 in 2030 and to 42,017 in 2040.

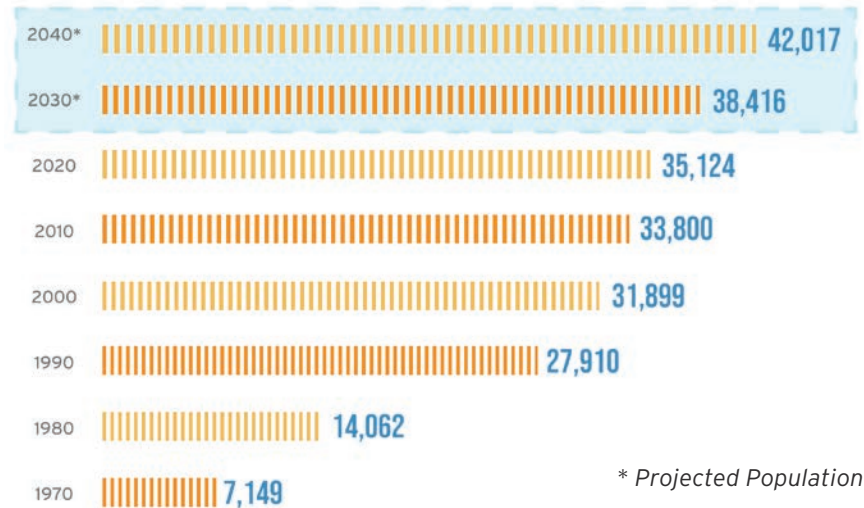
RACE AND ETHNICITY TRENDS

La Porte houses a predominantly White population (71%), followed by Two or More Races (12%), and Black population (9%). The Hispanic community grew from 29% to 37% between 2010 and 2020.

¹ 2018 H-GAC Regional Growth Forecast, <https://datalab.h-gac.com/rgf2018/>

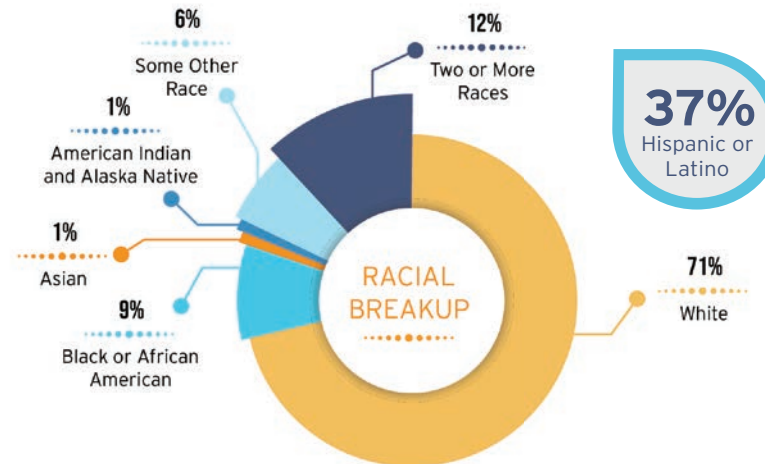
² Annual growth rate between 2010 and 2022 based on U.S. Census data.

Figure 3. Population Growth



Source: Decennial Census, population projections based on Compound Annual Growth Rate

Figure 4. Race and Ethnicity



Source: U.S. Census, American Community Survey 2021 5-Year Estimates

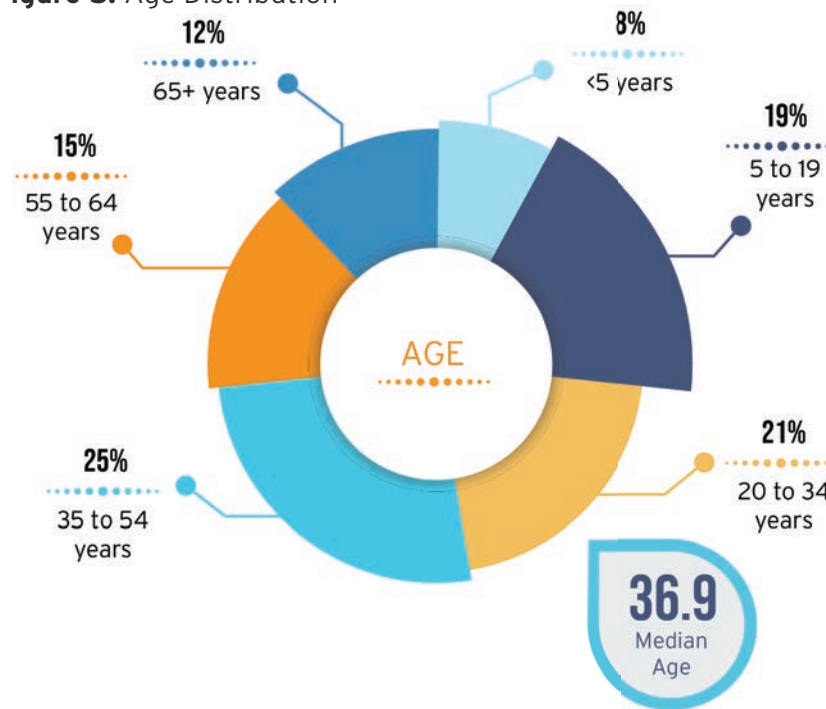
AGE DISTRIBUTION

Understanding age patterns helps La Porte plan for the appropriate programs, services, housing, jobs, and quality-of-life amenities.

The largest portion of La Porte's population is between the ages of 35 and 54 years, followed by 20 to 34 years. These two cohorts combined represent the common labor force years. The strong labor force speaks to La Porte's growing economic clout in the region. The next largest group is "young", between the ages of 5 to 19 years, denoting families with children.

The oldest segment of the population is the sector has increased since 2010, which implies people of retirement age and beyond are coming to the City or continuing to age in place.

Figure 5. Age Distribution



Source: U.S. Census, American Community Survey 2021 5-Year Estimates

ECONOMIC OPPORTUNITY

EDUCATIONAL ATTAINMENT

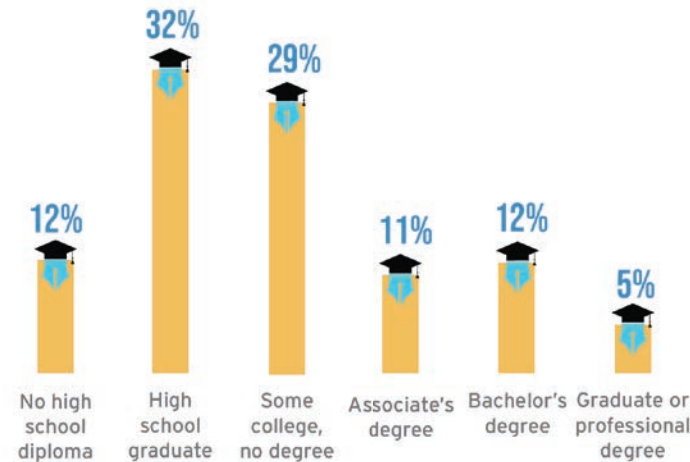
In La Porte, nearly 32 percent of the population has graduated high school and almost 17 percent have attained a Bachelor's degree or higher. A skilled worker base allows cities to grow while increasing the prosperity of the community. La Porte can take steps to prepare its high school graduates for the workforce and jobs of the future, ultimately helping residents overcome economic adversity.

EMPLOYMENT

There are 17,908 people over the age of 16 and considered eligible to enter the workforce¹. Due to the COVID-19 pandemic, an increase in unemployment is to be expected. One way to make a community more resilient in the future is to diversify the economy, so it is not as vulnerable to outside threats. When there are a variety of employment sectors in a city, it is less likely for struggles in a single sector to affect its overall economy.

¹ U.S. Census, American Community Survey 2021 5-Year Estimates

Figure 6. Educational Attainment



Source: U.S. Census, American Community Survey 2021 5-Year Estimates

Figure 7. Top Employment Sectors



Source: U.S. Census, American Community Survey 2021 5-Year Estimates

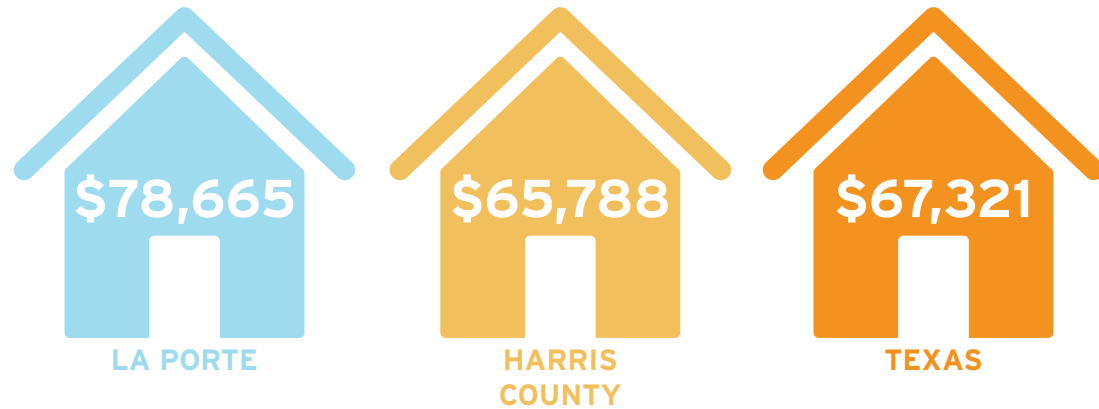
INCOME

The median household income in La Porte is \$78,665, which is higher than the Texas and Harris County. This comparison, especially when coupled with La Porte's relative affordability of housing, indicates the presence of residents with disposable income that could potentially be captured by local retail and commercial developments, as well as a greater capacity for entrepreneurship. It is important to note that increasing incomes is an upward trend, indicating that those people already in La Porte are being lifted up with it rather than being priced out by newcomers.

MOBILITY

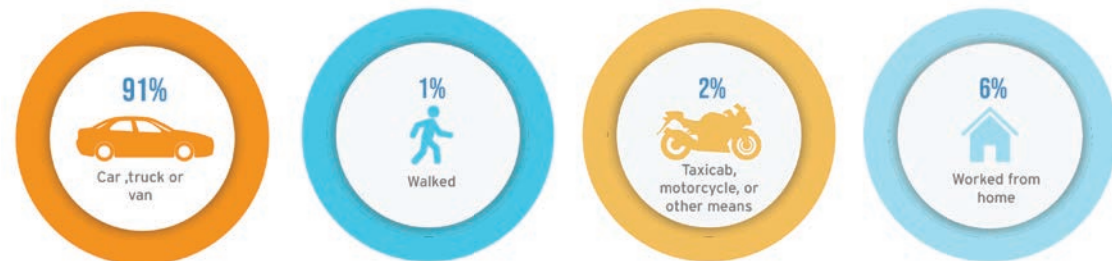
About 95 percent of households in La Porte have at least one car. Those without vehicles depend on other modes of transportation to get to jobs, school or to run errands. Improvements to transit can help meet the needs of these households, especially for short trips.

Figure 8. Median Household Income



Source: U.S. Census, American Community Survey 2021 5-Year Estimates

Figure 9. Means of Transportation to Work



Source: U.S. Census, American Community Survey 2021 5-Year Estimates

HOUSING OPPORTUNITY

HOUSEHOLD COMPOSITION

La Porte's household composition breaks down to 72.6 percent family households and 27.4 percent non-family households. Family households have one or more people who are related, whereas non-family households are an individual living alone or sharing with non-relatives (roommates). As of 2021, about 27 percent of households have one or more children under the age of 18. Households with children under the age of 18 have decreased since 2010, showing a trend towards households aging in place and younger families and first-time-home-buyers choosing to live elsewhere.

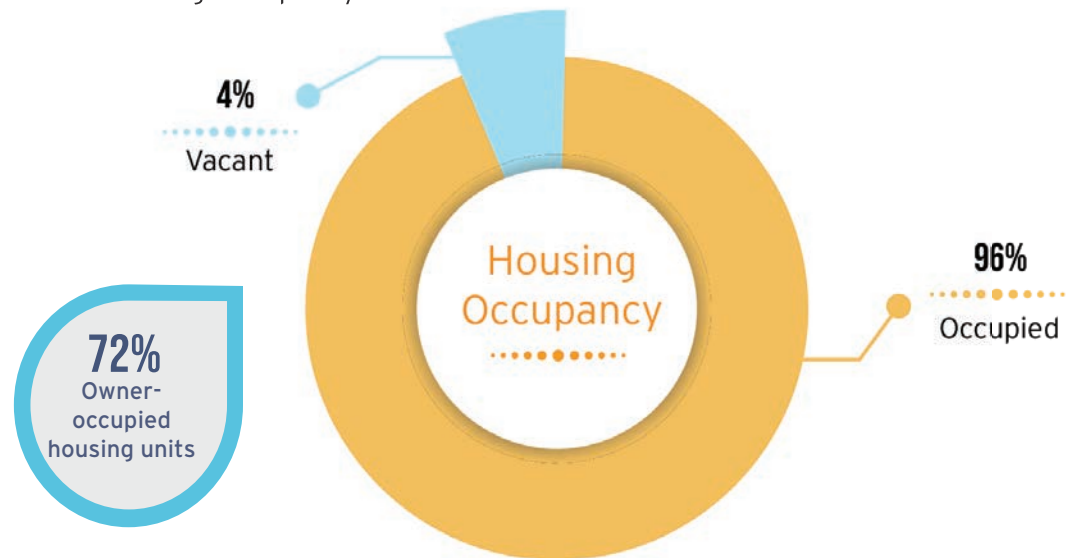
There is a corresponding trend towards retirees settling in La Porte, shown by the fact that households with one or more persons over the age of 60 have increased. This speaks to a need to address aging in place in La Porte.

This information is important as it may indicate a shift toward alternative housing choices, such as smaller lots and higher-density housing options. Currently, About 74 percent of La Porte's housing units are comprised of single-family detached style homes.

Although the demand for single-family homes will likely continue, the housing stock in La Porte is currently not very diversified, so more variety of housing options could be beneficial.

2.84
AVERAGE HOUSEHOLD SIZE

Figure 10. Housing Occupancy



Source: U.S. Census, American Community Survey 2021 5-Year Estimates

OCCUPANCY RATES

Currently, there are 12,496 occupied housing units in the City of La Porte. Of these, 72 percent are owner occupied and 28 percent are renter occupied. This is a significantly higher owner occupancy rate than the U.S. average of 56.4 percent, however, it is down from La Porte's 2010 rate of 78 percent, meaning La Porte's rate of renters is increasing. High homeownership rates mean residents have a long-term interest in the future development of the community, as homeownership is considered to be a long-term commitment by most people.

HOUSING STOCK

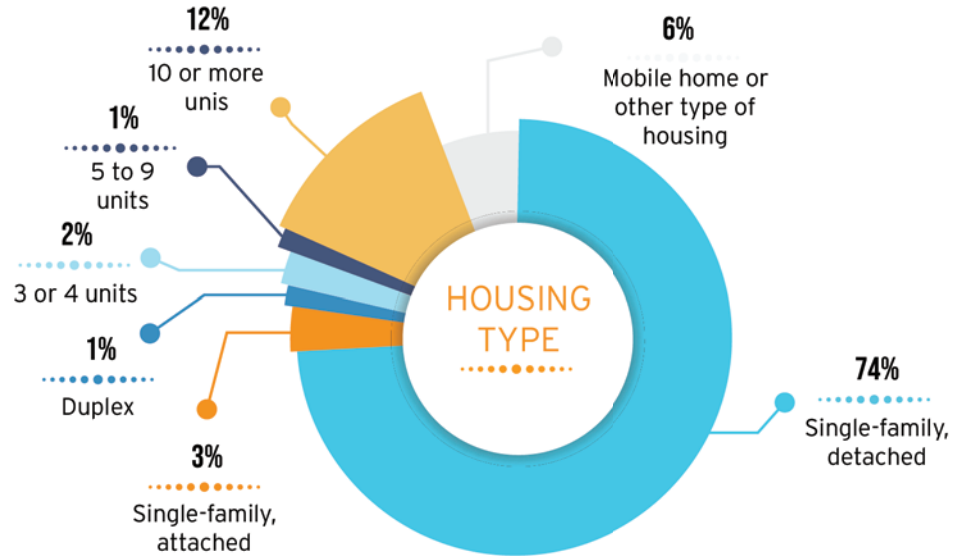
Of the 12,725 occupied housing units in the City of La Porte, 74 percent are single-family detached homes, 6 percent are mobile homes or other, 1 percent could be considered “missing middle” housing, and 12 percent are in larger apartment buildings.

Approximately 44 percent of La Porte’s total housing stock was built between 1970-1989. Areas of older housing that may be candidates for rehabilitation and repair are concentrated in certain neighborhoods, particularly the historic core. These areas provide some of the needed missing middle housing and age-in-place opportunities.

HOME VALUE

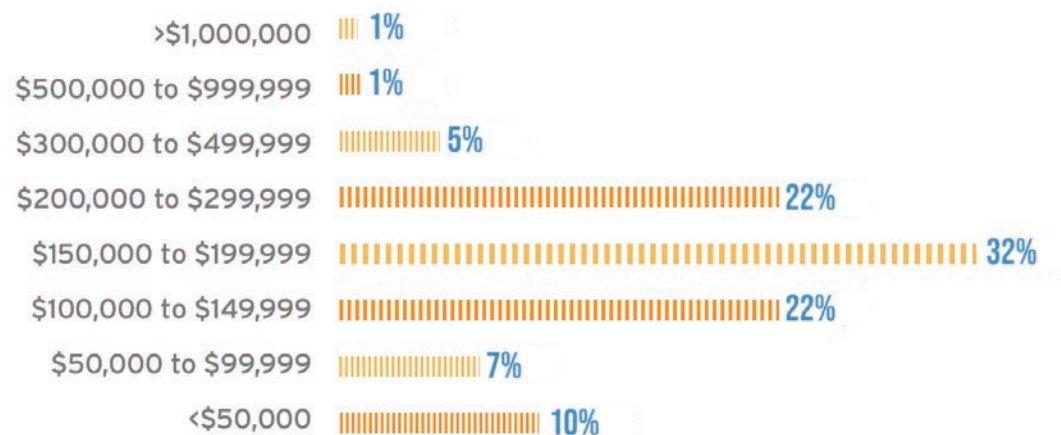
Generally, La Porte’s average household income has kept pace with median home values. The median home value in the area is \$165,800. This sets La Porte apart compared to other cities in Texas, which are seeing greater disparities between home value and household income.

Figure 11. Housing Type



Source: U.S. Census, American Community Survey 2021 5-Year Estimates

Figure 12. Home Value



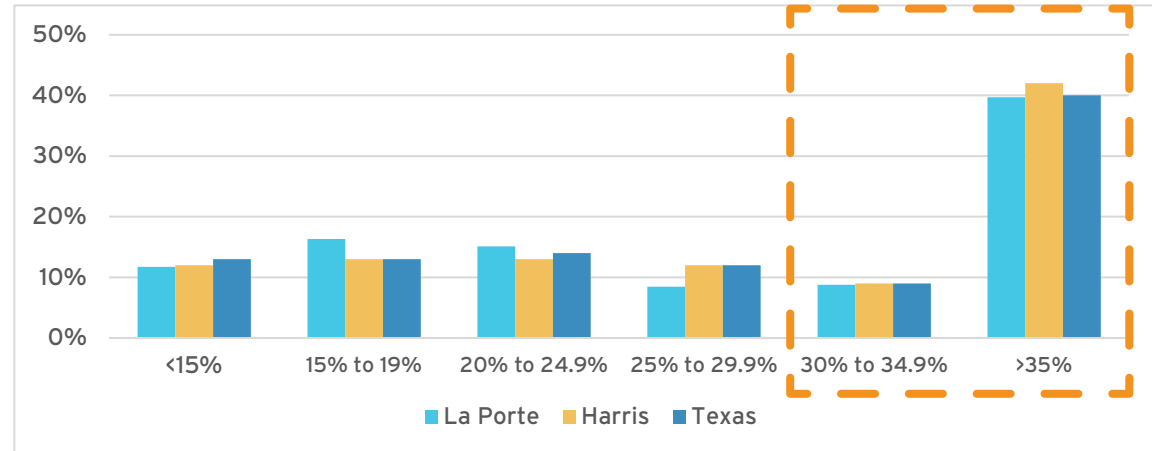
Source: U.S. Census, American Community Survey 2021 5-Year Estimates

HOUSING ATTAINMENT & AFFORDABILITY

Compared to surrounding cities, the housing in La Porte is relatively affordable, making it a great place to raise a family, begin a career, and purchase a home. These strengths can be built upon to continue to make La Porte an equitable community that provides an opportunity for all residents to thrive.

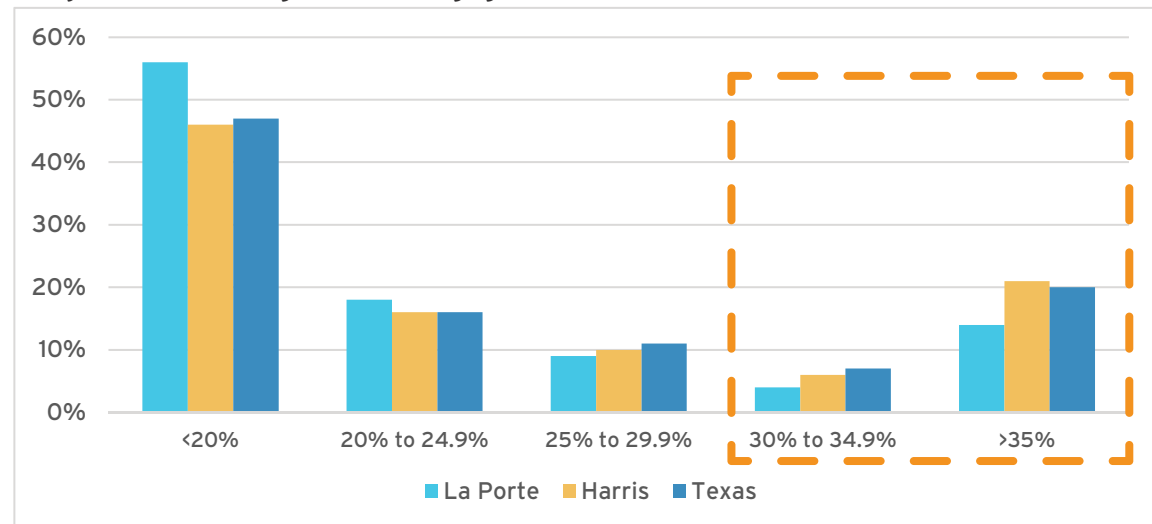
It is recommended that households spend no more than 30 percent of their income on housing costs. Households that spend more than 30 percent of their income on housing are considered cost-burdened. In 2021, 48.4 percent of renter households spent more than 30 percent of their income on housing while 18 percent of owner households did the same. While homeowners are facing fewer affordability problems in La Porte than renters, the housing cost burden for renters in La Porte is well below the U.S. average of 48.4 percent and the housing cost burden for owners in La Porte is well above the U.S. average of 26.6 percent.

Figure 13. Housing Costs, Rent



Source: U.S. Census, American Community Survey 2021 5-Year Estimates

Figure 14. Housing Costs, Mortgage



Source: U.S. Census, American Community Survey 2021 5-Year Estimates

EXISTING LAND USE

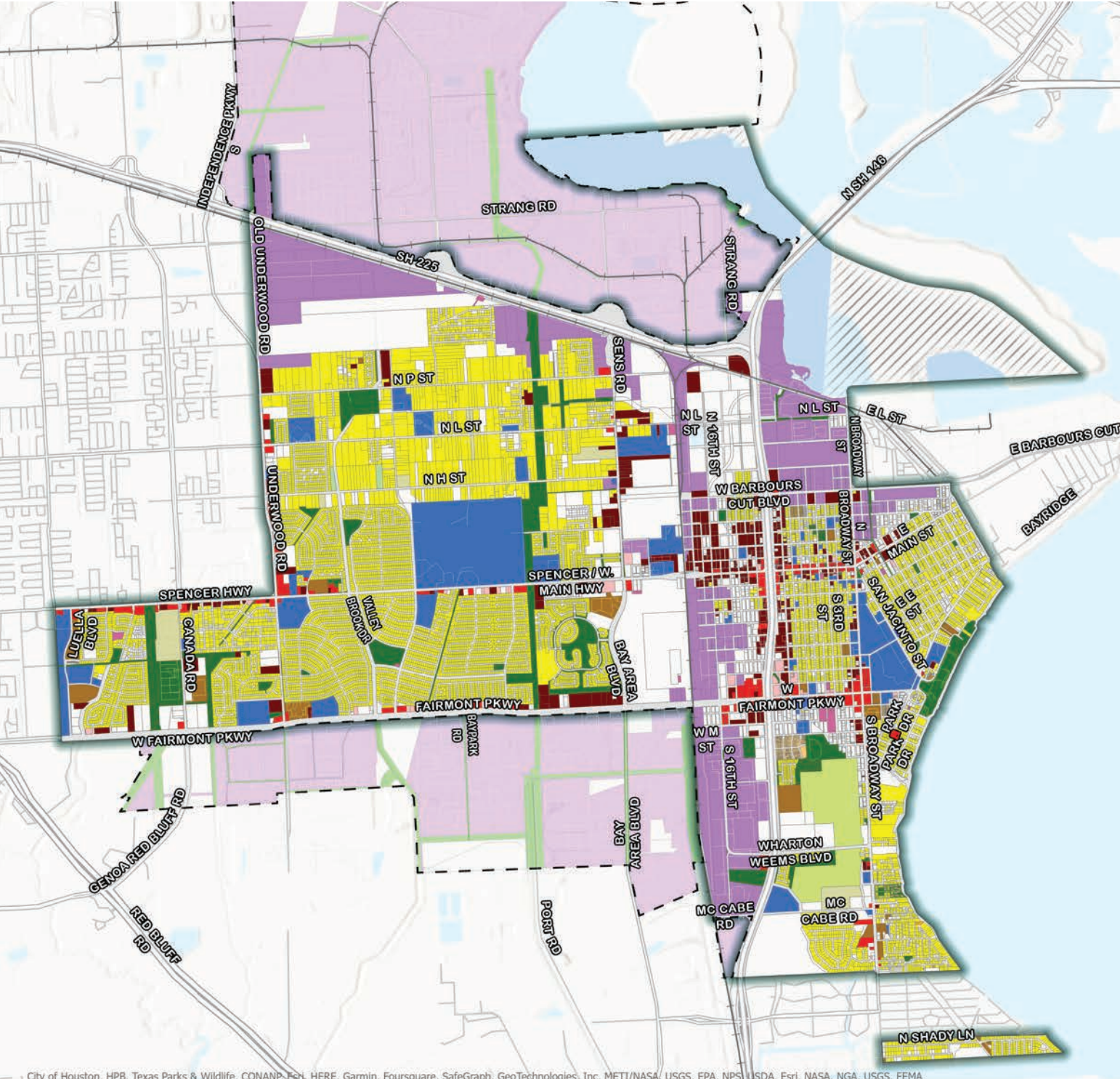
The City is comprised of a combination of existing residential, commercial, industrial, institutional, and recreational developed land use areas. These areas are intermixed with and surrounded by vacant or undeveloped lands; for this cursory existing land use analysis, all undeveloped land within the City limits is classified as vacant. The City has the legal ability to exercise authority beyond the City limits within its extra-territorial jurisdiction (ETJ). La Porte operates two industrial districts within its (ETJ) - the Bayport Industrial District and the Battleground Industrial District. La Porte is a rapidly growing city, so evaluation of existing land use and entitlements is a snapshot in time that will change even throughout the course of this planning process.

One of the primary purposes of analyzing existing land use is to get an overall feel for the composition of the City. It is a high-level analysis that helps create the framework for developing the Future Land Use Map that is shown in Chapter 3 of this comprehensive plan.

While there is potential for new developments both within the City limits and the ETJ as La Porte grows, infill development and redevelopment opportunities remain and should not be overlooked in the older parts of town, like Main Street.

Table 1. Existing Land Use Acreages

LAND USE CATEGORY		CITY		ETJ	
		ACREAGE	%	ACREAGE	%
	Single Family	3,214.7	25.4%	0	0%
	2-Family (Duplex)	7.0	0.1%	0	0%
	Townhome	22.7	0.2%	0	0%
	Multi-Family	130.7	1.0%	0	0%
	Manufactured Home	106.5	0.8%	0	0%
	Public/Semi-Public	765.4	6%	0	0%
	Office	42.3	0.3%	0	0%
	Retail	146.3	1.2%	0	0%
	Commercial	411.2	3.3%	0	0%
	Industrial	1,352.8	10.7%	5,295.2	68.8%
	Utility	22.5	0.2%	0	0%
	Parks and Open Space	540.4	4.3%	416.7	5%
	Private Recreation	193.2	1.5%	0	0%
	Right-of-Way	2,385.1	18.9%	89.5	1%
	Waterbody	628.7	5.0%	0	0%
	Vacant	2,020.6	16.0%	1,890.8	24.5%
	Agricultural	8.2	0.1%	0	0%
	Preserve	639.8	5.1%	0	0%
Total		12,638.0	100%	7,692.2	100%



EXISTING LAND USE

- Single Family
- 2-Family (Duplex)
- Townhome
- Multi-Family
- Manufactured Home
- Public/Semi-Public
- Office
- Retail
- Commercial
- Industrial
- Utility
- Parks and Open Space
- Private Recreation
- Agriculture
- Right-of-way
- Vacant
- Preserve
- Waterbody
- La Porte City Limits
- La Porte ETJ



0 0.5 1 Miles

Map 2. Existing Land Use

PHYSICAL CONSTRAINTS

The City of La Porte is located within the Bay Area of the Houston-Sugar Land-Baytown metro-statistical area (MSA), which is home to more than 7.2 million residents. Most of the newcomers to the area are moving to the surrounding suburbs. La Porte is about 25 miles from Downtown Houston. La Porte is bordered by the cities of Seabrook to the south, Pasadena to the west, Deer Park to the north, and the Bay to the east.

NATURAL FEATURES

La Porte is located on the northwest end of the Galveston Bay at the mouth of Buffalo Bayou and the San Jacinto River. La Porte sits between two of the busiest container terminals in the country.¹ La Porte is located in Gulf Coast, more specifically the Houston Bay Area. The Gulf Coast region is known for its marshes, barrier islands, and estuaries, lending to its natural beauty.² It is characterized by low lying slowly-drained floodplains, which leads to issues with flooding. Due to its acidic soils and sands and sandy loams, the City is not well suited for agriculture, even though there were a few attempts to establish orchards

¹ <https://porthouston.com/container-terminals>
² <https://tpwd.texas.gov/>

in the past. The City's most notable existing opportunities for recreation are Sylvan Beach, Little Cedar Bayou, and the Fishing Pier.

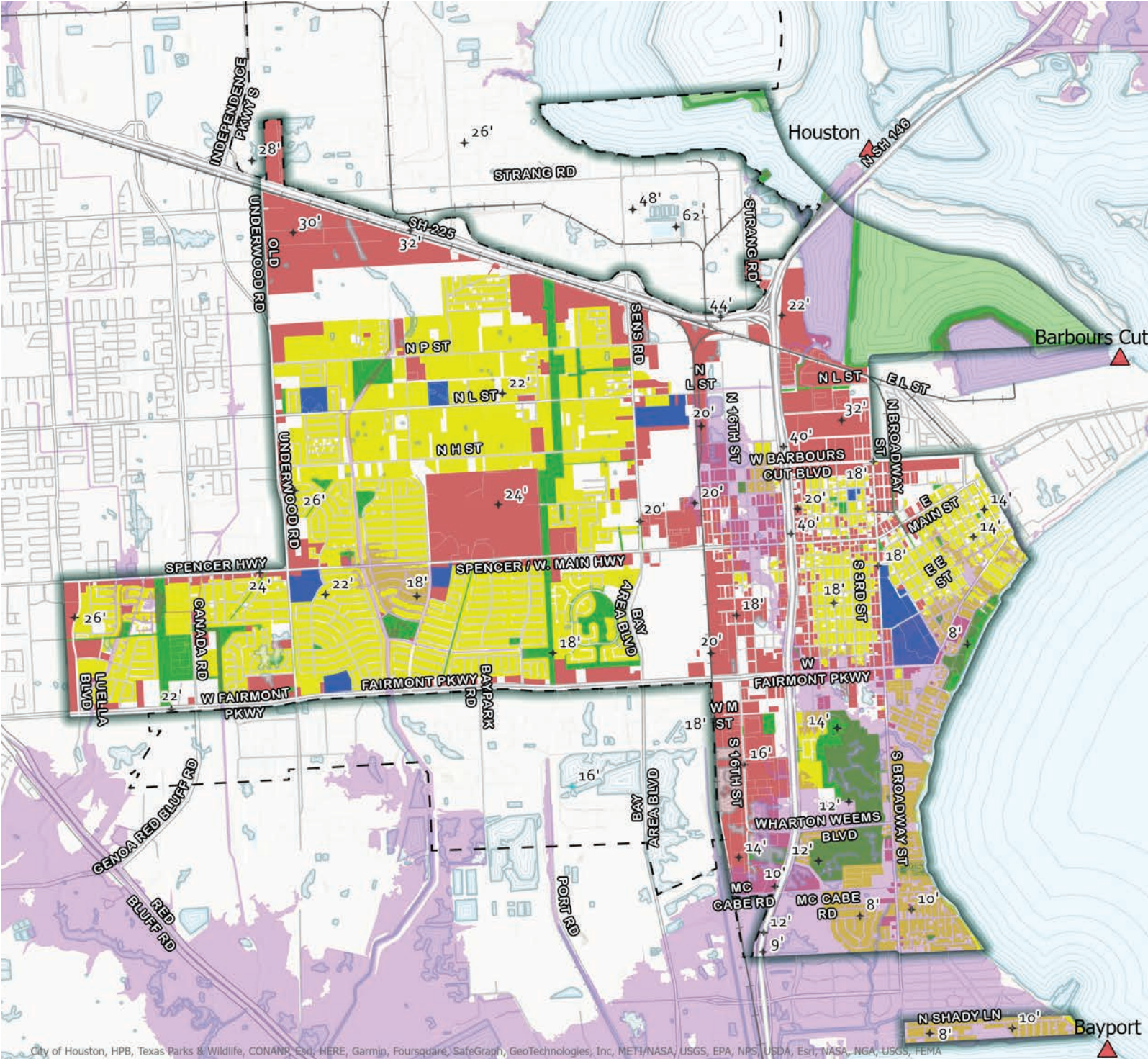
FLOODPLAINS

La Porte is relatively flat, which is typical of cities in the Gulf Coast. Approximately 2,498 acres of land within the City limits are currently located in the 100-year floodplain, shown on Map 3. Commercial and residential buildings and properties in these areas may be at risk. Flood risk is increasing in La Porte as more open land, known as greenfields, is developed and impervious surfaces, such as rooftops and pavement, increase. Impervious surfaces cause stormwater to move quickly over the land rather than absorb naturally into the soil and slowly filter into groundwater or nearby waterways. Additionally, changing weather patterns mean the area can expect more extreme rainstorms and hurricanes in the future. These factors with La Porte's floodplains necessitate flood resilient building and development strategies in the City.

Floodplains throughout the City are generally oriented along the west side of the City and provide the potential to

be used as effective trail corridors to connect to regional open space.





PHYSICAL FEATURES

- ▲ Seaport
- + Spot Elevations
- ~ Wetlands (USFWS)
- ~ Floodplain
- Residential Areas
- Non-Residential Areas
- Parks and Open Space
- Schools
- La Porte City Limits
- La Porte ETJ



0 0.5 1 Miles

City of Houston, HPB, Texas Parks & Wildlife, CONANR, Esri, HERE, Garmin, Foursquare, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, USDA, Esri, NASA, NGA, USGS, FEMA

Map 3. Physical Features



DRAFT



2

VISION AND GUIDING PRINCIPLES

DRAFT



BOY SEEDS
ESTAT
FLE

VICK'S
ANTIQU'S

2nd St

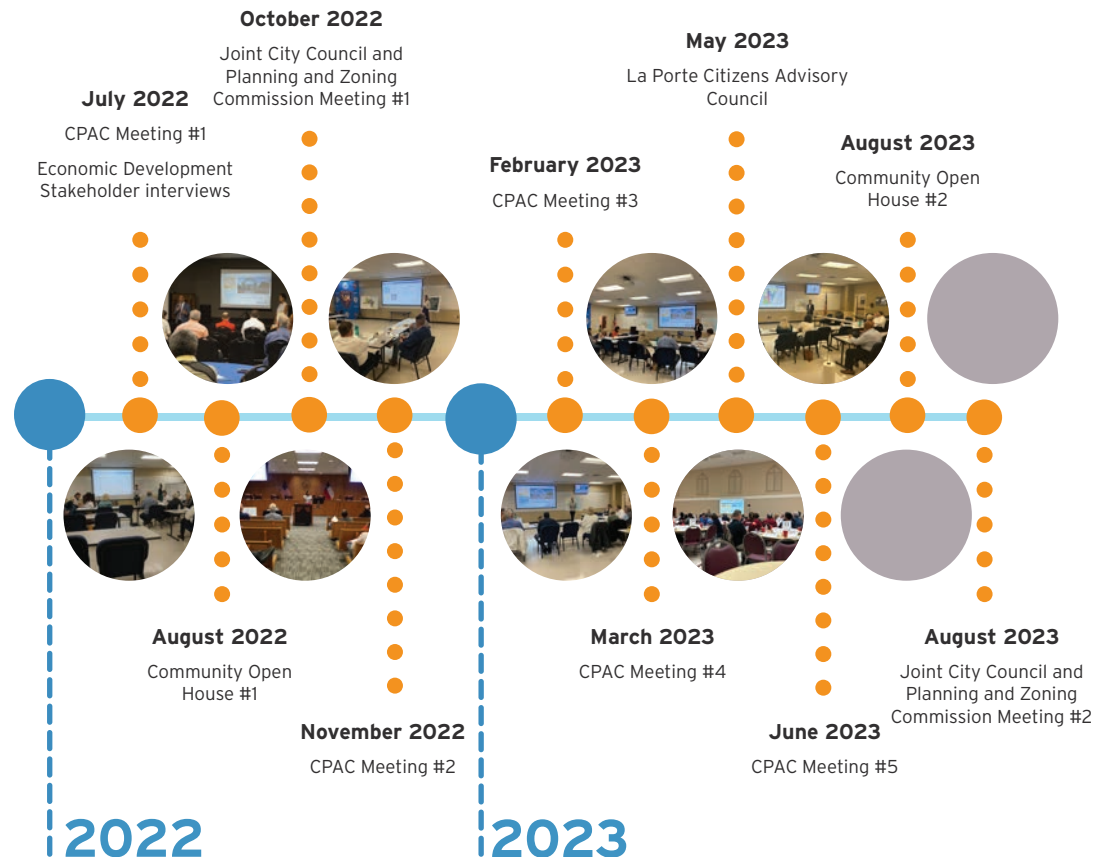
EAST
SIDE
14
DEKALB

PUBLIC ENGAGEMENT PROCESS

Gathering public input is a critical step in developing the Comprehensive Plan. The community's shared values identified in the public engagement process were used to establish the City of La Porte's priorities, which are outlined in the Plan's guiding principles and serve as the foundation for the vision statement. The consultant team incorporated several strategies to inform and engage the community during the 17-month planning process, including stakeholder interviews, community events, online surveys, and check-ins with City Staff and elected officials.

During the initial stages of the plan's development, the Mayor and City Council appointed a Comprehensive Plan Advisory Committee (CPAC) to guide the Comprehensive Plan recommendations. In addition to the CPAC, key stakeholders were also identified to enhance the Plan's understanding of key topical areas. The consultant team, in collaboration with City staff, facilitated CPAC, stakeholder, and public input meetings to gather in-person feedback. An online survey and project website were also utilized to reach people who might not otherwise participate in public meetings.

Figure 15. Engagement Timeline



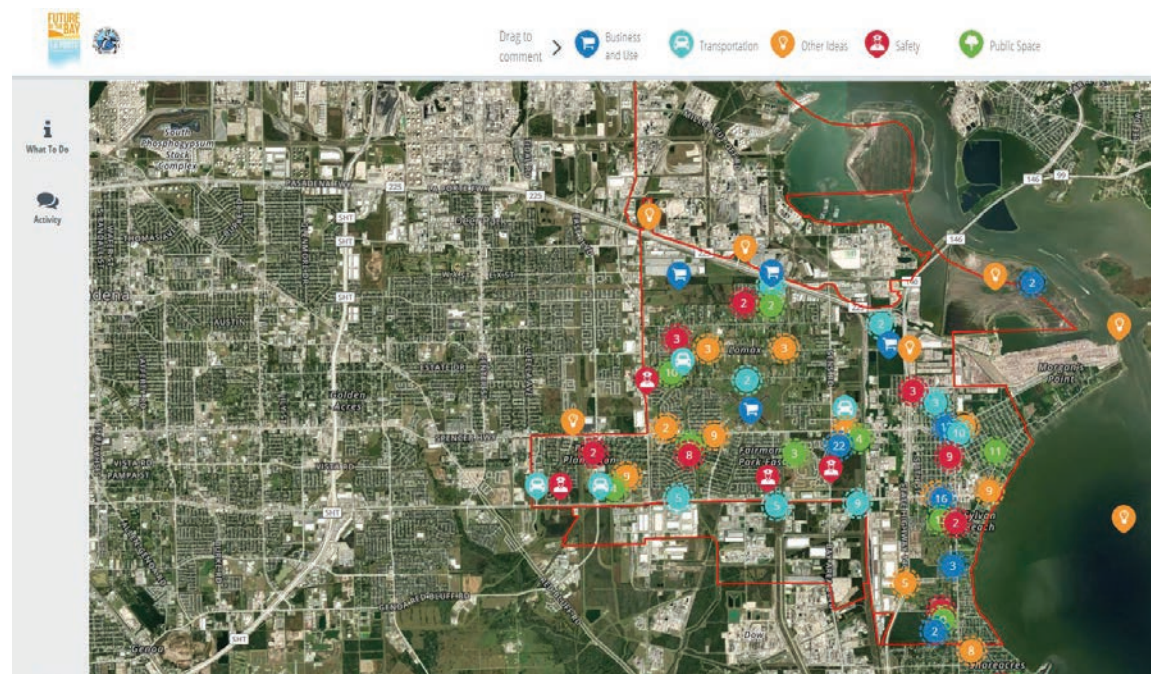
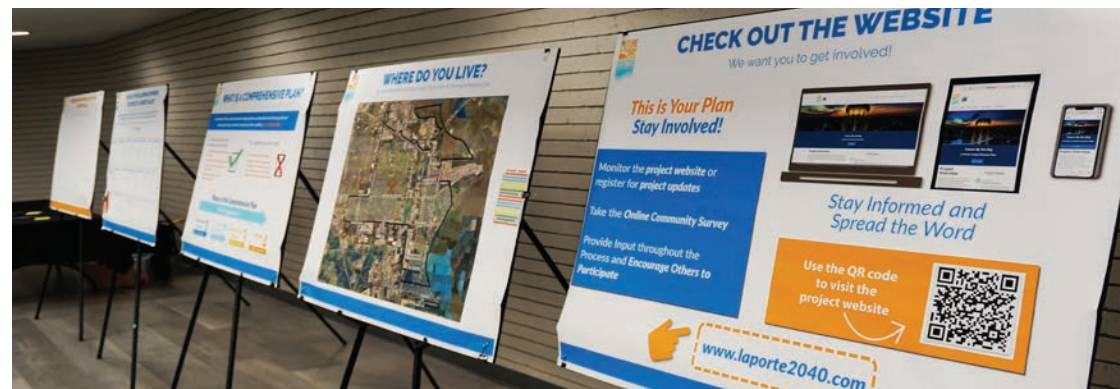
PUBLIC ENGAGEMENT SUMMARY

THE ROLE OF PUBLIC ENGAGEMENT

Public engagement is important to develop relationships with stakeholders and instill trust and support in the decision-making process. City staff, project partners, and the project team utilized various engagement methods and tools throughout the planning process to bring the right people together, educate them regarding the different elements of the Plan, and gather input in a structured, inclusive, and transparent method. The following public engagement methods and tools were used during the development of the Comprehensive Plan.

PROJECT WEBSITE

The project website was developed as a resource for stakeholders to stay up to date on the Plan. They could visit the website to find relevant information about past planning efforts, get an overview of the planning process, view upcoming engagement opportunities, and contact the project team. The website also contained an interactive map to collect feedback for specific locations throughout the City.

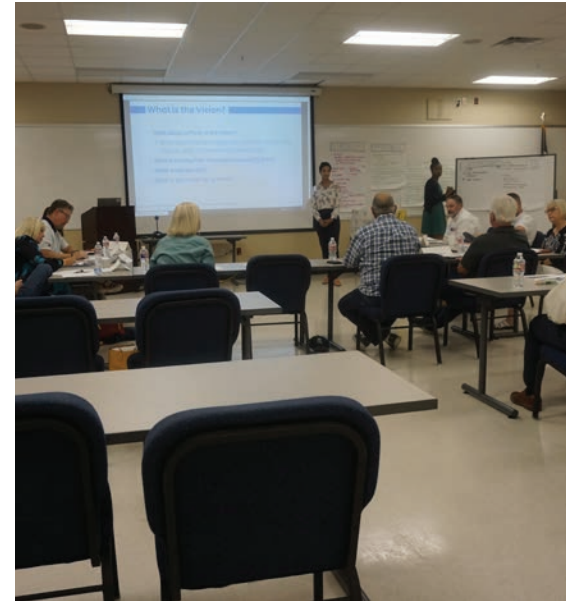


COMPREHENSIVE PLAN ADVISORY COMMITTEE

The Comprehensive Plan Advisory Committee (CPAC) provided knowledge of the community from various perspectives, including long-term residents, community leaders, public agency representatives, business owners, and developers. The CPAC guided development of the Plan by identifying issues and opportunities and helped refine the Plan's recommendations. The project team facilitated five CPAC meetings throughout the planing process; CPAC members were invited to participate in additional outreach event activities like the online survey and community events.

CPAC'S PRIMARY ROLES

- Provide knowledge of the area
- Identify issues and opportunities
- Shape the community's vision and goals
- Guide the Plan recommendations and priorities
- Serve as ambassadors of the Plan



ONLINE SURVEY

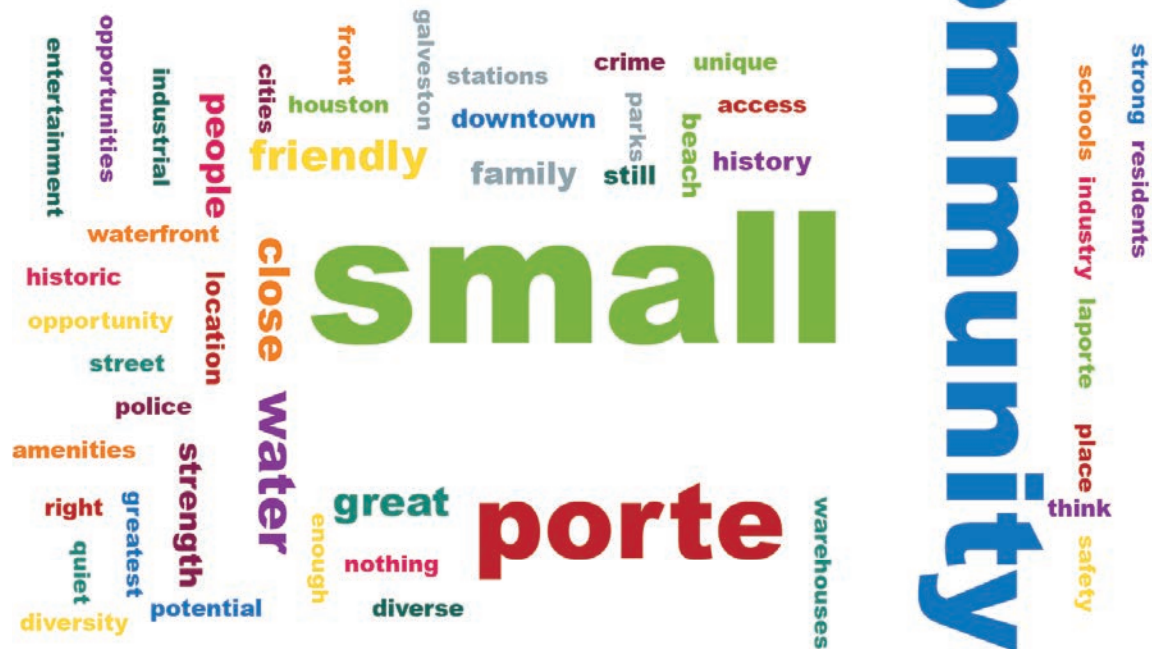
An online survey was utilized during the planning process to gather input and make sure the Plan is reflective of the community's values. The online survey was conducted to measure the local perception of emerging trends, issues, and opportunities in the community. The results helped define the initial priorities of the Plan as it relates to each chapter.

KEY TAKEAWAYS

- Transportation and mobility, infrastructure, and economic development were the highest priorities for the community.
- The community expressed a desire for more shopping opportunities and entertainment in La Porte. Residents currently leave the City for their daily needs.
- There is a desire for a more connected City. Survey respondents want to be able to walk to nearby amenities.
Major roads are often congested during peak travel times.



In your opinion, what is La Porte's greatest strength? What differentiates La Porte from any other city?



STAKEHOLDER MEETINGS

Stakeholders were selected to participate in discussions related to land use, mobility, and economic development. Participants included local residents, business owners, industry representatives, and local organizations. The consultant team, in collaboration with City staff, met with the stakeholders to introduce the comprehensive planning process and gain their collective perspective of the City's challenges and opportunities.

Business and economic development stakeholders were selected by the City to provide a broader understanding of La Porte's business climate. While these stakeholders represent the interests of their industries, they were also selected because of their relationships with other businesses owners in La Porte.

KEY TAKEAWAYS

- Participants expressed a need for more restaurants, businesses, and things to do for residents and visitors.
- There is a need to improve transportation connectivity, reduce traffic congestion, and improve pedestrian and bike infrastructure.
- The City can benefit from a Main Street Manager/Economic Development Director to market La Porte and attract retail and businesses to City.
- Stakeholders would like to see façade improvements, more businesses, more investment, and infill development along Main Street.
- There is a need to educate local business owners and La Porte community about investment opportunities and how to leverage existing economic development programs.
- The City needs to better advertise local attractions and can benefit from incorporating wayfinding signage for different destinations.



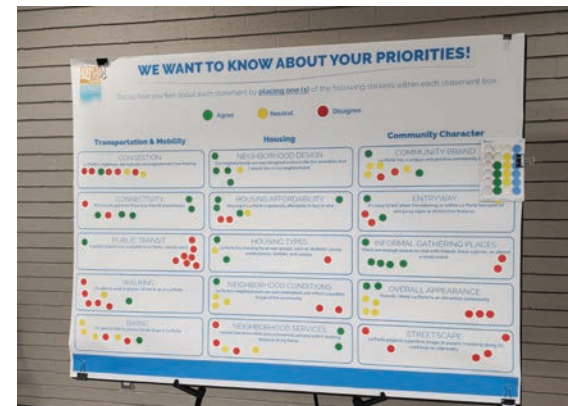
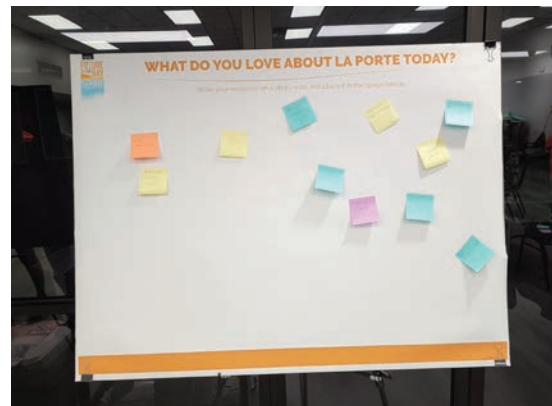
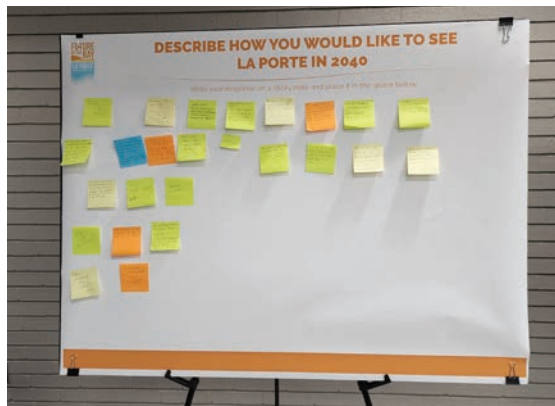
COMMUNITY OPEN HOUSES

Two community open houses were held as part of the Comprehensive Plan process. The first event occurred at the beginning of the process to educate the community on the planning process and gather input about the issues and opportunities for La Porte. The second event was held at the end of the process to confirm the recommendations of the Plan.

The open houses were come-and-go events with interactive boards and a survey station. The consultant team gave a short presentation about the project and engagement opportunities. Following the presentation, attendees were invited to provide input through interactive boards, take the online survey, and talk with the consultant team or City staff. The presentation was streamed on Facebook Live, and a recording is available to view on the City's Facebook page.

KEY TAKEAWAYS/THEMES

- Residents are satisfied with their neighborhood design and housing affordability.
- There is a desire for more retail and commercial options within walking distance of one's home.
- Residents are satisfied with the public services and amenities in La Porte.
- There is room for improvement with cultural and historical facilities.
- Most residents are generally happy with where they live; issues are more city-wide.
- Residents would like to see the City address traffic congestion and make improvements to walking and biking facilities.



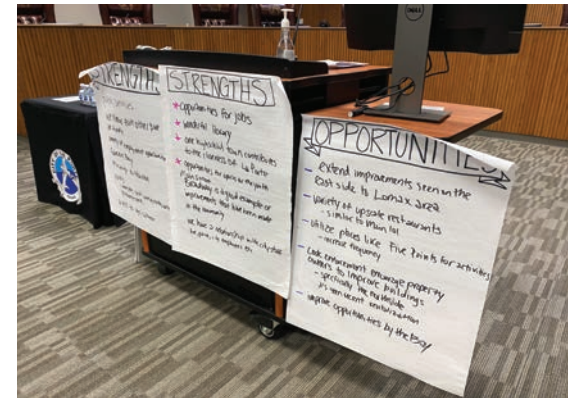
JOINT CITY COUNCIL AND PLANNING & ZONING COMMISSION MEETINGS

The City Council and Planning & Zoning Commission members were kept informed about the project and planning process. Two joint meetings were held as part of the process. Some of these officials also took part in other outreach activities, such as stakeholder interviews and CPAC meetings, and were encouraged to attend all public meetings.



KEY TAKEAWAYS/THEMES

- Partner with other entities to improve roadways.
- Improve roadway safety, mobility, and access.
- There is a desire for more retail, restaurant, and entertainment opportunities.
- Partner with Harris County to improve Sylvan Beach.
- Capitalize on opportunities by the Bay.
- La Porte should be a destination and increase tourism.



LEADING WITH COMMUNITY INPUT

The goal of the Comprehensive Plan is to reflect the values and desires of the community as it plans for future development and growth. To ensure that the community's vision for La Porte is appropriately reflected in the Plan, community input was gathered during all stages of the planning process. The City gathered input using multiple tools such as an online survey, social media posts, advisory committee meetings, stakeholder interviews, and focus groups.

PUBLIC ENGAGEMENT



2

Community
Events



550

Survey
Responses



3

Social Media
Posts



5

Advisory
Committee
Meetings



9

One-on-one
Interviews



WHAT WE HEARD



Recurring Themes

Quotes from Community Members

"More entertainment at Sylvan Beach like food, gift shops and stores"

"Too much heavy industrial traffic."

"Improve drainage and add sidewalks."

"Create hike and bike trails along all the bayous to connect the City."

"The City needs to have the vision to invest in retail development opportunities that provide a walkable community space. Ideally a location that people could work, live, shop and find entertainment."

"I love the small town feel, especially down on Main Street. We enjoy all of the community events and parades."

IMPACT

Each chapter begins with a "Leading with Community Input" spread summarizing the input received related to that chapter topic, the key takeaways, and how that input impacted the recommendations and outcomes of the Plan.

PLAN VISION

This Plan was built on two important components: a vision and guiding principles. The vision statement describes the future the people of La Porte desire in terms of its physical, social and economic conditions. It is supported by guiding principles representing the different aspects of the vision. The vision was developed from the input received by residents, CPAC, and stakeholder groups during the initial engagement stages of the Comprehensive Plan.

VISION STATEMENT

The vision statement should succinctly and vividly describe the community as it ideally will exist in the future. Essentially, this statement describes what it looks and feels like in La Porte in 2040. This statement is intended to guide both the comprehensive planning process as well as the City's future more broadly.

*"La Porte is a **tight-knit** community sitting on the Galveston Bay, with a **variety** of shopping and recreation opportunities for **visitors and locals**. The community prides itself on its **clean and safe neighborhoods, strong businesses, and connected greenspaces**. La Porte embraces its **small-town charm** and character and looks toward the future of **life by the Bay**."*

PLAN VISION



GUIDING PRINCIPLES

When considered holistically, a series of recurring themes begin to emerge representing the priorities of the community. Through this process four guiding principles were identified to guide the planning process.

- Celebrate Bayfront Location
- Improve Transportation and Connectivity
- Enhance Quality of Life
- Strengthen Economic Development

The guiding principles provide overall direction across all Plan components and should be referenced often when making policy and land use decisions. Each guiding principle has detailed strategies that apply to each element of the Plan such as, land use and transportation.



CELEBRATE BAYFRONT LOCATION

There is a desire to attract more people to the bay. The community is proud of what La Porte has to offer, and they want to share it with more people. Branding and wayfinding signage can help visitors and residents navigate to areas of interest, like Main Street and Sylvan Beach. There are opportunities for enhanced historical, cultural, and bayfront tourism capitalizing on the existing assets within the City.



IMPROVE TRANSPORTATION AND CONNECTIVITY

The community wants better vehicular access throughout the City and to be able to walk and bike to key destinations in town, and feel safe while doing so. This could be achieved by improvements to the pedestrian environment, like improving lighting, sidewalks, crosswalks, and slowing vehicular traffic. They would also like to see improvements to reduce conflicts and congestion caused by freight traffic.



ENHANCE QUALITY OF LIFE

The community would like to see more places to gather, like plazas and parks. They would like existing public spaces further enhanced for improved user comfort (e.g., shade and seating) and additional experiences. Support for local art, improving historical areas, revitalizing Main Street.



STRENGTHEN ECONOMIC DEVELOPMENT

The community wants more options for retail, dining, and entertainment in La Porte. This could include restaurants with outdoor seating, music venues, and family-friendly establishments. They would like to see an increased variety of businesses, improved support for local businesses and a proactive focus on economic development.



DRAFT



3

LAND USE AND DEVELOPMENT

DRAFT



DRAFT

INTRODUCTION

This chapter utilizes the existing conditions analysis, market analysis, and community vision to propose the future land use map for the City of La Porte. The chapter elaborates on the future land use categories and proposes opportunity areas to provide a framework for future development and ensure efficient, sustainable, and economically viable development and redevelopment.

The future land use map for La Porte is developed to improve the quality of life of its residents. The land use pattern significantly impacts various City functions such as connectivity and mobility, access to open space and recreation, health and safety, and access to other public services. All these factors collectively contribute to the creation of quality of life, which is crucial to help people age in place as well as attracting young families to the area.

LEADING WITH COMMUNITY INPUT

Which historic and recreational resources should be prioritized for future enhancements?

68%

SYLVAN BEACH PARK

Public Meeting and Survey Comments

"More entertainment at Sylvan Beach like food, gift shops and stores"

"Keep warehouses and industrial companies away from residential areas"

"Better entertainment corridors and improved Main Street."

"A destination part of town that incorporates more variety and selection of retail and parks for everyone to enjoy at times."

What type of retail and services does La Porte need more of?

66%

ENTERTAINMENT AND RECREATION

62%

SIT-DOWN, FULL SERVICE DINING

40%

MORE/BETTER HEALTHY GROCERY STORES

What should attract visitors to La Porte in the future?

1ST RANK

ACCESS TO THE BAY

FUTURE LAND USE AND ZONING

The future land use map is different from the zoning map in that it does not directly affect the regulation of land within the City limits or the ETJ. Rather, it should be seen as a guiding document for determining appropriate land uses and development types. It should be used by the City to guide decisions on proposed zoning and development standards. The following table shows a side-by-side comparison of the purposes, uses, and considerations of the future land use map and the zoning map.

FUTURE LAND USE MAP	ZONING MAP
Purposes	
<ul style="list-style-type: none"> • Outlook for the future use of land and the character of development in the community. • Macro-level, general development plan. 	<ul style="list-style-type: none"> • Basis for applying unique land use regulations and development standards in different areas of the City. • Micro-level, site-specific focus.
Uses	
<ul style="list-style-type: none"> • Guidance for City zoning and related decisions (zone change requests, variance applications, etc.). • Baseline for monitoring the consistency of actions and decisions with the City's adopted Comprehensive Plan. 	<ul style="list-style-type: none"> • Regulating development as it is proposed, or as sites are proposed for the future (by the owner or the City) with appropriate zoning.
Inputs and Considerations	
<ul style="list-style-type: none"> • Inventory of existing land uses in the City. • Developing better area character and identity as a core planning focus along with basic land uses. • The map includes a notation required by Texas Local Government Code Section 213.005: "A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries". 	<ul style="list-style-type: none"> • Future land use map is referred to for general guidance. • Other community objectives, such as economic development, redevelopment, flood preservation, etc. • Zoning decisions that are not compliant with the FLUM will need to be updated or changed when the Comprehensive Plan is next updated.

FUTURE LAND USE

FUTURE LAND USE DASHBOARD

A future land use dashboard has been developed for each land use category. These dashboards outline a variety of elements that help to define the character and type of development that is appropriate within each category, in alignment with the intent and goals of this Plan. Each dashboard includes several components to help readers understand the intent of that specific land use category.

PURPOSE AND CHARACTER

DENSITY, INTENSITY, AND SCALE

DENSITY

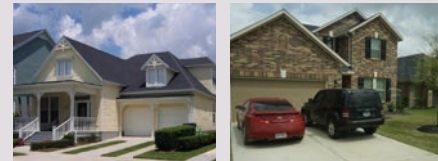
INTENSITY

SCALE

APPROPRIATENESS TABLE

DEVELOPMENT TYPE	APPROPRIATENESS	CONDITIONS
	● ● ●	
	● ● ○	
	● ○ ○	
	○ ○ ○	
	○ ○ ○	
	○ ○ ○	
	● ● ●	
	● ● ●	

PHOTO EXAMPLES



PURPOSE AND CHARACTER

Each category section begins with a general description of the land use category, providing narrative details about the overall intent of and land use make up of each category. The descriptions are a framework for how each area is expected to develop or redevelop in the future.

Descriptions are accompanied by sample imagery to help visually demonstrate the look and feel of the category. Each category will vary in development type, mix, intensity, and scale, as noted in the dashboards and appropriateness tables following the description.

APPROPRIATENESS TABLE

The appropriateness tables show the ratio of residential and non-residential uses expected for that category as well as the expected mix of development types present under each of those. These uses can take the form of several different development types; for example, an office use could appear in a complete neighborhood, an employment center, a shopping center, or an activity center, depending on it's scale, form, and context.

The appropriateness of each development type within a land use category is illustrated using a scale of 0-3 shaded dots.

- **0 shaded dots:** Not appropriate
- **1-2 shaded dot:** Appropriate under given conditions
- **3 shaded dots:** Overall appropriate

To note, parks, open space and civic uses are considered appropriate across all Land Use Categories and are considered appropriate in both residential and non-residential developments, and are therefore not called out separately in the development ratios.

PHOTO EXAMPLES

Photo examples are provided for each land use to provide visual illustration of the type of development appropriate for the land use.

DENSITY INTENSITY AND SCALE

DENSITY

The term housing or dwelling unit refers to a single space that provides for all the necessities of living, meaning it has complete sleeping and living areas plus at least one bathroom and kitchen. A 4-bedroom house is one dwelling unit and a studio apartment is also one dwelling unit.

The term density refers to the number of dwelling units or jobs located in a specific area, noted as an amount per acre. This

plan uses dwelling units per acre to measure residential density and jobs per acre to measure employment density. Each category will have a target range of densities appropriate for that land use.

INTENSITY

Intensity refers to how much of a property or lot is built on, with either buildings or accompanying development elements such as driveways and parking areas. For the purpose of this Plan, Intensity is defined as:

- **Low:** 0-50% lot coverage
- **Medium:** 50-75% lot coverage
- **High:** 75-100% lot coverage

SCALE

Scale refers to the height of the buildings on a property or lot. For the purpose of this Plan, Scale is defined as

- **Low-Rise:** 1 to 2 stories
- **Low/Mid-Rise:** 3 to 4 stories
- **Mid-Rise:** 5 to 9 stories
- **High-Rise:** 10+ stories

DEVELOPMENT TYPES

Each category also includes a set of identified development types and will have a primary or most desirable development type, accompanied by secondary types with varying levels of appropriateness. This strategy allows the City to be flexible with market demands that may change from time to time. Although primary types should remain consistent throughout the life of the Plan, secondary types have the flexibility to change so long as they complement the primary type.



SINGLE-FAMILY HOMES

One housing or dwelling unit on a lot in a single stand-alone building. Generally, the largest lots of all residential development types with low density, scale, and intensity. Single-family homes may include Accessory Dwelling Unit (ADU) that is clearly secondary to the main property unit. ADUs are often above a garage of the primary unit, or at ground level either attached or detached from the primary unit. ADUs are encouraged as a way to support diversity of housing choice and affordability, for both the people that rent the ADU and the people that own the primary unit, as this rental income can help offset mortgage payments.



DUPLEX HOMES AND TOWNHOMES

Two housing or dwelling units on a lot, usually sharing a wall.



MULTIFAMILY

Multiple units contained within a single building, with units usually stacked on top of each other. Usually the individual units are for rent (apartments), but may be for sale (condos). A higher-density multifamily may include multiple buildings on the lot, creating a complex.



NEIGHBORHOOD COMMERCIAL

Less intense commercial development, such as local retail, offices, restaurants, and services to serve residents at a neighborhood scale.



GENERAL COMMERCIAL

More intense and large scale commercial development such as big box stores, chain restaurants, offices, hotels usually located at major thoroughfares. General Commercial uses need to be buffered from single-family residential development to prevent any nuisances caused by them.



LIGHT INDUSTRIAL

Light Industrial is manufacturing, processing, assembly, warehouse, and similar uses that do not generate nuisances (noise, odor, dust, etc.) and are able to house the entire operation inside the building, meaning there are no materials/products being stored or work happening outdoors. They may also produce less heavy truck traffic than “heavier” industry. This may include buildings that can adapt to and house a variety of tenants and/or uses, such as offices, warehouses, and production or research space.



HEAVY INDUSTRIAL

Industrial uses (manufacturing, processing, assembly, warehousing and similar) that do not fit under Light Industrial above.



PARKS AND OPEN SPACE

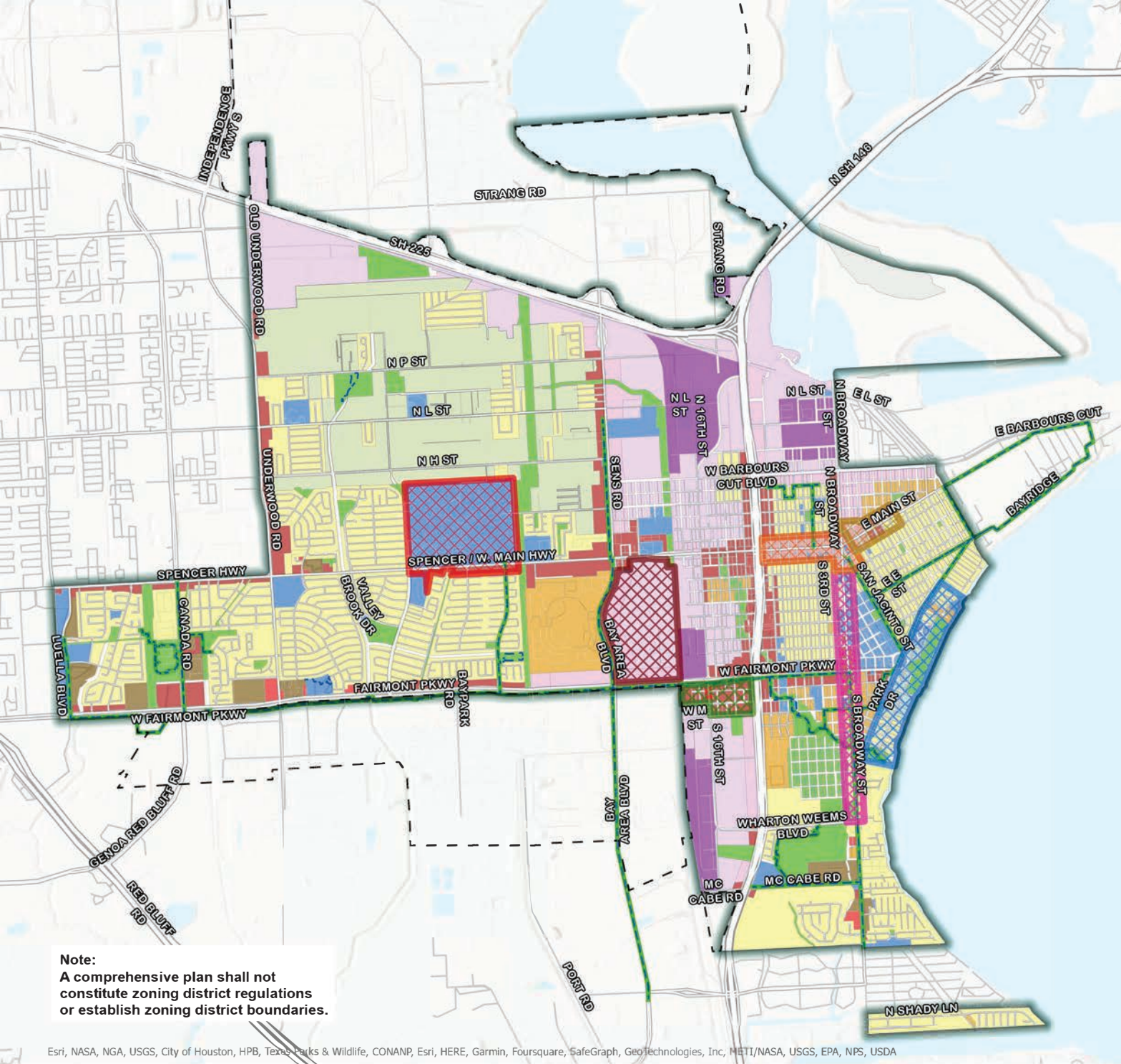
Consists of parks, recreational facilities, and open spaces. Generally considered appropriate or compatible within all land use categories. Park design should be contextually sensitive and provide the types of amenities appropriate for the surrounding land uses. This means parks and open spaces in residential versus non-residential areas may be very different.

FUTURE LAND USE CATEGORIES

The future land use map is composed of 13 Land Use Categories. Each category was created by analyzing existing conditions coupled with recent market trends and the La Porte community's vision. These categories determine the type of land use and development that will reshape the City's current development patterns and reach the goals of this Plan.

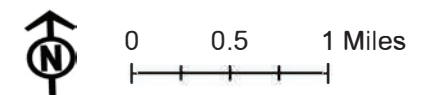
Table 2. Future Land Use Acreages

LAND USE	ACRES	PERCENTAGE
Large Lot Residential	1,408.2	11.1%
Low Density Residential	2,568.8	20.3%
Medium Density Residential	423.5	3.4%
High Density Residential	165.5	1.3%
Mixed Use	27.5	0.2%
Main Street	55.9	0.4%
Neighborhood Commercial	27.2	0.2%
General Commercial	628.1	5.0%
Business Industrial	346.1	2.7%
Light Industrial	1,395.8	11.0%
Heavy Industrial	452.2	3.6%
Public / Institutional	683.6	5.4%
Parks and Open Space	744.9	5.9%
ROW and Unplanned Areas	3,612.0	28.6%
Outside City of La Porte Jurisdiction	98.6	0.8%
Total	12,638.0	100.0%



FUTURE LAND USE

- Airport District Opportunity Area
- Bay Area Boulevard Opportunity Area
- Broadway Corridor Opportunity Area
- Entertainment District Opportunity Area
- Main Street Opportunity Area 1
- Main Street Opportunity Area 2
- Sylvan Beach Opportunity Area
- Low Density Residential
- Large Lot Residential
- Mid Density Residential
- High Density Residential
- Mixed Use
- Main Street
- Neighborhood Commercial
- Commercial
- Business Industrial
- Light Industrial
- Heavy Industrial
- Public / Institutional
- Parks and Open Space
- Outside City of La Porte Jurisdiction
- Bike Paths
- Hike and Bike Trail
- La Porte City Limits
- La Porte ETJ



Map 4. Future Land Use Map

LARGE LOT RESIDENTIAL

PURPOSE AND CHARACTER

The Large Lot Residential classification is for detached single-family homes on large lots. Homes are generally farther apart than homes in a traditional residential subdivision and may differ from the traditional neighborhood pattern. This designation is intended to protect existing large lot neighborhoods such as the Lomax Area. Agricultural, residential, and some non-residential uses that support the residential development, such as parks, recreation facilities, and schools, may be appropriate in the area.

DENSITY
0-1 units per acre
INTENSITY
Low
SCALE
Low-Rise

DEVELOPMENT TYPE	APPROPRIATENESS	CONDITIONS
Single-Family Homes	● ● ●	Small lot single-family detached housing appropriate in this land use category. Lot and site design may accommodate an ADU to the side or rear; ADU should be clearly secondary to the primary residence.
Duplex Homes and Townhomes	○ ○ ○	
Multifamily	○ ○ ○	
Neighborhood Commercial	○ ○ ○	
General Commercial	○ ○ ○	
Light Industrial	○ ○ ○	
Heavy Industrial	○ ○ ○	
Open Space	● ● ●	Generally considered appropriate or compatible within all Land Use Categories.



LOW DENSITY RESIDENTIAL

PURPOSE AND CHARACTER

The Low Density Residential classification is for single-family detached homes in a traditional neighborhood pattern where each dwelling unit is located on an individual lot. Some additional residential development types such as duplexes, townhomes, and multifamily may be allowed based on compatibility with adjacent uses. The level of density may vary between neighborhoods or within the same neighborhood to encourage diverse housing types. Residential and some non-residential uses that support the residential development, such as parks, recreation facilities, and schools, may be appropriate in the area.

DEVELOPMENT TYPE	APPROPRIATENESS	CONDITIONS
Single-Family Homes	● ● ●	Small lot single-family detached housing appropriate in this land use category. Lot and site design may accommodate an ADU to the side or rear; ADU should be clearly secondary to the primary residence.
Duplex Homes and Townhomes	● ● ○	Considered appropriate if similar in character and lot standards to single-family detached.
Multifamily	○ ○ ○	
Neighborhood Commercial	○ ○ ○	
General Commercial	○ ○ ○	
Light Industrial	○ ○ ○	
Heavy Industrial	○ ○ ○	
Open Space	● ● ●	Generally considered appropriate or compatible within all Land Use Categories.

DENSITY
3-8 units per acre
INTENSITY
Low
SCALE
Low-Rise



MEDIUM DENSITY RESIDENTIAL

PURPOSE AND CHARACTER

The Medium Density Residential classification is for attached and detached single-family residential developments such as duplexes and townhomes. The purpose of this land use classification is to provide a higher-density residential development with a balanced mix of residential and associated land uses. Residential and some non-residential uses that support the residential development, such as parks, recreation facilities, and schools, may be appropriate in the area.

DEVELOPMENT TYPE	APPROPRIATENESS	CONDITIONS
Single-Family Homes	● ● ●	Small lot single-family detached housing appropriate in this land use category.
Duplex Homes and Townhomes	● ● ●	
Multifamily	● ○ ○	May be considered appropriate if the development is neighborhood scale and located in transition zones to buffer lower density residential uses from more intense uses.
Neighborhood Commercial	● ● ○	Generally appropriate with site design compatible with adjacent lower density uses. Appropriate in that it provides for retail, office, and services at a scale compatible with and supportive of surrounding neighborhoods. Promotes walkability and 10-minute neighborhoods.
General Commercial	○ ○ ○	
Light Industrial	○ ○ ○	
Heavy Industrial	○ ○ ○	
Open Space	● ● ●	Generally considered appropriate or compatible within all Land Use Categories.

DENSITY
9-12 units per acre
INTENSITY
Low to Medium
SCALE
Low to Low/Mid-Rise



HIGH DENSITY RESIDENTIAL

PURPOSE AND CHARACTER

The High Density Residential classification is primarily intended to provide multifamily housing with higher density, such as apartments and condominiums. The density range for this use may vary significantly based on the location of the development. Residential and some non-residential uses that support the residential development, such as parks, recreation facilities, and schools, may be appropriate in the area.

DENSITY
12-20 units per acre (Garden Style Apartments)
20-30 units per acre (Modern/Mixed use style apartments)
INTENSITY
Medium to High
SCALE
Low to Low/Mid-Rise

DEVELOPMENT TYPE	APPROPRIATENESS	CONDITIONS
Single-Family Homes	○○○	
Duplex Homes and Townhomes	●●○	
Multifamily	●●●	
Neighborhood Commercial	●●●	Appropriate in that it provides for retail, office, and diverse housing options at a scale compatible with and supportive of surrounding neighborhoods. Promotes walkability and 10-minute neighborhoods.
General Commercial	○○○	
Light Industrial	○○○	
Heavy Industrial	○○○	
Open Space	●●●	Generally considered appropriate or compatible within all Land Use Categories.



MIXED USE

PURPOSE AND CHARACTER

The Mixed Use classification is intended to incorporate varying uses, such as office, retail, commercial, and residential in one area. Mixed use development can take the form of vertical or horizontal to integrate different uses within the area. Mixed use development is intended to promote walkability and may incorporate amenities such as plazas, public seating, and pedestrian infrastructure.

DEVELOPMENT TYPE	APPROPRIATENESS	CONDITIONS
Single-Family Homes	○○○	
Duplex Homes and Townhomes	●●○	Appropriate with higher density missing middle housing.
Multifamily	●●●	Overall appropriate.
Neighborhood Commercial	●●●	Generally appropriate with site design compatible with adjacent lower density uses.
General Commercial	●●○	Generally considered appropriate to provide essential commercial and retail options to services adjacent uses.
Light Industrial	○○○	
Heavy Industrial	○○○	
Open Space	●●●	Generally considered appropriate or compatible within all Land Use Categories.

DENSITY
3-20 units per acre
INTENSITY
Low to Medium
SCALE
Low to Low/Mid-Rise



MAIN STREET

PURPOSE AND CHARACTER

The Main Street classification is intended to promote a mix of commercial and residential uses and preserve the unique character of the traditional Main Street area. Development in this area supports a higher-density development pattern to encourage a more walkable and lively commercial environment. Small-scale local commercial is more conducive to this development type over larger auto-centric commercial. Limited mixed use multifamily residential and medium-density single-family homes are appropriate to support the commercial uses.

DENSITY
20-30 units per acre
INTENSITY
Medium
SCALE
Low to Low/Mid-Rise

DEVELOPMENT TYPE	APPROPRIATENESS	CONDITIONS
Single-Family Homes	● ● ●	Considered appropriate with character and lot standards compatible with the Main Street District.
Duplex Homes and Townhomes	● ● ●	Considered appropriate with character and lot standards compatible with the Main Street District.
Multifamily	● ● ○	May be considered appropriate as vertical mixed use with character and lot standards compatible with the Main Street District.
Neighborhood Commercial	● ● ●	Generally considered appropriate as vertical mixed use with character and lot standards compatible with the Main Street District. Local retail and services should be encouraged in this land use category.
General Commercial	● ● ○	Generally considered appropriate as vertical mixed use with character and lot standards compatible with the Main Street District. Local retail and services should be encouraged in this land use category.
Light Industrial	○ ○ ○	
Heavy Industrial	○ ○ ○	
Open Space	● ● ●	Generally considered appropriate or compatible within all Land Use Categories.



NEIGHBORHOOD COMMERCIAL

PURPOSE AND CHARACTER

The Neighborhood Commercial classification includes a variety of lower-intensity commercial uses at the community level that can be appropriately located adjacent to residential uses with limited negative impacts on those uses. This category is intended to serve as a transition zone between lower-intensity residential uses and General Commercial uses.

DEVELOPMENT TYPE	APPROPRIATENESS	CONDITIONS
Single-Family Homes	○○○	
Duplex Homes and Townhomes	○○○	
Multifamily	●●○	May be considered appropriate to encourage mixed use development and walkability.
Neighborhood Commercial	●●●	
General Commercial	○○○	
Light Industrial	○○○	
Heavy Industrial	○○○	
Open Space	●●●	Generally considered appropriate or compatible within all Land Use Categories.

DENSITY
N/A
INTENSITY
Low to Medium
SCALE
Low-Rise



GENERAL COMMERCIAL

PURPOSE AND CHARACTER

The General Commercial classification represents a wide variety of goods and services at the regional level. The scale of the commercial development may vary significantly based on the location of the development. Where the General Commercial classification is located adjacent to existing or proposed residential development, buffering and screening should be in place to reduce the negative impacts on the residential development.

DEVELOPMENT TYPE	APPROPRIATENESS	CONDITIONS
Single-Family Homes	○○○	
Duplex Homes and Townhomes	○○○	
Multifamily	○○○	
Neighborhood Commercial	●●●	
General Commercial	●●●	
Light Industrial	○○○	
Heavy Industrial	○○○	
Open Space	●●●	Generally considered appropriate or compatible within all Land Use Categories.

DENSITY
N/A
INTENSITY
Medium
SCALE
Low to Low/Mid-Rise



BUSINESS INDUSTRIAL

PURPOSE AND CHARACTER

The Business Industrial classification provides for the establishment of industrial development that is compatible with surrounding or abutting residential districts. Uses are limited to administrative, wholesaling, manufacturing, office or industrial business parks, and related compatible uses. Industrial uses with outdoor storage or other operations are not appropriate within this designation. Office and commercial developments are appropriate within this designation.

DEVELOPMENT TYPE	APPROPRIATENESS	CONDITIONS
Single-Family Homes	○○○	
Duplex Homes and Townhomes	○○○	
Multifamily	○○○	
Neighborhood Commercial	●●○	Overall appropriate; retail and services such as restaurants, lodging, etc. that cater to the needs of the workers in this area should be encouraged.
General Commercial	●●●	
Light Industrial	●●●	Considered appropriate with high-quality design standards.
Heavy Industrial	○○○	
Open Space	●●●	Generally considered appropriate or compatible within all Land Use Categories.

DENSITY
N/A
INTENSITY
Medium
SCALE
Low-Rise



LIGHT INDUSTRIAL

PURPOSE AND CHARACTER

The Light Industrial classification is for a variety of manufacturing and storage uses without outdoor operations. These areas should be located along major thoroughfares for easy transportation access and be screened and buffered from adjacent residential areas. Office and commercial development may be appropriate within this designation to support the industrial development.

DEVELOPMENT TYPE	APPROPRIATENESS	CONDITIONS
Single-Family Homes	○○○	
Duplex Homes and Townhomes	○○○	
Multifamily	○○○	
Neighborhood Commercial	●●○	Overall appropriate; retail and services such as restaurants, lodging, etc. that cater to the needs of the workers in this area should be encouraged.
General Commercial	●●●	
Light Industrial	●●●	Considered appropriate with high-quality design standards.
Heavy Industrial	○○○	
Open Space	●●●	Generally considered appropriate or compatible within all Land Use Categories.

DENSITY
N/A
INTENSITY
Medium
SCALE
Low to Low/Mid-Rise



HEAVY INDUSTRIAL

PURPOSE AND CHARACTER

The Heavy Industrial classification includes areas devoted to manufacturing, storage, distribution, business/operations, assembly, and processing. This land use category might include more intense industrial development, which may involve outdoor storage, and/or activities involving toxic material. These areas should be located along major thoroughfares for easy transportation access and be screened and buffered from adjacent residential areas. Office and commercial development may be appropriate within this designation to support the industrial development.

DEVELOPMENT TYPE	APPROPRIATENESS	CONDITIONS
Single-Family Homes	○○○	
Duplex Homes and Townhomes	○○○	
Multifamily	○○○	
Neighborhood Commercial	●●○	Overall appropriate; retail and services such as restaurants, lodging, etc. that cater to the needs of the workers in this area should be encouraged.
General Commercial	●●●	
Light Industrial	●●●	
Heavy Industrial	●●●	Appropriate when the intended development is not toxic to adjacent uses.
Open Space	●○○	Appropriate when adjacent uses do not create a toxic environment for the users of the open space.

DENSITY
N/A
INTENSITY
Medium to High
SCALE
Low to Low/Mid-Rise



PUBLIC/INSTITUTIONAL

PURPOSE AND CHARACTER

The Public/Institutional classification is for uses that serve a public purpose or public entity, such as government buildings, schools, libraries, and utilities.

DEVELOPMENT TYPE	APPROPRIATENESS	CONDITIONS
Single-Family Homes	○○○	
Duplex Homes and Townhomes	○○○	
Multifamily	○○○	
Neighborhood Commercial	●●○	
General Commercial	●●●	
Light Industrial	○○○	
Heavy Industrial	○○○	
Open Space	●●●	Generally considered appropriate or compatible within all Land Use Categories.

DENSITY

N/A

INTENSITY

Low to Medium

SCALE

Low to Low/Mid-Rise



PARKS AND OPEN SPACE

PURPOSE AND CHARACTER

This category includes existing public parks and recreation areas, open spaces, natural habitat areas, and areas within the floodplain. These areas should be preserved as public and neighborhood-oriented open left in a naturalist state. Limited development within this classification, such as recreation, storage, or maintenance facilities, should support the associated public space.

DEVELOPMENT TYPE	APPROPRIATENESS	CONDITIONS
Single-Family Homes	○○○	
Duplex Homes and Townhomes	○○○	
Multifamily	○○○	
Neighborhood Commercial	○○○	
General Commercial	○○○	
Light Industrial	○○○	
Heavy Industrial	○○○	
Open Space	●●●	On the FLUM, this land use category generally denotes park uses already in existence.

DENSITY
N/A
INTENSITY
N/A
SCALE
N/A



OPPORTUNITY AREAS

The future land use map identifies six opportunity areas in the City of La Porte. These areas present unique opportunities for development that can benefit the City economically and socially. The purpose of introducing Opportunity Areas as part of the future land use map is to ensure specialized development efforts in these areas to spur change. The Opportunity Area serves as an overlay to focus efforts and create a sense of place for each area in addition to the base future land use designations. For each Opportunity Area, the current conditions are assessed, a vision for future development is created, and implementation strategies are provided. The following are draft descriptions for the Opportunity Areas.

AIRPORT DISTRICT OPPORTUNITY AREA

ASSESSMENT

The Airport District Opportunity Area encompasses the La Porte Municipal Airport and the commercial development adjacent to the airport along Spencer Hwy. that supports and compliments airport development. La Porte Municipal Airport is a general aviation airport that provides aviation facilities for commercial and private use. The airport is maintained and operated by the City's Airport Division. The airport's service area includes manufacturing, petrochemical, oil, and manufacturing services industries that require support from businesses and services that can affect aviation demand in the area.



VISION

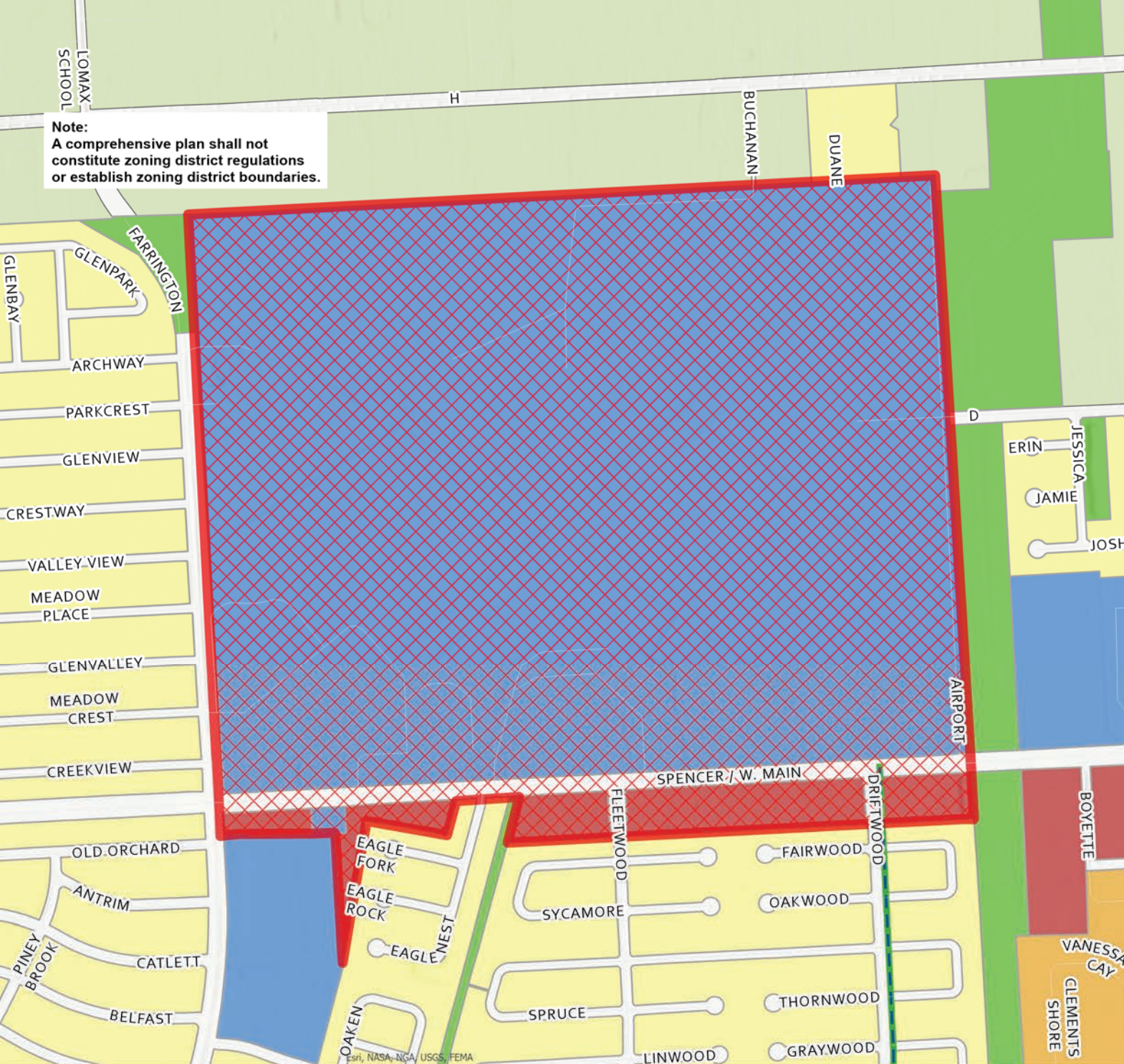
The Airport District Opportunity Area is envisioned to be a commercial area encompassing the La Porte Municipal Airport and adjacent properties, including a number of aviation and non-aviation uses. The La Porte Airport Business Plan, adopted in 2017, recommends strategies to improve the airport's financial performance, economic development, and operation. The plan identifies On-Airport Businesses as an opportunity for the airport.



IMPLEMENTATION STRATEGIES

- Implement and prioritize strategies outlined in La Porte Municipal Airport Business Plan
 - ✓ Strengthen the Airport Brand
 - ✓ Increase revenue by developing hangars for aviation use and solar farm for non-aviation properties.
 - ✓ Engage the community, and reactivate the Airport Advisory Board
- Attract small and local businesses to the opportunity area.





FUTURE LAND USE

- Airport Opportunity Area
- Bay Area Boulevard Opportunity Area
- Broadway Corridor Opportunity Area
- Entertainment District Opportunity Area
- Main Street Opportunity Area 1
- Main Street Opportunity Area 2
- Sylvan Beach Opportunity Area
- Large Lot Residential
- Low Density Residential
- Mid Density Residential
- High Density Residential
- Mixed Use
- Main Street
- Neighborhood Commercial
- Commercial
- Business Industrial
- Light Industrial
- Heavy Industrial
- Public / Institutional
- Parks and Open Space
- Outside City of La Porte Jurisdiction
- Bike Paths
- Hike and Bike Trail
- La Porte City Limits
- La Porte ETJ



Map 5. Airport District Opportunity Area

BAY AREA BOULEVARD OPPORTUNITY AREA

ASSESSMENT

The Bay Area Boulevard Opportunity Area is bordered by Spencer Hwy., Bay Area Blvd., W. Fairmont Pkwy., and the rail line. The area is primarily vacant, with some development on the periphery, including a gas station and some light industrial uses. The area poses challenges for development due to environmental concerns and land use restrictions prohibiting residential development.

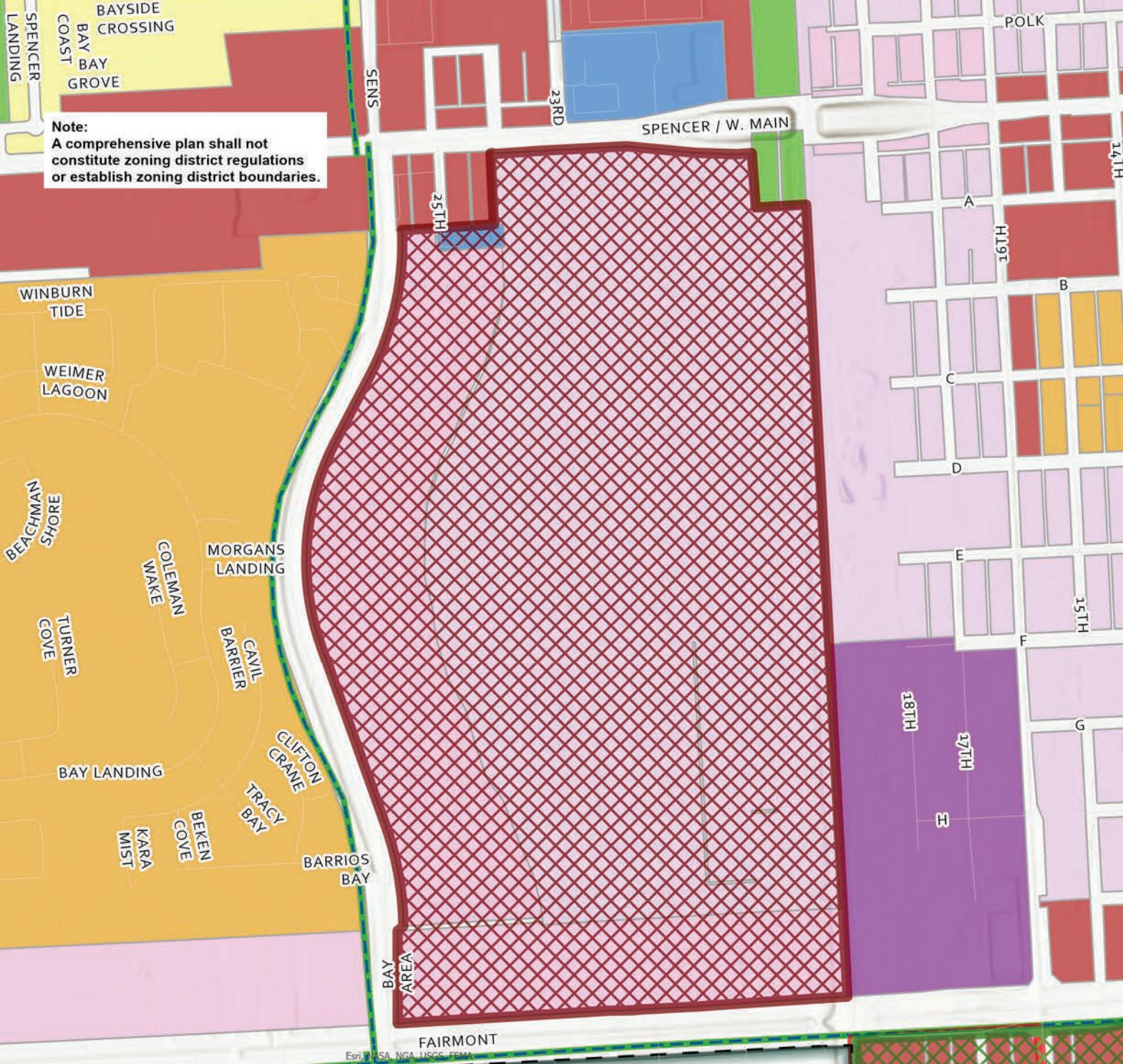
VISION

The Bay Area Boulevard Opportunity Area is envisioned to be developed as a mixed use district with a variety of commercial and industrial uses, including restaurants, retail, office parks, and light industrial uses. Commercial development will be located along Bay Area Blvd. to buffer the adjacent residential development, and a mix of office and industrial will also be located on the site to encourage a mix of business types. The area would benefit from incorporating parks, trails, and sidewalk connections wherever possible to promote health and active living in the area.

IMPLEMENTATION STRATEGIES

- Improve sidewalk connectivity.
- Identify appropriate locations for parks and trail networks within the area.
- Attract retail, restaurants, and other personal services to the area.
- Create proper buffering between the district and adjacent residential uses.





Map 6. Bay Area Boulevard Opportunity Area

BROADWAY CORRIDOR OPPORTUNITY AREA

ASSESSMENT

The Broadway Opportunity Area is located along S. Broadway St. from B. St. to Wharton Weems Blvd. and south of W. Fairmont Pkwy. The area comprises a mix of uses, including commercial, institutional, and low-density residential uses north of W Fairmont Pkwy and commercial, medium-density residential, low-density residential, and recreational uses south of W Fairmont Pkwy.

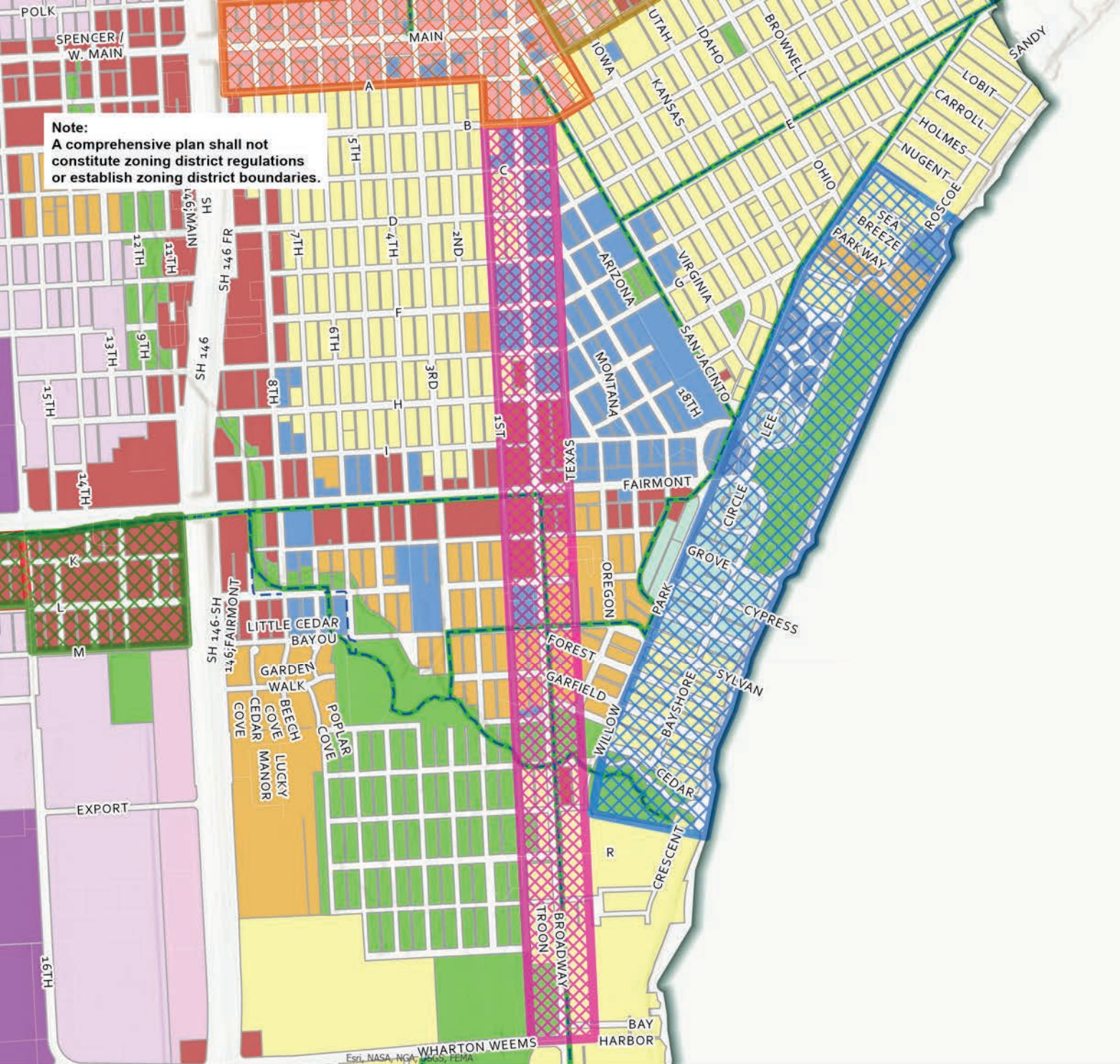
VISION

The Broadway Opportunity Area is envisioned to be developed as an economically vibrant mixed use corridor with access to multiple destinations. More intense commercial uses should be located north of Fairmont Ave. The area should provide residents and visitors access to numerous retail and recreational destinations through improved active transportation infrastructure. Appropriate buffering should also be developed to separate residential uses from commercial uses along Broadway Street.

IMPLEMENTATION STRATEGIES

- Improve sidewalk connectivity and bike infrastructure to enhance access to multiple destinations.
- Utilize incentives and other tools to attract appropriate retail and local businesses to the area.
- Improve access to existing parks and other recreational facilities.
- Improve existing parks and recreational facilities.
- Facilitate adaptive reuse and infill development of vacant or underutilized properties along Broadway St.





Map 7. Broadway Opportunity Area

ENTERTAINMENT DISTRICT OPPORTUNITY AREA

ASSESSMENT

The Entertainment District Opportunity Area, located south of W. Fairmont Pkwy. and west of SH 146, is a predominantly commercial area comprising chain restaurants and hotels. Existing vacant parcels within the area provide opportunities for new development.

VISION

The Entertainment District Opportunity Area is envisioned to be a family-friendly, mixed use, commercial district with hotels, restaurants, and other recreational uses. The area will provide opportunities for people to gather and access local restaurants, art, and recreation. The area will have an accessible pedestrian network for people to access different attractions within the district.



IMPLEMENTATION STRATEGIES

- Improve and maintain sidewalk connectivity within the area.
- Encourage local small businesses such as cafes, art galleries, and family-friendly entertainment such as cinemas and bowling alleys.
- Utilize incentives and other applicable economic development tools to attract desired development types for the area.
- Create distinctive branding for the area and develop its image as an emerging community center for La Porte.



MAIN STREET OPPORTUNITY AREA

ASSESSMENT

The Main Street Opportunity Areas extends from SH 146 to S. Brownell St. and comprise several local businesses, government buildings, and residential development. Vacant or underutilized buildings within the area present opportunities for adaptive reuse of existing buildings and to introduce additional entertainment-type uses that build on the success of existing businesses. The historic main street character and traditional development pattern make this area of the City unique and are supported through the development of small local businesses within the district.

VISION

The Main Street Opportunity Area is envisioned to be developed as a vibrant mixed use district offering residents and visitors access to downtown living, local businesses, and small offices while preserving the area's unique character.

Revitalization efforts for this area will focus on adaptive reuse and infill development to continue the existing urban fabric within the district. Additional improvements to sidewalk connectivity and pedestrian safety will provide

walkable connections to adjacent residential and commercial uses and serve to promote a pedestrian-friendly environment. Branding and programming for the district will continue to reflect the unique character of the area as a destination within La Porte and the heart of the community.

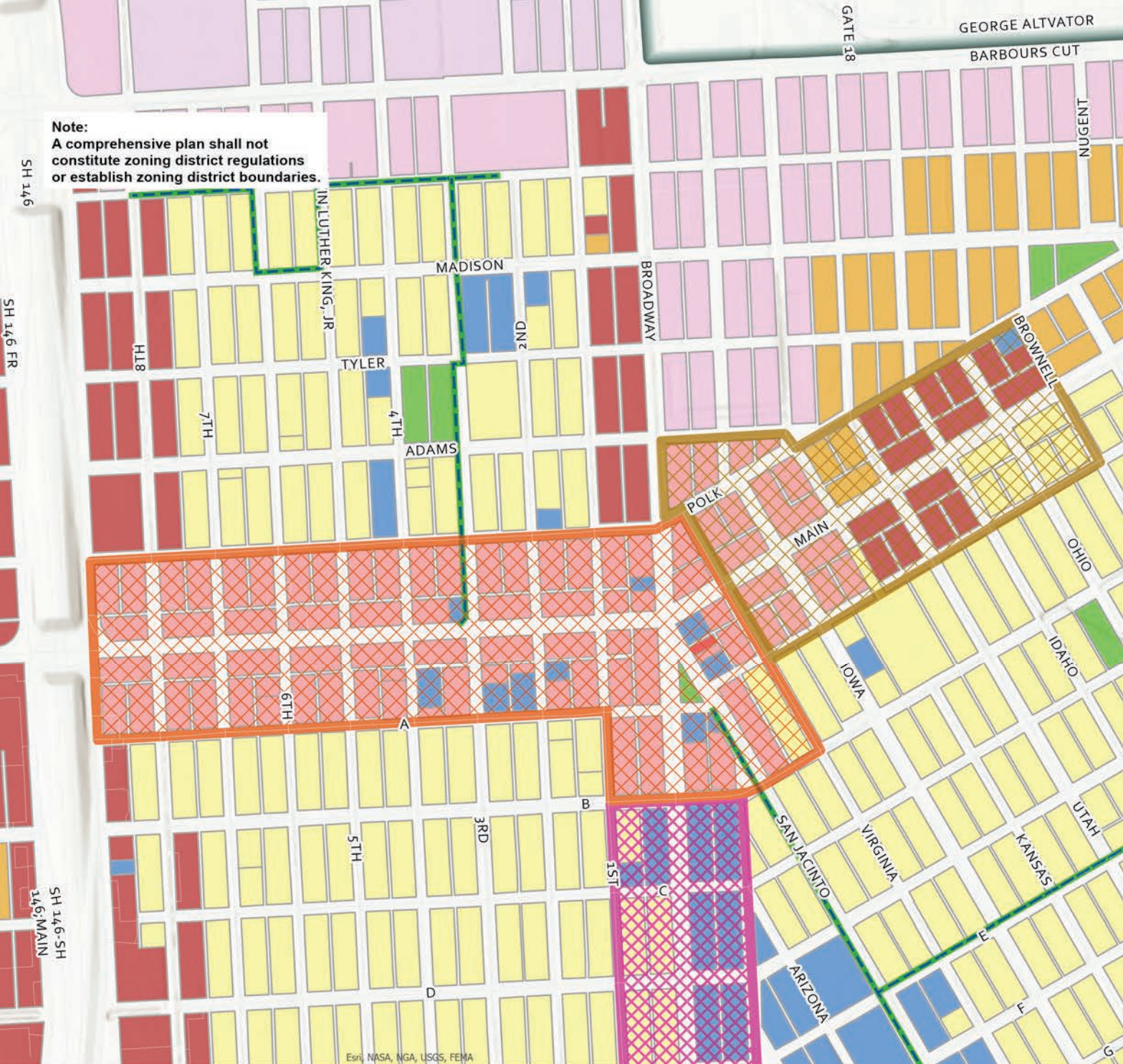
The Main Street Opportunity area comprises two parts - the Main Street Core and the Main Street Transition. The Main Street Core extends from SH 146 to S Iowa Ave. Main Street Core focuses on the traditional main street style development with vertical and horizontal mixed use development. The Main Street Transition includes the area extending from S Iowa Ave to S Brownell St and serves as a transition zone between the Main Street Core and surrounding residential uses. The transition area may incorporate more traditional suburban-style development that supports the Main Street Core.



IMPLEMENTATION STRATEGIES

- Leverage the Texas Main Street Program to revitalize Main Street.
- Attract local businesses to Main Street to ensure the economic vitality of the area.
- Create distinctive branding for Main Street that reflects the unique character of the area.
- Improve walkability and bikeability in the opportunity area.
- Implement consolidated parking solutions to meet the parking demand in the area.
- Continue to support and expand upon the success of existing Main Street events.
- Develop a plan for Main Street to specifically address development, connectivity, economic development opportunities, and business development within the district.
- Engage community in planning efforts and build partnerships with stakeholders and property owners on Main Street.





FUTURE LAND USE

-  Airport District Opportunity Area
-  Bay Area Boulevard Opportunity Area
-  Broadway Corridor Opportunity Area
-  Entertainment District Opportunity Area
-  Main Street Opportunity Area 1
-  Main Street Opportunity Area 2
-  Sylvan Beach Opportunity Area
-  Large Lot Residential
-  Low Density Residential
-  Mid Density Residential
-  High Density Residential
-  Mixed Use
-  Main Street
-  Neighborhood Commercial
-  Commercial
-  Business Industrial
-  Light Industrial
-  Heavy Industrial
-  Public / Institutional
-  Parks and Open Space
-  Outside City of La Porte Jurisdiction
-  Bike Paths
-  Hike and Bike Trail
-  La Porte City Limits
-  La Porte ETJ



Map 9. Main Street Opportunity Area

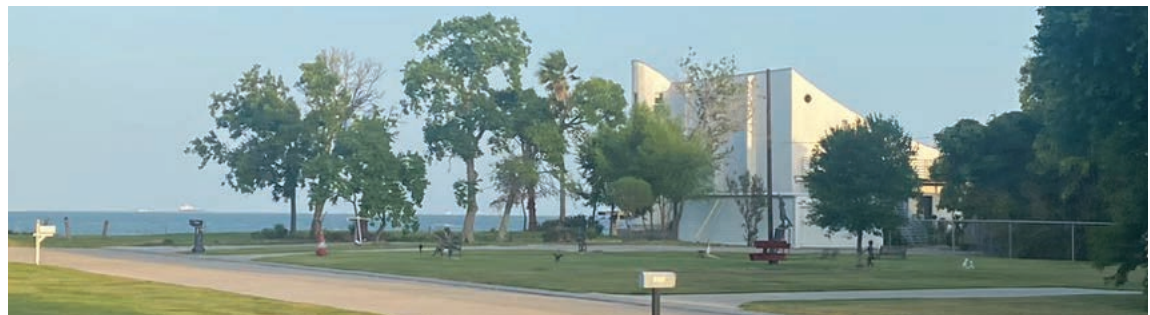
SYLVAN BEACH OPPORTUNITY AREA

ASSESSMENT

The Sylvan Beach Opportunity Area consists of residential, commercial, mixed use, and recreational development along Sylvan Beach extended from S. Brownell St. to S R St. The area currently houses Sylvan Beach Park, which is a recreational asset for the community. In addition, the area consists of local businesses such as an art gallery, beauty studio, and transport services. A Master Plan for Sylvan Beach Park has been developed by Harris County, which will guide development in the area.

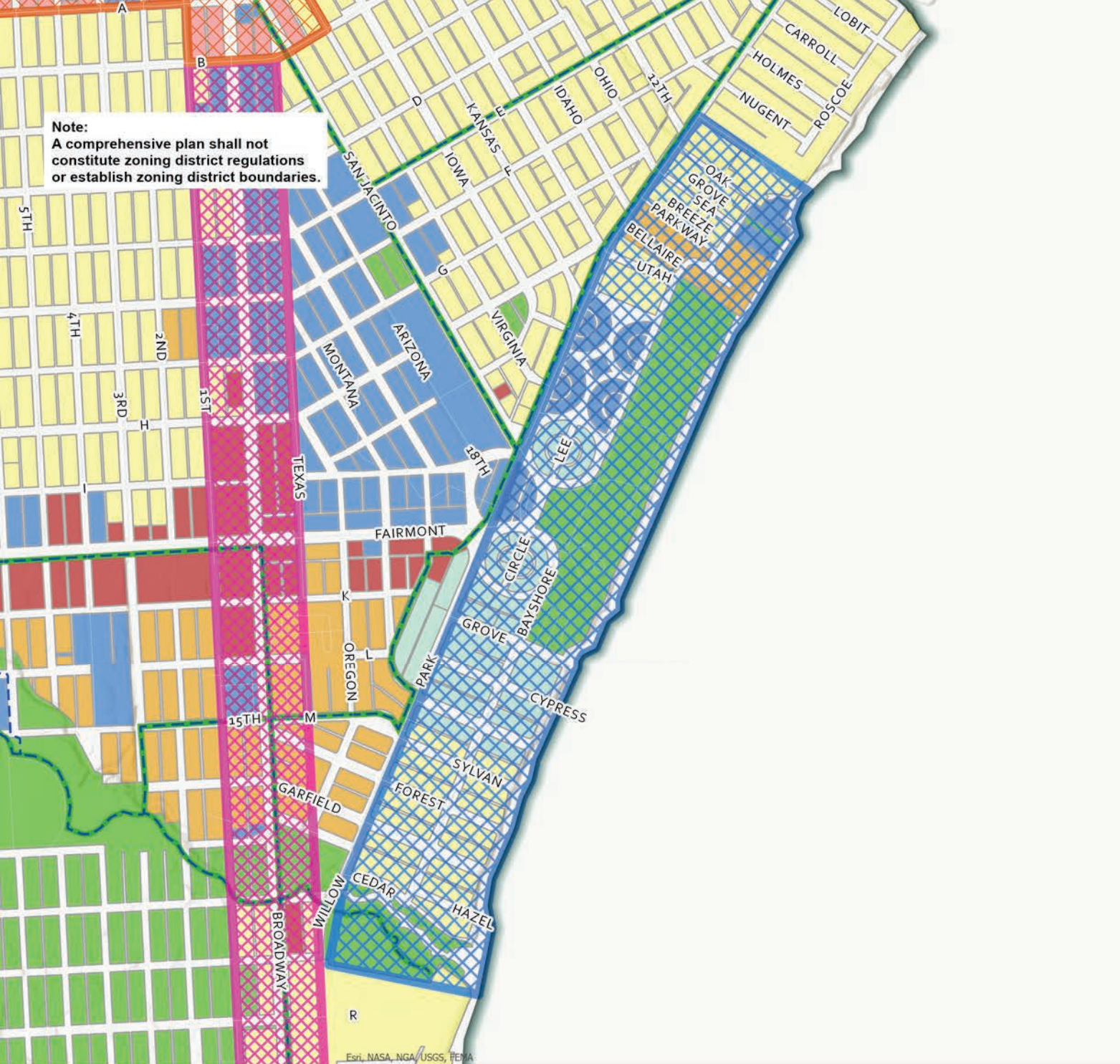
VISION

The Sylvan Beach Opportunity Area is envisioned to be developed as a vibrant mixed use neighborhood while retaining its existing character to provide opportunities for recreation and a variety of housing options. The area will provide opportunities for people to gather and access local restaurants, art, and shopping. The area will have an accessible pedestrian network for people to access different attractions within the district.



IMPLEMENTATION STRATEGIES

- Improve and maintain sidewalk connectivity within the area.
- Encourage local small businesses such as cafes, art galleries, and family-friendly entertainment that is sensitive to nearby residential development.
- Utilize incentives and other applicable economic development tools to attract desired development types for the area.
- Create distinctive branding for the area and develop its image as an emerging community center for La Porte.
- Coordinate with Harris County to implement the strategies proposed in the Sylvan Beach Park Master Plan.



- ### FUTURE LAND USE
- Airport Opportunity Area
 - Bay Area Boulevard Opportunity Area
 - Broadway Corridor Opportunity Area
 - Entertainment District Opportunity Area
 - Main Street Opportunity Area 1
 - Main Street Opportunity Area 2
 - Sylvan Beach Opportunity Area
 - Large Lot Residential
 - Low Density Residential
 - Mid Density Residential
 - High Density Residential
 - Mixed Use
 - Main Street
 - Neighborhood Commercial
 - Commercial
 - Business Industrial
 - Light Industrial
 - Heavy Industrial
 - Public / Institutional
 - Parks and Open Space
 - Outside City of La Porte Jurisdiction
 - Bike Paths
 - Hike and Bike Trail
 - La Porte City Limits
 - La Porte ETJ





FIRST SIP
LIQUOR
Fiji Sushi
Asian Cuisine
NAILS & SPA
832-429-3988
BREWINGZ
ARE YOU READY
FOR SOME
FOOTBALL?



4 TRANSPORTATION AND MOBILITY

DRAFT



DRAFT

INTRODUCTION

An efficient transportation network is crucial to the day-to-day functioning of the city. It plays an important role in ensuring access to healthcare, services, education, and employment. The City of La Porte faces unique challenges related to transportation as the City being a major industrial center. This chapter provides an overview of the existing transportation network in La Porte and recommends strategies for transportation improvements to reduce the negative impacts of freight traffic, improve alternative modes of transportation, and keep up with market demand and changing technologies.



LEADING WITH COMMUNITY INPUT

Which historical and recreational resources should be prioritized for future enhancements?

55%

HIKE AND BIKE NETWORK

Public Meeting and Survey Comments

"Too much heavy industrial traffic. You can no longer drive down Fairmont Pkwy at 55mph. It is not inviting for citizens and visitors."

"Improve Walkability"

"Improve Major Roadways and Sidewalks"

"La Porte should create its own transportation system along with creating bike lanes around town to further promote community. The car traffic gets unbearable at times and La Porte should be a more walkable and public transportation oriented city."

Top ranked transportation priorities

1

COMPLETE STREETS THAT ACCOMMODATE BIKES, TRANSIT, CARS, AND PEDESTRIANS

2

A CONNECTED SIDEWALK NETWORK

3

OFF-STREET BIKE AND PEDESTRIAN TRAIL NETWORK

What do you think will be the most critical issues facing La Porte in the future?

1ST RANK

MANAGING HEAVY TRUCK AND PASSENGER CAR TRAFFIC

PREVIOUS PLANS AND STUDIES

In developing this chapter, the project team reviewed transportation recommendations from previous plans and policies to identify strategies that can be prioritized as part of the transportation planning process. The transportation-related recommendations in this plan incorporate those recommended in some of the previous studies conducted by various agencies for the City of La Porte. The recommendations outlined in this chapter also build on the future land use plan, community vision, and market analysis.

The plans and studies listed to the right are informed by an extensive analysis of crash data statistics, future projections, existing infrastructure analysis, etc. The recommendations from these plans that have not been fully implemented should be prioritized and implemented alongside proposed implementation action items. Successful implementation will need coordination with existing plans and policies.

1

PREVIOUS COMPREHENSIVE PLANS

The 2012 Comprehensive Plan and the 2018 Comprehensive Plan Update identify multiple strategies for roadway improvements, sidewalk improvements, and leveraging available funding opportunities.

2

H-GAC SOUTHEAST HARRIS COUNTY SUB-REGIONAL STUDY

The Southeast Harris County Subregion encompasses city areas west of SH 146. The study identified strategies to improve traffic safety in the subregion based on public input, existing conditions, and future growth estimates. The study provides area-wide, corridor, and intersection improvements that can help solve issues related to freight traffic, traffic congestion, active transportation, and traffic safety in La Porte. Map 11 shows the location of recommended improvements in La Porte.

3

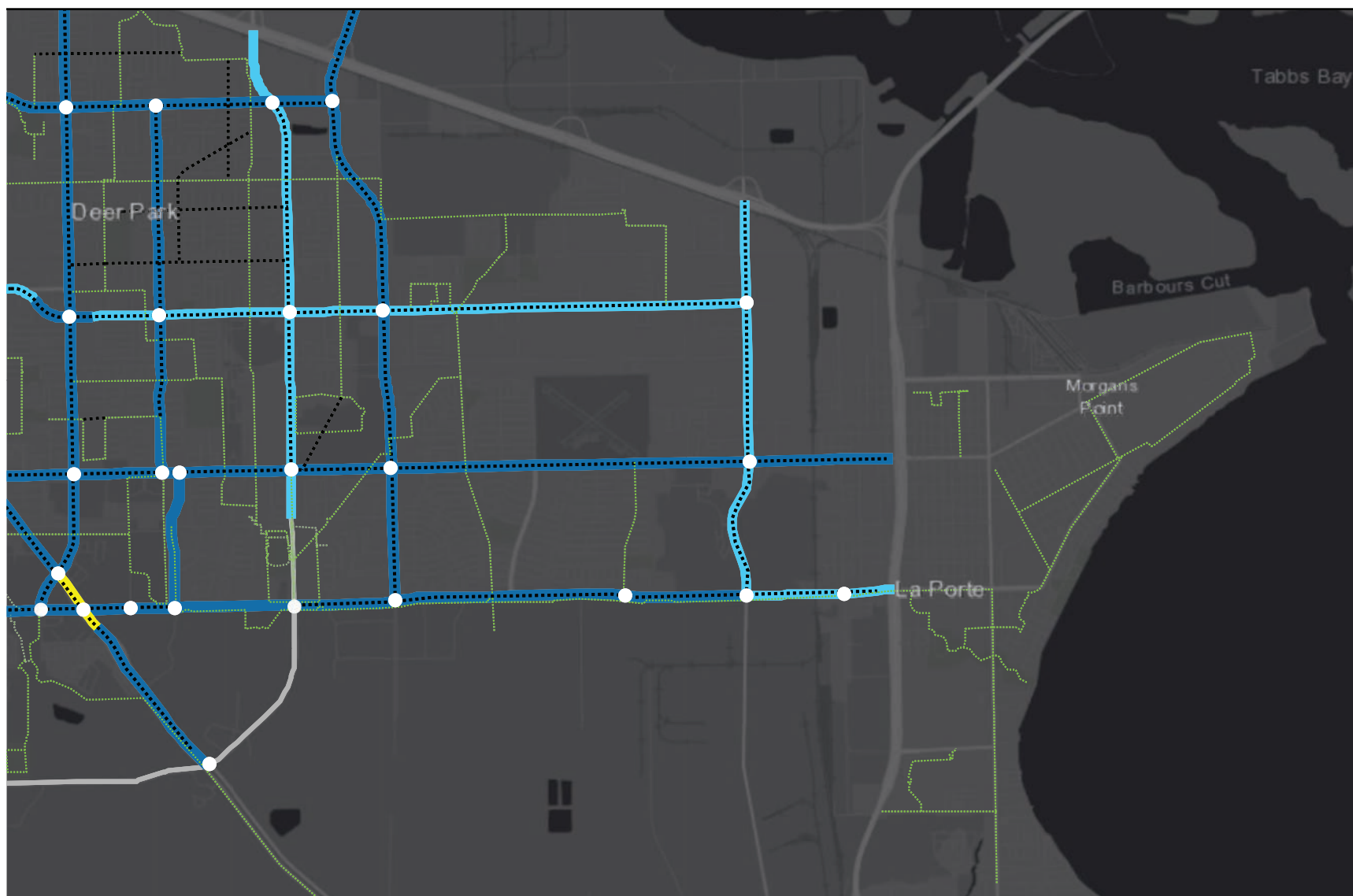
2014 TRUCK TRAFFIC, ROUTE, TRUCK PARKING, AND ORDINANCE UPDATE STUDY

This study assesses the current truck operation in La Porte to guide updates to the Truck Ordinance and provide strategies for addressing freight-related concerns in the City. The study recommends modifications to the designated truck routes (shown in Map 13), parking improvements along truck stops, designating truck stops, and modifications to the truck ordinance and enforcement.

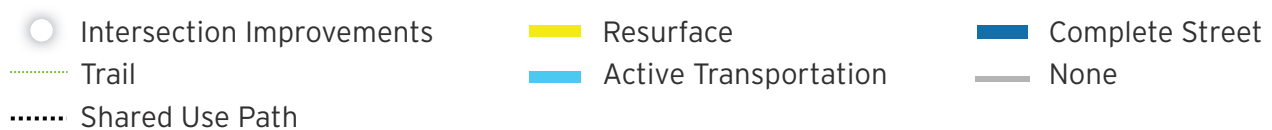
4

2020 PARKS, RECREATION, AND OPEN SPACE MASTER PLAN

The Parks, Recreation, and Open Space Master Plan, adopted in October 2020, recommends strategies to improve walkability, accessibility, and promote traffic safety. The recommendations from the plan will help connect active transportation infrastructure to important destinations such as parks, entertainment, and Main Street while enhancing traffic safety.



Map 11. Southeast Harris County Proposed Ped/Bike Facilities and Corridor Improvements



EXISTING NETWORK

The dominant mode of transportation in La Porte is personal automobiles, which is consistent with the neighboring cities and the Houston Metro Area. The City is situated along two major highways and a railroad. State Highway (SH) 225 is a heavily traveled roadway in the region, accommodating more than 83,592¹ vehicles per day measured West of SH 146. SH 225 is a locally designated hazardous cargo route, making it desirable for many industries and an important link for La Porte residents and businesses to the overall region, state, and nation.

State Highway (SH) 146 is another heavily traveled roadway in the region, accommodating more than 71,411 vehicles per day measured at the count location north of Main Street (Texas A&M Transportation Institute, 2021).² SH 146 extends to Houston to the East and Interstate 10 in West Texas. SH 225 is a locally designated hazardous cargo route, making it desirable for many industries and plays a role in linking La Porte residents and businesses to the overall region, state and nation.

¹ 2013 La Porte Retail Analysis & Merchandising Plan

² 2021 La Porte, Morgan's Point, and Shoreacres Hazardous Materials Truck Transport prepared by Texas A&M Transportation Institute

SH 146 extends all the way to Baytown, SH 99 and beyond to I-10. Texas Department of Transportation (TxDOT) and Harris County own Rights-of-Way in the City, creating a need for coordination between different agencies to implement road improvements.

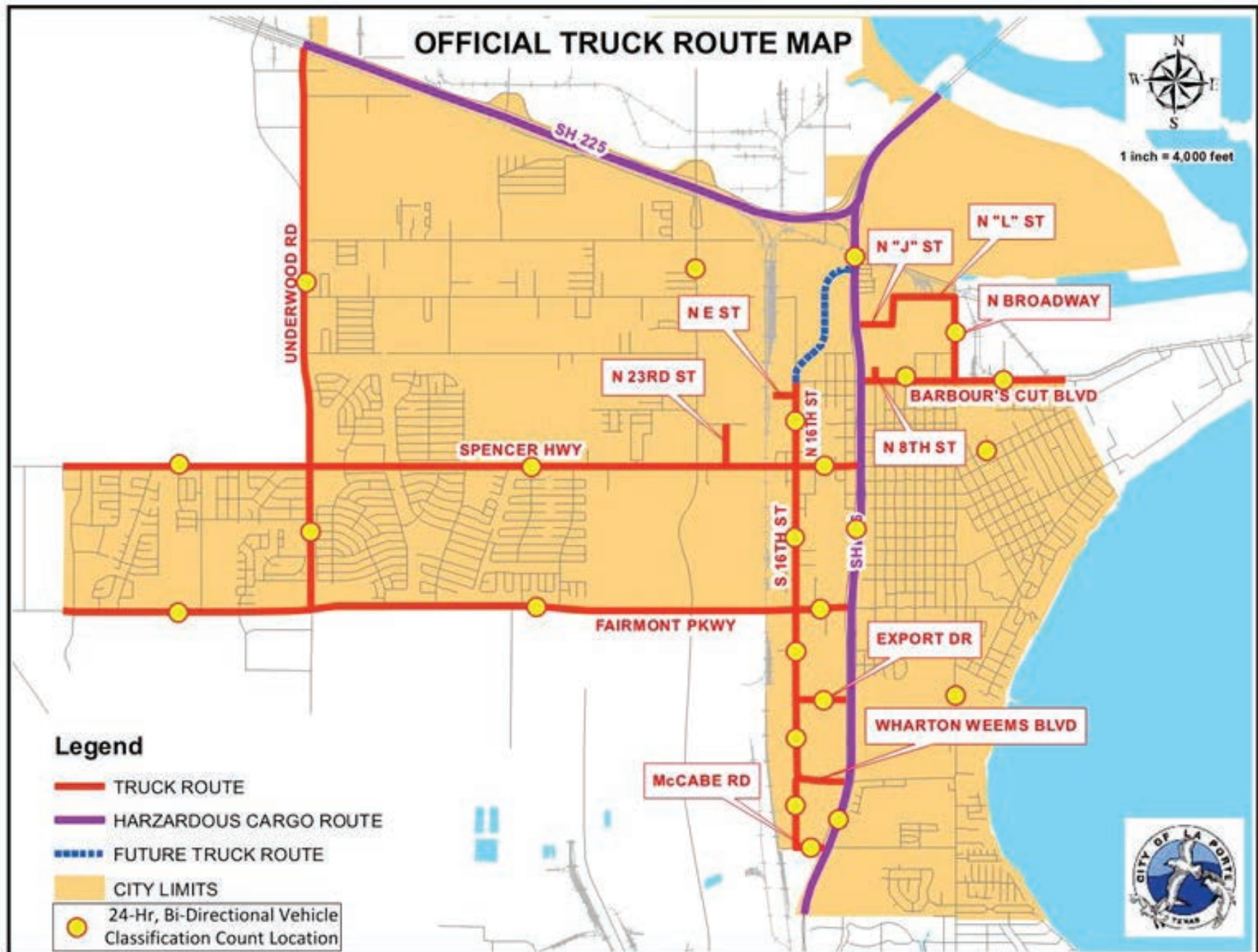
Union Pacific Strang Yard sits within La Porte's City limits. In 1997, Union Pacific inherited the site after its merger with Southern Pacific Transportation Company (Southern Pacific Railroad). Union Pacific has conducted cleanup activities to this site under the oversight of state regulators.³ In addition, the La Porte Municipal Airport located on Fairmont Ave and Spencer Pkwy provides aviation facilities for private and commercial use of La Porte area citizens and businesses.

The City experiences a high freight traffic volume which puts pressure on the existing transportation network, causes bottlenecks, as well as leads to safety issues for the residents and travelers. La Porte is an industrial city and thus, planning for freight traffic is a crucial component to ensuring connectivity and mobility as well as efficiency of the transportation system. The designated

³ https://www.up.com/aboutup/community/inside_track/dioxin-study-response-it-220928.htm

freight routes are shown in Map 13. Though the City has designated freight routes, trucks tend to travel on local roads occasionally to services such as restaurants, lodging and to make deliveries. The City needs to plan for additional services and amenities along designated truck routes to provide drivers improved access along those routes and in turn, reduce congestion and conflicts on local roads.





Map 13. Designated Truck Routes

LAND USE AND TRANSPORTATION

Land use and transportation are closely linked to each other. The land use pattern in an area affects travel behavior and vice versa. This is especially true for La Porte, which experiences a significant volume of freight traffic that impacts the day-to-day activities of the City. The land use pattern for La Porte needs to be designed to minimize the negative impacts of freight traffic on less intense uses such as residential and recreational. In addition, commercial uses need to be placed on major arterials to ensure maximum footfall and maintain the economic vitality of the City.

An appropriate mix of uses might also aid in reducing automobile dependency and improve access to public areas and services by alternative modes of transportation. Improved pedestrian and bicycle access and safety were identified as major themes through community engagement. The future land use plan takes the land use-transportation interactions and community input into consideration to plan for a safer, more accessible, and connected La Porte.

In addition to a future land use plan that is sensitive to transportation-related needs, La Porte should initiate

a full Master Transportation Plan (MTP) to ensure that future mobility improvements align with land use goals moving forward. An MTP is a multimodal, comprehensive guide for all types of transportation growth. Most MTPs should include a full network inventory and up-to-date Thoroughfare Plan, roadway design standards or typical design for functional classifications that support the goals of the Comprehensive Plan, and be supported by ongoing analysis. The Thoroughfare Plan, specifically, designates the location and type of roadway facilities that will be needed to meet long-term demand. It is not a list of construction projects (Capital Improvement Plan), but a tool that allows the City to preserve space for corridors in the future.

As La Porte continues to direct land use and transportation projects in harmony with one another, the MTP and Thoroughfare Plan will also be needed so that future development projects do not conflict with long-range expansion plans.



ALTERNATIVE TRANSPORTATION MODES

Access to alternative/active transportation modes can help improve public health and promote transportation equity. The City aspires to create walkable and bikeable neighborhoods complete with accessible pedestrian infrastructure, and trail connections where appropriate. Walk-bike network facilities, land use patterns, and traffic safety significantly impact people's mode choices. For this reason, it is important to create safe shared streets within the City to provide alternative transportation options for residents and visitors.

SIDEWALKS

Pedestrian infrastructure characteristics such as connectivity, continuity, width, barriers, and overall condition can impact walkability and physical activity. Improved, connected, and safe sidewalks can positively impact people's decision to walk more and create active and vibrant neighborhoods in La Porte. The City currently lacks adequate sidewalk infrastructure to provide end-mile connectivity for its users. Moreover, improving sidewalk connections will improve access to health services, grocery stores, schools, etc., especially for people with limited mobility options.

The City can also leverage local, state, and federal funding to improve pedestrian infrastructure. Pedestrian infrastructure is also important for aiding people to age in place. Sidewalk improvement and connections will be most beneficial in the Main Street Opportunity Area, Entertainment District Opportunity Area, Northside Neighborhood Opportunity Area, and the Broadway Corridor Opportunity Area. Detailed recommendations for improving pedestrian infrastructure are provided in the later sections of this chapter.

TRAILS

La Porte currently has 15 hike and bike trails, including two bike lanes. The 2020 Parks, Recreation, and Open Space Master Plan provides goals and strategies for the development of the trail network in the City. La Porte should continue to implement the actions and initiatives from the 2020 Parks, Recreation, and Open Space Master Plan. In addition, the City can explore the introduction of trails for cyclists and pedestrians in the Lomax area that connect to the arena and can be used for horseback riding.



BIKE INFRASTRUCTURE

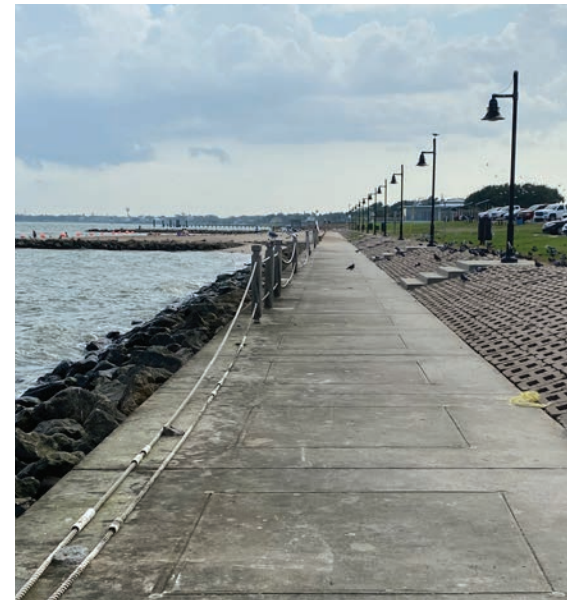
In addition to bike trails, shared-use paths, wherever appropriate, will help connect people to multiple destinations. La Porte can benefit from connecting trails to improved off-street and on-street bike infrastructure paths and bike racks. Proper signage and signals should also be installed to ensure traffic safety for bicyclists. The 2020 Parks, Recreation, and Open Space Master Plan recommends strategies for creating city-wide bicycle connectivity. The City of La Porte should continue to implement the strategies outlined in the master plan.

PUBLIC TRANSIT

La Porte is serviced by the Harris County Transit System, which offers fixed-route bus service in the area. The bus service connects the City to destinations within and beyond the City limits. Improvements in the pedestrian-bike infrastructure along the major transit stops can help provide end-mile connectivity to residents and visitors. The City should continue to work with Harris County to ensure accessible and dependable transit options for the community.

GOLF CARTS

Golf carts are used widely in La Porte by residents, especially for short trips. Currently, the high-speed traffic on the streets compromises the safety of golf cart users in the City. Also, golf carts create safety issues for the more vulnerable users of the road such as pedestrians and bicyclists. Improving safety for all users of the road is important to maintaining the multimodal transportation system in La Porte. La Porte can benefit from shared use paths, reduced speed limits on streets with a high volume of golf cart traffic, improved signage, and safety education for golf cart users.



TRAFFIC SAFETY

Ensuring safety for all users of the road is especially crucial in La Porte, given the high volume of freight traffic passing through the City. Map 14 and Map 15 illustrate the location of traffic crashes in La Porte in the last five years (2018-2022), highlighting traffic crashes resulting in fatalities, traffic crashes involving freight, and traffic crashes involving pedestrians and bicyclists. Most of the fatal traffic crashes occurred on W Fairmont Parkway and near SH 146.



PEDESTRIAN AND BICYCLIST SAFETY

Traffic crashes involving pedestrians and bicyclists, shown in Map 14, were concentrated near major intersections throughout the City. This is important because it provides a starting point for understanding where improvements are needed most urgently to ensure safety for more vulnerable users of the road.

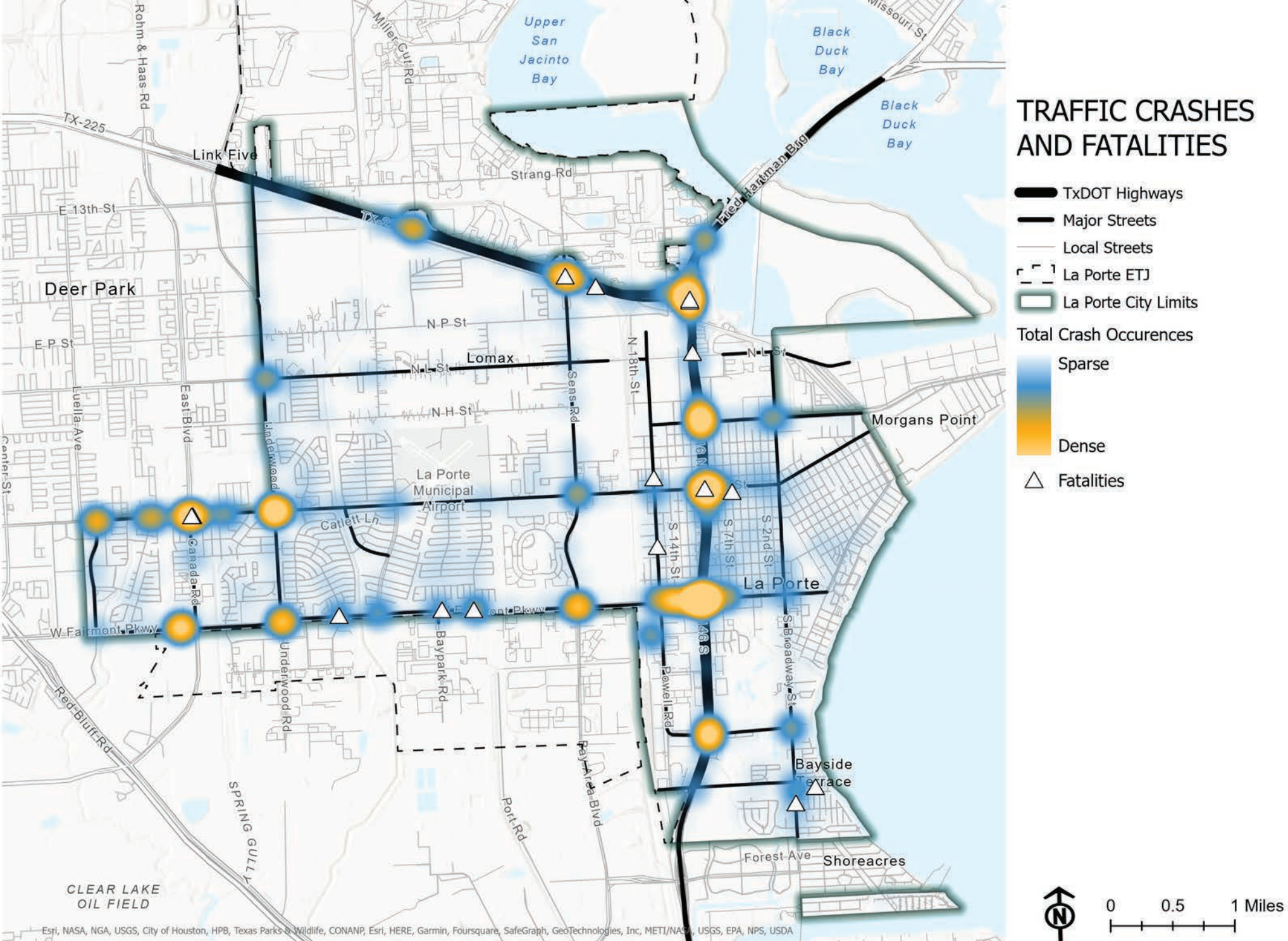
Local law enforcement can provide insights into traffic safety. The Planning Department can partner with Law Enforcement to solicit public comment to help identify the most problematic streets and intersections that should be prioritized for safety improvements.

Using public engagement to prioritize safety improvements will strengthen public support for future projects and provide evidence to demonstrate public engagement in grant applications. Future roadway improvements related to vulnerable users can also be included in the proposed Master Transportation Plan.

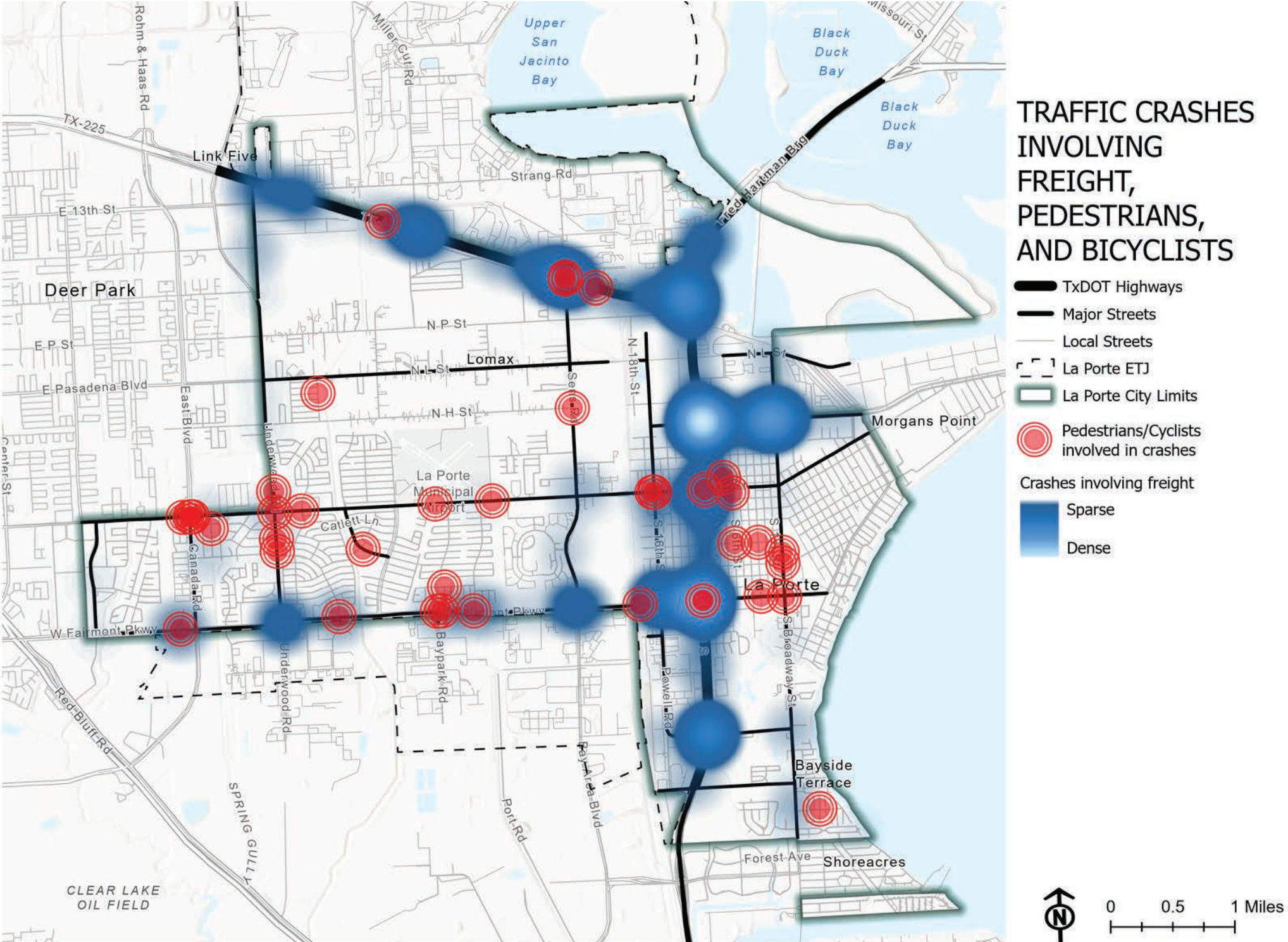
FREIGHT SAFETY AND MODE SEPARATION

Map 15 shows the location of traffic crashes involving freight within the City. Most freight-related crashes occurred on SH 146, SH 225, and Fairmont Pkwy., which are designated hazard cargo and truck routes. Freight traffic forms a significant percentage of the modal share in La Porte, making trucks a part of the day-to-day activities in the City. It is crucial to plan for traffic safety and congestion management within the City. La Porte should continually coordinate with TxDOT to carry out street and intersection improvements on SH 146 and SH 225 to improve road safety for all users.

Separating freight traffic from other modes of transportation, such as cars, pedestrians, bicyclists, can help reduce potential conflict. The City can explore amending the zoning ordinance to accommodate stops for freight movement to better control traffic and freight activity on City streets. In addition, traffic calming measures on busy streets can be beneficial along with creating buffers to separate freight traffic on streets with a higher volume of pedestrians and bicyclists.



Map 14. Traffic Crashes and Fatalities



Map 15. Crashes involving Freight, Pedestrians, and Bicyclists

TRANSPORTATION SECTOR DISRUPTION

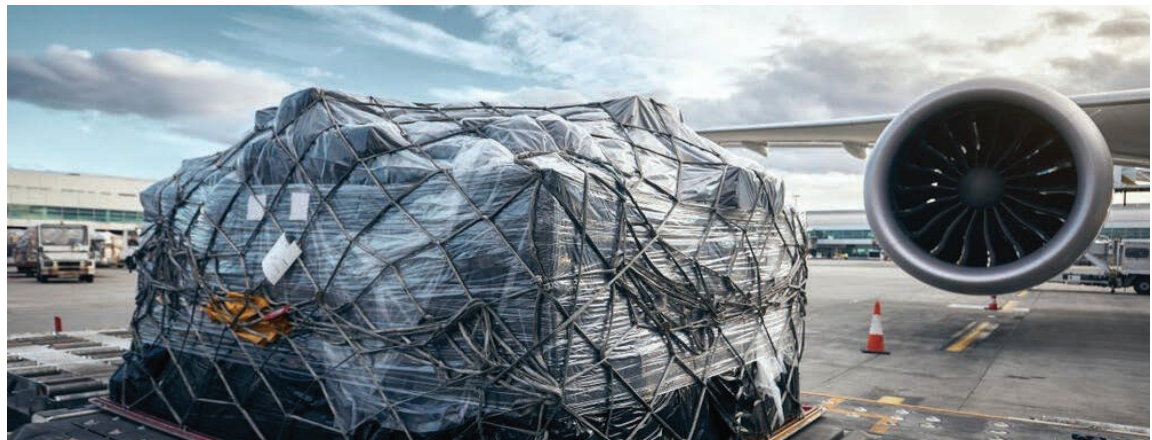
In addition to being vital to people's day-to-day functioning within communities, an effective transportation network is one of the most important contributors to a region's economic success. While La Porte was primarily a resort town in its beginnings, it has long centered around a rail line, and the chemical industry of World War II helped lift La Porte out of the depression. Today, there is no denying the important role that freight and movement of goods through the City now play in supporting local, statewide, and national industries.

Several technological advancements are proving to be disruptors in the transportation industry, many for the better. These include electrification, automation, telecommuting, mobility as a service, and big data, among others. As La Porte moves forward, particularly in developing a transportation master plan, it is essential to consider these disruptors as advantages or hints that provide insight into how the community might prepare for its transportation future. The City should also use region-wide data and tools available through H-GAC to arrive at informed projections related to demographics and travel behaviors.

Over the past 30 years, goods being delivered by truck in Texas have doubled. Furthermore, electric and autonomous vehicle technology is already being deployed in the freight realm with respect to things like convoys, but interactions between freight and commuter traffic throughout the state will continue to change as these disruptors and innovations evolve. La Porte's reality as an industry town requires a mutually beneficial network that does not interrupt the value brought to the City by public amenities such as parks and recreational amenities as well as by economic development.

While separation of freight and commuter traffic is ideal from a safety perspective,

the City should seriously consider increasing accommodations for trucks and truck operators, as freight traffic is only expected to increase with the continued expansion of internet retail and other types of e-commerce. The reality is that La Porte is an industry town. Creating convenient, centrally located, and designated areas within the City for critical services such as lodging, food, and fuel for freight and freight operators actually allows La Porte to more closely guide the growth and development of the community by being mindful to separation of uses. If drivers do not have designated accommodations, this freight traffic is likely to become less predictable and therefore less safe.



FUNDING AND PARTNERSHIPS

There are a variety of sources of funding for the development and implementation of transportation capital and planning projects in La Porte. By investing in partnerships with a variety of agencies, a combination of public and private funds may be leveraged to meet the City's long-term goals. Samples of funding opportunities are described below.

LOCAL & REGIONAL FUNDING

Capital Improvement Program (CIP)

CIP development is completed in conjunction with the budgeting process and can include both planning and programming items. City offices can work to allocate resources to meet capital, operations, and maintenance goals and keep a transparent record of priorities.

Roadway Capital Recovery Fees

Capital recovery fees, or impact fees, are a long-term solution to meeting additional demand for transportation as the City continues developing and changing. After adopting a program structure, administration of the impact fee program is paid for in part by the fees themselves. This means La Porte can potentially see a relatively quick fiscal return on an action like this.

Houston-Galveston Area Council (H-GAC) & Harris County

H-GAC typically has competitive and cooperative funding available to advance

projects and programs that also meet regional transportation goals. Mobility projects such as safety improvements, safety plans, or bicycle/pedestrian facilities should make the best possible use of these opportunities. Generating support from agencies such as law enforcement, LPISD, EDC, Chamber of Commerce, TxDOT, and other City offices can strengthen this opportunity.

STATE & FEDERAL FUNDING

Rebuilding American Infrastructure with Sustainability and Equity (RAISE)

This competitive discretionary program administered by the US Department of Transportation focuses on investments in surface transportation infrastructure that have significant local or regional impact. Any unit of local government, public agencies, or transit agencies, among others, are eligible to apply. RAISE may also be applied to new infrastructure that supports freight movement, such as bridge connections.

Congestion Mitigation and Air Quality Improvement (CMAQ) Program

The CMAQ Program supports programs and projects aimed at improving air quality and reducing congestion. Transportation facilities such as trails and paths that reduce automobile trips and those not exclusively for recreational use are eligible.

Transportation Investment Generating Economic Recovery (TIGER) Program

This USDOT competitive funding program supports a variety of innovative projects that must improve quality of life, support economic development, and provide environmental benefit. The program favors "shovel-ready" projects.

Ultimately, involvement by a greater number of partner agencies and high rates of public and stakeholder engagement will positively position La Porte to be able to implement a variety of projects and programs.

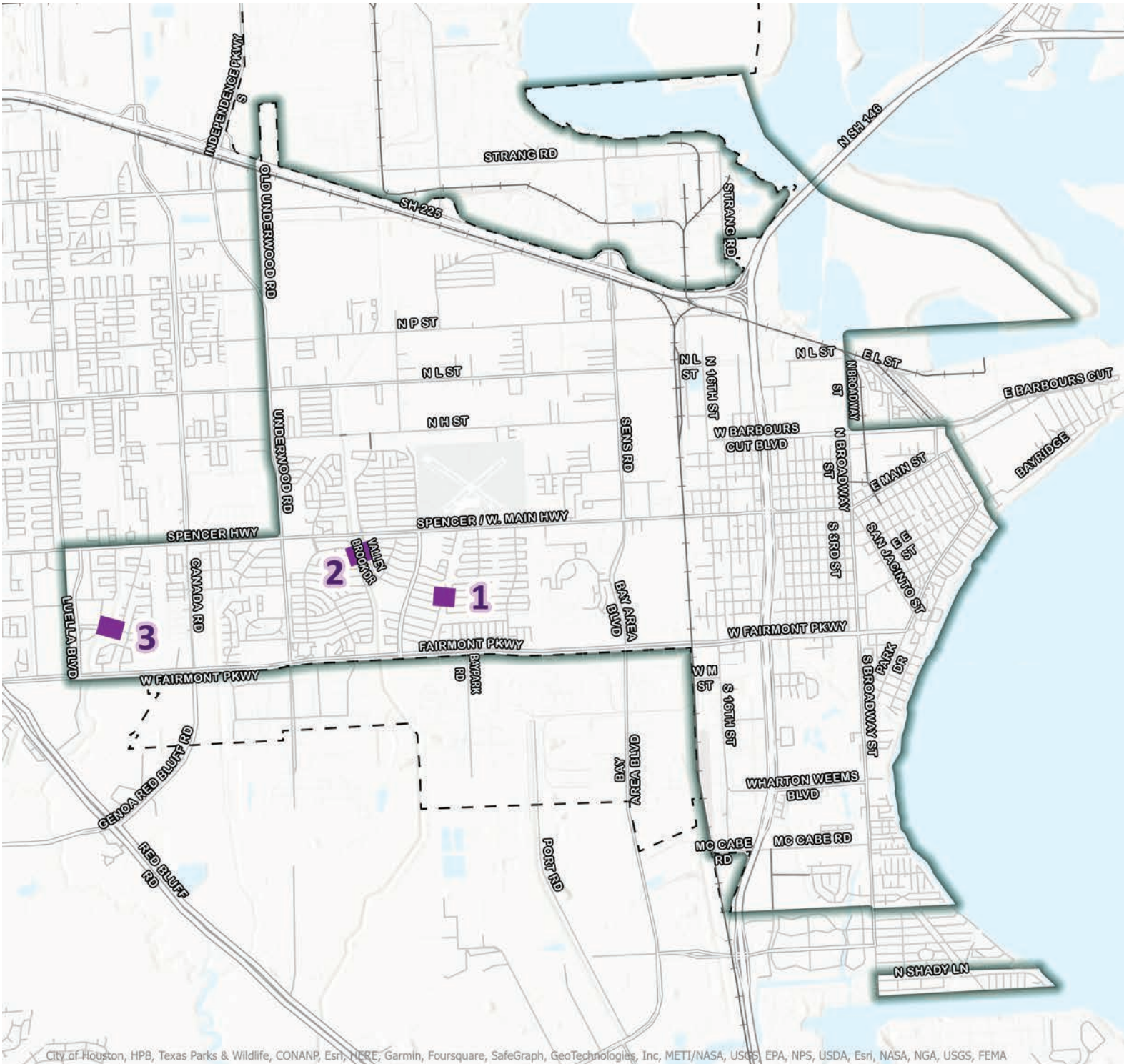
RECOMMENDATIONS

Historically, the City of La Porte has put forth many useful transportation-related recommendations through previous planning efforts. Transportation and Mobility Action Items shown in the Implementation chapter span program development, capital projects, and additional studies. In addition to these official recommendations, there are several ongoing trends that La Porte should monitor and plan around as the City continues developing.

Firstly, remote work has changed commuting patterns nationwide. The COVID-19 crisis made it clear that resiliency can mean not only being ready for natural or climate disasters, but also public health events that significantly alter the way people move. An MTP, as previously described, can address these variables as they relate specifically to La Porte. Additionally, freight movement, however critical to the community and economy, can be a massive disruptor, as outlined in earlier sections. La Porte should consider initiating an intermodal freight plan that covers dealing with mode conflicts, hazmat routes, service delivery, and proximity to schools and other sensitive receptors.

Moving forward, identifying the most critical transportation connections for all modes, pinpointing methods to more closely curate truck movements, considering preferred trade-offs, and proactively pursuing transportation effort funding are important steps to ensure actionable improvements continue. The performance metrics table in the Implementation chapter should be monitored and updated as projects are completed or as long-range goals shift.





Future Transportation Connections

- NTAD Rail Line
- La Porte City Limits
- - - La Porte ETJ

Transportation Connections:

1. Collingswood Road to Collingswood Drive
2. Catlett Lane from Roseberry Drive to Valley Brook Drive
3. Venture Lane from Aston Lane to Somerton Drive



0 0.5 1 Miles

City of Houston, HPB, Texas Parks & Wildlife, CONANP, Esri, HERE, Garmin, Foursquare, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, USDA, Esri, NASA, NGA, USGS, FEMA

Map 16. Pedestrians and Bicyclists Traffic Crashes



...♦ **SHOP LOCAL** ♦...



5

ECONOMIC DEVELOPMENT

DRAFT



♦♦ **SHOP LOCAL** ♦♦

INTRODUCTION

This chapter incorporates an overview of local and regional real estate characteristics and trends together with a look at historical and projected economic and demographic trends to arrive at a set of quantitative forecasts of development potential in La Porte. This analysis by Leland Consulting Group (“LCG”) is intended to help guide the updated La Porte Comprehensive Plan with a fresh look at market conditions and development prospects for the City. The analysis within each land use category (i.e., residential, retail, and industrial) includes descriptions of challenges and market-supported opportunities that La Porte could pursue over the coming years to help meet housing and economic development goals within the context of the updated Comprehensive Plan.

LEADING WITH COMMUNITY INPUT

In 2040, La Porte will be known for:

66%

AUTHENTIC DOWNTOWN

Public Meeting and Survey Comments

“Provide incentives to attract businesses that will bring people from the metro area here instead of the other way around.”

“Good restaurants with a variety of flavors, more retail.”

“Need more grocery stores.”

“Downtown La Porte needs to be revamped. Make it inviting by opening up the vacant buildings with boutiques, specialty shops, etc, it could be a thriving part of La Porte like other small towns (Pearland, Boerne, Brenham). So much opportunity.”

What are the best ways to ensure that all residents can prosper?

1

SUPPORT LOCAL BUSINESSES AND ENTREPRENEURS

2

PROVIDE WORKFORCE TRAINING SO PEOPLE ARE PREPARED FOR THE WORKFORCE

3

ADDRESS AFFORDABLE HOUSING

What should attract visitors to La Porte in the future?

58%

UNIQUE SHOPPING AND ENTERTAINMENT

MARKET CONTEXT

La Porte is one of many smaller cities forming the southeastern edge of the massive Houston metroplex. The City has evolved from a free-standing small town into a highly interconnected suburb with at least two predominant “identities.” It manages to be both a vital hub of industry for regional petroleum processing and import/export logistics activity, while at the same time remaining a relatively affordable, family-friendly bayside community, with manageable commutes into the heart of the metro but considerably less hustle and bustle than Houston proper.

This historical dual character of La Porte as both an industrial town and a bedroom community presents both advantages (strong tax base, employment opportunities, civic involvement, etc.) and challenges (traffic, environmental, land use compatibility, etc.) for its residents and employers.

Over the past two decades, La Porte-based firms have become increasingly reliant on in-commuting to fill local positions - a trend that will hopefully reverse course, at least somewhat, with some of the recent housing additions. While it is unrealistic to expect all or even most La Porte employees to also live in

the City, enabling every person to find both a home and a job within La Porte will help to stem the increasing morning and evening traffic.

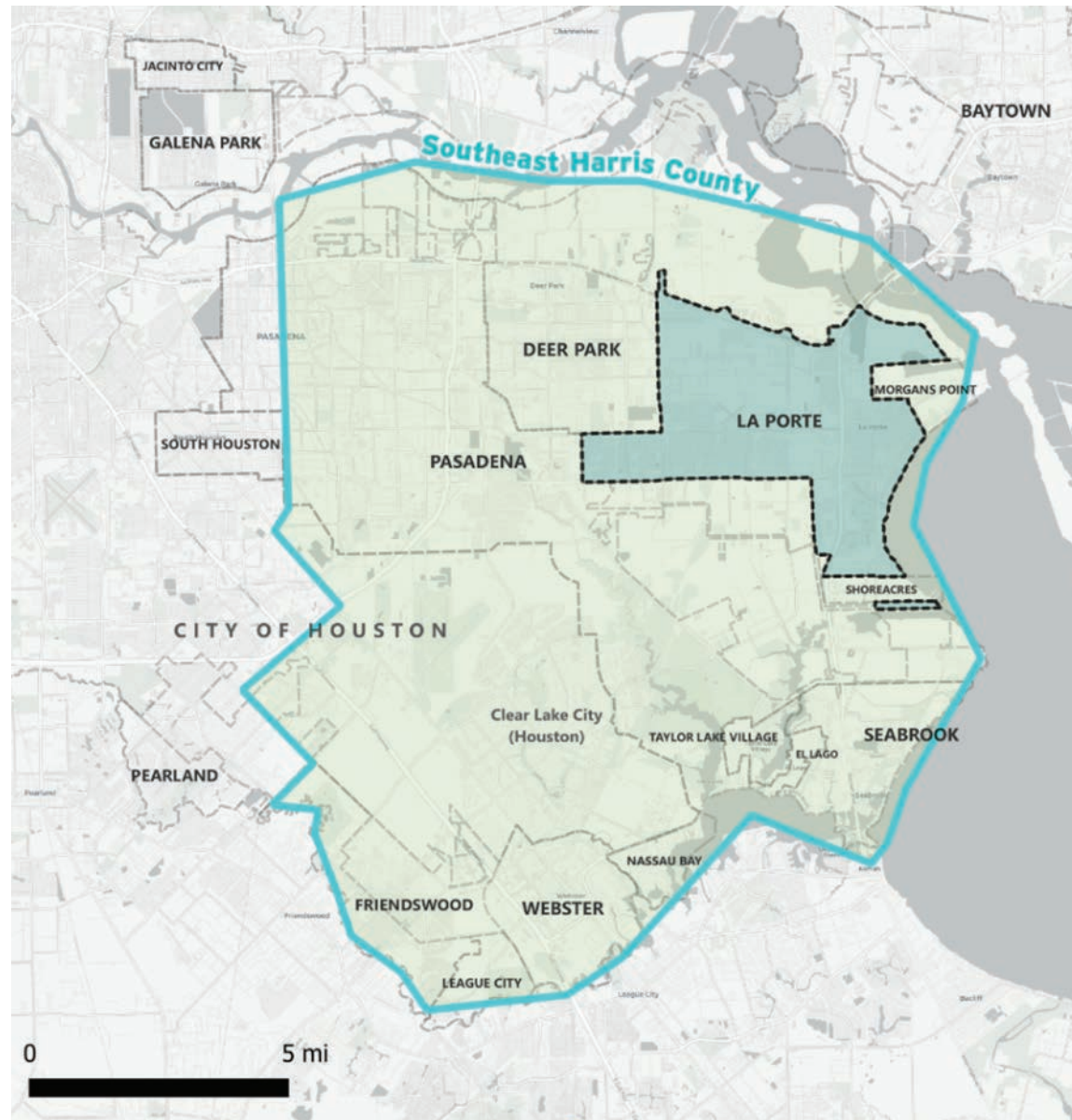
As the City has filled in over the years, the low-hanging fruit of easily buildable land assemblies has dwindled, leaving a more challenging environment for both residential and commercial developers looking to keep up with increased demand for housing and industry. Future expansion will require more creativity on the part of both private and public sectors to carve out new projects, including redevelopment opportunities, that can create a trickier landscape of infrastructure, flood safety, and environmental compatibility requirements on remaining sites.



COMPARISON GEOGRAPHIES

This market analysis relies on a number of different geographic areas to build appropriate comparisons depending on the topic. The City limits of La Porte are typically included in comparisons throughout the analysis, sometimes along with other nearby incorporated municipalities, such as Deer Park, Seabrook, Baytown, and Pasadena.

A custom geography referred to as Southeast Harris County was drawn to help contextualize certain broader sub-regional indicators (including retail and residential demand) and to give a sense for La Porte's "fair share" of the sub-regional market. Finally, Harris County and the Houston metropolitan area are used as points of comparison in some cases, along with the U.S.



Map 17. La Porte and Comparison Geographies

GROWTH AND KEY DEMOGRAPHICS

Future residential population growth in La Porte and the surrounding area is one of the most important drivers of economic activity over the comprehensive planning horizon, especially in regard to the demand for housing and support for retail activity.

Many complex regional factors come into play in shaping population growth, including birth and death rates, employment dynamics, and migration patterns, but simply understanding the trajectory of recent growth can often be the best starting place for forecasting upcoming population changes.

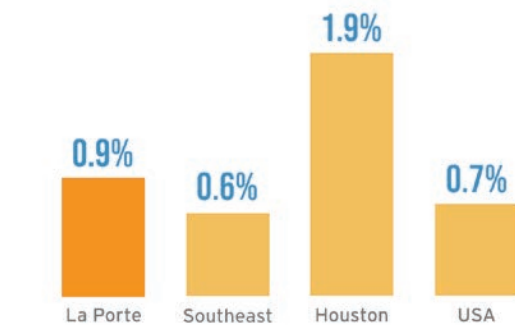
According to the 2020 U.S. Census, the official population count in the City of La Porte was 35,124, and the City may have (unofficially) tipped the 37,000-resident mark in 2022, after growing 0.9 percent annually from 2010 to 2022.

This annual rate of recent growth was faster than the U.S. overall (0.7 percent) and the Southeast Harris County sub-regional comparison (0.6 percent), but just under half the annual rate for the Houston Metropolitan Statistical Area (MSA) overall - one of the nation's fastest-growing major metroplexes.

Figure 16. Nine-County Houston Metropolitan Statistical Area (MSA)

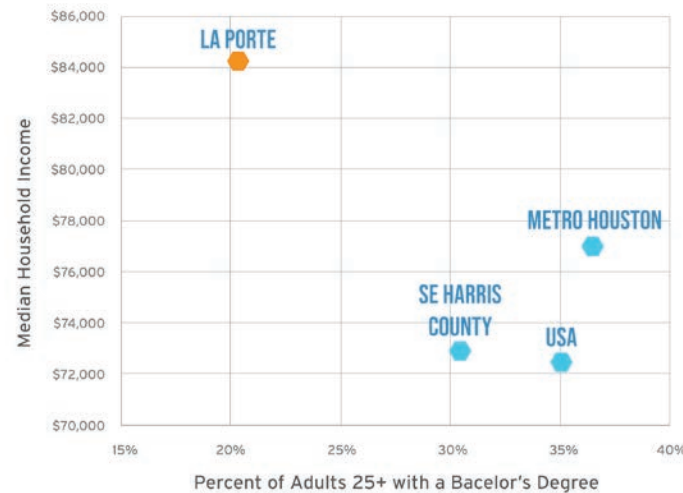


Figure 17. Annual Population Growth Rate, 2010 to 2020, La Porte and Comparisons



Source: U.S. Census and ESRI

Figure 18. Income and Educational Attainment of Residents, La Porte versus Comparison Areas



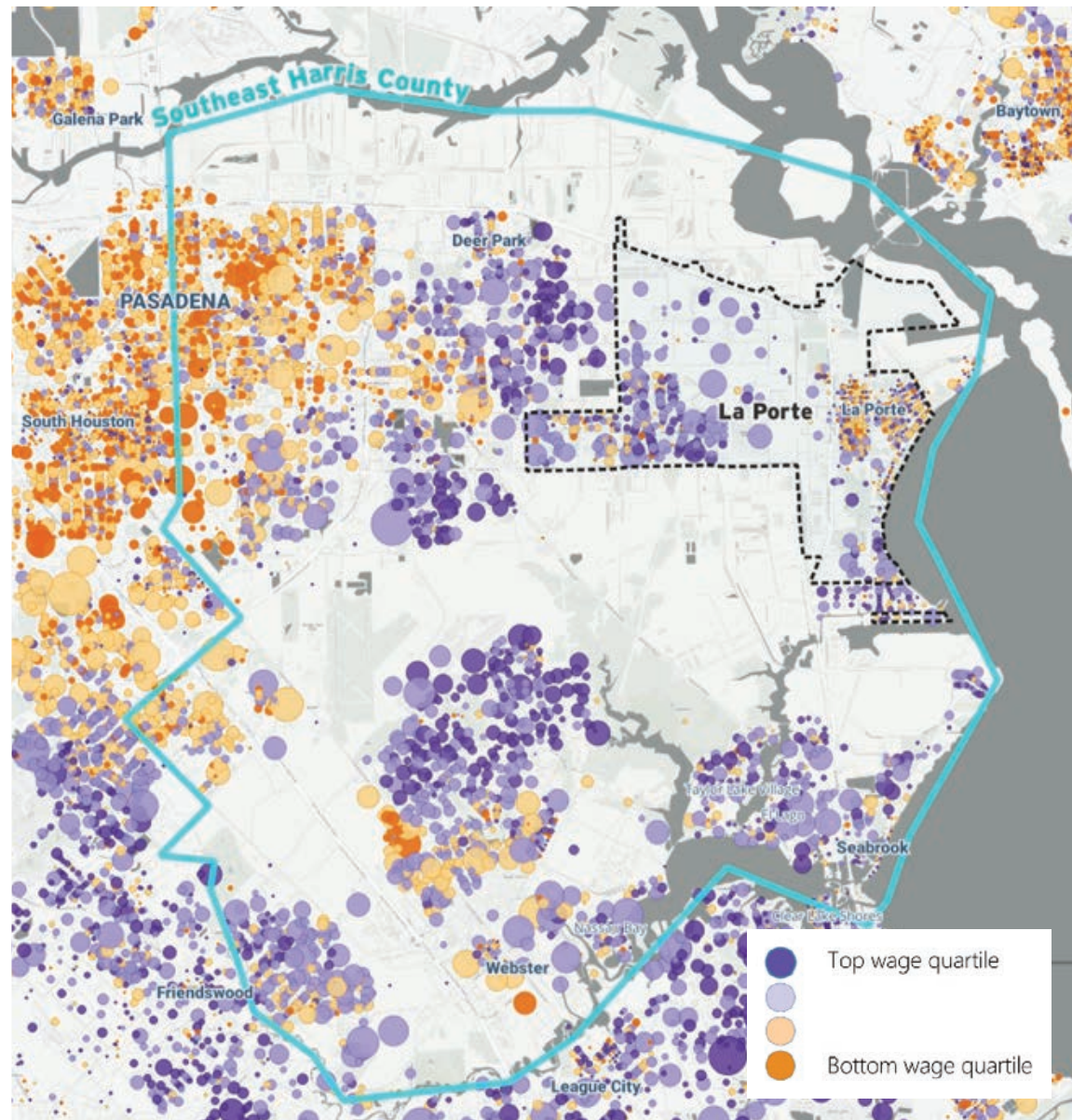
Source: U.S. Census, ESRI

Going back to 2000 and comparing against an expanded group including other nearby cities, La Porte's population has grown by 12 percent in total - more cumulative percentage growth than its neighbor, Pasadena (5 percent), but less than the U.S. overall, which is tied with Deer Park at 18 percent.

Map 18 shows the geographic distribution of (employed) residents in the region, with dots sized to show density and shaded to represent relative wages (purple is highest). For the most part, La Porte residents are in the upper half of regional wages, with some exceptions generally clustered toward Downtown.

Outside La Porte, wages generally skew lower towards Pasadena and higher to the south toward Clear Lake, Friendswood, and League City. Large gaps are evident where natural and industrial features limit residential density entirely.

La Porte's income and education profile is typical of an area with a strong blue-collar industrial presence, with far higher median household incomes than the metro area and nation as a whole despite having a much lower share of adults with four-year college degrees. Quality vocational and on-the-job training in this job environment can translate well into steady, high-paying work.



Map 18. Population Density and Resident Wages by Quartile, La Porte Area

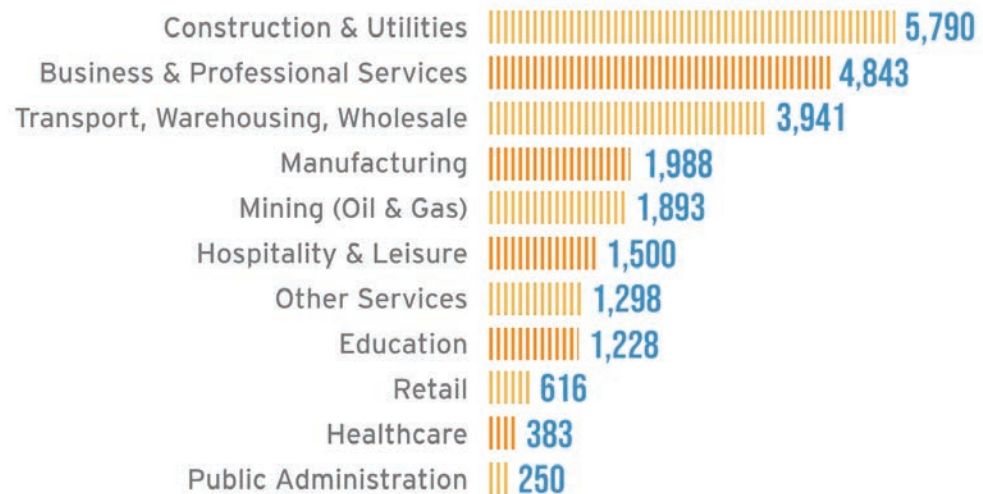
EMPLOYMENT CONDITIONS

Employment in the U.S. dipped briefly during the height of COVID-19 in 2020 but has rebounded to new heights in 2021 and 2022, with local Houston-area jobs following suit. Unemployment is near historic lows both nationally and regionally (3.3 percent nationally, 4.3 percent for Houston Metro in September 2022). While that is generally positive for job-seekers, the tight labor market creates hiring and retention problems for employers and contributes to the wage side of the on-going inflation crisis.

La Porte establishments employ approximately 24,000 workers, representing 11.4 percent of the Southeast Houston submarket. From 2014 to 2019, La Porte employment increased by a robust 4.3 percent annually, faster than the already impressive 3.5 percent annual growth across the Southeast Harris County submarket.

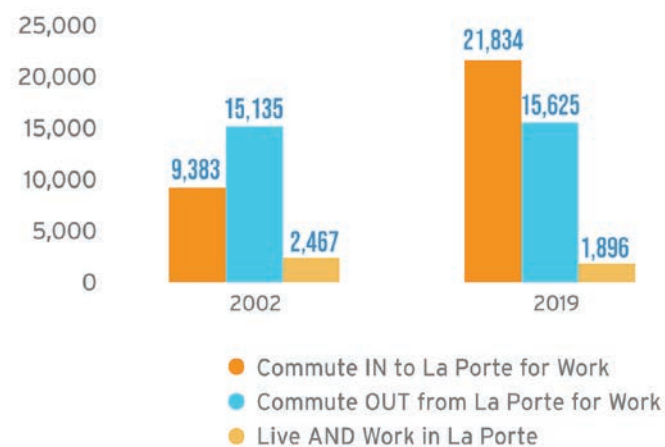
As shown in Figure 19, La Porte's employment mix is made up primarily of the construction, professional services, and logistics sectors involved in the chemical manufacturing as well as port distribution industries. Unlike other markets where construction jobs are concentrated in homebuilding, La Porte's construction employment is more likely

Figure 19. La Porte Workplace Employment by Industry Group, 2019



Source: LEHD On the Map, based on 2019 estimates (latest available)

Figure 20. Shifting La Porte Commuting Patterns, 2002 to 2019



Source: LEHD On the Map, based on 2019 estimates (latest available)

to be engaged in building and maintaining industrial facilities for manufacturing or logistics firms.

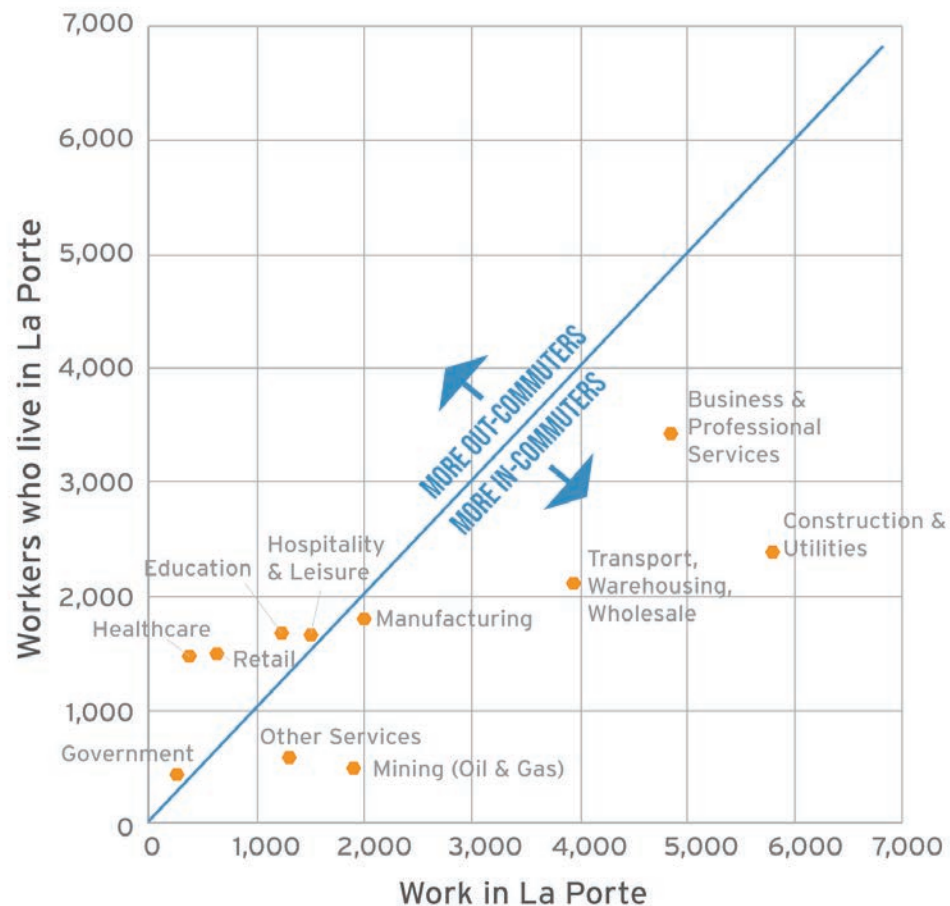
Workplaces in La Porte have become increasingly dependent on workers commuting in from outside the City, as shown in Figure 20 on page 96. This dynamic is generally undesirable as it detracts from the quality of life for workers having to commute long distances, reduces the sense of civic ownership that comes from having a workforce made up largely of local residents, and adds to traffic congestion.

Reliance on out-commuting is particularly high in the construction, manufacturing, logistics, and professional services (primarily engineering-related) industries, as shown in Figure 21. Conversely, but to a lesser extent, La Porte houses more healthcare, retail, and education workers than its local firms employ - fueling net out-commuting in those industries.

To the extent that La Porte can attract more workers willing to both live and work in the City (primarily through quality-of-life and transportation improvements), both in-commuting and out-commuting impacts can be reduced over time. Encouraging a housing mix that is better tailored to those workers and providing civic amenities with broad appeal can help in that regard. It is also possible that persistently higher gasoline

prices may increase demand for housing located closer to places of work in general.

Figure 21. La Porte Industry Employment Levels by Place of Residence and Place of Employment



Source: LEHD On the Map; and Leland Consulting Group

RESIDENTIAL MARKET

Market demand for new residential development has been unusually strong in recent years, driven by exceptionally high multifamily absorption. The residential market, both in the Houston metro area and throughout the urban U.S., is characterized by high demand and insufficient supply production. This dynamic resulted in low vacancies (especially in the single-family market) and spiraling home prices and rents.

Residential development activity in La Porte was relatively slow during the 2009 to 2012 recession period but has again ramped up in the years since, with record housing permit years in 2019 through 2022 - averaging just over 400 annual permits, driven by an especially active multifamily market in 2019 and 2020, as illustrated in Figure 22.

Figure 22. La Porte Building Permit Activity, 2000 to 2022

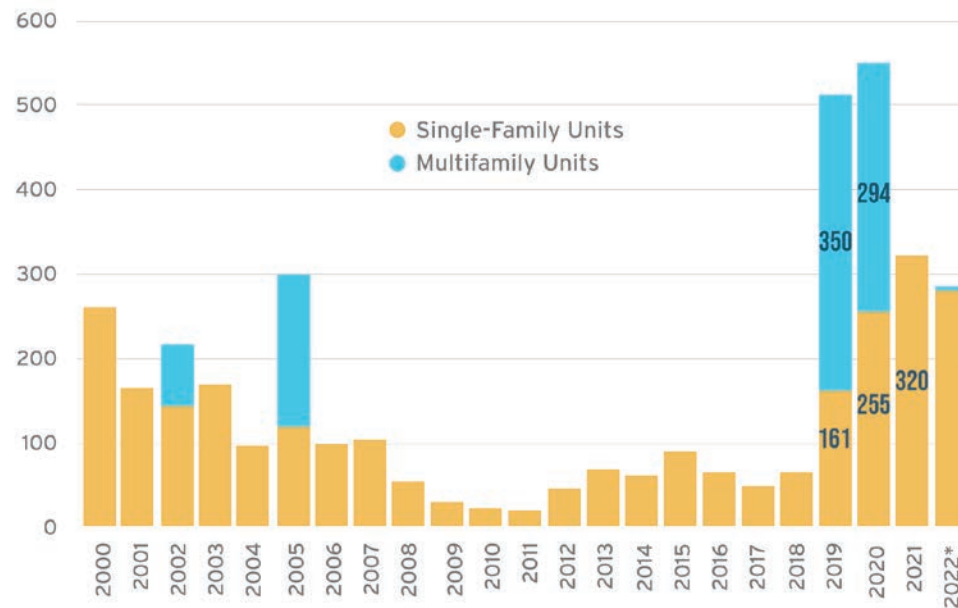
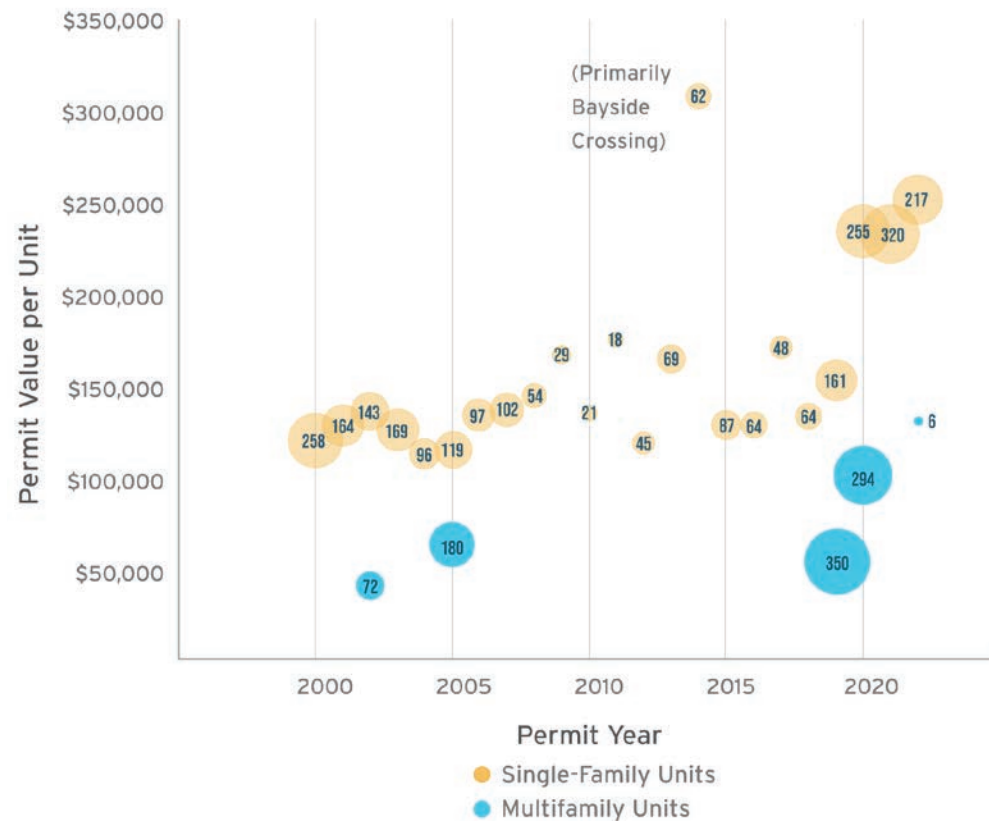


Figure 23 shows the same building permit activity data for La Porte, with the height of each circle representing the average valuation per unit of the homes constructed in that year (with no adjustment for inflation). The size of the circle and label indicates the exact count of units, and the color indicates single-family versus multifamily (2+ units in a building).

With the exception of a relatively exceptional year in 2014 when 62 higher-end homes were built in Bayside Crossing, valuation for single-family construction from 2000 to 2019 held steady within a range between \$100,000 and \$175,000. Permit valuation for 2020 jumped along with the market-wide rise in home resale pricing, surpassing \$250,000, on average, in 2022.

Per-unit construction valuation for multifamily housing averaged less than half of single-family values in 2002 and 2005, with that value gap widening for the 600 multifamily units permitted in 2019 and later.

Figure 23. La Porte Building Permit Activity by Type and Valuation, 2000 to 2022



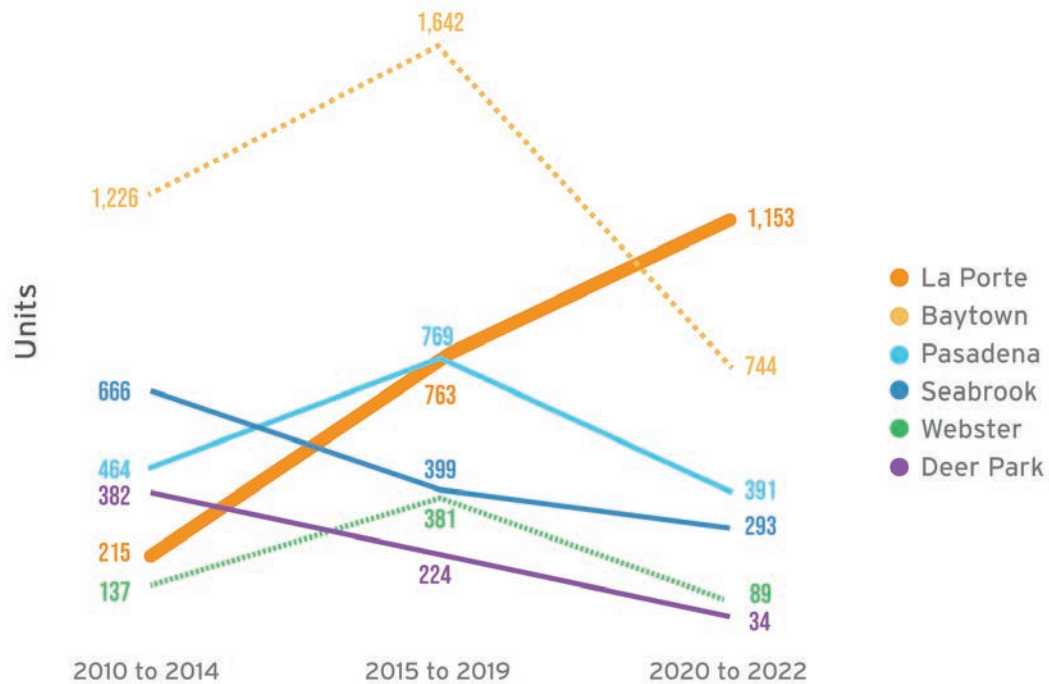
Source: U.S. Census Building Permit Survey



Figure 24 compares the permitting activity of La Porte with that of nearby cities. Comparisons are limited to cities with active permitting (more than five units annually) and, with the exception of Baytown, are all within the Southeast Harris County submarket used in this report.

The comparison is striking in that, despite the much larger overall sizes of Baytown and Pasadena, and the impressive population growth in Seabrook since 2000, La Porte has issued the most permits (1,153) over the past three years, by far, than any nearby comparison city. In fact, only La Porte issued more permits in the three years from 2020 through 2022 than in the two prior five-year periods.

Figure 24. Building Permit Volumes Since 2010, La Porte and Comparison Cities



Source: U.S. Census Building Permit Survey



SINGLE-FAMILY SUPPLY CONDITIONS

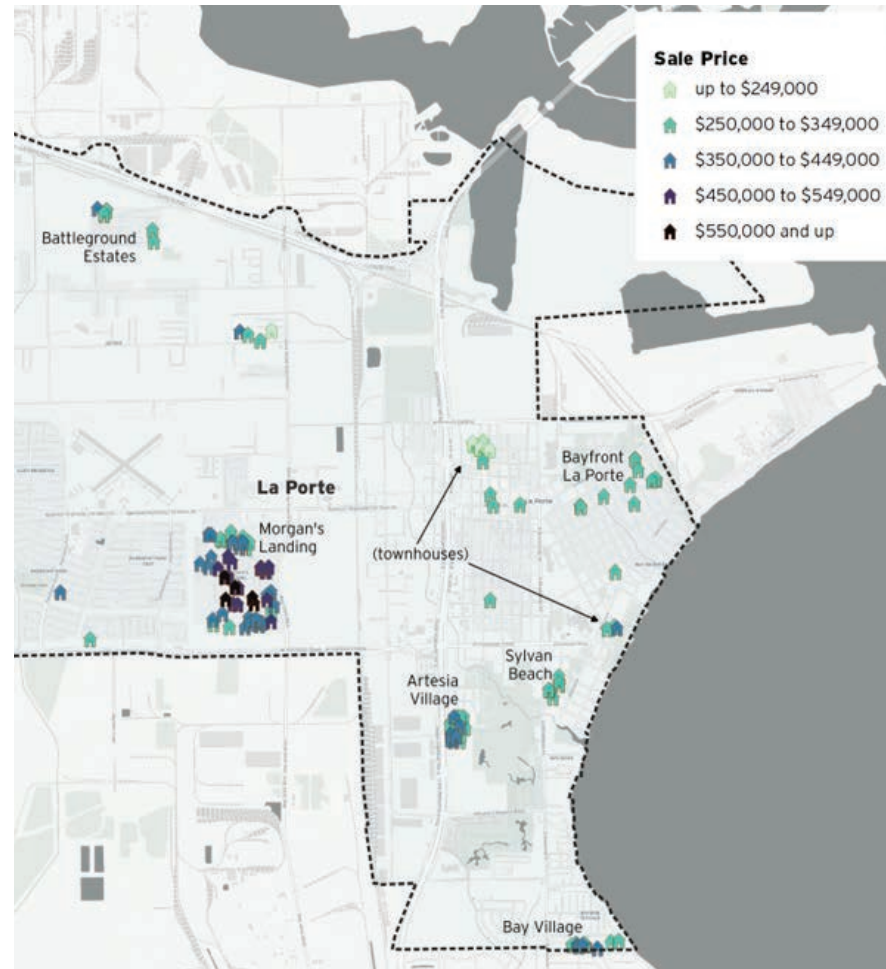
Houston's perennially hot housing market was stronger than expected in 2020, set records in 2021, and remained robust in early 2022, but since early fall 2022, both Houston and the nation began to see signs of a general market slowdown. Higher interest rates, higher home prices, and greater economic uncertainty gave way to stagnant or falling prices and mounting inventories and sellers began opting to wait for signs of stability.

According to the Houston Area Realtors (HAR), single-family sales in December 2022 slipped by a third compared to December 2021. However, most industry experts do not foresee as much of a prolonged dip in pricing or sales as was seen in the 2009-10 national recession or even the 2014 regional downturn driven by the fracking industry bust period.

La Porte has historically been a good value in terms of housing costs relative to other Houston Metro options. However, even with the current slowdown, the dramatic rise in home prices over the past two to three years, when coupled with rising mortgage interest rates and general inflation, is leading to affordability problems for prospective buyers even in lower cost cities like La Porte.

The relative locations of recent single-family and townhome sales are shown in Map 19 - well distributed around town. With the exception of a few townhouses anchoring the affordable end of the price

scale, most newer homes have been sold in the \$250,000 to \$450,000 range. The concentration in Morgan's Landing has a wide mix of prices including the only new homes above \$450,000.



Map 19. Recent Single-Family Home Sales, New Construction (Post-2019), by Price

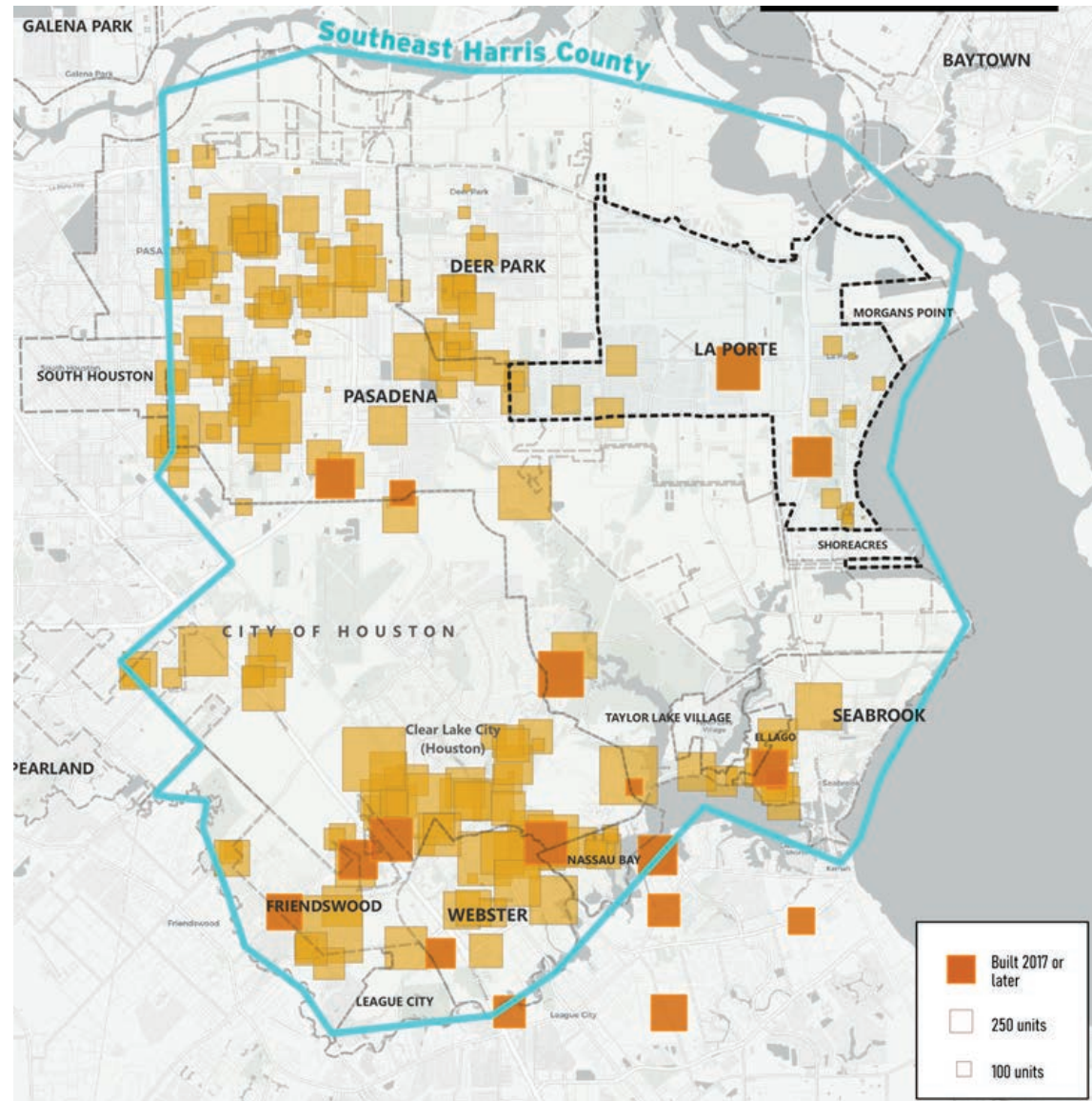
Source: U.S. Census Building Permit Survey

MULTIFAMILY SUPPLY CONDITIONS

Map 20 shows the location of existing and recently constructed multifamily apartments in La Porte and the surrounding Southeast Harris County area.

Post-2017 construction is highlighted in darker orange, including the two major apartment complexes recently completed in La Porte - the 350 unit project at Morgan's Landing completed in 2020 and the 294-unit Hawthorne at Bay Forest project completed in 2021.

The area's multifamily inventory is concentrated most heavily in Pasadena and southwest of La Porte across northern Friendswood, Clear Lake City, Webster, and into western Seabrook. Most standing inventory in Pasadena is of older construction. Newer construction and pipeline activity is most prevalent in those areas to the south.



Map 20. Multifamily Inventory, Southeast Harris County, Highlighting Recent Construction

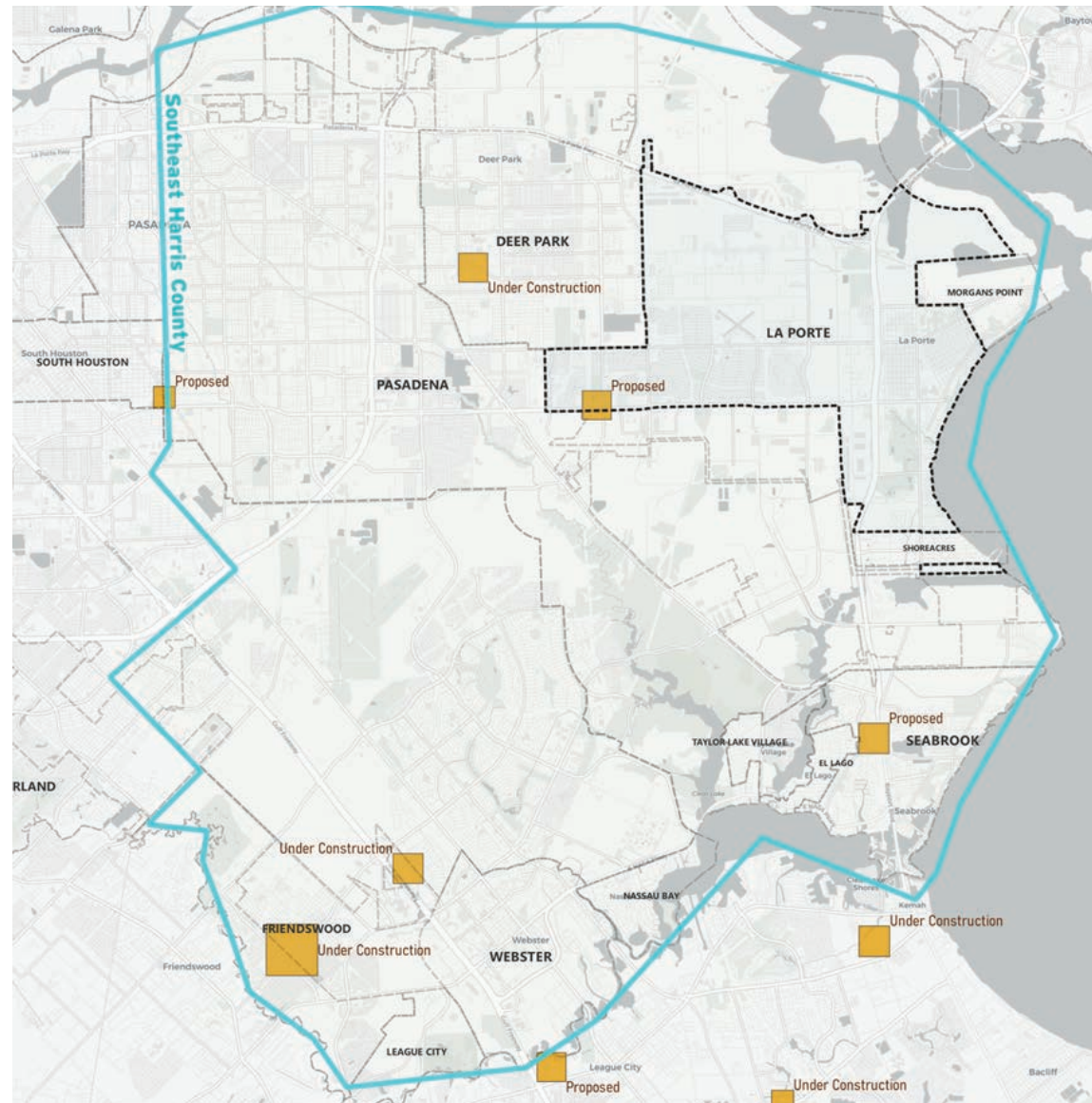
Source: CoStar and Leland Consulting Group

Map 21 shows the locations of apartments in the development pipeline - either under construction (as of Fall 2022) or proposed.

A 295-unit project, all one-bedroom units (Hawthorne at Fairmont), is proposed for the west side of La Porte, on Fairmont Parkway just south of the ballfields at Pecan Park.

The largest proposed competitive complex in the area is an 850-unit proposed project in north Friendswood. Deer Park and Seabrook each have one large proposed project (298 and 322 units, respectively).

Although the need for rental apartments may rise as higher mortgage rates keep for-sale housing out of reach for many, it is not uncommon for one or two proposed projects to fall by the wayside in a recessionary period, should one materialize.



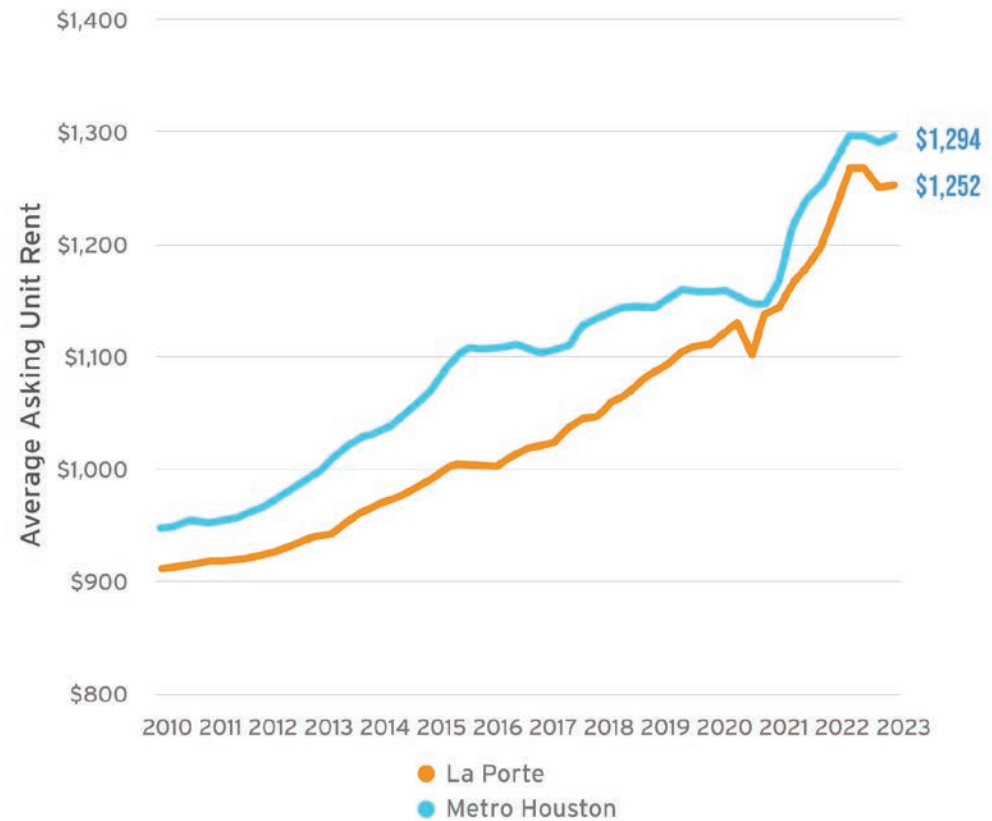
Map 21. Multifamily Pipeline Projects, Southeast Harris County Area, Fall 2022

Source: CoStar and Leland Consulting Group

Figure 25 shows average La Porte asking rents tracking along just below the Houston Metro average. The addition of the two large, somewhat upscale apartment projects in La Porte in 2020 and 2021 has brought the two averages closer together than in previous years.



Figure 25. Average Multifamily Asking Rents, La Porte and Houston Metro, 2010 to 2022



RESIDENTIAL DEMAND

To arrive at a reasonable forecast of housing demand to inform comprehensive planning efforts, was assumed a 1.0-percent annual citywide household growth rate over the coming decade. This is slightly above La Porte's average annual growth over the past decade (0.9 percent) but is conservative when viewed against recent record-setting permitting activity.

Beginning with a 2022 base year count of approximately 13,606 households, this growth rate assumption yields an increase of 1,423 households over the course of ten years.

Housing unit growth should be slightly higher than household growth to allow for a comfortable vacancy rate and some limited demolition activity. This 10-year production need is estimated at just under 1,500 units.

That need can be distributed across household income groupings and typical owning versus renting behavior, assuming relatively steady resident incomes and household sizes (consistent with the past decade). Because of for-sale housing affordability pressures, a slight growth in the percentage of renters within La Porte is assumed, from 26 percent currently to just over 28 percent for the forecast period.

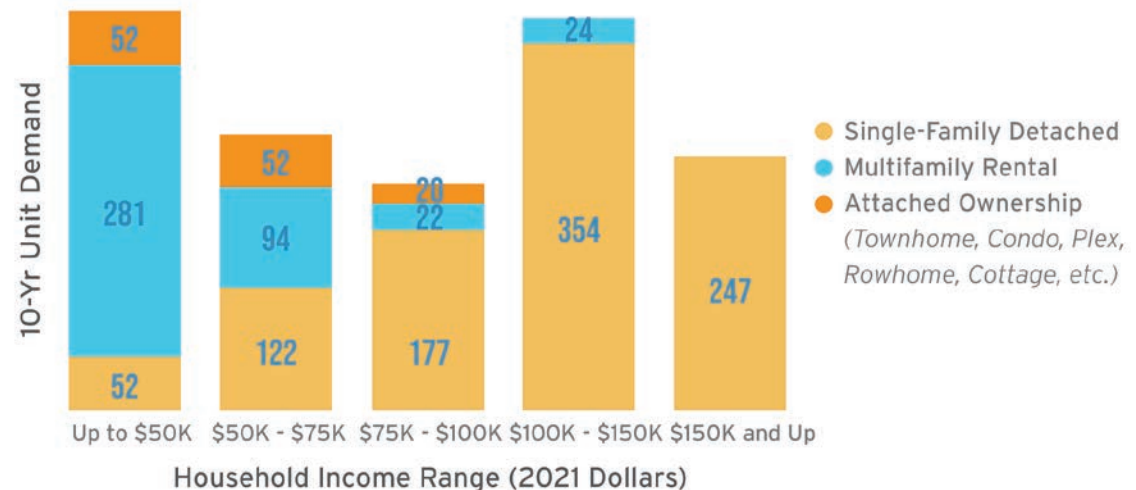
This calculation results in estimated demand of 420 rental units and 1,075 ownership units over the coming decade.

Comparing this to estimated growth (using similar calculations) across the larger Southeast Harris County area suggests that La Porte would need to capture a 22-percent share of housing growth in the submarket.

There are a few sites with residential development possibilities, including the parcel east of Morgan's Landing (where environmental concerns must be

overcome) and near the intersection of McCabe and Highway 146 (where there are infrastructure challenges). There may also be smaller scale, but more compact, mixed-use possibilities near the Five Points park/plaza area and even smaller, more opportunistic redevelopment opportunities elsewhere along Main Street, given appropriate zoning flexibility. Such developments could add variety and character, boost pedestrian activity downtown, and help curtail increasing dependence on in-commuting.

Figure 26. 10-year La Porte Housing Demand



Source: U.S. Census and City of La Porte

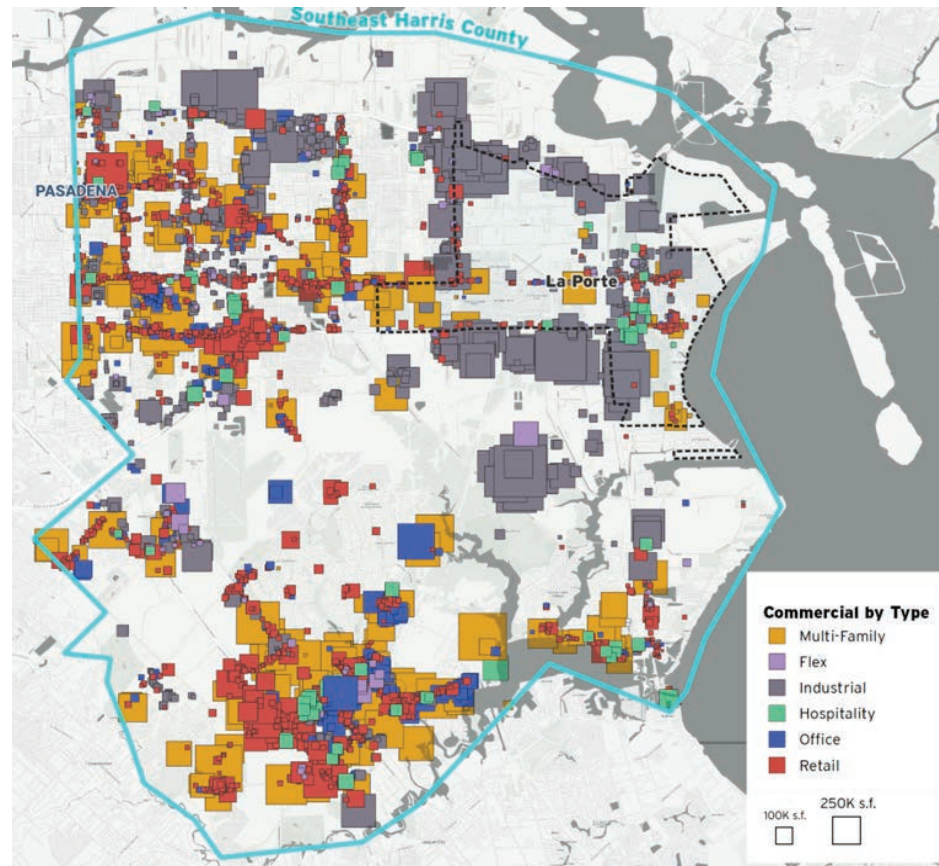
COMMERCIAL AND MULTIFAMILY REAL ESTATE MIX

Map 22 shows the local geographic context of commercial properties (including apartments) in La Porte and the surrounding Southeast Harris County area. As illustrated, the bulk of the area's large-scale industrial development can be found in a ring around La Porte, with some smaller industrial properties in the City's interior along State Highway 146. Some brief facts on La Porte's mix of commercial and multifamily real estate include:

- Approximately one-half of the 50.2 million square feet of industrial space in the Southeast Harris County area shown can be found in or around the perimeter of La Porte.
- Highway 146 is also home to La Porte's concentration of hospitality properties, where about 85 percent of the City's 1,050 hotel rooms can be found near the highway's intersection with Fairmont Parkway.
- La Porte has almost no office development, with those uses primarily clustered locally around the Clear Lake/Webster area to the south of the City.
- La Porte has just over six percent of the 24.2 million square feet of retail space found in Southeast Harris

County, as larger-format retailers are drawn to Pasadena (especially around Macroplaza Mall and the Fairmont Parkway interchange with the Sam Houston Tollway) and to the Clear Lake/NASA vicinity, centered around Baybrook Mall.

- Multifamily developments are clustered in those same areas within the region, with some five percent of area apartments (2,300 units) falling within the La Porte City limits.



Map 22. Commercial and Multifamily Properties, La Porte and Southeast Harris County

Source: CoStar and Leland Consulting Group

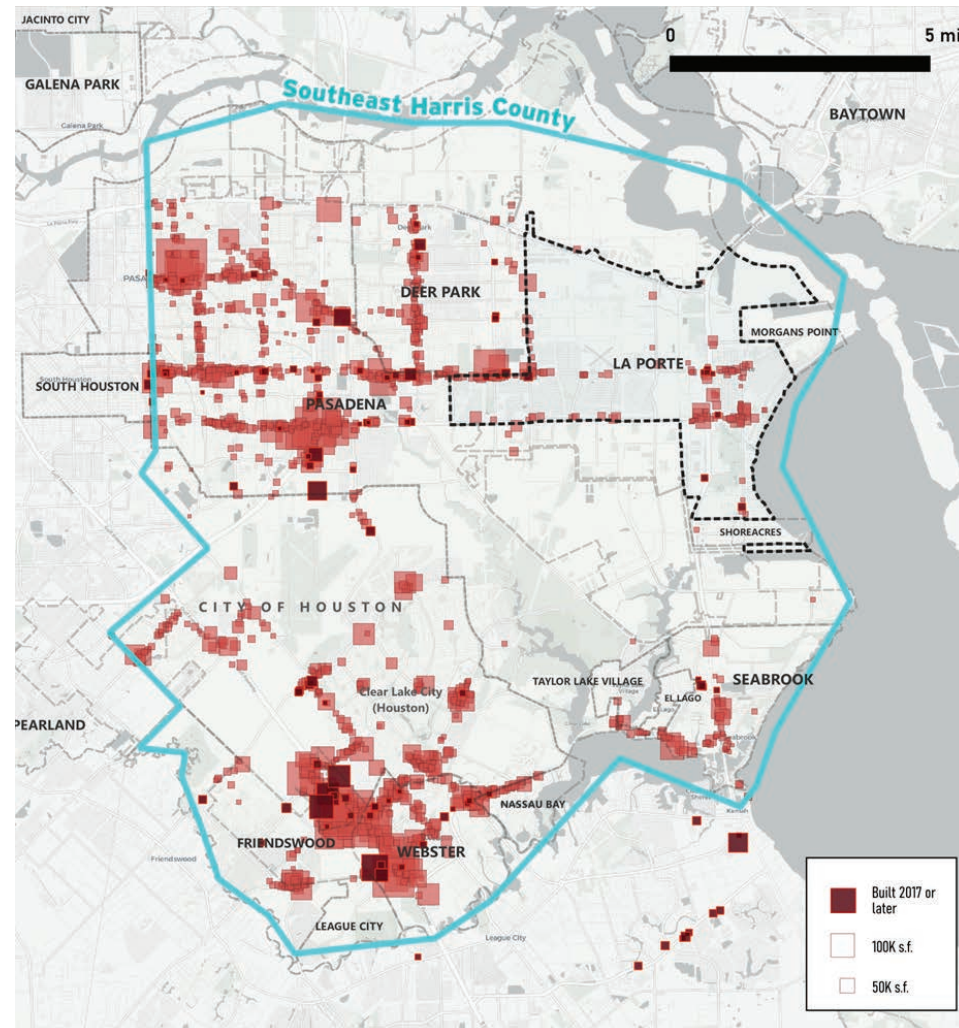
RETAIL MARKET

RETAIL SUPPLY CONDITIONS

In the long term, “brick and mortar” retailers in Houston and across the country are busily adapting to the on-going threat of online retailers like Amazon - looking for ways to accentuate and leverage the experiential aspects of shopping and dining in ways that online vendors cannot. This trend is particularly relevant to walkable commercial districts like historic main streets that can offer a desirable sense of place for shoppers and diners. From the perspective of municipalities like La Porte, this can yield important quality of life benefits for local residents and employees while increasing retail resilience against internet competition.

As shown in Map 23, La Porte is home to considerably less retail than its neighbors to the west and southwest. The City had 1.6 million square feet of standing inventory, or just over six percent of the 25.2 million square feet across Southeast Harris County overall.

Of that La Porte total, just 65,000 square feet was of recent (post-2016 construction), compared to about 1.3 million square feet across the Southeast Harris County area.



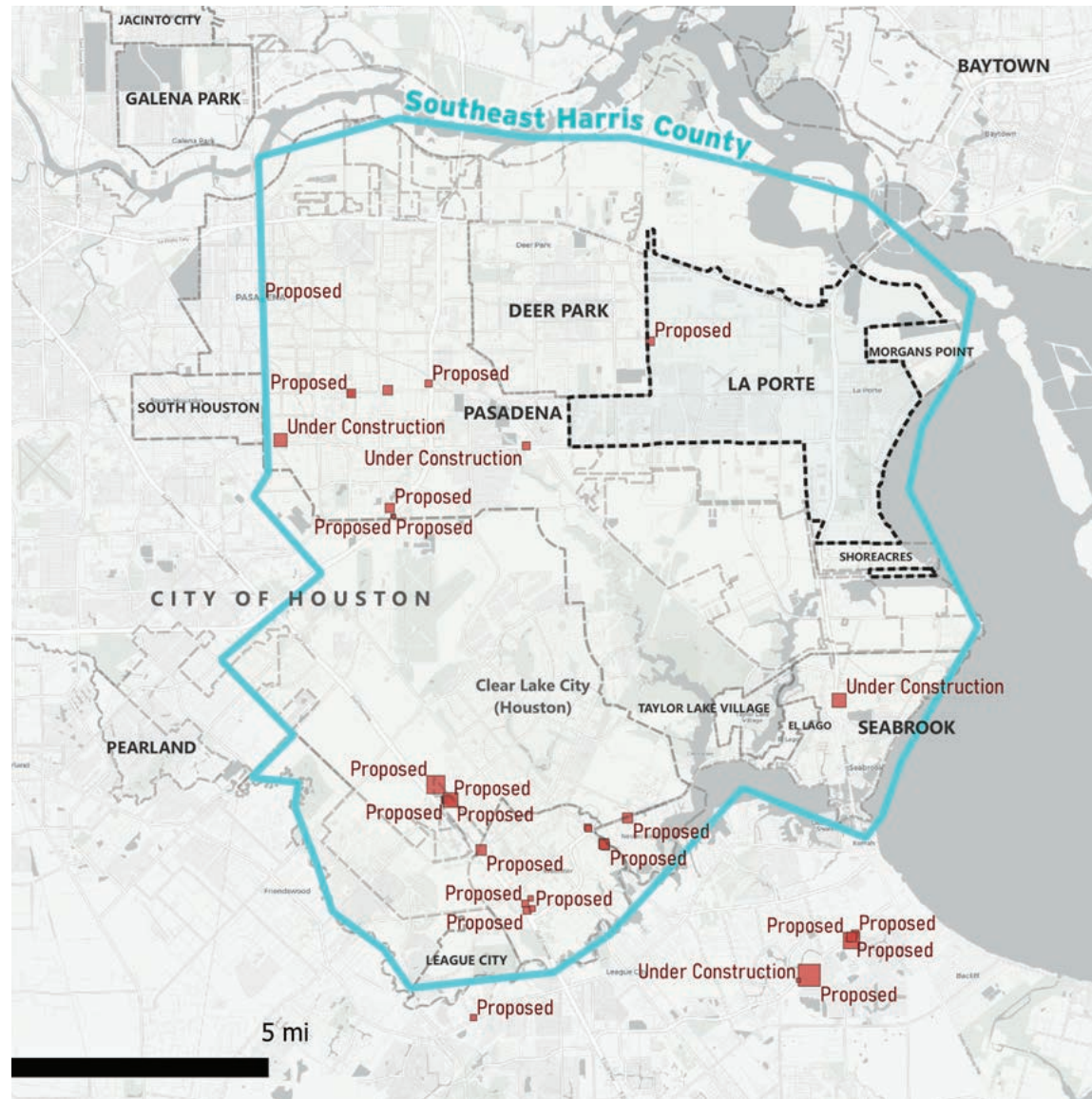
Map 23. Existing Retail Inventory, La Porte and Vicinity

Source: CoStar and Leland Consulting Group

In comparison, the City of Seabrook has just over 900,000 square feet of retail space, of which just 29,000 square feet was of recent construction.

Both La Porte and Seabrook have the disadvantage of reduced overall population density within a given radius due to adjacency to the Bay. Local and regional retailers tend to prefer inland locations, except for certain specialty stores and dining establishments that can benefit from the added sense of place provided by waterfront locations. A pipeline retail projects, either under construction, planned, or proposed, is shown in Map 24. Just one 10,000 square foot proposed project is within La Porte's boundaries, with most pipeline activity found in competitive areas located in the Clear Lake City/League City area to the south or in Pasadena to the west.

Again, La Porte's physical characteristics - adjacent to Galveston Bay, surrounded by pockets of heavy industry, and generally lower density in terms housing -- present a challenge for prospective retailers who require certain minimum rooftop densities (e.g., population within a 3-mile radius) in their site-selection process. As such, most chain tenants will continue to locate further out toward Pasadena and Clear Lake.



Map 24. Retail Supply pipeline, La Porte and Southeast Harris County

Source: CoStar and Leland Consulting Group

RETAIL DEMAND

Retail demand follows growth in market area households, with some additional demand for dining, groceries, and personal services expected due to increases in employment, on the assumption that commuting workers residing outside the City will spend at least some amount locally, especially during the lunch hour.

Typically, this employment-based demand is assumed to come primarily from office workers, with industrial employees tending to bring a lunch or eat in some in-facility commissary. However, based on Placer visitation data and discussions

with local restaurant owners, lunchtime business is generated by both office and industrial workers.

Placer is a subscription data provider using anonymous cell phone tracking data to gather a wealth of valuable information on visitor foot traffic. Any individual store, shopping center, or district can be analyzed for daily or weekly visitor counts, prevailing time-of-day and day-of-week visitation patterns, and trip-chaining behaviors. Using this geographic data on customer home and work locations, the true “trade areas” for stores in the study area and at key competitive locations can be generated.

LCG estimates total 10-year retail and dining demand ranging from 60,000 to 90,000 square feet, due to anticipated household growth of approximately 1.0% annually. This new demand is spread across many store categories, however, and may come in the form of many smaller tenant additions rather than a major new retail center or big box store.

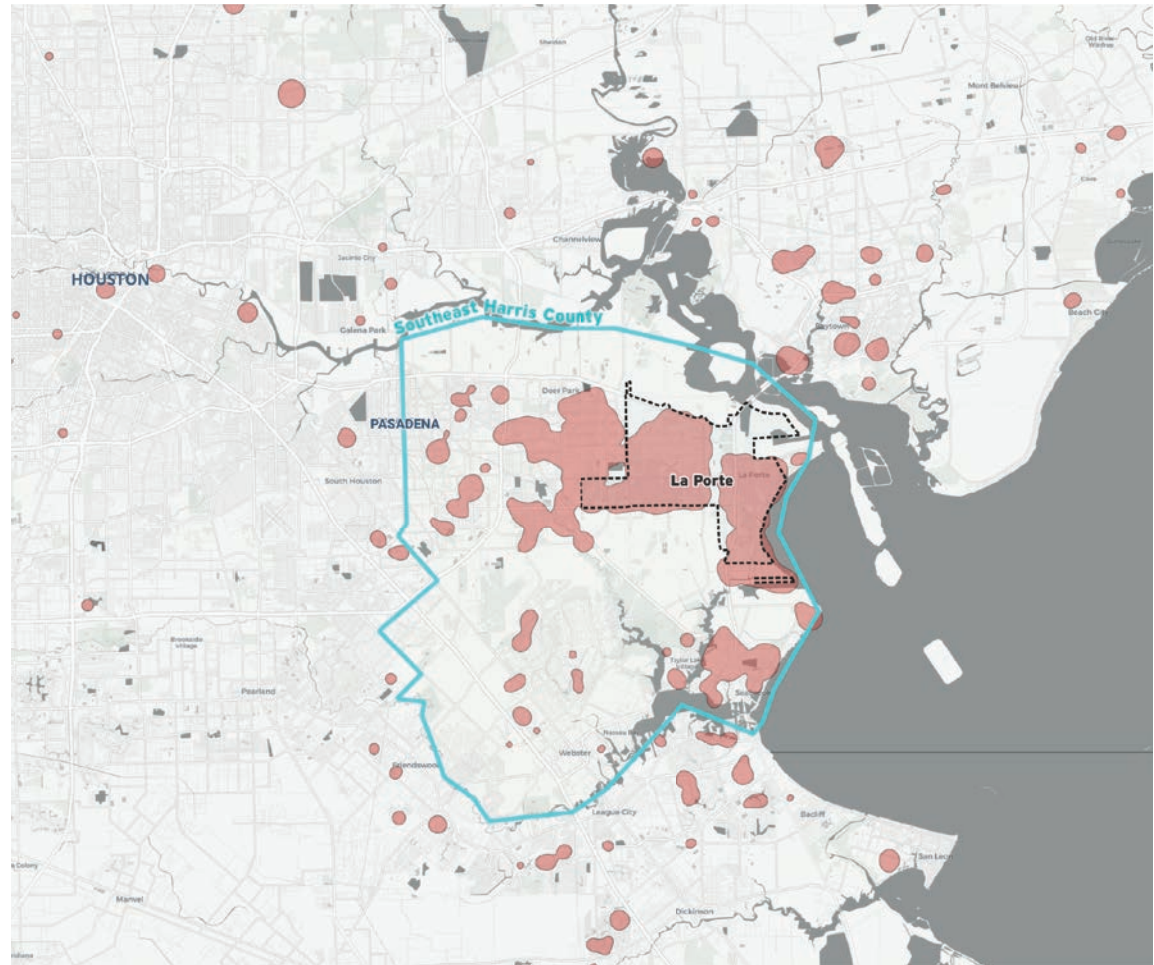
As a result of this demand, the assumption is that industrial employment growth could add as much as 15,000 to 25,000 square feet of additional demand, primarily in the form of dining and personal services, but also helping to bolster some grocery demand.



THE IMPORTANCE OF EXPERIENTIAL RETAIL

The share of Amazon and related delivery-based retail jumped during COVID-19 shutdowns and then largely receded -- but online sales have resumed growth and continue to create risk for brick-and-mortar retailers everywhere. Dining, specialty shops, and other retail categories where direct physical/sensory experiences are important appear to be most resistant to online competition, meaning that retail/dining districts like Main Street in La Porte may have an advantage over big box-dominated centers - but that advantage needs to be leveraged with design and amenity investments like streetscaping, creative merchandising, outdoor seating, and other placemaking enhancements that accentuate the experience.

La Porte's unique, independent Main Street restaurants have a proven ability to draw loyal customers from a wider market area than typical retailers. As an example, Map 25 shows the actual trade area for El Toro (a Main Street restaurant) - based on where 75 percent of visitors reside (weighted by frequency of visits).



Map 25. Trade Area (Visitor Home Locations) for El Toro Restaurant on Main Street, La Porte

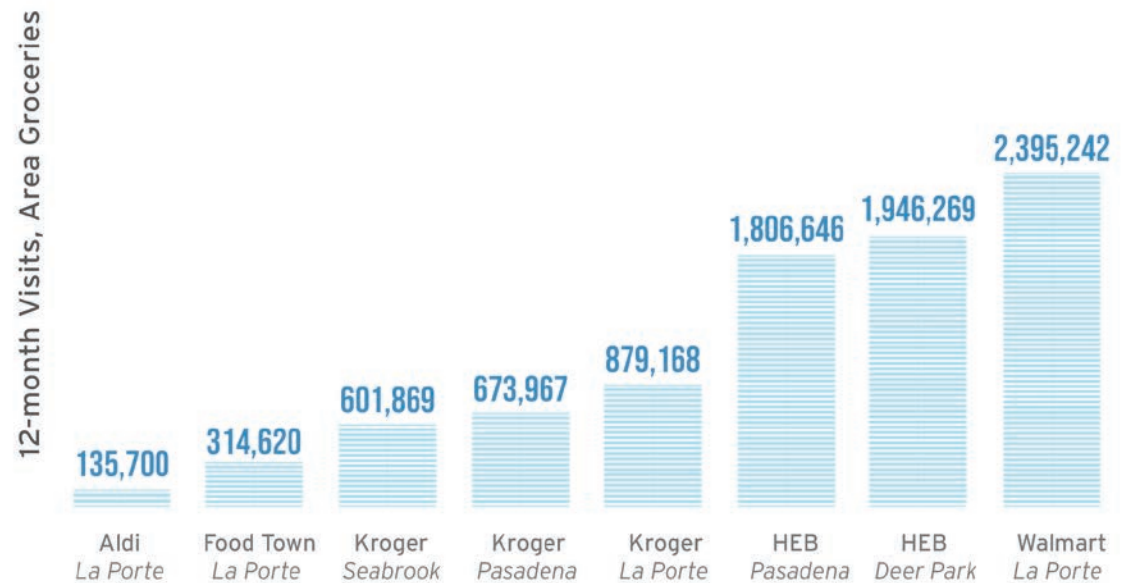
Source: Placer.ai; and Leland Consulting Group

RETAIL LEAKAGE AND VISITATION

With the exception of categories like apparel and home furnishings, where spending is drawn to major malls and regional centers, La Porte actually has very little net leakage of retail spending to stores outside its boundaries. In other words, for most store categories, La Porte has a measurable surplus in the amount of retail sales taking place within its boundaries relative to the combined spending potential of its resident households. While many La Porte residents regularly shop outside the City limits for goods and services, that leakage is generally more than made up for by how much non-residents spend in La Porte (again, except in the case of department stores, apparel, and home furnishings, where there is some moderate net leakage).

Figure 27 shows a comparison of annual visits, based on Placer foot traffic data, for seven different grocery stores that are either in La Porte or that draw a substantial number of La Porte residents as customers. It also shows foot traffic from the La Porte Walmart for comparison, which is a major grocery store. The Kroger comparison alone illustrates the strength of the La Porte location relative to nearby same-chain comparisons.

Figure 27. Visitation Statistics for Supermarkets in La Porte and Neighboring Cities, 2021

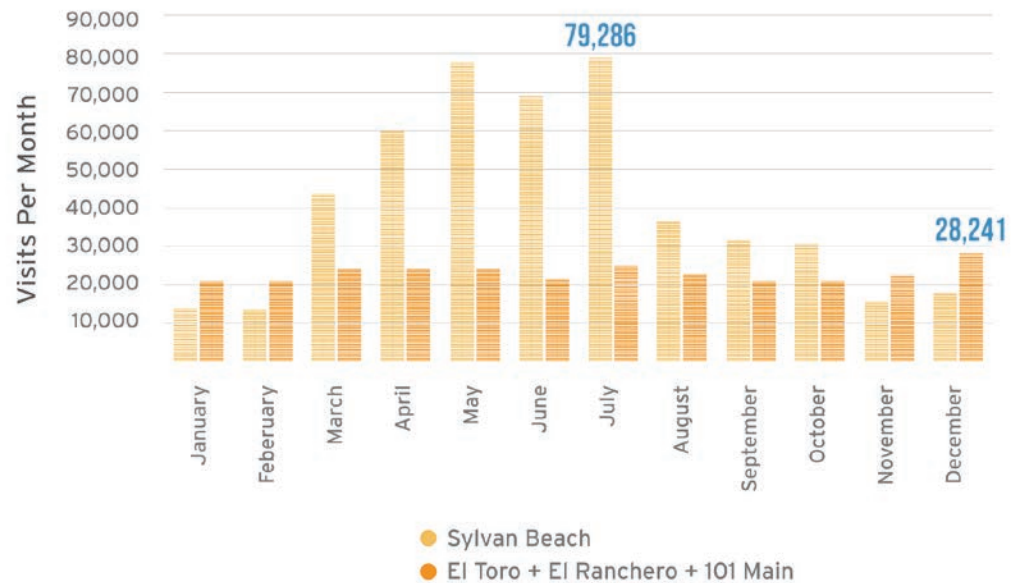


Source: Placer.ai and Leland Consulting Group

Figure 28 illustrates the impressive foot-traffic generation potential of La Porte's Sylvan Beach. Over 2021, with the exception of four winter months, Sylvan Beach consistently generated more monthly visits than the three most active Main Street restaurants combined. In the peak season from May to July, the beach drew between 69,000 and 79,000 visits each month, more than triple the visits to the three restaurants.

Analysis of the home origins of these visitors shows the attraction drawing visitors from across the entire Houston metropolitan area. Visitor draw is particularly high in census areas with below average income, suggesting that for many, Sylvan Beach is an affordable "stay-cation" destination that can be visited multiple times per year. The attraction power of Sylvan Beach represents a potential retail opportunity - adding one or more dining or small convenience goods shops in the immediate vicinity of Sylvan Beach to take advantage of the consistently high visitation during Houston's extended warm months.

Figure 28. Visits to La Porte Attractions: Sylvan Beach and Main Street Restaurants, 2021



Source: Placer.ai and Leland Consulting Group



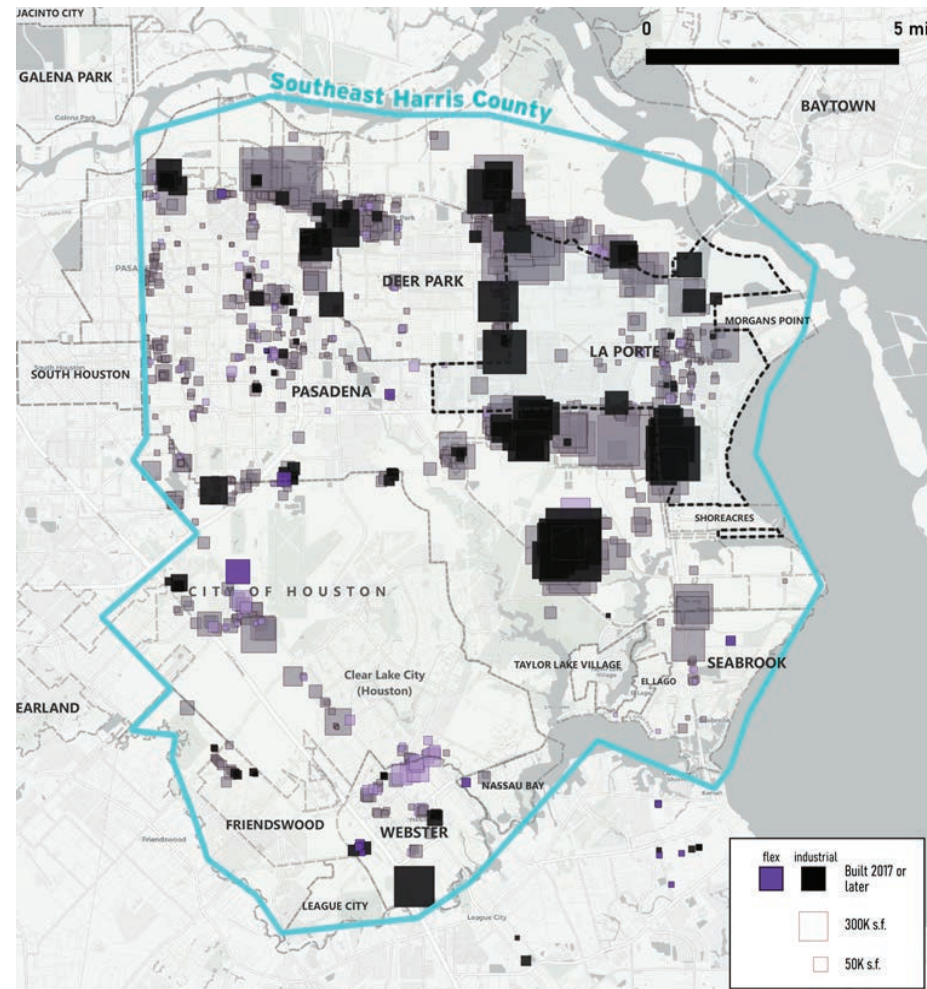
INDUSTRIAL MARKET

La Porte industrial activity is largely driven by a mix of manufacturing, including large chemical plant operations, with generally well-organized and predictable operations/distribution, along with a large and growing concentration of relatively decentralized logistics activity in the form of independent trucking and smaller warehousing operations - mainly serving the diverse flow of container goods entering and leaving the Port of Houston.

La Porte is currently home to 14.0 million square feet of industrial and flex space, representing approximately 28 percent of the 50 million square feet in the Southeast Houston area overall (with just 10 percent of its population).

Although there is a strong industrial presence in La Porte, with nearly 14.0 million square feet of industrial and flex space combined, much of the industrial inventory associated with La Porte lies just outside the City along its north, west, and south perimeter.

Including this perimeter inventory, the La Porte immediate vicinity includes nearly 24.0 million square feet of space. This may even understate the level of industrial activity, since many heavy



Map 26. Industrial and Flex Inventory, Southeast Harris County, Showing Recent Construction

Source: CoStar and Leland Consulting Group

industrial facilities are made up of tanks, yard storage, and other structures not typically counted as leasable inventory.

Industrial development has been very active in the La Porte area. Almost 3.6 million square feet of all industrial and flex space within the City of La Porte was built in 2017 or later - more than a quarter of all standing inventory.

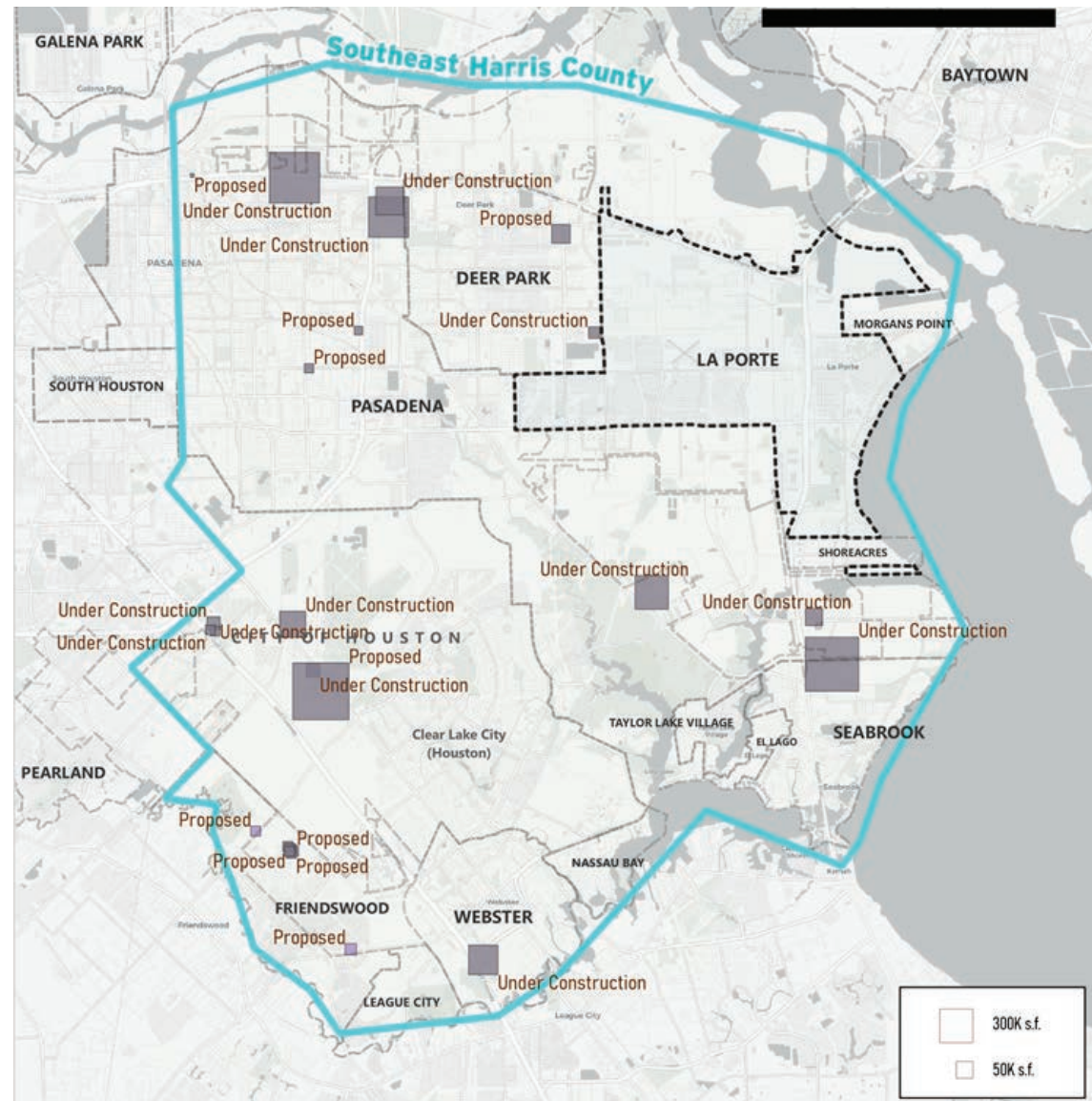
Including La Porte perimeter properties brings the total of recent (2017 or later) construction to 7.1 million square feet - or 28 percent of standing inventory.

INDUSTRIAL/FLEX DEMAND

As shown in Figure 29 on page 115, based on overall 1.8-percent annual employment growth (with different rates across industry types, scaled based on state-produced forecasts for the metropolitan area), the Southeast Harris County area could add just over 41,000 jobs over the next decade.

With assumptions about usage of industrial space and square footage averages per employee across sectors, calibrated against known existing inventories, that job growth should lead to approximately 10.8 million square feet of new demand across the submarket.

Although it is difficult to predict the exact nature of future industrial demand,



Map 27. Industrial Supply Pipeline, La Porte and Southeast Harris County

Source: CoStar (mid-2022 data) and Leland Consulting Group

it is likely that La Porte will capture close to its historical share of Southeast Harris County industrial growth, or approximately one-quarter of the subarea total.

Based on those official projections of Houston Metro employment growth by industry category, inventory growth trajectory, and assumptions about typical square footage requirements per industrial employee, LCG estimates that the Southeast Houston submarket area could see 10-year growth in industrial demand of between 8.0 and 12.0 million square feet, of which La Porte could capture between 2.0 and 3.0 million square feet on a fair-share capture basis.

The loosely-organized and free-flowing nature of the independent trucking and warehousing activity around La Porte is clearly important to the regional economy but is increasingly a headache for residents and some local retailers in terms of traffic congestion, noise, air

pollution, and road quality.

It is difficult to accurately anticipate the form and timing future industrial demand, but La Porte will face important decisions on how best to locate new industrial activity, especially if it comes in the form of additional logistics (trucking and warehousing) activity, given the traffic and nuisance issues surrounding those land uses already.

One possibility for future industrial location may lie in pending decisions by Union Pacific Railroad to put their Strang Yard property (and potentially others) for

sale on the open market for development. Railroads are typically reluctant to give up land holdings, so this rare opportunity will need to be approached with care by both the City and prospective developers.

Finally, ongoing international conflicts are creating market dynamics that are difficult to predict, but that generally involve disruptions to global supply chains for petroleum and agricultural products. Likely impacts on La Porte and the Houston region may include increased demand and competition for domestic petroleum and petrochemicals.

Figure 29. Employment Growth Projections and Industrial Demand, Southeast Harris County

INDUSTRY GROUPS	2019 ESTIMATED JOBS	PROJECTED ANNUAL GROWTH	2022 ESTIMATED JOBS	2032 PROJECTED JOBS	10-YR PROJECTED JOB GROWTH	ESTIMATED PERCENT IN INDUSTRIAL SPACE	ESTIMATED INDUSTRIAL S.F. PER JOB	PROJECTED INDUSTRIAL DEMAND (10-YR)
Public Administration	5,171	0.6%	5,231	5,545	313	10%	500	15,655
Healthcare	19,002	2.1%	19,821	24,475	4,654	3%	500	69,816
Retail	17,171	1.2%	17,580	19,777	2,197	3%	500	32,948
Education	13,410	1.3%	13,750	15,580	1,831	3%	500	27,463
Other Services	6,419	1.6%	6,621	7,734	1,112	30%	500	166,826
Hospitality & Leisure	19,602	3.3%	20,911	28,888	7,978	3%	500	119,663
Mining (Oil & Gas)	4,438	1.6%	4,584	5,388	805	60%	600	289,635
Manufacturing	18,238	1.4%	18,761	21,610	2,849	95%	500	1,353,392
Transport, Warehousing, Wholesale	23,185	1.5%	23,908	27,877	3,968	90%	1,500	5,357,444
Professional Svcs	43,592	1.6%	44,961	52,482	7,521	5%	500	188,013
Construction & Utilities	37,504	1.9%	38,912	46,787	7,875	50%	800	3,149,852
Totals	207,732	-	215,041	256,143	41,102	-	-	10,770,706

**Based on official Houston/Galveston Region 2020-2030 Forecast*

RECOMMENDATIONS AND STRATEGIES

In addition to providing a sense for the approximate expected quantities of future demand by land use type, the market analysis for La Porte indicates support for a number of strategic directions for housing and economic development:



ENCOURAGE EXPERIENTIAL AND SMALLER-SCALE RETAIL

Encourage experiential and smaller scale retail that focuses on dining to improve the local quality of life and provide amenities for area employees. Such an approach relies on establishing a strong sense of place (with supportive public amenities) to help compete against online and big box retailers by enhancing the shopping and dining experience. Opportunity areas include Main Street, areas next to Sylvan Beach, and in a potential entertainment district near lodging concentrations at Fairmont Parkway and Highway 146.



STRENGTHEN MAIN STREET REVITALIZATION

Strengthen Main Street revitalization efforts to capitalize on the existing experiential assets of Main Street and promote a critical mass of small-scale retail businesses. Assignment of an existing staff member or acquiring additional staff as a Main Street revitalization coordinator, at least on a part-time basis, could help support this initiative.



CONSIDER HIRING AN ECONOMIC DEVELOPMENT DIRECTOR

Consider the cost-benefit trade-offs in hiring a salaried economic development director. Regional economic development organizations already work to attract and retain large industrial employers to La Porte and surrounding bay communities (and most La Porte employees will live outside the City). In addition, there may be a limited upside in the amount of new retail that can be attracted to La Porte, given the physical constraints on nearby rooftop density.



PROVIDE FOR A RANGE OF HOUSING TYPES

Allow for a range of housing types that diversify La Porte's housing stock to meet the needs of growth and help to stem the trend toward increased commuting into the City.



FACILITATE INNOVATIVE DEVELOPMENT APPROACHES

It is important to plan ahead for a housing development environment that provides creative approaches to the development of smaller and more challenging sites. While the predictions in this report represent reasonable targets for the initial decade of the comprehensive planning period, it is likely that land capacity constraints will begin to substantially slow the pace of residential growth in La Porte in later years without more flexibility and innovation in development.



DRAFT



6

IMPLEMENTATION

DRAFT



LA PORTE

KING'S
Dine In,
or
Take Out,
281-470-8358

INTRODUCTION

This section of the plan describes the implementation plan necessary to realize the recommended actions identified as part of the Comprehensive Plan. Implementation is an important part of the comprehensive planning process and can prove to be a challenge without the correct tools and resources in place. The implementation plan must be prioritized to guide short-term, mid-term, and long-term strategies in order to balance timing, funding, resources, and capacity.

The continued participation of all responsible entities will be crucial in implementing the recommended actions. There are multiple aspects of the plan that require participation by various parties, such as the adoption of regulations, administration of the development code, and partnering with different public and private organizations. Each individual or group involved with the Comprehensive Plan has a vital role to play in the implementation of the plan based on their authority or expertise.

RESPONSIBLE ENTITIES

●	CITY COUNCIL
	The key responsibilities of the City Council are to decide and establish priorities, set time frames for when actions should be initiated and completed, and determine the financial resources to be made available for implementation efforts.
●	PLANNING AND ZONING COMMISSION
	The Planning and Zoning Commission is charged with making recommendations to the City Council regarding zoning and the Comprehensive Plan. In this role, the Planning and Zoning Commission acts as the connection between City Staff and City Council. It is important for the commission to remain knowledgeable about the Comprehensive Plan and to make sound recommendations in the best interest of the City.
●	CITY STAFF
	City Staff is involved in the most direct application of the Comprehensive Plan. They are responsible for administering the plan through the zoning ordinance, subdivision codes, and other regulations influenced by the Comprehensive Plan. City Staff works directly with developers and property owners to translate the vision in the Comprehensive Plan to the built environment through the administration of these ordinances.
●	OTHER ORGANIZATIONS
	Implementation of the Comprehensive Plan is not solely on City resources. Entities like private developers, federal agencies, or local nonprofit organizations are useful resources to implement specific recommendations of the Comprehensive Plan. These entities can provide resources and support for elements of the plan to assist the City in completing particular tasks. Partnerships can take the form of public-private partnerships (PPP), grant funding, establishment of programs, and other various methods.
●	RESIDENTS/LA PORTE COMMUNITY
	Community involvement is crucial at all stages of the planning process including after the adoption of the Comprehensive Plan. La Porte community can play an important role in ensuring that the recommendations of the Comprehensive Plan are being implemented by being proactive and communicating their concerns to the City Staff as well as the elected officials.

MAINTAINING THE PLAN

UPDATING THE PLAN

The Comprehensive Plan is intended to be a living document that allows for flexibility as the priorities of the community change. Over time there are changes in political, economic, physical, technological, and social conditions that influence the development of the City, and the Comprehensive Plan should be reviewed and regularly updated. If the plan is to reflect the goals of the community and remain relevant, it must be reviewed periodically to ensure the plan elements, policies, and recommendations are still applicable. There are two types of amendments to the plan: minor amendments and major amendments.

MINOR AMENDMENTS

Minor amendments can be proposed at any time, such as specific changes to the Future Land Use Plan related to particular development applications or public improvement projects. Minor amendments can be addressed by the City as they arise or may be documented and compiled for a more thorough evaluation via an annual review process. For example, this is how and when the results of another specialized plan or study may be incorporated into this plan.

MAJOR AMENDMENTS

More significant plan revisions and updates should occur no more than every five to ten years. Major updates involve reviewing the current conditions and projected growth trends; re-evaluating the policies and recommendations of the plan (and formulating new ones as necessary), and adding to, modifying, or removing recommendations in the plan based on their implementation progress.

ANNUAL PROGRESS REPORTING

After adoption of the plan, it should be reviewed every year and a report prepared for the City Council. This annual review will ensure the plan does not remain static and amendments are made as needed. It is also important to ensure that policies and ordinances are consistent with recommendations of this plan.

COMPREHENSIVE PLAN AUDITS

In addition to annual progress reporting, it is recommended that the City should conduct a thorough audit of the content

and outcomes of the Comprehensive Plan and recommend necessary revisions every five years. This effort should involve participation from different City departments, elected officials, and community members. The review should consider any changes in demographics, economy, and societal factors that may impact development in La Porte.



PROACTIVE AND REACTIVE STRATEGIES

Plan implementation is often achieved through one of two methods: proactive and reactive implementation strategies. While both are effective in putting the recommendations of this Plan into action, using a balance of both approaches will better set the City up for success in this goal. Examples of proactive and reactive strategies are provided below.

PROACTIVE STRATEGIES

Proactive strategies are those that the City leads in seeking implementation of the Plan's recommendations and actions. City-initiated efforts are effective because they may occur immediately but may prove costly regarding staff time and City resources. Examples include:

- Updating policies, such as Capital Improvement Plans (CIPs), thoroughfare plans, and development codes to achieve the recommendations identified within this Plan.
- Initiating zoning changes within target areas to encourage development that is compatible with the land use designations within this Plan.
- Acquiring property from private individuals and entities in strategic locations to ensure responsible development and engineering practices.

REACTIVE STRATEGIES

Reactive strategies involve opportunities brought to the City on a case-by-case basis rather than those the City seeks out independently. These strategies rely

on elected and appointed officials to act with the recommendations of this Plan in mind, placing further emphasis on the continuing updates and communication of the Plan suggested in this chapter. Examples include:

- Assessing rezoning requests against the intent and purpose of the future land use categories established in this Plan.
- Reviewing development applications for compliance with the adopted development standards and the intent of this Plan.
- Updating the recommendations and actions of this Plan based on public feedback and initiatives

CONTINUING EDUCATION AND TRAINING

While City staff and management may be familiar with the comprehensive planning process and how it impacts day-to-day decisions, others not involved in the planning field, including those appointed to assist in implementation, may not be readily familiar. For this reason, educational materials and work sessions with the Planning and Zoning Commission, City Council, and

other key groups involved in the Plan's implementation 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.
- A review of the Plan's Implementation Table in order to establish a basic understanding of the Plan's priorities and timelines related to fulfilling recommendations.

As new individuals are elected and appointed in positions tasked with promoting and implementing the findings of this Plan, continuing education and training efforts must be provided as needed. Educational materials, such as summary brochures and handbooks, will assist when transitioning between decision-makers.

PRIORITY RECOMMENDATIONS

The plan contains over 35 recommendations. While each recommendation serves to further the vision and goals identified by the community, implementing these can seem overwhelming. For this reason, ten top priority recommendations have been identified that will help create momentum for implementation. These priority recommendations are identified keeping in mind the available resources and capacity of the City.

The top priority recommendations related to land use, transportation, and economic development are identified. Completing these recommendations will help the City gain momentum as well as set the stage for a majority of the remaining recommendations.

LAND USE AND DEVELOPMENT

- 1 Implement recommended strategies for Broadway Opportunity Area
- 2 Implement recommended strategies for Entertainment District Opportunity Area
- 3 Prepare a Main Street Master Plan
- 4 Coordinate with Harris County to implement the Sylvan Beach Park Master Plan

ECONOMIC DEVELOPMENT

- 1 Hire an Economic Development Director focused on Infill and Main Street Development
- 2 Evaluate Incentives to Promote Main Street Development
- 3 Create an Entertainment District

TRANSPORTATION AND MOBILITY

- 1 Adopt a Master Transportation Plan and Thoroughfare Plan
- 2 Implement Previous and Planned Transportation Efforts
- 3 Construct New Trail Segments as designated in the 2020 Parks, Recreation, and Open Space Master Plan.

IMPLEMENTATION

The most common issues with comprehensive plans is the lack of actionable recommendations that clearly outline the initial steps that a city must take in order to begin implementing recommendations. Thus, it was the goal of this plan to break down each prioritized recommendation into a checklist that clearly outlines the who, what, when, and where of each item—but, most importantly, HOW to accomplish it.

The implementation table is organized by topics discussed throughout the plan and contains recommendation related to land use and development, transportation and mobility, and economic development. The tables include the priority recommendations established by City staff and the CPAC during the planning process. Action items will be used to assess progress annually and determine priority budget items, successful projects, and obstacles to implementation. If a recommendation is evaluated in the future and found to have had little to no progress made toward accomplishment, it will indicate a need to reevaluate the relevancy of the recommendation or

identify issues preventing its successful implementation.

In developing the recommendation for this plan, recommendations from the 2012 Comprehensive Plan and 2018 Comprehensive Plan Update were reviewed to identify action items that have not been completely implemented, are still relevant to guide development in the City and align with the guiding principles and vision of the plan.

The previous comprehensive plan updates were informed by extensive community input. The implementation table identifies actions that relate to the previously identified recommendations to ensure that the community's vision is preserved and reflected in the recommendations of this plan.

IMPLEMENTATION TABLE ELEMENTS

ACTION KEY AND DESCRIPTION

The action key provides the reader with a simplified reference number for the specific action item. The reference numbers are deduced based on the topic of the recommended action and contain a two-letter abbreviation and an associated reference number.

Actions or short titles are specified for each recommendation along with a detailed description of the recommended action.

ACTION KEY AND DESCRIPTION	
REC #	ACTION ITEMS

ACTION TYPE

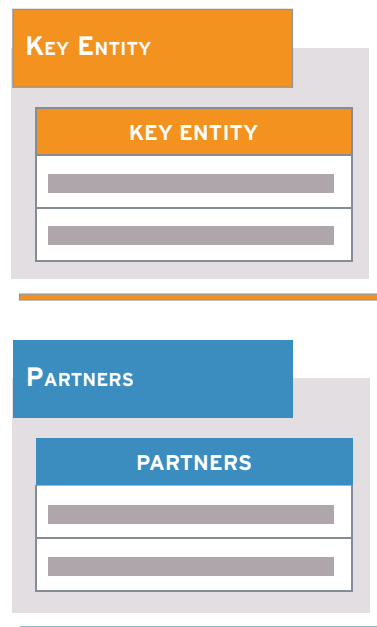
The table identifies each action as Project, Program, Partnership, Policy, Relationship, or Study. This distinction assists the City in identifying the individuals or groups responsible for carrying out the action and plan for proper resources and staffing.

- Project - A project or capital improvement to be completed.
- Program - Development of new program or enhancement of an existing program.
- Policy - Development of a new policy or an update to an existing regulation or City policy.
- Partnership - Partner with outside organizations or agencies to coordinate on an initiative or complete an action.
- Study - A plan or study to be completed.



KEY ENTITY AND PARTNERS

Assigning the key implementing entity responsible for following through on an action is essential to implementing the suggested recommendation. This portion of the table sets the responsible department or group within the City and potential partnerships with other departments or other external entities that may assist with completing the action. Communication with these individuals and groups is essential to explain their roles and expectations when implementing this Plan.



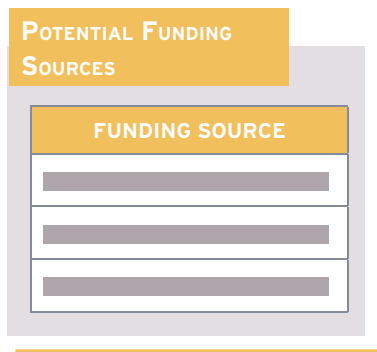
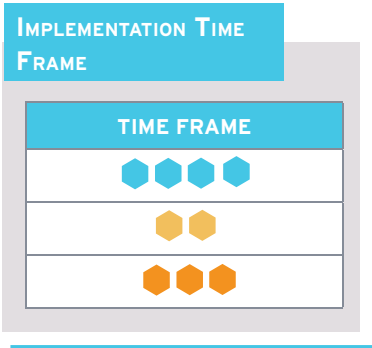
IMPLEMENTATION TIME FRAME

This Plan provides a phased approach to implementation to help the City identify achievable actions in the new future and distinguish them from long-term actions that might need extensive studies and preparation. The recommended actions are categorized into the following time frames.






- Short-Term (1-3 years): Actions that are typically “low-hanging fruit” or easier to achieve because they do not require a large amount of capital.
- Mid-Term (4-7 years): Actions that may require more planning and capital than the short-term 3-year horizon.
- Long-Term (8-10 years): Actions that generally need a large amount of capital, require significant planning and coordination for completion or other steps must take place before implementation. In some cases, there may be opportunities to make some initial progress in the short- or mid-term.
- Ongoing (10+ years): Recommendations that do not have a specific timeframe for implementation, are continuously implemented, or should be revisited regularly throughout the life of the recommendation or implementation of the Plan.

POTENTIAL FUNDING SOURCES

Leveraging available grants and funding opportunities will be crucial in realizing the recommendations proposed in this Plan. The implementation table lists some potential funding sources that can help provide funding in full or in part for each action item. These funding sources can be updated as additional funds/grants become available in the future.



LAND USE AND DEVELOPMENT

#	ACTION ITEMS	IMPLEMENTATION TIME FRAME	KEY ENTITY	PARTNERS	PROJECT TYPE	POTENTIAL FUNDING SOURCES
LU-1	Conduct Small Area Plans for the identified Opportunity Areas Conduct small area plans for the identified Opportunity Areas. The plans may include recommendations for economic development incentives, land use, wayfinding and branding, streetscape, connectivity, and infrastructure improvements as needed. These plans should be created in partnership with the City, land and business owners, adjacent property owners, and other stakeholders.		PD	H-GAC	Plan/Study	H-GAC Livable Centers Program
LU-2	Implement recommended strategies for the Bay Area Boulevard Opportunity Area Implement and prioritize strategies recommended for the Bay Area Boulevard Opportunity Area to realize the vision for the area.		PD	–	Project/Action	City Budget
LU-3	Implement recommended strategies for the Broadway Opportunity Area Implement and prioritize strategies recommended for the Broadway Opportunity Area to realize the vision for the area.		PD	–	Project/Action	City Budget
LU-4	Implement recommended strategies for the Entertainment District Opportunity Area Implement and prioritize strategies recommended for the Entertainment Opportunity Area to realize the vision for the area.		PD	–	Project/Action	City Budget
LU-5	Implement recommended strategies for the Airport District Opportunity Area Implement and prioritize strategies recommended for the Airport Opportunity Area to realize the vision for the area.		PD	–	Project/Action	City Budget






Implementation Time Frame

Short-Term (1-3 Yrs)	
Mid-Term (4-7 Yrs)	
Long-Term (8-10 Yrs)	
Ongoing (10+ Yrs)	





Key Entities

CC - City Council
 CMO - City Manager's Office
 EDC - Economic Development Corporation
 HC - Harris County
 H-GAC - Houston-Galveston Area Council

LPISD - La Porte Independent School District
 PD - Planning and Development
 PR - Parks and Recreation
 PW - Public Works
 TxDOT - Texas Department of Transportation

#	ACTION ITEMS	IMPLEMENTATION TIME FRAME	KEY ENTITY	PARTNERS	PROJECT TYPE	POTENTIAL FUNDING SOURCES
LU-6	Implement recommended strategies for the Sylvan Beach Opportunity Area Implement and prioritize strategies recommended for the Sylvan Beach Opportunity Area to realize the vision for the area.		PD	HC	Project/Action	City Budget
LU-7	Coordinate with Harris County to implement the Sylvan Beach Park Master Plan Coordinate with Harris County to implement the recommended actions in the master plan.		PD PR	HC	Project/Action	City Budget
LU-8	Implement recommended strategies for the Main Street Opportunity Area Implement and prioritize strategies recommended for the Main Street Opportunity Area to realize the vision for the area.		PD	–	Project/Action	City Budget
LU-9	Prepare a Main Street Master Plan Prepare a Master Plan for Main Street that identifies recommendations for wayfinding, branding, design, connectivity, parking solutions, and applicable solutions. Leverage the Livable Centers Program offered by the Houston-Galveston Area Council (H-GAC) as an option to conduct a Livable Centers Planning Study for Main Street. Consider changing the boundary of the Main Street District to include the Main Street transition area as outlined in the Main Street Opportunity Area.		PD	H-GAC	Plan/Study	H-GAC Livable Centers Program
LU-10	Conduct assessment to align Zoning and Future Land Use Plan Update the zoning and overlay districts to ensure alignment with the Future Land Use Plan and assess the potential to introduce new overlay districts based on the Opportunity Areas. Review zoning annually to ensure continued alignment with the Future Land Use Plan.		PD	-	Project/Action	City Budget





Implementation Time Frame

Short-Term (1-3 Yrs)	
Mid-Term (4-7 Yrs)	
Long-Term (8-10 Yrs)	
Ongoing (10+ Yrs)	





Key Entities

CC - City Council
 CMO - City Manager's Office
 EDC - Economic Development Corporation
 HC - Harris County
 H-GAC - Houston-Galveston Area Council

LPISD - La Porte Independent School District
 PD - Planning and Development
 PR - Parks and Recreation
 PW - Public Works
 TxDOT - Texas Department of Transportation

#	ACTION ITEMS	IMPLEMENTATION TIME FRAME	KEY ENTITY	PARTNERS	PROJECT TYPE	POTENTIAL FUNDING SOURCES
LU-11	Adopt a Unified Development Code Adopt a Unified Development Code for the City of La Porte to consolidate all development-related regulations, including zoning ordinance, subdivision regulation, design standards, and approval procedures.		PD	-	Project/ Action	City Budget FEMA
LU-12	Encourage Infill Development Encourage infill and redevelopment within the City limits wherever appropriate to utilize existing infrastructure and promote revitalization. Review and amend the City's development ordinances to identify and resolve regulatory impediments to infill development, redevelopment, and revitalization.		PD	-	Project/ Action	City Budget TIRZ
LU-13	Implement Capital Improvement Projects Implement prioritized projects identified in the CIP. Establish a methodology for using the Comprehensive Plan to inform the development of the City's CIP ensuring budgetary decisions are addressing the City's long-range vision and goals.		CMO PW	PD	Project/ Action	CIP
LU-14	Introduce Wayfinding and Branding Place distinctive wayfinding signage and branding for La Porte and proposed Opportunity Areas that reflect the unique character of different areas in La Porte.		CMO PD	-	Project/ Action	City Budget TxDOT City Pride Sign Program

Implementation Time Frame




Short-Term (1-3 Yrs)	
Mid-Term (4-7 Yrs)	
Long-Term (8-10 Yrs)	
Ongoing (10+ Yrs)	

Key Entities




CC - City Council
 CMO - City Manager's Office
 EDC - Economic Development Corporation
 HC - Harris County
 H-GAC - Houston-Galveston Area Council

LPISD - La Porte Independent School District
 PD - Planning and Development
 PR - Parks and Recreation
 PW - Public Works
 TxDOT - Texas Department of Transportation

TRANSPORTATION AND MOBILITY

#	ACTION ITEMS	IMPLEMENTATION TIME FRAME	KEY ENTITY	PARTNERS	PROJECT TYPE	POTENTIAL FUNDING SOURCES
TM-1	Adopt a Master Transportation Plan and Thoroughfare Plan Create and adopt a Master Transportation Plan to guide the policy goals of La Porte's multimodal transportation network. This should include an adopted Thoroughfare Plan and roadway design standards to preserve right-of-way and plan for the long-term development of the thoroughfare system. The Thoroughfare Plan should include the recommended connections from the 2012 Comprehensive Plan and recommendations from this 2023 Comprehensive Plan.		PD PW	-	Plan/Study	City Budget
TM-2	Construct New Trail Segments as designated in the 2020 Parks, Recreation, and Open Space Master Plan Coordinate with Parks and Recreation and Public Works Departments to construct new trail segments as designated in the 2020 Parks, Recreation, and Open Space Master Plan.		PR PW	PD	Project/Action	City Budget
TM-3	Create a Roadway Safety Action Plan Use USDOT guidelines to create a Roadway Safety Action Plan aimed at using data analysis to characterize safety problems and address the most significant transportation risks. Use the opportunity to apply for a Safe Streets For All (SS4A) grant to fund the development of the plan.		PW Police	PD	Plan/Study	City Budget H-GAC







Implementation Time Frame

Short-Term (1-3 Yrs)	
Mid-Term (4-7 Yrs)	
Long-Term (8-10 Yrs)	
Ongoing (10+ Yrs)	

Key Entities

CC - City Council
 CMO - City Manager's Office
 EDC - Economic Development Corporation
 HC - Harris County
 H-GAC - Houston-Galveston Area Council

LPISD - La Porte Independent School District
 PD - Planning and Development
 PR - Parks and Recreation
 PW - Public Works
 TxDOT - Texas Department of Transportation

#	ACTION ITEMS	IMPLEMENTATION TIME FRAME	KEY ENTITY	PARTNERS	PROJECT TYPE	POTENTIAL FUNDING SOURCES
TM-4	Coordinate with Regional Transportation Efforts Coordinate with regional transportation efforts and entities such as Houston-Galveston Area Council (H-GAC) and Harris County to align the Thoroughfare Plan, capital improvement projects, and City policies with regional efforts to ensure continued collaboration and leverage funding and partnership opportunities. Continue a working relationship with Harris County to reconcile freight-related needs and opportunities.		PD	H-GAC HC TXDOT	Program/ Partnership	City Budget
TM-5	Prioritize Safety Improvements using Public and Agency Input Gather information from local law enforcement and solicit public input to prioritize streets and intersections with high volume of traffic crashes for safety improvements.		PW Police	PD	Plan/Study	-
TM-6	Promote Multimodal Safety through Public Education Conduct public education seminars relating to safety while on foot, bicycle, or using golf carts. This should include motorist and non-motorist best practices for shared spaces.		PD Police	LPISD	Program/ Partnership	City Budget
TM-7	Implement Previous and Planned Transportation Efforts Continue to implement the recommendations from previous plans and policies summarized in the Priority Transportation Projects Catalogue.		PD PR PW	-	Project/ Action	City Budget
TM-8	Enhance Connectivity in the Lomax Area Explore opportunities to enhance connectivity by all modes of transportation in the Lomax area for the purposes of recreation, safety, and emergency access and management.		PD PR	-	Project/ Action	City Budget
TM-9	Establish Roadway Capital Recovery Fees Establish a capital recovery fee program for La Porte in order to accommodate orderly growth and facilitate the implementation of CIP projects and future improvements.		PD	-	Project/ Action	Capital Recovery Fees

Implementation Time Frame

Short-Term (1-3 Yrs)



Mid-Term (4-7 Yrs)



Long-Term (8-10 Yrs)



Ongoing (10+ Yrs)



Key Entities

CC - City Council

CMO - City Manager's Office

EDC - Economic Development Corporation

HC - Harris County

H-GAC - Houston-Galveston Area Council






LPISD - La Porte Independent School District

PD - Planning and Development


PR - Parks and Recreation

PW - Public Works

TxDOT - Texas Department of Transportation

#	ACTION ITEMS	IMPLEMENTATION TIME FRAME	KEY ENTITY	PARTNERS	PROJECT TYPE	POTENTIAL FUNDING SOURCES
TM-10	Construct Shared-Use Pathways near Existing Roadways for Multimodal Use Partner with Harris County and TxDOT to construct shared-use paths with adequate safety signage and lighting in areas experiencing high volumes of pedestrian, cycle, and/or golf cart traffic. Incorporate design elements that separate modes where possible for safety purposes.		PD PR	HC TxDOT	Project/ Action	City Budget
TM-11	Establish a Landscaping Ordinance focused on Rights-of-Way Explore adopting a landscaping ordinance focused on right-of-way for the purposes of traffic calming and safety. Leverage community partnerships for the implementation of new guidelines.		PD PR	-	Project/ Action	City Budget
TM-12	Establish Clear Multimodal Signage throughout the City Partner with Harris County and TxDOT to create and place permanent signage for wayfinding, branding, freight routes, and sidewalks/shared-use paths, which can accommodate golf carts, bicycles, and pedestrians.		PD PR PW	HC TxDOT	Project/ Action	City Budget HC
TM-13	Improve Lighting along Roadways Partner with Harris County and TxDOT to improve lighting along roadways to improve visibility and safety for pedestrian and vehicular traffic.		PW	HC TxDOT	Project/ Action	City Budget HC
TM-14	Coordinate with Public Works to Implement Intersection Improvements along Main Street and at the Five Points Intersection Continue coordinating with Public Works to evaluate the cost, safety, and aesthetic options for improvements along Main Street and at the Five Points intersection that focus on safety and pedestrian mobility.		PW PD	HC	Plan/Study	City Budget

Implementation Time Frame





Short-Term (1-3 Yrs)	
Mid-Term (4-7 Yrs)	
Long-Term (8-10 Yrs)	
Ongoing (10+ Yrs)	

Key Entities





CC - City Council
CMO - City Manager's Office
EDC - Economic Development Corporation
HC - Harris County
H-GAC - Houston-Galveston Area Council

LPISD - La Porte Independent School District
PD - Planning and Development
PR - Parks and Recreation
PW - Public Works
TxDOT - Texas Department of Transportation

ECONOMIC DEVELOPMENT

#	ACTION ITEMS	IMPLEMENTATION TIME FRAME	KEY ENTITY	PARTNERS	PROJECT TYPE	POTENTIAL FUNDING SOURCES
ED-1	Hire an Economic Development Director focused on Infill and Main Street Development Hire a full-time Economic Development Director. The position should focus on placemaking, building partnerships with stakeholders, support for local entrepreneurs, and events, to support the ongoing revitalization efforts in Main Street and promote a critical mass of small-scale retail businesses. The Economic Development Director should also focus on infill development in La Porte.		CMO EDC	-	Project/ Action	Sales Tax Revenue
ED-2	Evaluate Incentives to promote Main Street Development Continue policies to encourage development of mixed-use, smaller-scale businesses that focus on dining and other experiential retail, especially on Main Street. Remove requirements to provide additional staff parking for new development. Evaluate opportunities for City development of shared parking lots to reduce parking burden on individual businesses.		EDC PD	-	Policy/ Regulatory	-
ED-3	Develop a Housing Diversity Policy Explore policies to broaden the range of housing types and price/rent points to help diversify La Porte's housing stock and meet the needs of growth, which can help to stem the trend towards increasing reliance on in-commuting. For example, consider potential of inclusionary zoning policies to require some minimal amount of workforce-affordable housing units for new residential developments above some threshold size.		CMO PD	-	Policy/ Regulatory	-
ED-4	Encourage Sylvan Beach Retail Allow and encourage small-scale retail and food service activity adjacent to Sylvan Beach to complement strong visitor traffic from March to October.		PD	-	Policy/ Regulatory	-



Implementation Time Frame

Short-Term (1-3 Yrs)	
Mid-Term (4-7 Yrs)	
Long-Term (8-10 Yrs)	
Ongoing (10+ Yrs)	

Key Entities

CC - City Council
CMO - City Manager's Office
EDC - Economic Development Corporation
HC - Harris County
H-GAC - Houston-Galveston Area Council

LPISD - La Porte Independent School District
PD - Planning and Development
PR - Parks and Recreation
PW - Public Works
TxDOT - Texas Department of Transportation

#	ACTION ITEMS	IMPLEMENTATION TIME FRAME	KEY ENTITY	PARTNERS	PROJECT TYPE	POTENTIAL FUNDING SOURCES
ED-5	Review Infill Policy and Incentives Work with private developers to identify common barriers to residential and mixed-use development on smaller and more difficult infill sites in La Porte. Explore creative policy approaches (review of financing strategies to fund extension of utilities, e.g., Underwood GC properties) to overcome common barriers to help meet the demand for growth and expansion. Evaluate progress and effectiveness of ongoing efforts such as updates to fill dirt regulations and driveway variances in areas where those infrastructure hurdles impede development.		EDC PD	-	Program/ Partnership	-
ED-6	Create an Entertainment District Explore the creation of a designated entertainment district focused on visitor-oriented dining and family-friendly entertainment venues near the existing lodging development at Fairmont Pkwy and Hwy 146. Design policies and public infrastructure investments to best overcome existing hurdles to development.		PD	-	Policy/ Regulatory	-

Implementation Time Frame

Short-Term (1-3 Yrs)	
Mid-Term (4-7 Yrs)	
Long-Term (8-10 Yrs)	
Ongoing (10+ Yrs)	

Key Entities

CC - City Council
 CMO - City Manager's Office
 EDC - Economic Development Corporation
 HC - Harris County
 H-GAC - Houston-Galveston Area Council

LPISD - La Porte Independent School District
 PD - Planning and Development
 PR - Parks and Recreation
 PW - Public Works
 TxDOT - Texas Department of Transportation

PERFORMANCE METRICS

Specific action items and performance metrics have been developed to support implementation of the recommendations laid out in this Comprehensive Plan. Metrics demonstrate progress towards achieving the vision and guiding principles set forth at the beginning of the process, while the action items outline the steps and resources needed to see progress within the performance metrics.

The City will need to track and analyze certain data points in order to accurately track the progress of each defined metric. Appropriate metrics are described in the following Performance Metrics Table, which describes each metric as well as outlines the desired trend, what the metric indicates, and potential data sources.

CHAPTER	METRIC	INDICATING	DATA SOURCE	BASELINE	TARGET
LAND USE	% of developed area (excluding Agriculture, Agriculture with SF, Vacant, Waterbody) as mixed use and/or nonresidential land uses, excluding industrial	More accessibility to goods and services within the City; reducing the need for residents to visit other cities for goods and services, keeping sales tax dollar in the City; greater potential for 3rd places that connect residents to the City identity.	City GIS Analysis (state land use codes by parcel per Guadalupe CAD)	20%	30%
	% of households within 2 miles of a fresh food seller	Reduction in food deserts; resulting in improved health outcomes, access to goods and services, and dependence on personal automobiles.	City GIS Analysis	94%	>95%
	% of zoning that is consistent with future land use map	Responsiveness of regulatory environment to the direction of the community vision, as operationalized by this Plan.	City GIS Analysis	97%	>98%

CHAPTER	METRIC	INDICATING	DATA SOURCE	BASELINE	TARGET
TRANSPORTATION AND MOBILITY	Average commute time or distance for residents	Increasing access to employment and opportunities in the City; decreasing household transportation costs.	U.S. Census, 2021 American Community Survey 5-Year Estimates	25.4 minutes	<25 minutes (Maintain since the state average is 26.6 minutes and the national average is 26.8 minutes)
	% of street ROW dedicated to sidewalks, bike lanes, and shared-use paths for new streets and reconstructed streets	Street designs are better balancing the needs of pedestrians and treating the ROW as public space and opportunities for placemaking; wider sidewalk zones allow for activation of the streetscape by local businesses.	City GIS Analysis	0% (Setting target from plan adoption)	45%
	Average walk score and bike score ratings	Conditions are improving to make people more likely to choose walking or biking for their travel mode; neighborhoods are becoming more complete with greater access to convenient goods, services and activities.	https://www.walkscore.com/professional/research.php	Walk Score: 67 (Somewhat walkable; Some errands can be accomplished on foot) Bike Score: 56 (Bikeable; Some bike infrastructure)	Walk Score: >70 (70 - 89 is considered Very Walkable meaning most errands can be accomplished on foot) Bike Score: >70 (70-89 is considered Very Bikeable meaning biking is convenient for most trips)
	\$ Recovered from Capital Recovery Fees	Greater funding available for transportation improvements directly recoverable by the City.	City Data	\$0	Monitored annually based on assessed value
	Number of crashes involving a pedestrian or cyclist annually	Greater safety for vulnerable road users.	Texas CRIS	7 per year	0
	Miles of planned roads constructed based on the Thoroughfare Plan	Completion of the Thoroughfare Plan connections indicates a successful program and movement towards controlled build-out.	City GIS Analysis	0 (Setting target from plan adoption)	Monitored annually based on planned roadways

CHAPTER	METRIC	INDICATING	DATA SOURCE	BASELINE	TARGET
ECONOMIC DEVELOPMENT	Median household or family income	More disposable income and improved alignment between employer and resident needs.	U.S. Census, 2021 American Community Survey 5-Year Estimates	\$78,665	Maintain since La Porte's median household income is higher than the state and county.
	Sales tax per resident	La Porte is planning to add more retail and entertainment, which will provide more consumer activities within the City. Indicates increased buying power and potentially disposable income of residents.	U.S. Census State & Comptroller of Public Accounts	\$440	15% annually
	Percentage of persons in poverty	The City is attracting businesses offering higher incomes.	U.S. Census, 2021 American Community Survey 5-Year Estimates	10.7%	12%
	Travel spending per resident	The City is attracting more visitors and visitor spending.	Texas Travel Research Dashboard (2022) https://www.travelstats.com/dashboard/texas	Total Direct Spending: 107.0M Local Tax Receipts: 11.6M	Total Direct Spending: 15% annually Local Tax Receipts: 15% annually

CHAPTER	METRIC	INDICATING	DATA SOURCE	BASELINE	TARGET
HOUSING	% of housing in the community other than single-family detached (% of Missing Middle Housing)	The City has sufficient jobs, however, lacks housing options which makes commuting to and from La Porte a requirement, rather than a choice. Increased diversity of housing choices to serve residents of differing needs and stages of life.	U.S. Census, 2021 American Community Survey 5-Year Estimates	26%	40%
	% of tree canopy coverage	Indicating positive aesthetics and an environment supportive of improved public health outcomes, property values, equity, etc.	City GIS analysis (U.S. Forest Service Tree Canopy Cover)	8%	>20%
	Housing + Transportation (H+T) Index	Includes both housing and transportation costs to show a more holistic picture of household cost burden, as compared to housing costs alone.	H+T Index https://htaindex.cnt.org/	47%	48% (Maintain, which is difficult while growing)

