

BAYTOWN EXISTING CITY REPORT

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INTRODUCTION



Purpose

This report provides background information about Baytown as it is today. This information is presented in topic areas relevant to a refreshed new Comprehensive Plan for Baytown's physical growth and development. This report also highlights key planning considerations for the years ahead, which will set the stage for the Future City portion of the Comprehensive Plan in terms of community needs and desires for the next 20 years, through 2040. The content of this Existing City report is based on initial background studies to date by the City's community planning consultant, Kendig Keast Collaborative (of Sugar Land, Texas) as well as leadership and community input received to this point.

Benefits

A comprehensive plan is a long-range, community-driven policy document that lays the groundwork for how Baytown can take charge of, invest in, and realize its future over the next 20 years and beyond. The City of Baytown's previous Comprehensive Plan was adopted in 2007. In the ensuing years the City has undertaken multiple plans in a variety of topic areas that this new Comprehensive Plan builds upon. Keeping the Comprehensive Plan current is a planning best practice and ensures the Plan reflects the newest emerging issues and opportunities.

Comprehensive Plans:

- Provide public officials with a greater understanding of existing conditions in their community, and the larger trends and forces that are impacting growth and development;
- Provide a long-term outlook at the potential implications of land use, infrastructure, and other decisions;
- Establish priorities for implementation strategies and actions to achieve preferred outcomes;
- Place communities in more favorable positions when pursuing and securing grants and capital partnerships;
- Offer an opportunity for constructive and meaningful public input, education, and engagement through a variety of forums, including one-on-one meetings, focus groups, town hall meetings, community workshops, and online surveys;

Building on Past Plans

Previous planning guidance for the City of Baytown prior to this Comprehensive Plan include:

- › Downtown Master Plan (2004)
- › Baytown Mobility Plan (2014)
- › Imagine Baytown Strategic Plan (2016)
- › Playbook 2020, The Strategic Parks and Recreation Master Plan (2010) (New Parks, Recreation, Trails, and Open Space Master Plan under development in 2021)
- › Market Street Corridor Plan (2018)
- › Water and Wastewater Master Plans (2018)
- › State Highway 146 Subregional Plan (2018)
- › Bayway Drive Corridor Plan (2021)
- › City of Baytown Facility Assessments (2021)

These plans were taken into account and built upon during the Comprehensive Plan process.

- Provide policy guidance and a legally defensible basis for effective and implementable land development regulations;
- Provide a framework to enable local officials to make better-informed decisions based upon a coordinated plan to guide the orderly growth and development of their community; and
- Provide the umbrella for weaving together a series of small area plans, through which greater synergies can be created.

Engaging in a local comprehensive planning process enables the City of Baytown to have a greater measure of control over its future and the opportunities and challenges that change will bring. Planning will enable the City to manage future growth, development and redevelopment actively as opposed to reacting to development proposals on a case-by-case basis without adequate and necessary consideration of community-wide issues.

Approach - Existing City: Future City

The planning process focuses first on providing a snapshot of existing conditions, through the lens of multiple plan elements, culminating in this Existing City report. The report includes discussion of Baytown's history, location and physical characteristics and highlights its demographic composition and trends. A summary of key indicators, from the latest available U.S. Census data (including the 2010 U.S. Census and the 2015-2019 American Community Survey five-year estimates) and other sources, illustrates historical and current conditions and context relevant to the Comprehensive Plan.

Comprehensive plans are future-oriented and contain policies and actions that are intended to advance a set of preferred conditions. As such, the Future City component and its implementation emphasis will be the primary focus of Baytown's Comprehensive Plan. The Future City portion will include recommended initiatives and strategies for guiding Baytown's development and redevelopment while preserving community character, enhancing quality of life, and improving economic well-being.

Focus Areas

The focus areas within the City's Comprehensive Plan provide direction when setting program and funding priorities to enhance the quality of life in Baytown.

The **Focus Areas** are:

1. Land Use and Development
2. Mobility and Infrastructure
3. Economic Development
4. Housing and Neighborhoods
5. Recreation and Amenities

These focus areas were considered in developing this Existing City report and will orient the Future City portion of the Comprehensive Plan.

Benchmarking Data Points

While the focus of the Existing City report is the existing conditions in the City of Baytown, it can be helpful to benchmark Baytown's data points to provide additional context. In this report certain of Baytown's data points were compared with the data points of:

- › All of Harris County, including Baytown
- › Chambers County
- › The state of Texas

As parts of Baytown are within Harris County and parts within Chambers County, it is appropriate to benchmark against both areas.

Imagine Baytown Strategic Directives

Imagine Baytown is a five-year strategic plan, adopted in 2016, that guides the City's goal setting and decision-making. Imagine Baytown is being updated concurrently with the Comprehensive Plan. The current iteration of Imagine Baytown contains five strategic directives, listed below. These strategic directives may be changed or updated during the Imagine Baytown planning process, based on feedback from the public.

These strategic directives, and their related key initiatives and success measures, will help guide the development of the Comprehensive Plan.

Strategic Directives:

1. Community Reputation and Image
2. Infrastructure and Mobility
3. Community Amenities
4. Neighborhood Quality
5. Operational Excellence

As much as feasible the development of the Comprehensive Plan and Imagine Baytown will be coordinated, benefiting from related analyses and outreach activities.



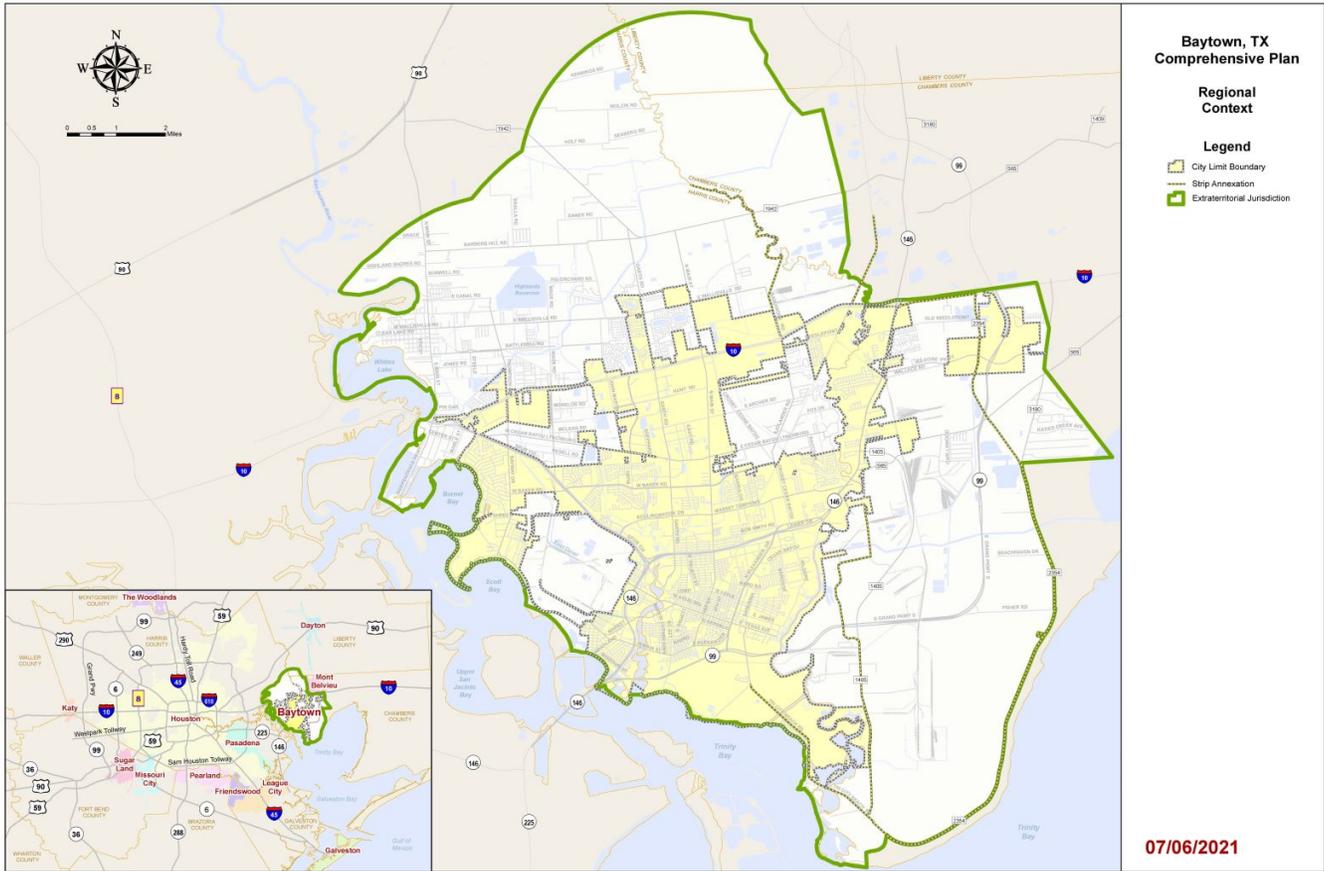
Baytown Setting and Context

The City of Baytown is the third largest city in Harris County with an estimated population of 82,017 per the January 2020 estimate from the Texas Demographic Center. A portion of Baytown to the east of Cedar Bayou lies within Chambers County. According to the 2010 Census, the official population of Baytown was 71,802 at that time.

Baytown is located along the Gulf Coast of Texas and is part of the greater Houston area in southeast Texas. As shown in the regional context map, Baytown is approximately 25 miles east of the city of Houston. Several major highways, including I-10, SH 146, and SH 99 the Grand Parkway run through Baytown, providing access to the greater Houston area. Baytown is connected to SH 225 via the Fred Hartman Bridge, while the Lynchburg Ferry, located farther west just outside the city limits, provides additional access across the Houston Ship Channel. The current city limit boundaries encompass a total area of approximately 41.5 square miles. The extraterritorial jurisdiction (ETJ) of Baytown together with the incorporated area totals 147.8 square miles.

Baytown lies an average of 34 feet above sea level and like much of the greater Houston area is vulnerable to tropical storms and flooding. The San Jacinto River, Cedar Bayou and the upper stretches of Trinity and Galveston Bays form the extensive waterfront of Baytown.

Regional Context



Existing City Report Content and Organization

The information in this report is presented in the following topic areas relevant to the City’s Comprehensive Plan for guiding Baytown’s future physical development:

- Historical Timeline
- People
- Housing
- Land Use and Development
- Jobs, Employers and Tax Base
- Utilities and Public Facilities
- Transportation
- Parks and Open Space

Public Engagement

Multiple public and leadership engagement activities were hosted by the consultant team and City officials to help inform this report and establish where to focus data gathering efforts. Input and feedback received during these meetings is referenced in this Existing City report. These engagement activities included:

- › Five **listening sessions** with local residents, community leaders, area business owners, and representatives of industry;
- › Use of the interactive **Baytown Engage website** for project communication with the community;
- › A virtual **Town Hall Meeting on Baytown’s Future** open to anyone who wanted to attend;
- › Development of "**Meeting in a Box**" materials, available to any group requesting a meeting;
- › An **Open House**, held at the Sterling Municipal Library, displaying the draft Existing City and requesting input;
- › A joint workshop with the **City Council and Planning and Zoning Commission**; and
- › Two meetings with the Council-appointed **Comprehensive Plan Advisory Committee**.

Due to the COVID-19 public health emergency, ongoing at the time of the planning process, some engagement activities were hosted virtually or in a modified, socially distant manner.



The city-wide Baytown Engage site was utilized for the Comprehensive Plan outreach, providing multiple engagement opportunities, including the ability to post questions to the project team, view draft reports and presentations, and request in-person meetings. The Comprehensive Plan project site on Baytown Engage received over 700-page visits during the Existing City phase.



HISTORICAL TIMELINE



1916	First offshore oil drilling operation occurs off Baytown’s shoreline.
1917	Humble Oil and Refining, today known as ExxonMobil, established.
1919	Construction of first refinery begins on 2,200 acres purchased near the Goose Creek oilfield by Humble Oil and Refining.
1923	Humble Oil and Refining lays out streets and utilities and sells lots for employees.
1934	Lee College established.
1945	“Tri Cities” of Pelly, Goose Creek and Baytown begin process of merging with the annexation of Baytown by the Town of Pelly.
1947	Voters in Pelly and Goose Creek approve consolidation of town and name new city Baytown.
1948	City of Baytown formally established with adoption of City Charter.
1953	Baytown-La Porte Tunnel opens, replacing the Morgan's Point Ferry, with capacity for 25,000 vehicles per day via two lanes in its 4,000 foot length.
1954	Art League of Baytown is organized and later incorporates as a Texas non-profit in 1963.
1960s	Baytown experiences its highest population growth phase, with its population increasing by 56% in this decade, from 28,159 in 1960 to 43,980 in 1970.
1963	Today's Chevron Phillips Chemical Plant begins operation along Cedar Bayou, north of I-10, and is now the company's largest U.S. Facility. Current Sterling Municipal Library building is dedicated and further expanded through bond programs in 1975 and 1995.
1966	Ross S. Sterling High School opens, becoming second area high school since Robert E. Lee opened in 1928. Goose Creek Memorial High School eventually opens in 2008.
1970s	Planning begins to replace Baytown-La Porte Tunnel, which had exceeded its capacity, and with needed deepening of the Houston Ship Channel.
1983	Hurricane Alicia strikes, severely impacting portions of Baytown, including the Brownwood subdivision along the Houston Ship Channel (now site of the Baytown Nature Center).
1986	Construction begins on the Fred Hartman Bridge, linking Baytown and La Porte.
1990s	The Bayland Park marina opens.

1995	Baytown adopts zoning. Baytown Nature Center opens in the former Brownwood subdivision. Fred Hartman Bridge is completed with eight lanes and capacity for 200,000 vehicles per day across its 2,475-foot span. Former Baytown-La Porte Tunnel is removed.
2010	Pirates Bay Waterpark completed.
2011	Arts, Cultural and Entertainment District formed along Texas Avenue in downtown Baytown.
2019	Iconic Brunson Theater renovated and reopened as Visitor Information Center and business information center, after being closed since the mid-1980s.
2020	Baytown Engage platform for city-wide communication and interaction launched.
2021	Comprehensive Plan process launched, to update last plan adopted in 2007.



Goose Creek Oil Field, 1916



Welcome to Pelly, 1931

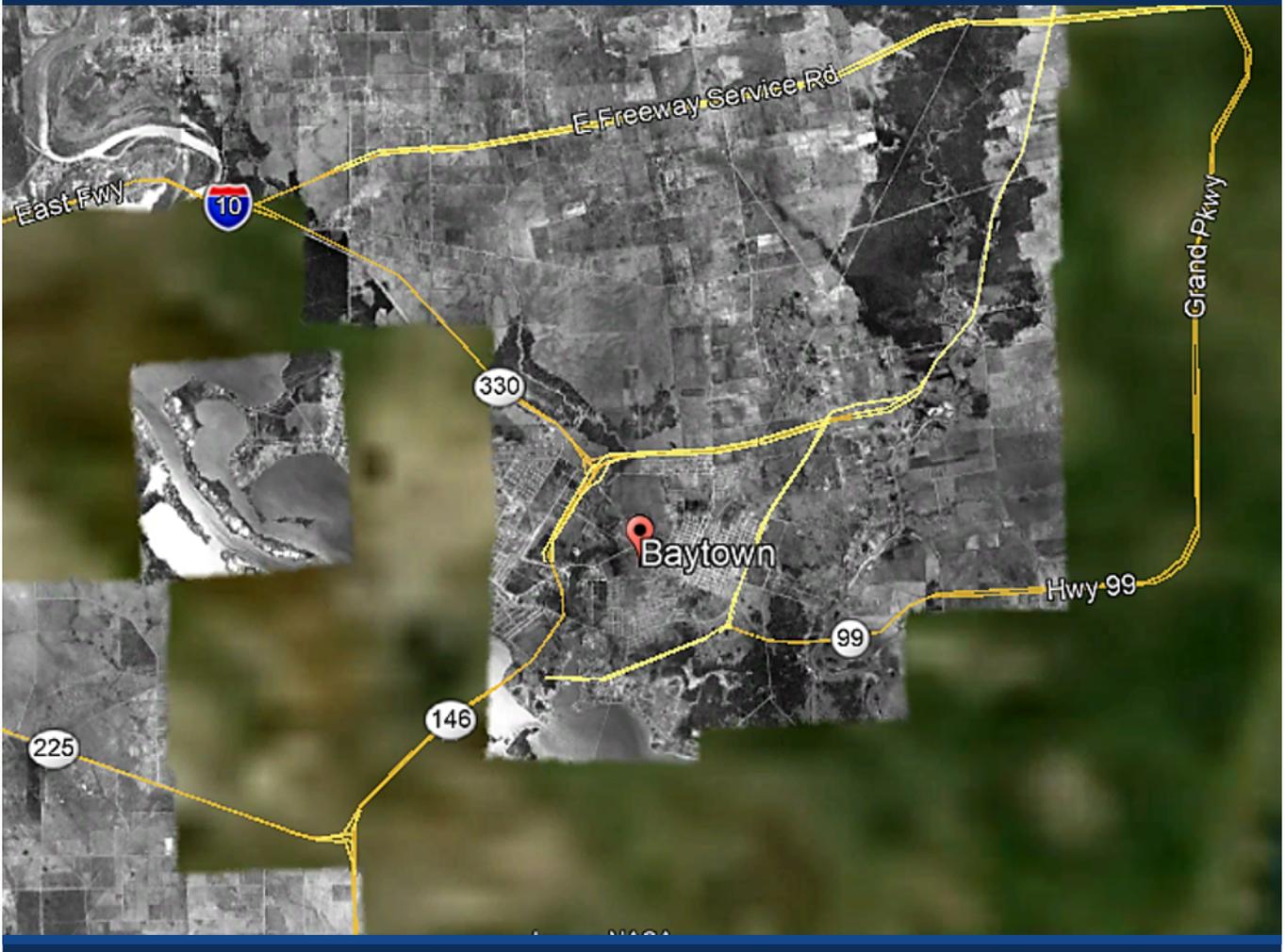


Texas Avenue, 1960s

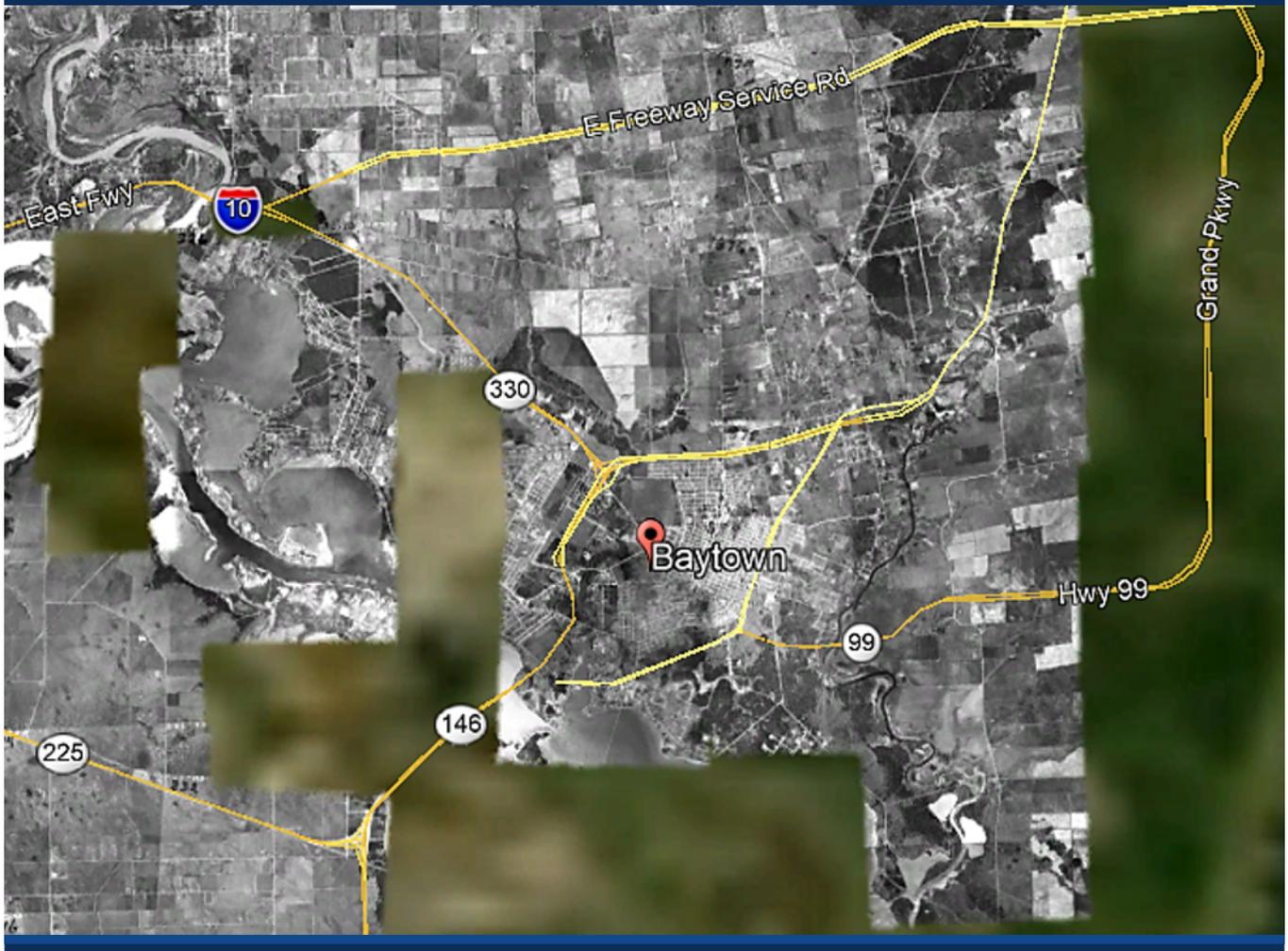
Baytown Through the Years

Baytown has steadily expanded its footprint of development over the years. The aerial photos below, taken from Google Earth, visually demonstrate this growth (with current major roadways shown for reference). The areas of the most intense new development are north of the I-10 corridor, where multiple new residential subdivisions have been built in recent years, with several under development currently. New development has also occurred along SH 146 in the eastern portion of Baytown.

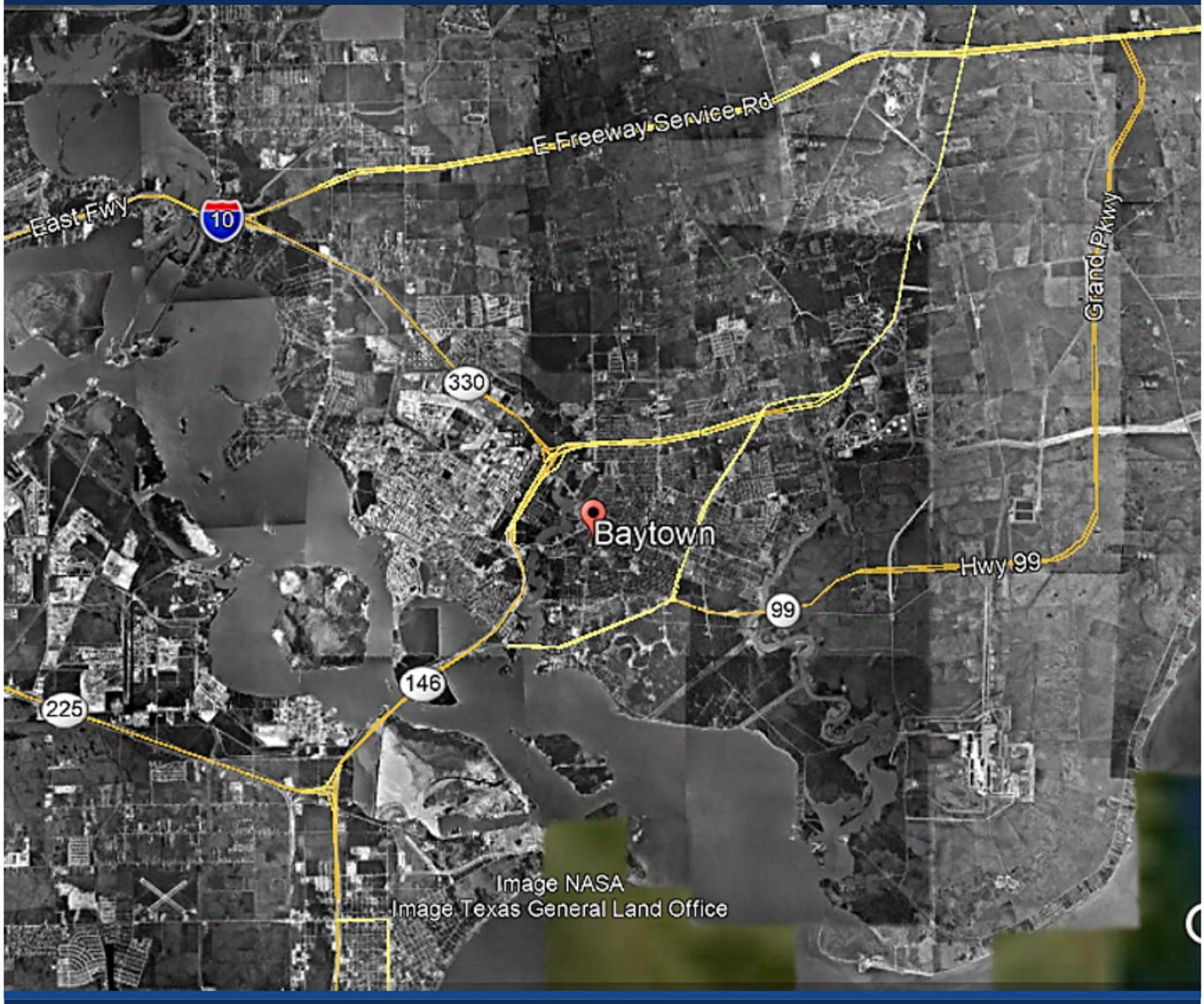
1944



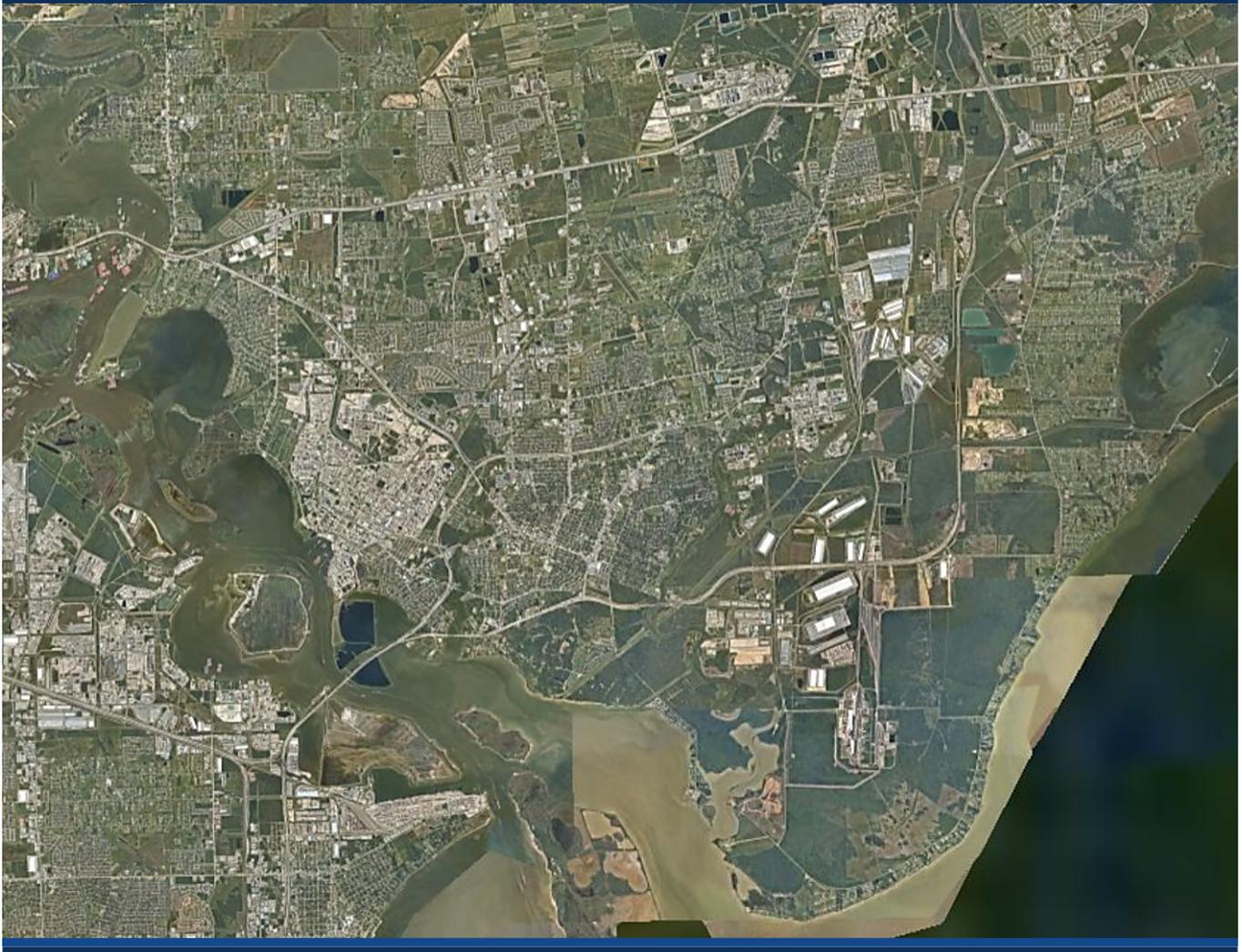
1953



1978



2020



PEOPLE



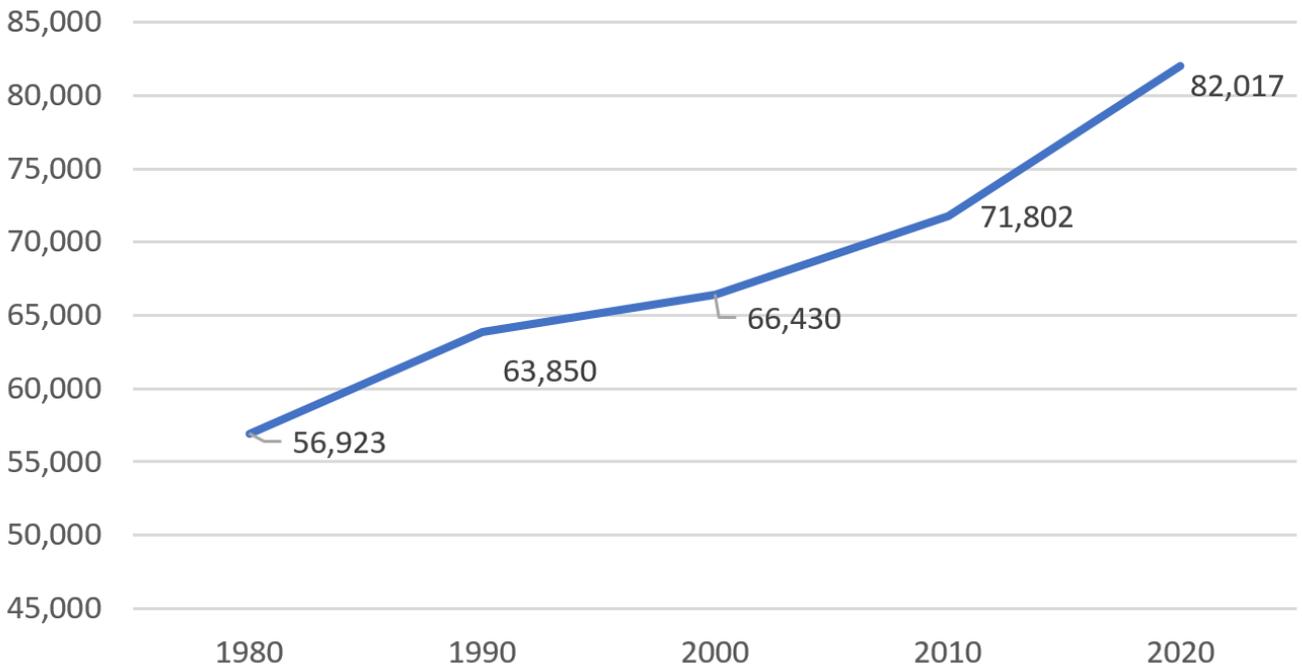
A review of key population indicators reveals steady population growth in Baytown since 1980. Continued population growth, and both the opportunities and challenges it brings to Baytown, was a consistent theme heard during early engagement efforts for this Comprehensive Plan update. A common sentiment expressed was the need to address growth challenges such as traffic impacts while ensuring that growth is a positive for the community, for example by bringing new entertainment options for residents. Other top priorities expressed included the desire to enhance Baytown's waterfront and "Old Baytown", revitalize existing neighborhoods, and improve the resiliency of the city to storm and weather events. Residents expressed that not all areas of the city will be appropriate for growth, and indicated a desire for preservation of the city's historical sites, established neighborhoods, recreational amenities and natural areas.

82,017 **2020 Population Estimate**

The January 2020 Texas Demographic Center population estimate for Baytown was 82,017, representing 23 percent growth since 2000 when Baytown's population was 66,500 persons. Growth was slowest in recent decades between 1990 and 2000 but has since accelerated. In early engagement efforts it was noted that the "daytime population" of Baytown is even higher due to the presence of many employees who work in Baytown but live elsewhere in the region. The nature of industrial facilities to employ short-term workers during expansions, and the transient nature of these workers, was also noted as a factor in Baytown's population dynamics.

Population Chart

Baytown Population

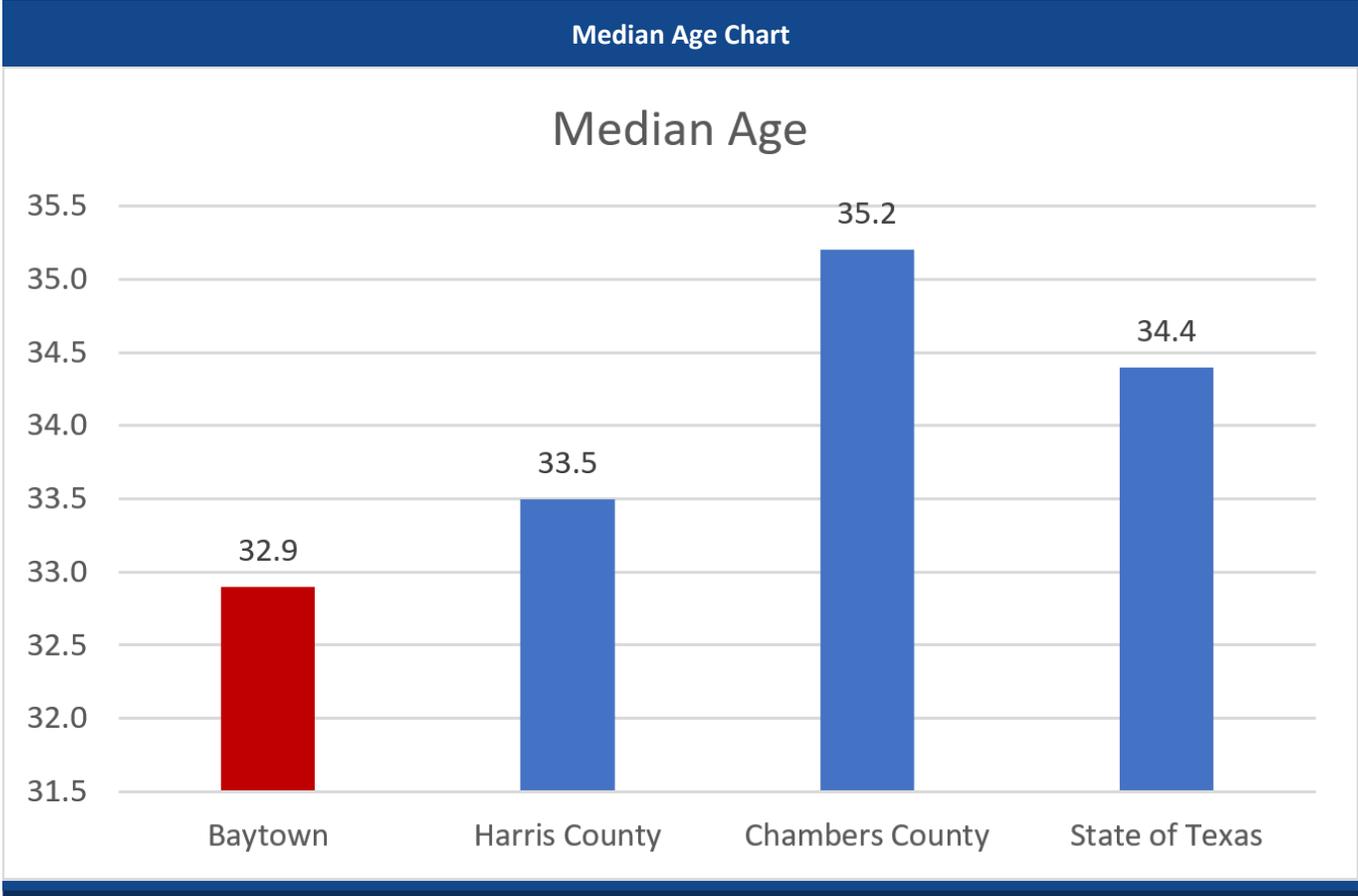


Census Data Availability

This Comprehensive Plan was prepared at the start of a new decade. This is when one-of-a-kind data from the last decennial U.S. Census (2010) is growing increasingly out of date and data from the next census (2020) is not yet available. The COVID-19 public health emergency impacted the ability of the Census Bureau to conduct normal Census activities in 2020, causing the typical Census reporting timeframe to be extended. In the meantime, interim estimates for some indicators are available through the Census Bureau's American Community Survey (ACS) and used here. These standard data points enable "apples to apples" comparisons to other communities, the state and the nation.

32.9 Median Age

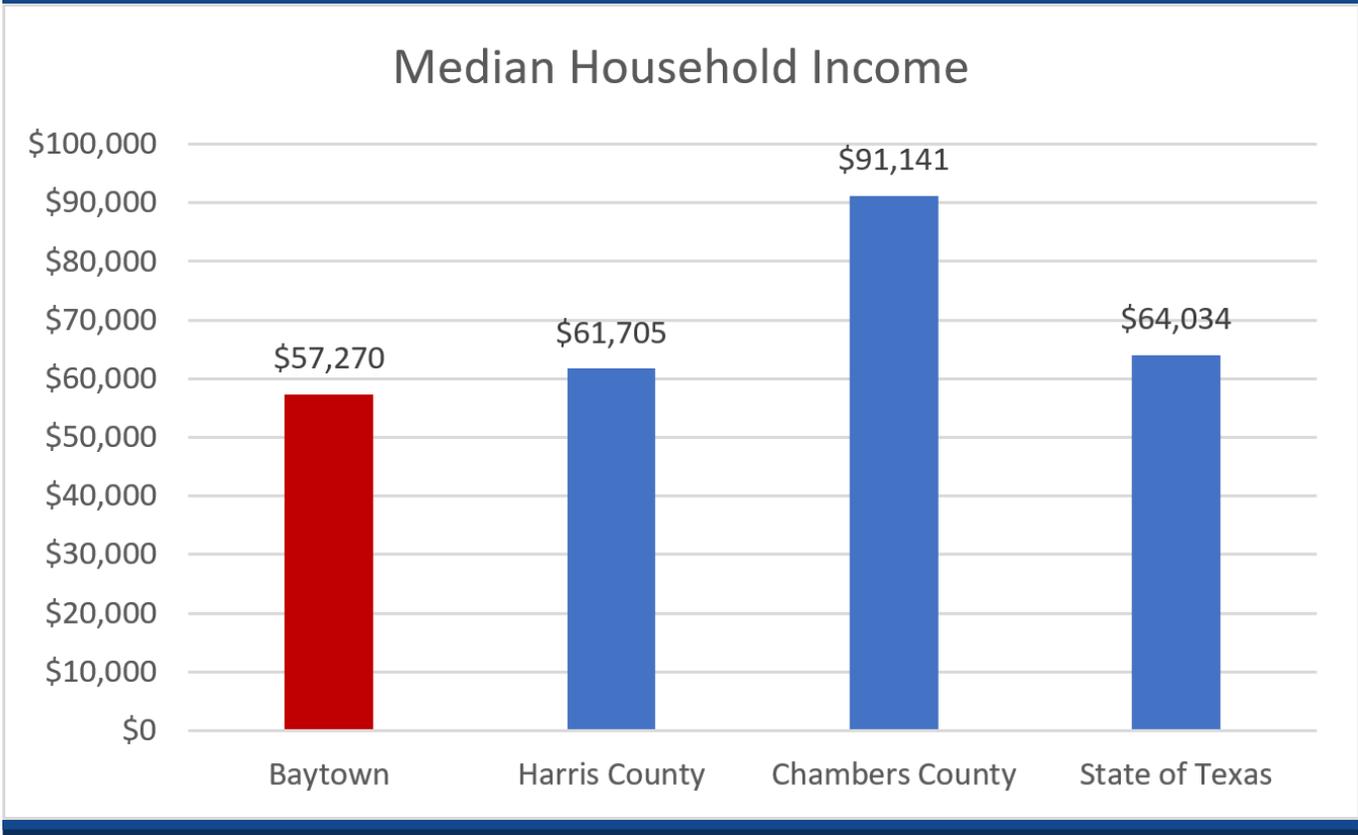
As of 2019, the median age of Baytown residents was 32.9 which is lower than the median age in Texas (34.4) as well as Harris County (33.5) and Chambers County (35.2). The median age has been slowly increasing over time, from 30.6 in 2000 to the 2019 median age of 32.9. This increase mirrors state and national increases in median age as the graying of the Baby Boom generation continues.



\$57,270 Median Household Income

Median household income in Baytown was \$57,270 in 2019 which was lower than the median household income in Harris County, Chambers County, and the State of Texas. The high median household income in Chambers County is driven by the high median household income in the City of Mont Belvieu, which in 2019 was \$94,560. A lower median household income can be a deterrent for some prospective businesses and retailers potentially looking to locate within a city as it can indicate a lower “purchasing power.” Household income, as defined by the Census Bureau, includes earnings (wages and salaries), Social Security payments, pensions, child support, public assistance, annuities, money derived from rental properties, interest and dividends, and other sources.

Median Household Income Chart



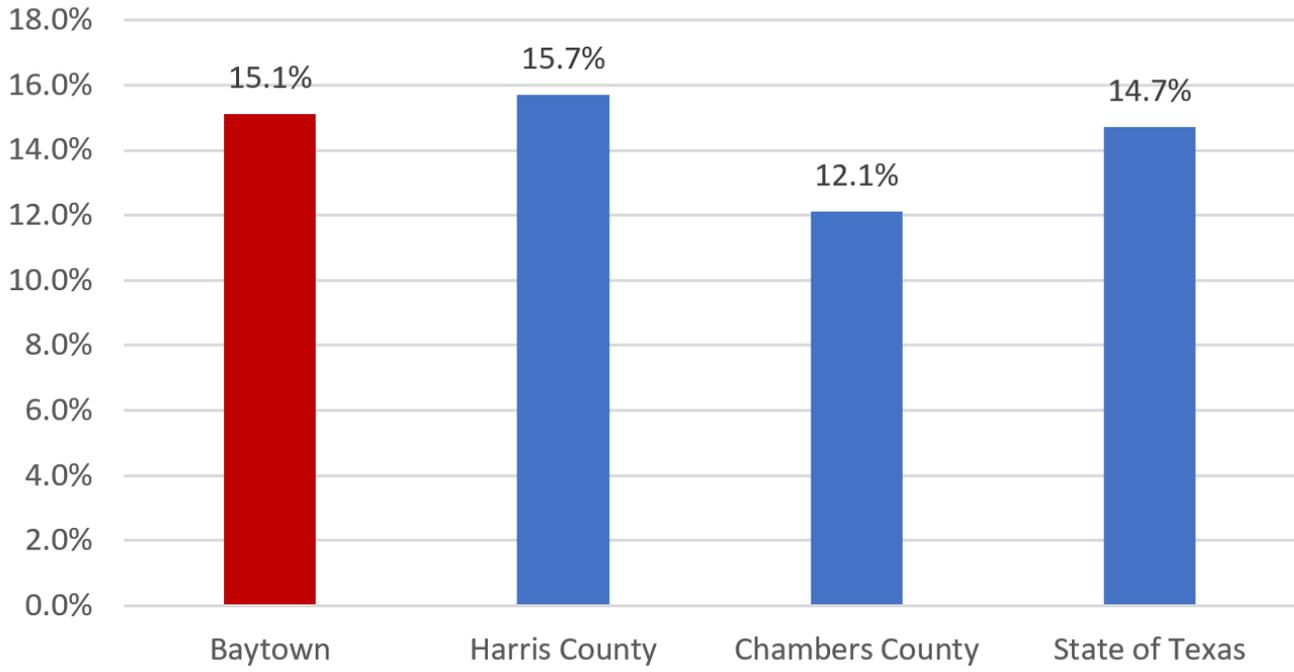
15.1

Percent of Population Below Poverty Level

Just over 15 percent of residents in Baytown fell below the poverty level as of 2019. This is similar to the percentage of the population in the State of Texas below the poverty level (14.7%) and in Harris County (15.7%). The percentage of the population below the poverty level is lower in Chambers County, at 12.1 percent, which may be driven by the high median income in the City of Mont Belvieu, a nearby city that some noted in engagement efforts attracts workers from high-paying jobs in Baytown. As of 2019 Mont Belvieu accounted for 14.2 percent of the total population of Chambers County.

Poverty Level Chart

Percent of Population below Poverty Level



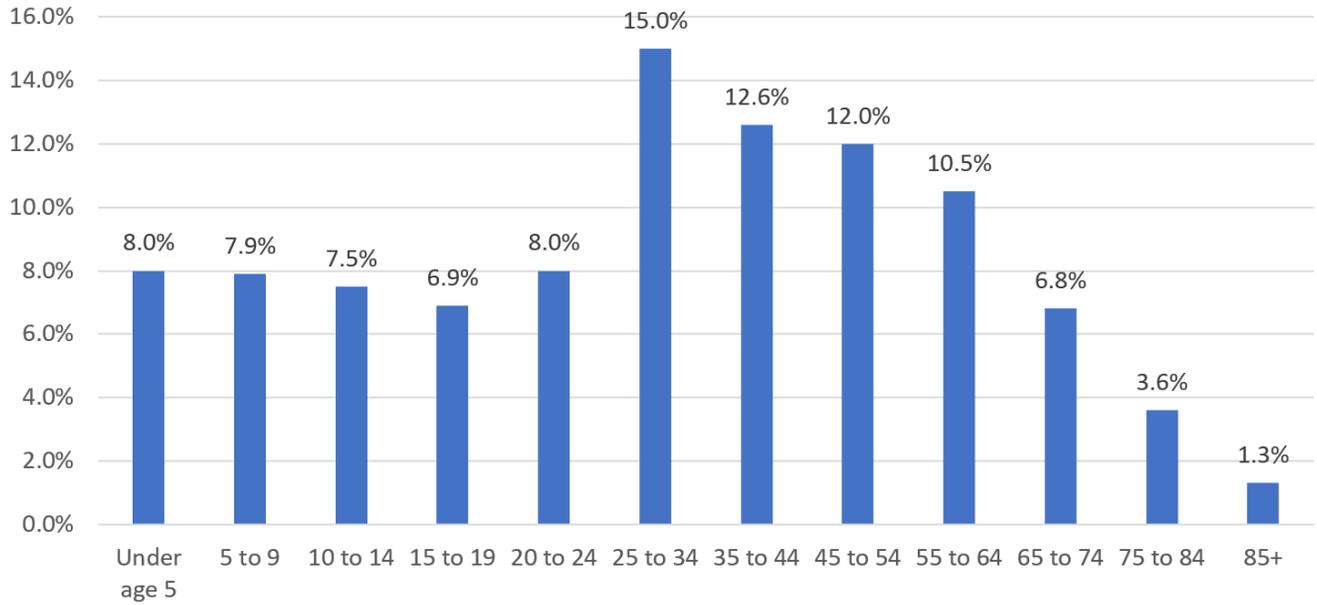
27.5

Percent of Residents Under Age 18

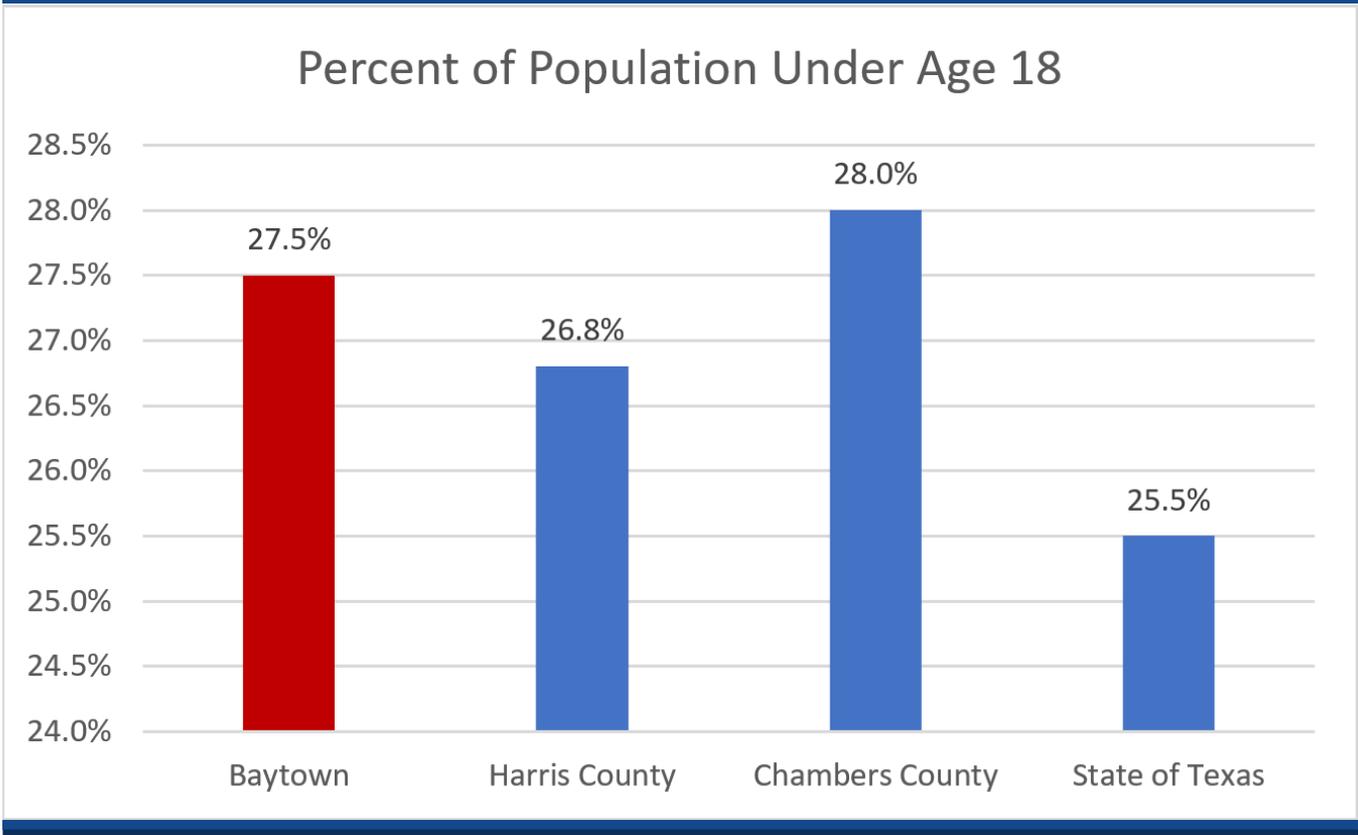
As of 2019, 38.5 percent of all households in Baytown had one or more persons under the age of 18, and 27.5 percent of all residents were under age 18. This compares to the average for the state of Texas of 25.5 percent of residents under age 18. The average household size in Baytown was 2.87 persons and the average family size was 3.51 as of 2019. As the share of families and children in Baytown shifts over time, the City will need to continue addressing the differing needs of these demographic groups.

Baytown Age Composition Chart

Baytown Age Composition



Percent of Population Under Age 18 Chart



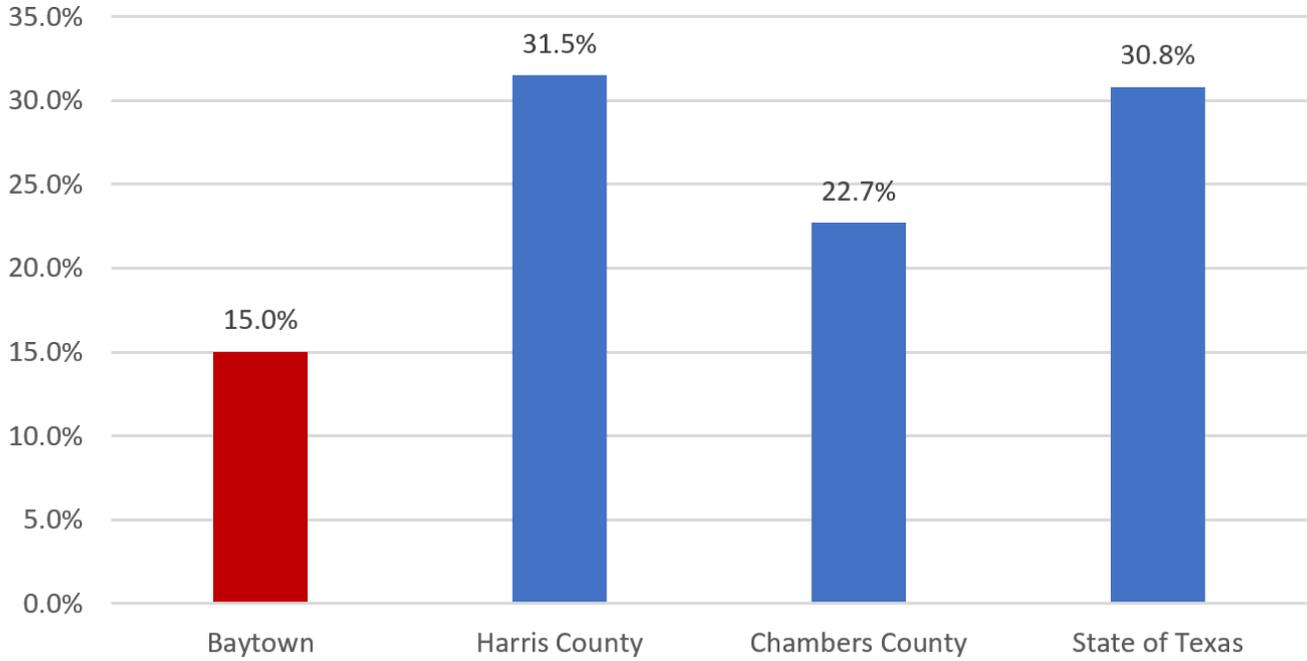
15

Percent of Residents 25 Years and Over with an Educational Attainment of Bachelor’s Degree or Higher

As of 2019 in Baytown, 77.9 percent of people 25 years and over had at least graduated from high school and 15 percent held a bachelor’s degree or higher. The extent of high school graduates is less than for the state of Texas (83.2 percent). The percentage of Baytown residents 25 years and over having at least a bachelor’s degree is less than half that of the state and Harris County (at 30.8 and 31.5 percent respectively). This may be due to the higher proportion of jobs in Baytown in industries that, while well-paying, do not necessarily require an advanced degree.

Educational Attainment Chart

Educational Attainment of Bachelor's Degree or Higher



HOUSING



Providing and maintaining quality housing in Baytown remains a top priority as growth continues. Ensuring high quality development standards are met and coordinated with infrastructure investments was a top priority raised during early engagement efforts, along with maintaining the integrity of existing housing and neighborhoods.

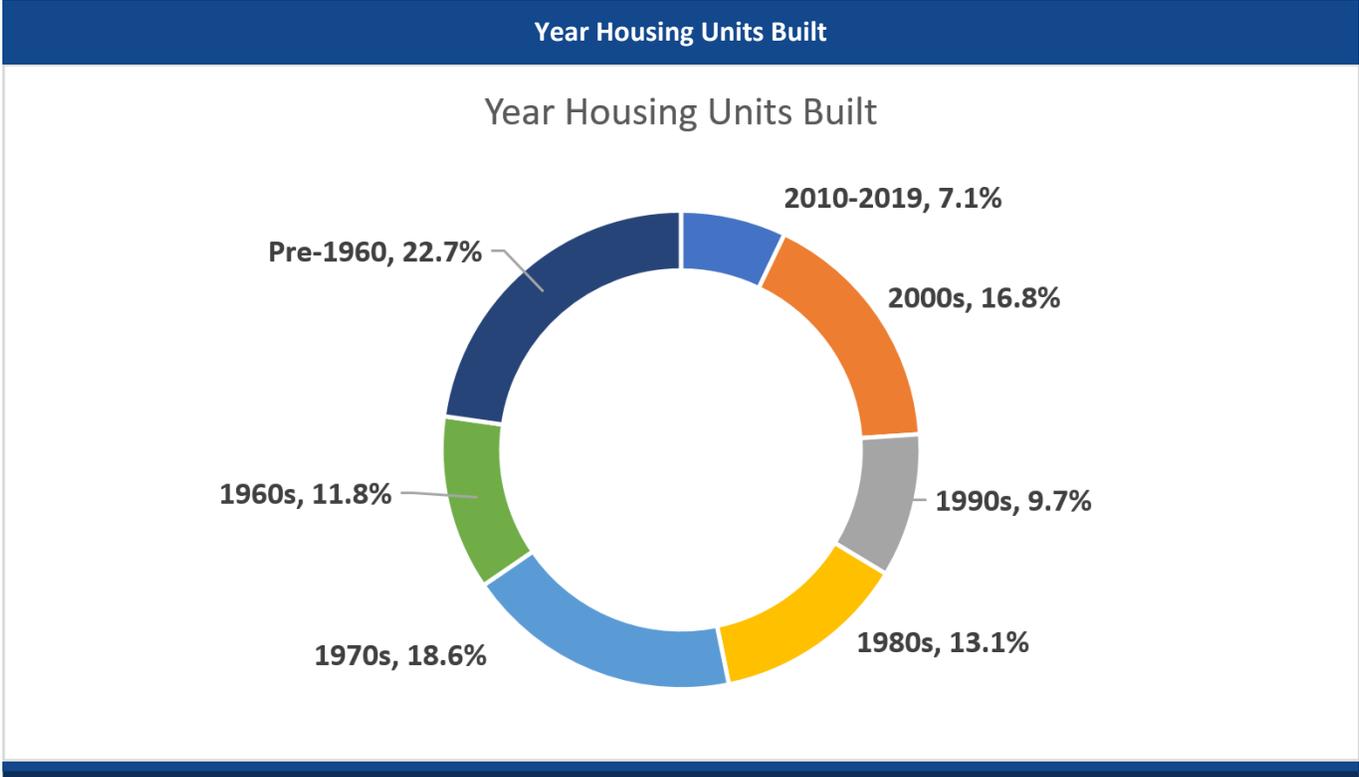
Note: At the time of this report in June 2021, economists and real estate specialists were highlighting COVID era concerns related to reduced housing construction, escalating costs, sharply reduced inventories of new and resale homes, and resulting dramatic increases in median homes prices, leading to even greater affordability challenges given the relative pace of income growth. These trends were occurring nationwide and in Texas. This current reality should be taken into account when reviewing this section, which includes best available Census estimates from 2019. Data on economic conditions and trends elsewhere in this report were likewise impacted later by pandemic effects, so the City will need to monitor the newest available post-COVID data on population, housing and economic indicators following the release of Census 2020 results.

29,212 Housing Units in Baytown

Baytown had an estimated 29,212 housing units in 2019. This was an 11.5 percent increase from the 26,203 units that were observed in the 2000 Census. Several of the larger new residential subdivisions built in recent years are outside of the Baytown city limits, located in the ETJ. It was noted in engagement efforts that limited multi-family units have been developed in recent years due to a focus on ensuring high-quality development outcomes.

66.2 Percent of Housing Units Built Before 1990

In Baytown, 66.2 percent of all housing units were built prior to 1990. This 30-year threshold is significant as it represents a time when many homes and multi-family structures begin to need more substantial reinvestment or repairs. A substantial portion of the housing stock in the city is even older, with 22.7 percent of all housing units built prior to 1960. From 2010 to 2020 the City issued 2,209 residential building permits for new residential construction. The majority of new residential construction permits were issued to large development companies constructing new communities, such as Goose Creek Landing by CastleRock Communities and Goose Creek Reserve by DR Horton. As of May 2021, 115 new residential construction permits had been issued thus far in 2021.

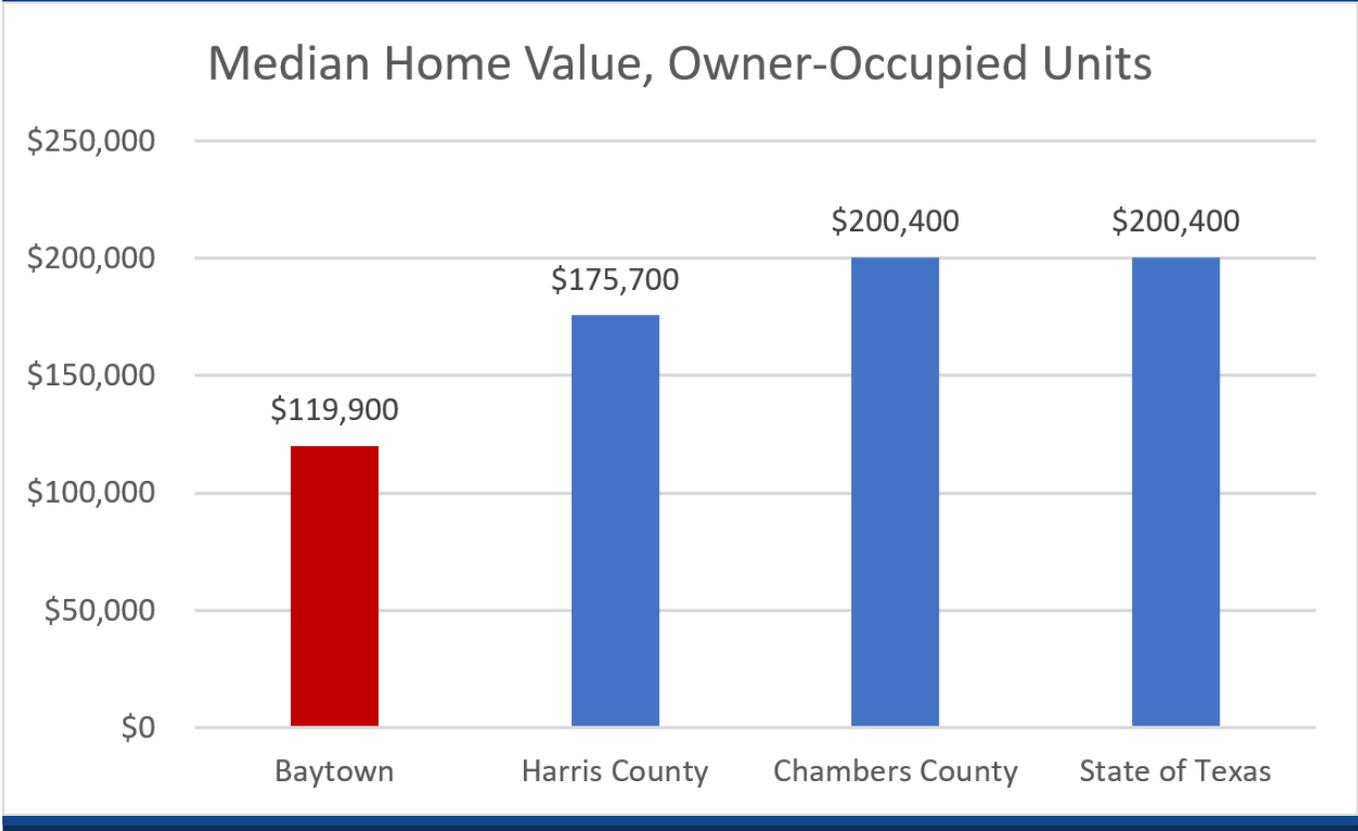


\$119,900 **Median Home Value (Owner-Occupied Units)**

In 2019 the median home value of owner-occupied housing units (non-rental) in Baytown was \$119,900. The Baytown 2019 median home value was lower than for the state of Texas, Chambers County, and Harris County.

The median value of owner-occupied homes increased by \$18,200 from the 2010 median of \$101,700 in Baytown. Early engagement discussions for this plan indicated that both housing prices and land costs have been rising in recent years. This can present a challenge for maintaining existing housing and attracting new construction that is attainable for different segments of the population.

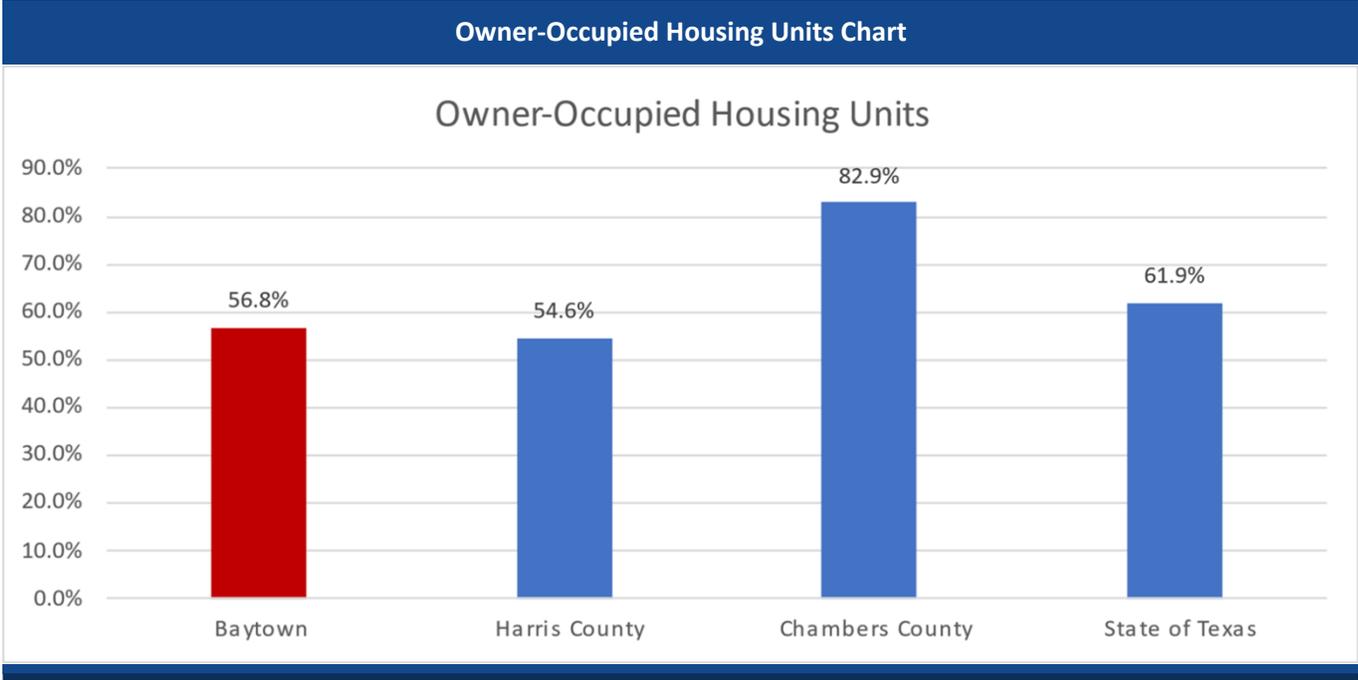
Median Home Value Chart



53.3

Percent of Housing Units are Owner-Occupied

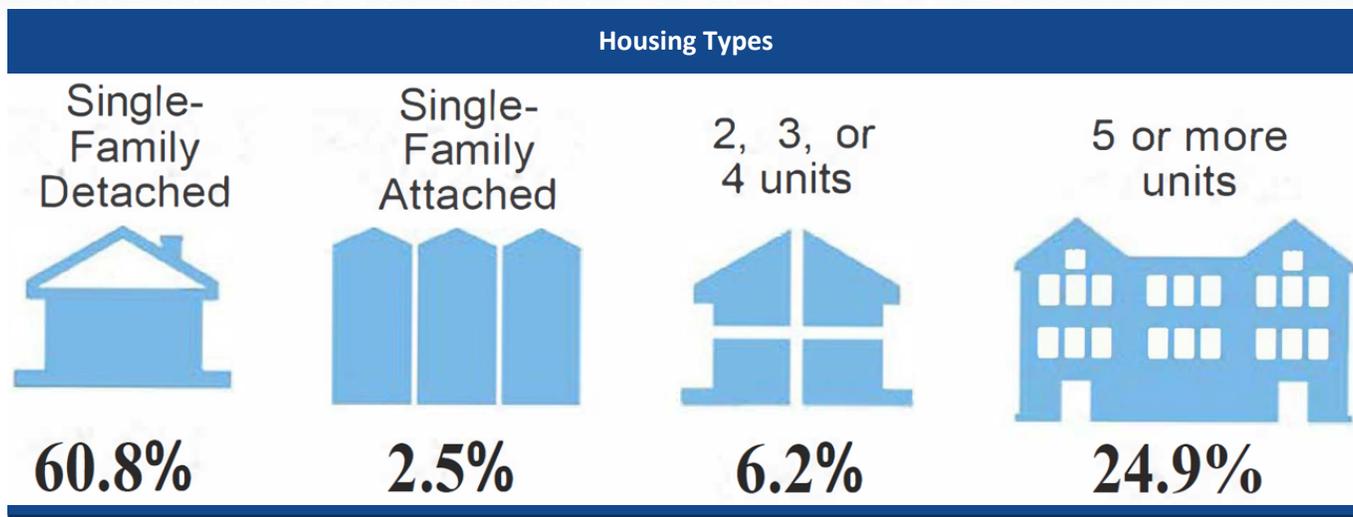
The percentage of housing units in Baytown that were owner-occupied as of 2019 (56.8 percent) is slightly less than that of the state of Texas (61.9 percent) and also lower than in Chambers County (82.9 percent). Harris County has a slightly lower percentage of housing units that are owner-occupied (54.6 percent). The percentage of housing units in Baytown that are renter-occupied is higher than the share of the housing stock that is composed of multi-family units. This indicates that renting is also occurring within single-family detached homes.



24.9

Percent of Baytown Housing Units are 5 or More Unit Multi-family

The most prevalent housing types in Baytown, as of 2019, were single-family detached housing units, which comprised 60.8 percent of the housing stock, and multi-family housing with five or more units, which comprised 24.9 percent of the housing stock. The remaining housing stock was comprised of single-family attached units (such as townhomes), at 2.5 percent, smaller multi-family sites (4 units or fewer), at 6.2 percent, mobile homes at 5.3 percent, and boat, RV or van at less than half of one percent (0.3 percent). Engagement efforts revealed that Baytown also has periodic demand for seasonal or temporary housing related to large turnover projects by local industrial facilities.



41.9

Percent of Renters Paying More than 30 Percent of Income in Housing Costs

The median gross rent in Baytown, as of 2019, was \$945. Just over two-fifths of Baytown renters (41.9 percent) were paying more than 30 percent of their income in housing costs (a common indicator of housing unaffordability). By comparison, 26.9 percent of owners with a mortgage and 12.4 percent of owners without a mortgage met this same threshold of paying more than 30 percent of their income toward housing costs. The table below indicates that for a Baytown resident making the median household income, affording a home at the median home value may be within reach, if supply is available. Early engagement discussions revealed that opportunities for home ownership, types of housing available, and housing affordability are all concerns in Baytown. Housing affordability, and rental housing affordability in particular, is an issue throughout Harris County and Harris County is undertaking a housing affordability study in 2020/2021.

	Median Household Income	Maximum Home Price Affordable to Median Household Income	Median Home Value	Minimum Household Income to Afford Median Priced Home
Baytown	\$57,270	\$171,810	\$119,900	\$39,967
Harris County	\$61,705	\$185,115	\$175,700	\$58,567
Chambers County	\$91,141	\$273,423	\$200,400	\$66,800
Texas	\$64,034	\$192,102	\$200,400	\$66,800

LAND USE AND DEVELOPMENT



The types of development within the city, particularly a desire for additional retail and entertainment uses, emerged as a top priority in early engagement. The types and locations of growth and development, and the desire for redevelopment and investment in "old Baytown," were also frequently mentioned items.

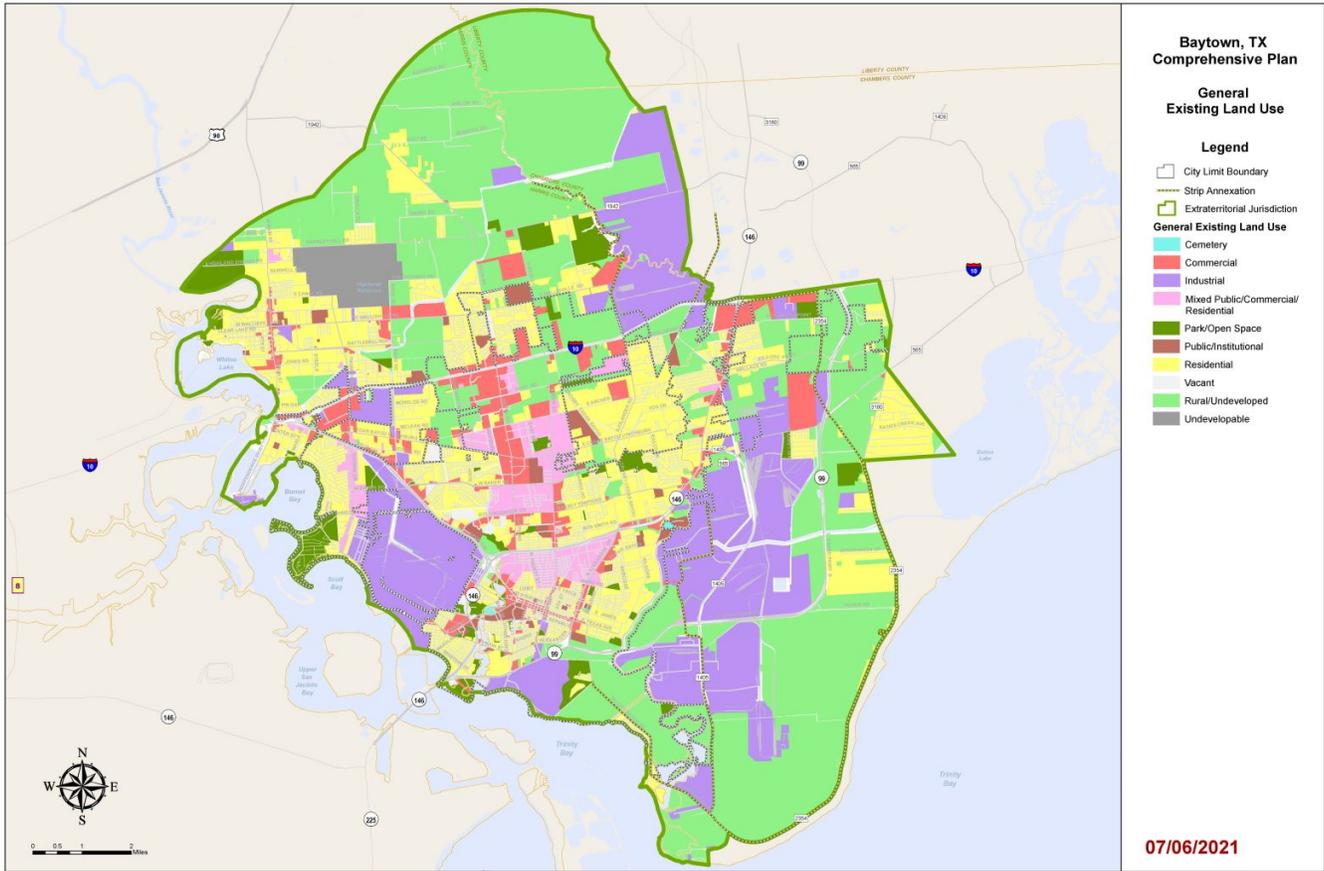
37

Percent of Existing Land Use in the City and ETJ is Rural or Undeveloped

While significant growth has occurred within the city limits and the extraterritorial jurisdiction (ETJ) in recent decades, much of Baytown, particularly the ETJ, remains undeveloped. The general land use categories and map below are not site/parcel specific, but rather reflect general development patterns.

General Land Use Category	Estimated Percentage of Land Use in City and ETJ
Commercial	5
Industrial	18
Mix of Uses (area is mix of commercial/residential/public)	3
Parks/Open Space	3
Public/Institutional	1
Residential	20
Rural/Undeveloped	37
Right-of-way, drainage channels and other easements	12
Other (cemetery, undevelopable)	1
Total	100

General Existing Land Use as of July 2021



15

Zoning Districts within the City

The City has 15 adopted zoning districts to aid in planning for and managing growth and development. Of the 15 districts, seven are primarily commercial while seven are primarily residential. The final district is for Open Space and Recreation. Newly annexed areas also receive the Open Space/Recreation designation. Each district has its own zoning regulations that dictate the types and development intensity of land uses that are allowable within the district. In addition to the 15 adopted zoning districts, Baytown has two zoning overlay districts, the Drilling Overlay District and the San Jacinto Overlay District. A zoning overlay district is a district designed to supplement the primary underlying zoning district classification.

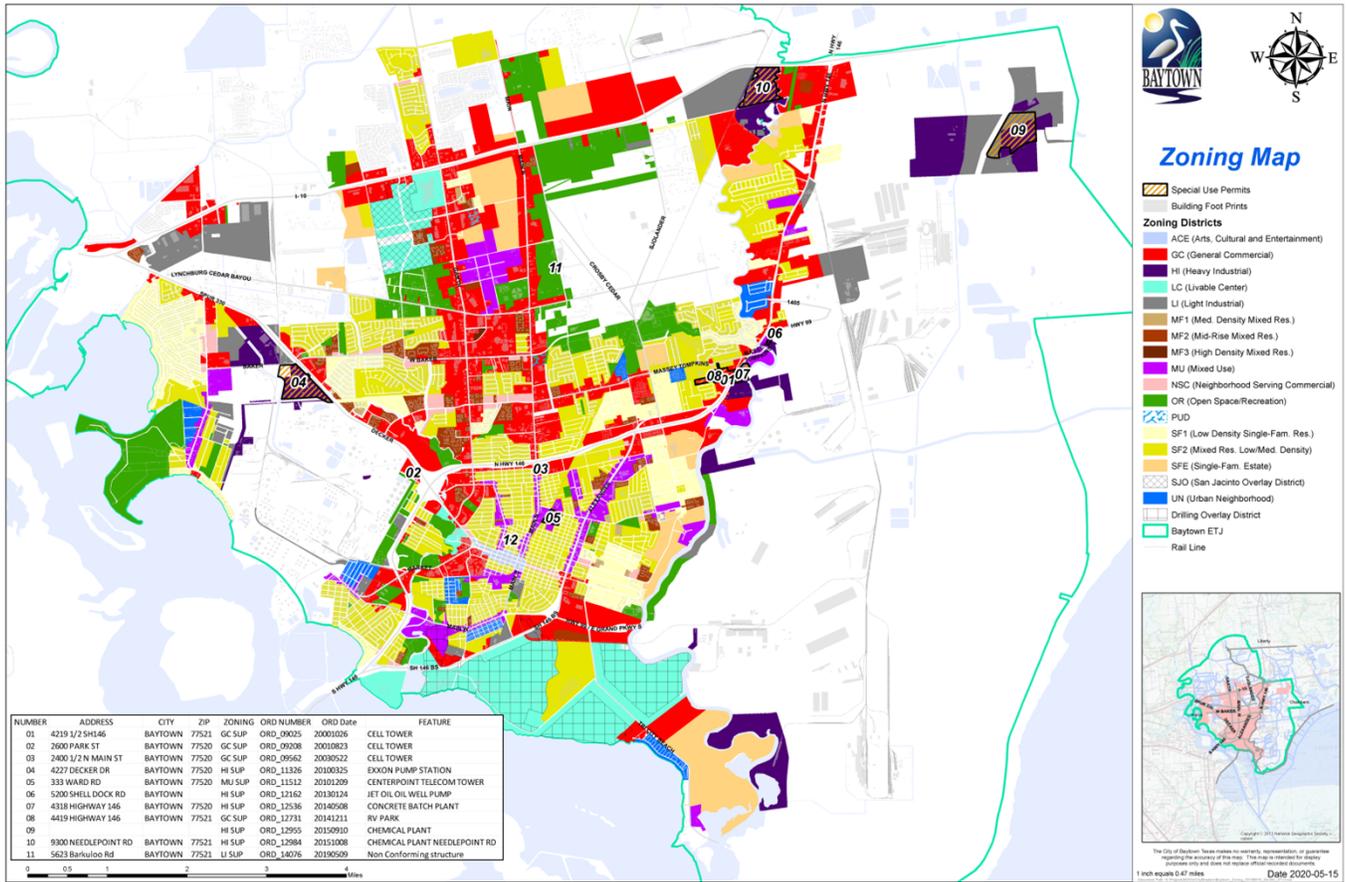
12

Development Agreements Signed in 2017

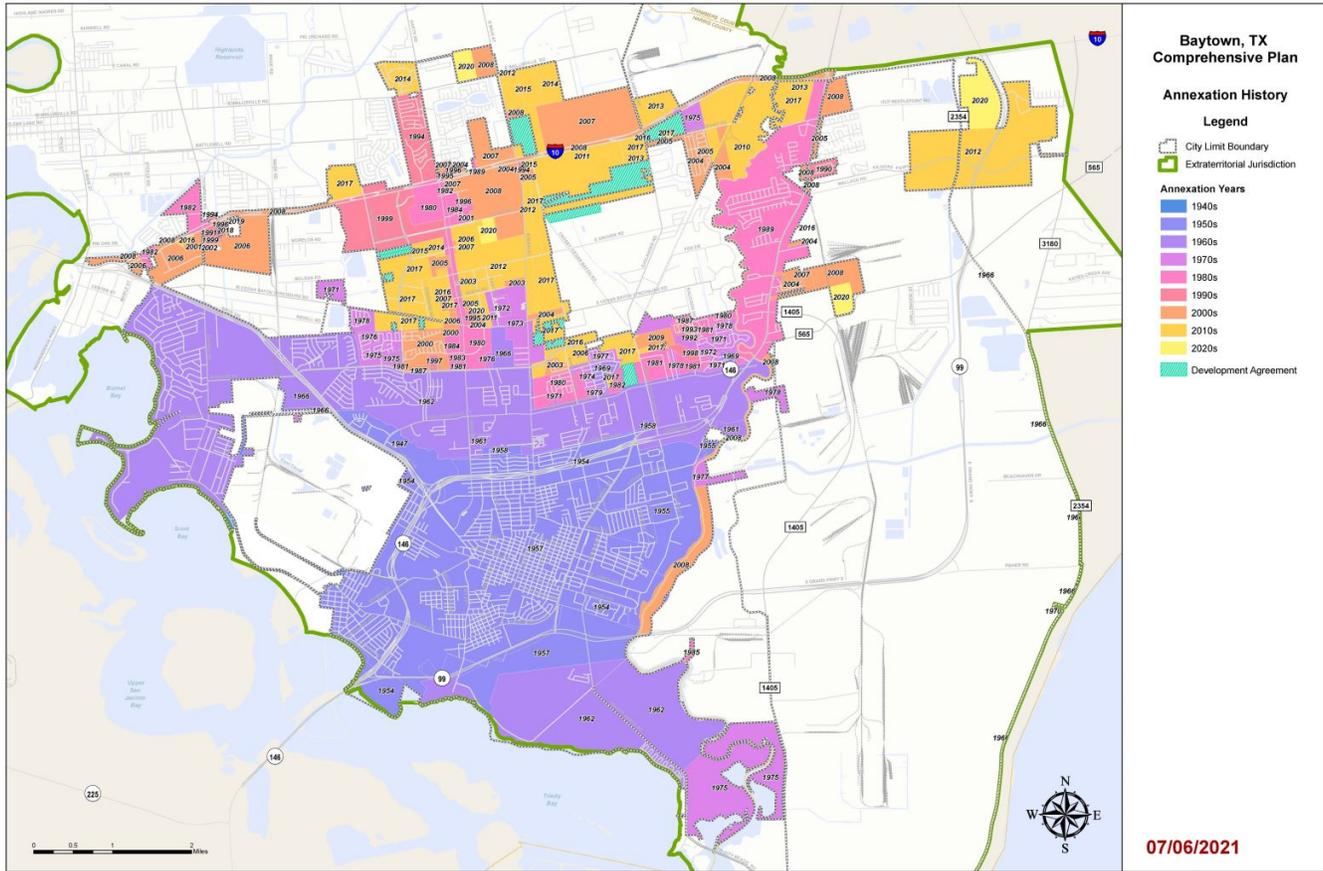
In 2017, multiple areas, as noted on the Annexation History map, signed development agreements with the City, which means those areas will remain outside of the city limits until they're ready to develop, or for a period of 7 years. At various points over the years the City of Baytown has expanded its city limits through annexation. For example, in 2017, the City extended its boundary by unilaterally annexing several areas into Baytown's city limits. These areas are centered around Connally Road, Barkaloo Road, and Sjolander Road. The City conducted a careful analysis and selected these areas to manage growth and development patterns and support more efficient provision of services.

Upon annexation, these areas began receiving City-provided services such as fire and police protection and could elect for trash and recycling collection. The City has been planning the delivery of water and wastewater services to newly annexed areas. The City has prepared construction plans and intends to begin construction of water and wastewater improvements in Summer 2021. Annexation is tightly regulated by state law and is frequently controversial. The City currently has no plans to pursue any additional annexations unless requested by a property owner (voluntary annexations).

Existing Zoning



Annexation History



JOBS, EMPLOYERS AND TAX BASE



Baytown’s economy is largely driven by broader economic trends that affect the greater Houston region and the nation as a whole. Industrial facilities provide a large segment of the employment base in Baytown, and economic trends that impact the energy sector also influence the overall economic health of Baytown. While many economic factors are external and beyond the control of Baytown, the City can continue to work to strengthen its economy and be fiscally sustainable in its investments.

46,000+

Total Jobs within the City of Baytown and ETJ

As of 2020, the Census Bureau estimates that Baytown had over 46,000 jobs within the city and the ETJ, across all employment sectors. The largest employers in Baytown include:

Employer	Type of Activity	Approximate Number of Employees
ExxonMobil Baytown Complex	Industrial	4,040
Goose Creek Consolidated Independent School District	Education	3,100
Houston Methodist Baytown Hospital	Medical	1,282
Covestro Industrial Park	Industrial	1,035
City of Baytown	Government	821
Chevron Phillips Chemical Company	Industrial	800

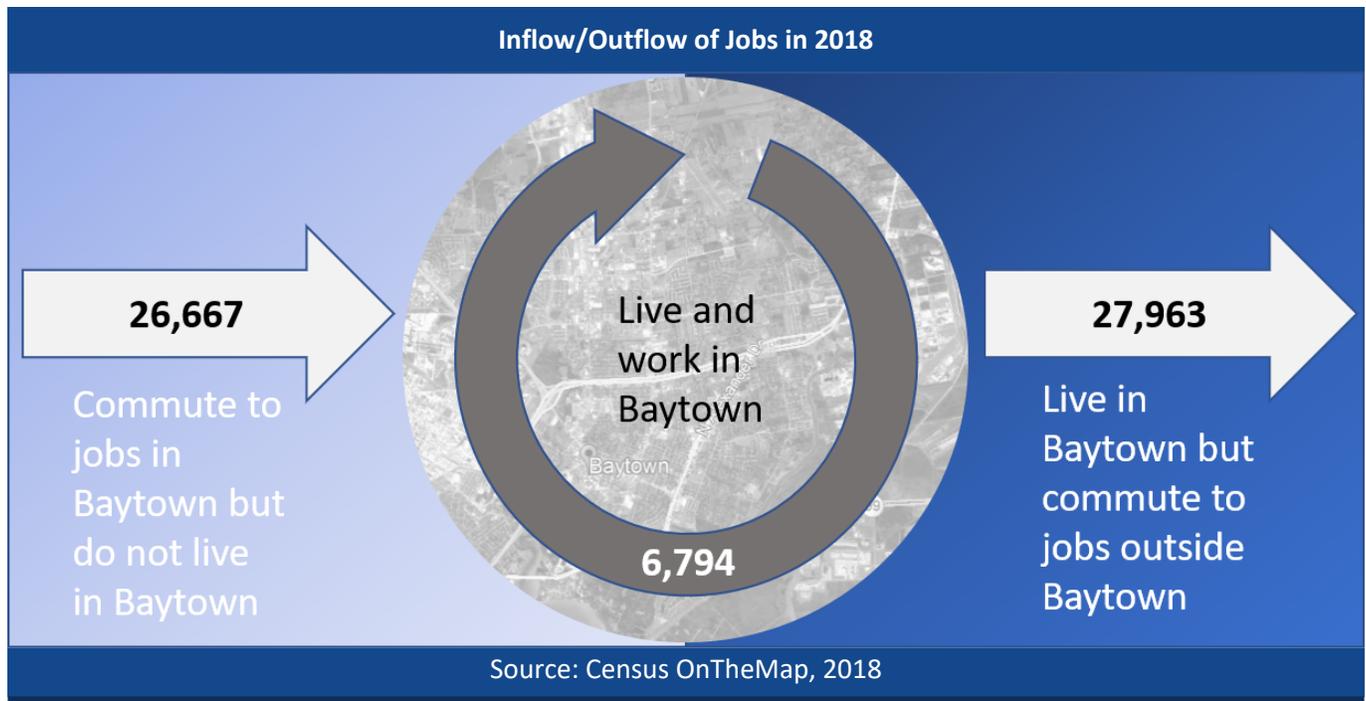
Source: Baytown Chamber of Commerce, 2020

79.8

Percent of All Those Who Work in Baytown Live Outside of Baytown

As of 2018, 20.2 percent of those who worked in Baytown were estimated to also live in the city. Of the more than 79 percent of local workers who did not live in Baytown, the highest percentage were coming from elsewhere in Harris County (with the City of Houston being the highest origin city). Among Baytown residents who were employed in 2018, the City of Houston was the top job destination, with over 27 percent of employed residents commuting to Houston.

Note: This analysis was performed utilizing the Census Bureau’s OnTheMap tool, which uses Longitudinal Employment Household Data (LEHD). While the most recent data available is from 2018 (and differs slightly from the employment estimates provided previously), it is still helpful for understanding present day commuting patterns and provides a good snapshot of the pattern of living and working in Baytown.



20,000+

Average Attendance at Annual Independence Day Celebration

Visitors come to Baytown for many reasons – to explore the natural settings of the Baytown Nature Center, to visit Pirates Bay Waterpark, to learn about the history of the area, and to experience the community’s cultural resources. The Independence Day Celebration normally brings around 20,000 people to enjoy free entertainment at Bicentennial Park. The Baytown Tourism Division estimates that in 2017 visitors in Baytown spent over \$208 million, and this spending supported 1,610 jobs in the local tourism industry.

Tourism and Community Events

Baytown hosts several major annual festivals, events, and parades, including:

- › Monthly Town Square Farmers Market
- › Ice skating at Town Square
- › Nurture Nature Festival
- › Baytown Trade Days Summer Night Market
- › Republic of Texas Plaza History Lecture Series
- › Arts and Eats Fest
- › Grito Fest
- › Party on the Peninsula
- › Independence Day Celebration
- › Juneteenth Celebration
- › Christmas Parade

17

Percent Increase in Sales Tax Revenue from May 2020 to May 2021

When COVID-19 disrupted global, national and local economies in 2020, many believed local sales tax revenues would plummet from reduced consumer activities such as shopping and eating out. Sales and use taxes are the third largest revenue source for Baytown’s General Fund, accounting for 14.2 percent of the total. Baytown did not experience the same level of reduction as some other municipalities, but forward projections remain conservative given the ongoing economic uncertainty. Sales tax revenues from May 2021 show a robust rebound from the same month in 2020. Early engagement with the business community indicated that Baytown residents came together to support local businesses during the pandemic, and many businesses were able to access various funding supports. While the City did not have to absorb a large decline in sales tax revenue, other sources of revenue including franchise taxes, licenses and permits, and charges for services were down during this timeframe.

3,393

Total Acres Located within Baytown's 2 Designated Revitalization Incentive Zones.

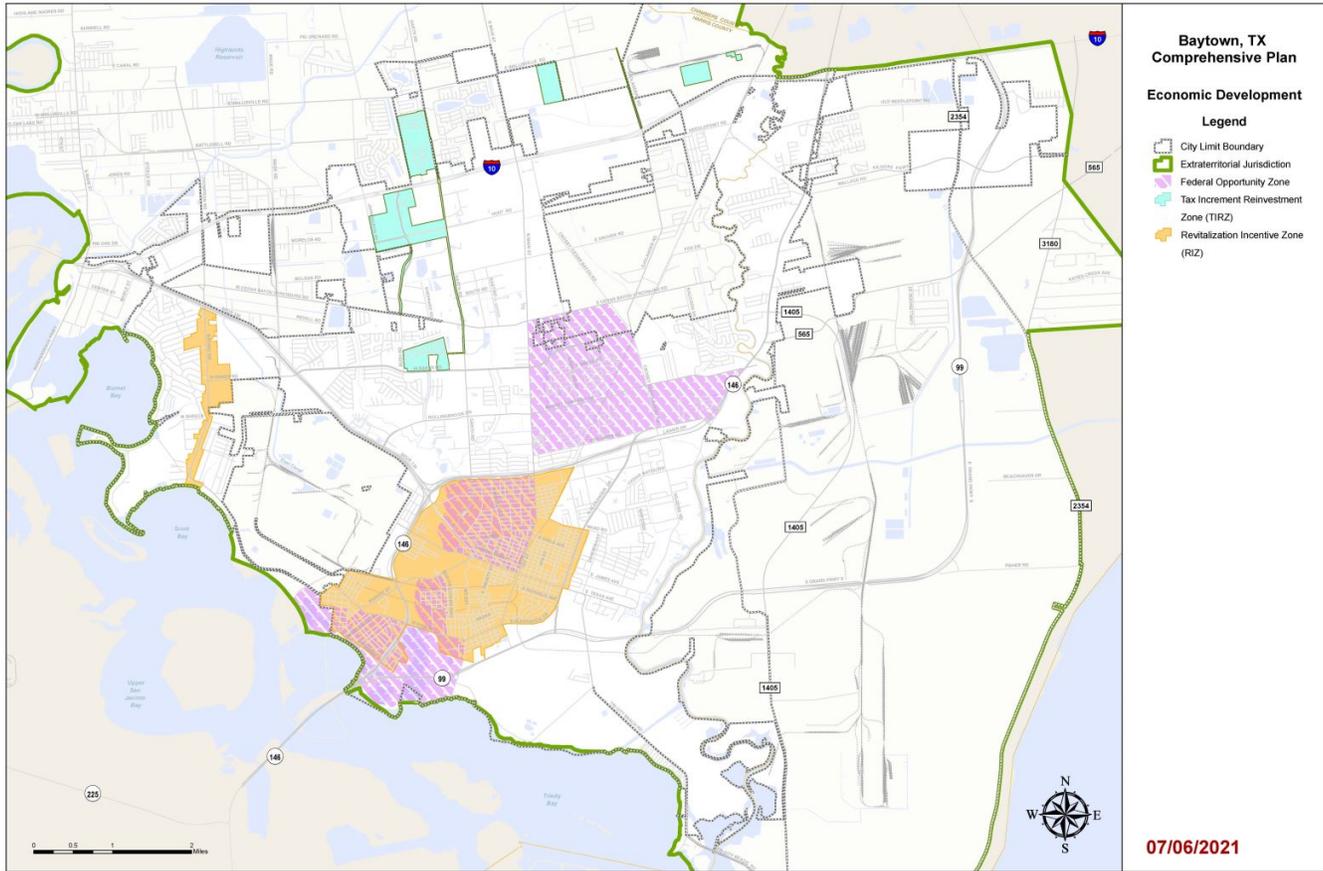
There are a variety of economic development tools and districts within the City of Baytown designed to spur economic development within the city, including the Revitalization Incentive Zones, Opportunity Zones, and Tax Increment Reinvestment Zone, among others.

The Revitalization Incentive Zone (RIZ) program offers waived permit/impact fees and tax refunds on qualified construction improvements or new construction within the two RIZ areas. The goal of the RIZ program is to promote economic development, encourage the rehabilitation of affordable housing, and stimulate an increase in property value.

The Opportunity Zone Program is a federal initiative administered by the U.S. Department of Treasury. The program is designed to spur economic development and job creation in distressed communities. The program offers incentives, in the form of capital gains tax abatement, for those who invest eligible capital into qualified Opportunity Zone assets. In 2018 the State of Texas nominated 628 census tracts in 145 Texas counties as Opportunity Zones. Baytown has three designated Opportunity Zone within its city limits.

Tax Increment Reinvestment Zones (TIRZs) are special zones created to attract new investment in an area. A TIRZ can help finance costs of redevelopment and encourage development in an area. Taxes generated from new improvements (tax increments) within the zone are set-aside to fund public improvements within the TIRZ area. In Baytown, Tax Increment Reinvestment Zone Number One encompasses properties in several areas along Sjolander Road, Wallisville Road and Garth Road.

Economic Development Districts



73

Industrial District Agreements as of 2020-2021

The 2020-2021 budget includes revenues of \$64.7 million from 73 Industrial District Agreements. Industrial Districts Agreements are contracts with industries located within the City’s ETJ. The contracts specify payments to be made to the City in lieu of ad valorem taxes in exchange for limited immunity from annexation. The City maintains a map of industrial district agreement locations [online](#).

Industrial district payments are the largest source of revenue for the City’s General Fund, comprising 55 percent of total General Fund revenues in the 2020-2021 budget. Other major sources of revenue for the City’s General Fund include property taxes (16.5 percent) and sales and franchise taxes (17.5 percent). The remainder of the General Fund revenue stems from payment in lieu of taxes, special assessments, licenses and permits, charges for services, fines and forfeitures, and other miscellaneous sources that together comprise approximately 11 percent of the General Fund revenue.

100+

Degree Programs Offered at Lee College

Lee College announced in January 2021 that it will again partner with Goose Creek Consolidated Independent School District (GCCISD) to offer free, full-time tuition for 2020 GCCISD graduates. Lee College offers more than 100 associate and certificate programs, as well as non-credit workforce and community education courses. The main campus and McNair Center are located in Baytown. The McNair Center opened in 2008 along the north side of I-10 between Wade and McNair Roads. After outgrowing its space, the McNair Center completed a renovation in 2011. An additional expansion occurred in 2013 after a bond issue was approved by 72 percent of voters. Lee College serves a geographic area that includes over 220,000 residents and includes the school systems of Goose Creek, Anahuac, Barbers Hill, Baytown Christian Academy, Crosby, Dayton, Devers, East Chambers, Hardin, Hardin-Jefferson, Huffman, Hull-Daisetta, Kountze, Liberty and West Hardin. In 2018, the last year for which admissions numbers are available, enrollment at Lee College was 8,234, a four percent increase over fall 2017. The College's 2017-2022 Strategic Plan identifies a target enrollment of 10,000 by 2022.



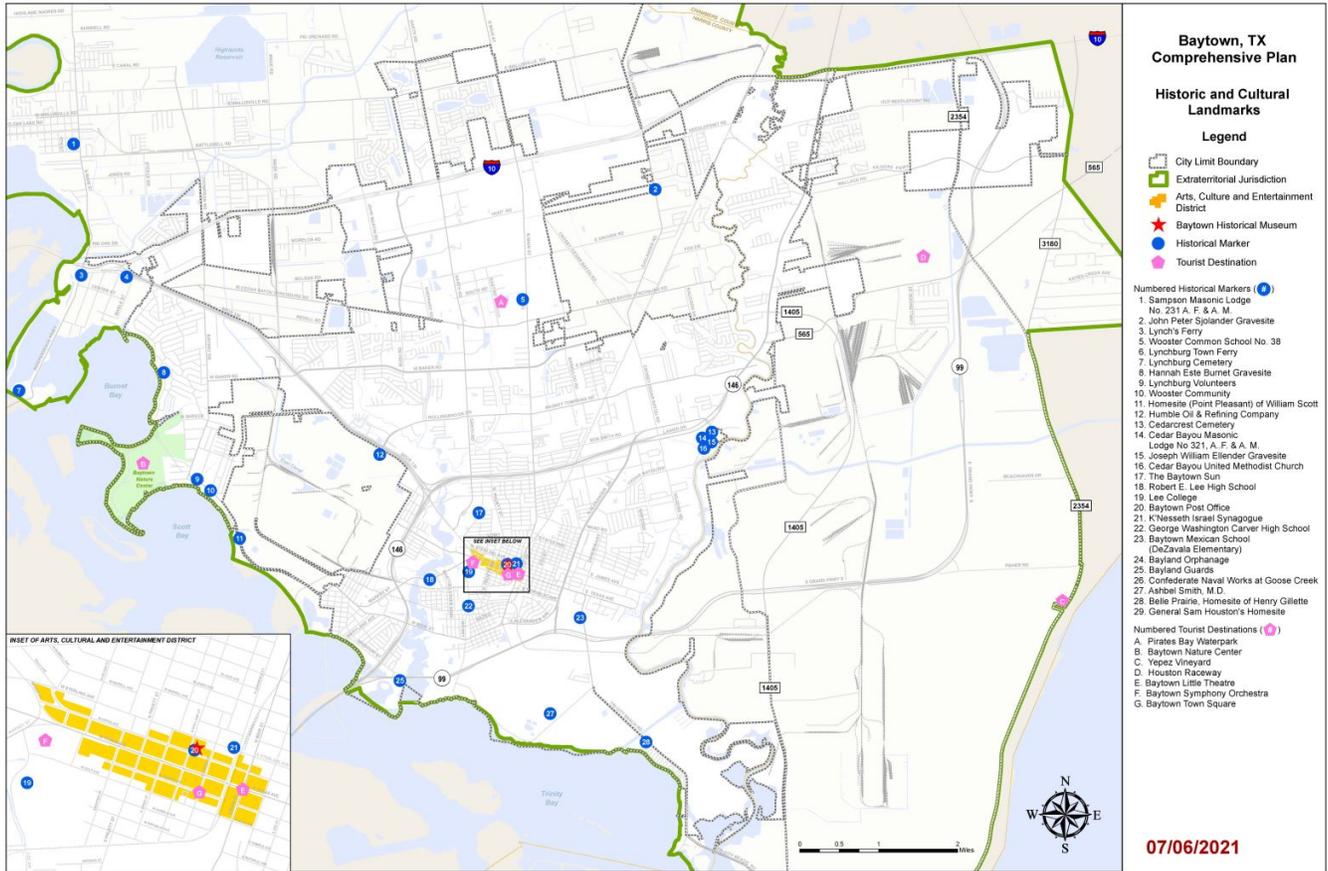
Lee College

29

Historical Markers within the City

Baytown is home to a large collection of Texas history, which contributes to its tourism appeal and related visitor spending. The Baytown Historical Preservation Association lists 29 historical markers east of the San Jacinto River from the Lynchburg area to Cedar Bayou. The list includes churches, schools, Lee College, the old Goose Creek Post Office, multiple historic cemeteries, and the homesites and gravesites of early settlers. The historical markers speak to the long history of the area and its evolution from the original Tri-Cities, with several markers, such as the Wooster Community Marker, highlighting former community elements.

Historic and Cultural Landmarks and Tourism Sites



UTILITIES AND PUBLIC FACILITIES



The City of Baytown infrastructure is comprised of a water system, wastewater system, streets, and drainage. The Public Works and Engineering Department handles the operations and maintenance, improvements, and construction. Where and how Baytown grows and develops will be determined not only by market forces, but also by development constraints such as environmental resources, floodplains, and availability of utilities. Baytown must ensure that utilities and public facilities have the capacity to serve both existing developed areas and new growth and development.

104,000

Square Feet in New Public Safety Complex



New Public Safety Building

In 2019 Baytown City Council approved a contract award for the design of a new public safety facility that will provide a central location for police and Fire/Emergency Medical Service (EMS) operations. The facility will be a four-story complex, with space for police and fire vehicle maintenance and storage areas as well as a new plaza. The new facility will replace existing police and fire/EMS facilities on North Main Street. The estimated cost of the project is \$65 million. The groundbreaking for the facility occurred in 2021.

Other major facility projects underway within the city include the construction of a 6,100 square foot indoor fire training center and a new animal services

and adoption shelter.

The Fire Department Fire Training Center Master Plan identified the need for a facility where fire staff could train for possible fire events that could occur in heavy industry. The Fire Training Center is nearing completion.

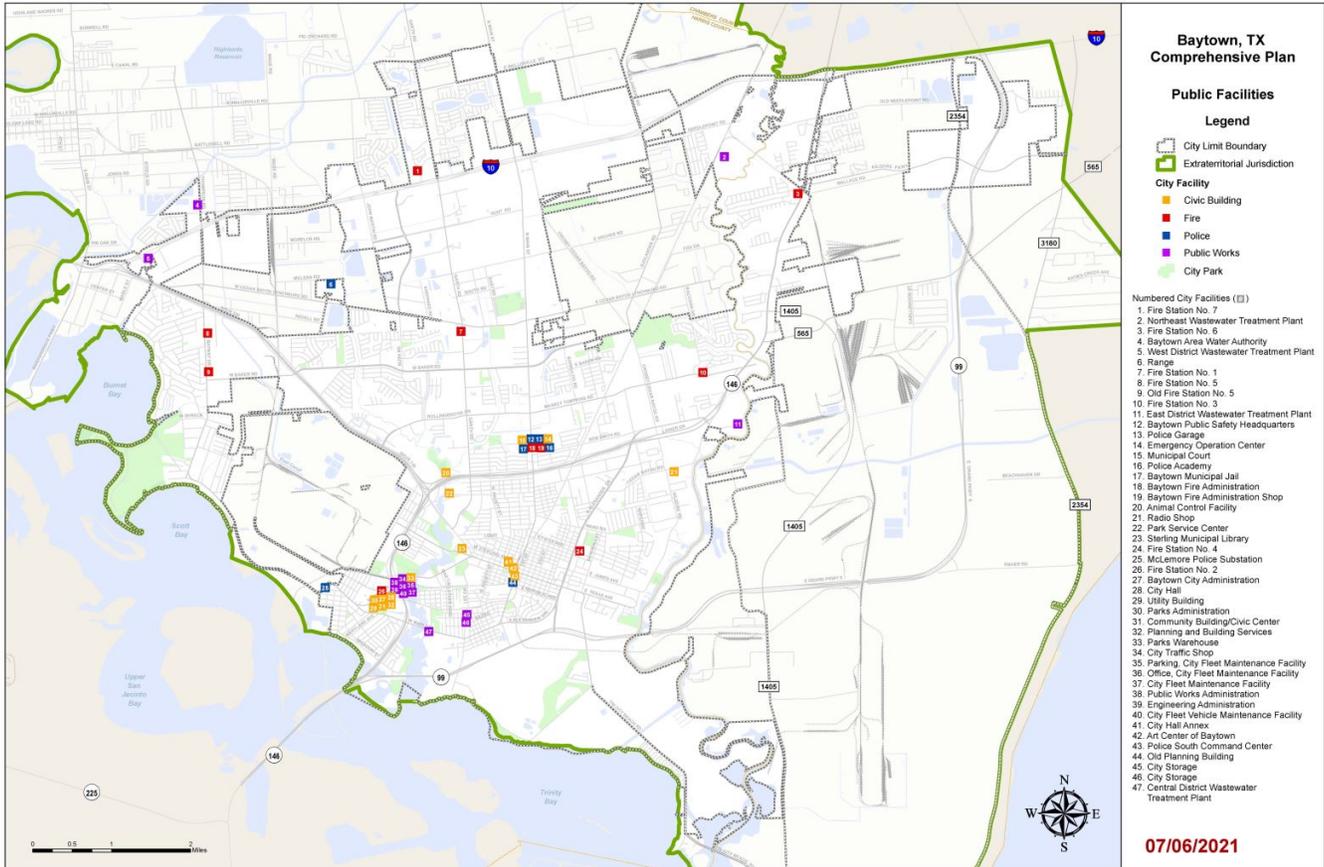
The new animal services and adoption shelter will include an adoption center area, cat and dog housing, and veterinary and medical service rooms. Completion of the animal services and adoption shelter is expected in 2021.



Rendering of Animal Services and Adoption Shelter

Other notable civic and public safety facilities within Baytown are illustrated on the Public Facilities map.

Public Facilities



1

Current Baytown Insurance Services Office (ISO) Rating

In 2018 the Baytown Fire Department earned the highest recognition possible when it received a Class 1 Public Protection Classification rating from the Insurance Services Office (ISO). ISO ratings are determined by the Texas Department of Insurance and the State Fire Marshal’s office, with classifications ranging from 1 (best) to 10 (worst). ISO measures the quality of fire protection on which insurance premiums are based. The ISO protection classification ratings can result in lowered insurance rates for homeowners and business owners. As few fire departments are able to achieve an ISO rating of 1, the Baytown Fire Department ranks in the top one percent of all fire departments in the United States based on its ISO rating.



The City of Baytown has seven fire stations, a fire administration building, a south command facility, an outdoor fire training facility near Bayway Drive and Baker Road, and the new indoor Fire Training Center described above.

500+

Miles of Waterline in Baytown's Water System

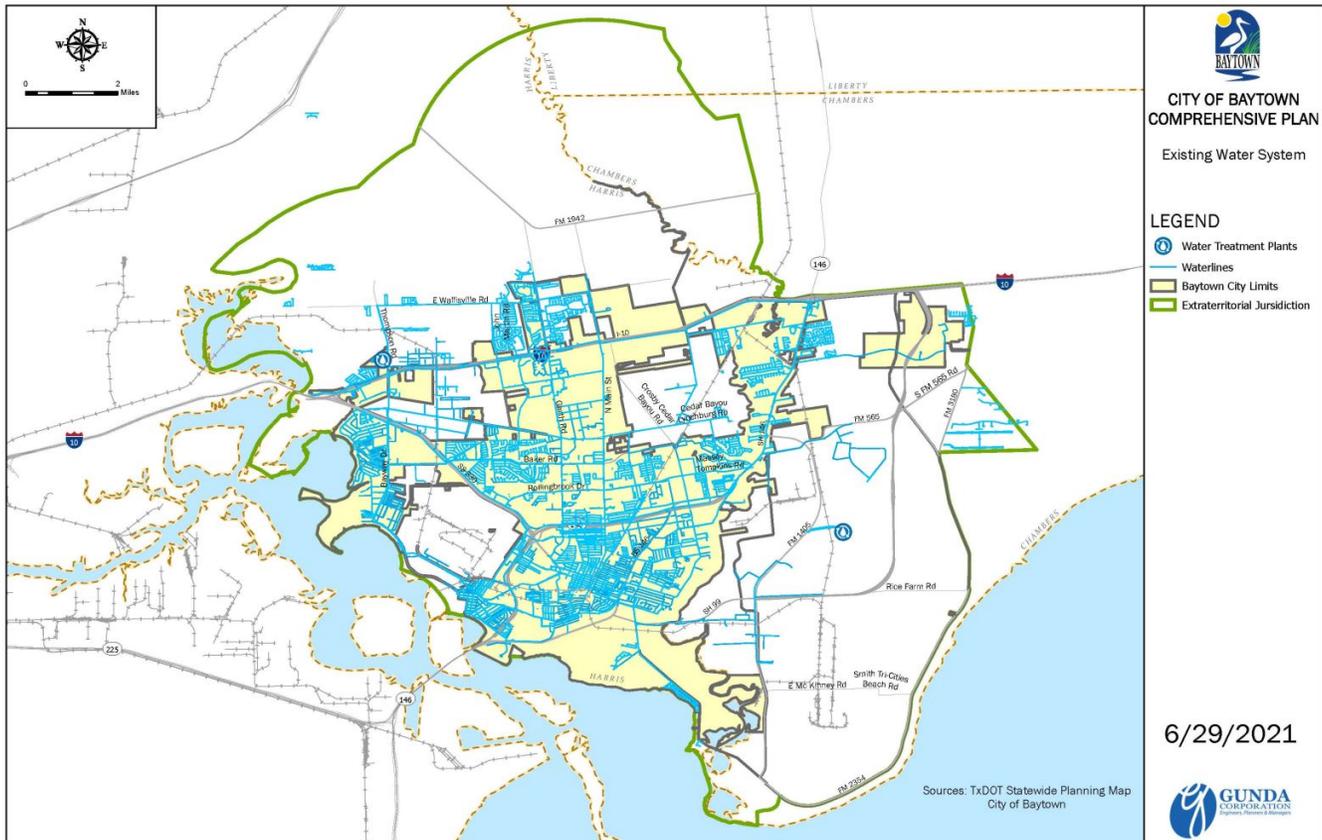
The City of Baytown provides water service to an area larger than the city limits. The City has seven utility districts within its planning area. The City's water system consists of well over 500 miles of waterlines, ranging in size from 0.50-inches to 30-inches. The City relies on treated surface water from the Baytown Area Water Authority (BAWA) Surface Water Treatment Plant and five groundwater wells to provide water to its residents and businesses. The water wells are mainly used for emergency water supply. The BAWA Fritz Lanham Treatment Plant supplies Baytown 99 percent of its water supply and also provides water to seven other municipal customers. The distribution system facilities include nine elevated storage tanks.

The 2018 Water Master Plan Update broke improvement projects into six categories:

- Water Supply Improvements
- Water Storage Improvements
- Waterline Replacements
- Waterline Extensions (Non-Development Driven)
- Waterline Extensions (Development Driven)
- Waterline Extensions (Annexation Driven)

The Water Master Plan Update identified 28 projects for the next 10 years.

Existing Water System



88

Lift Stations in the City's Wastewater System

The City of Baytown’s wastewater system consists of four wastewater treatment plants (WWTPs), approximately 500 miles of gravity wastewater lines ranging from 2-inches to 30-inches, and 88 lift stations throughout the collection system. The service area is approximately the city limits. The four WWTPs each serve one of four distinct service areas. The four plants are:

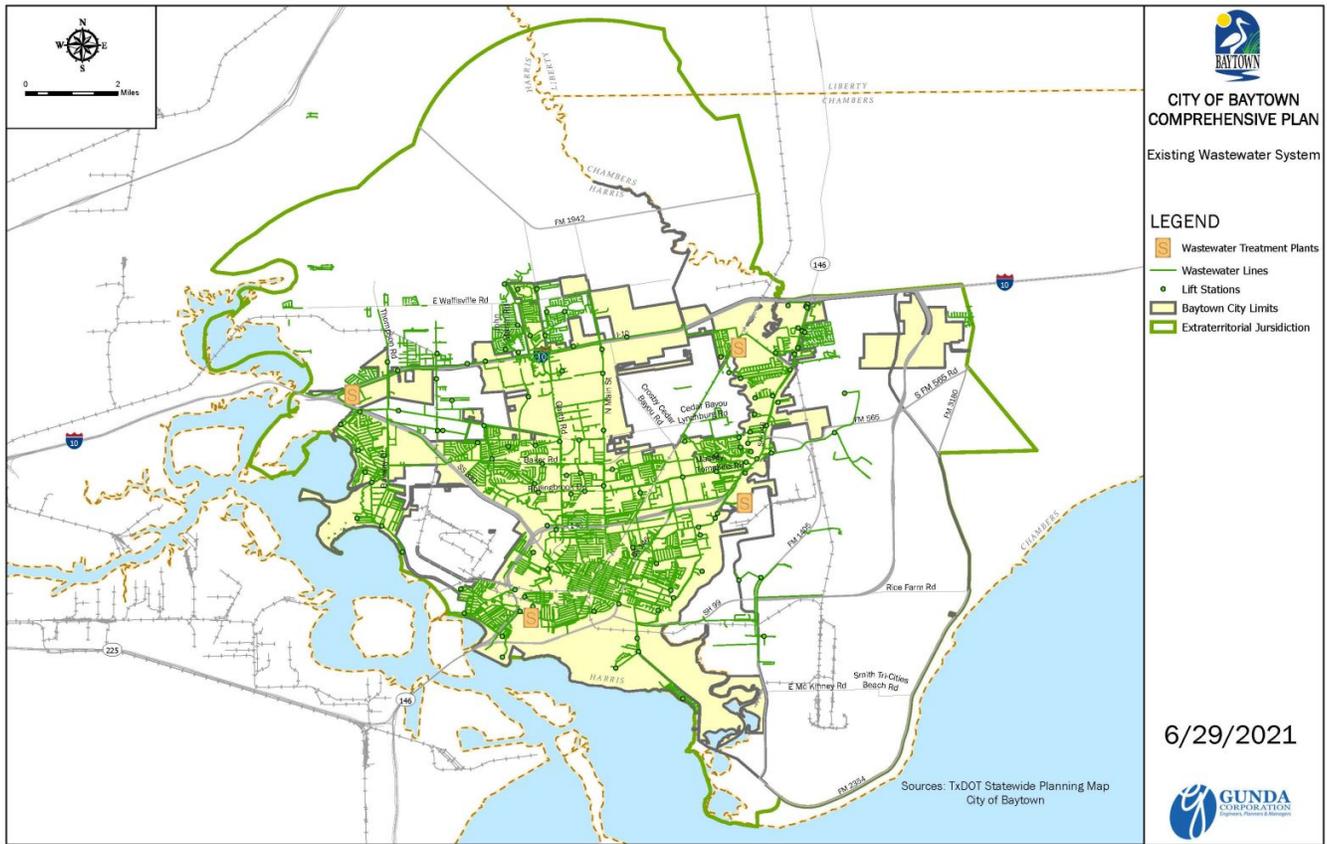
- East District Wastewater Treatment Plant (East Plant)
- Northeast District Wastewater Treatment Plant (Northeast Plant)
- West District Wastewater Treatment Plant (West Plant)
- Central District Wastewater Treatment Plant (Central Plant)

The 2018 Wastewater Master Plan Update broke improvement projects into five categories:

- Annual Sanitary Sewer Rehabilitation program
- Wastewater Service Extensions (Annexed Areas)
- Capacity Improvements
- Sanitary Sewer Overflow Initiative Program
- Items currently under Construction

The Wastewater Master Plan Update identified 30 projects for the next 10 years.

Existing Wastewater System



3,500

Estimated Number of Homes Impacted by Hurricane Harvey in 2017

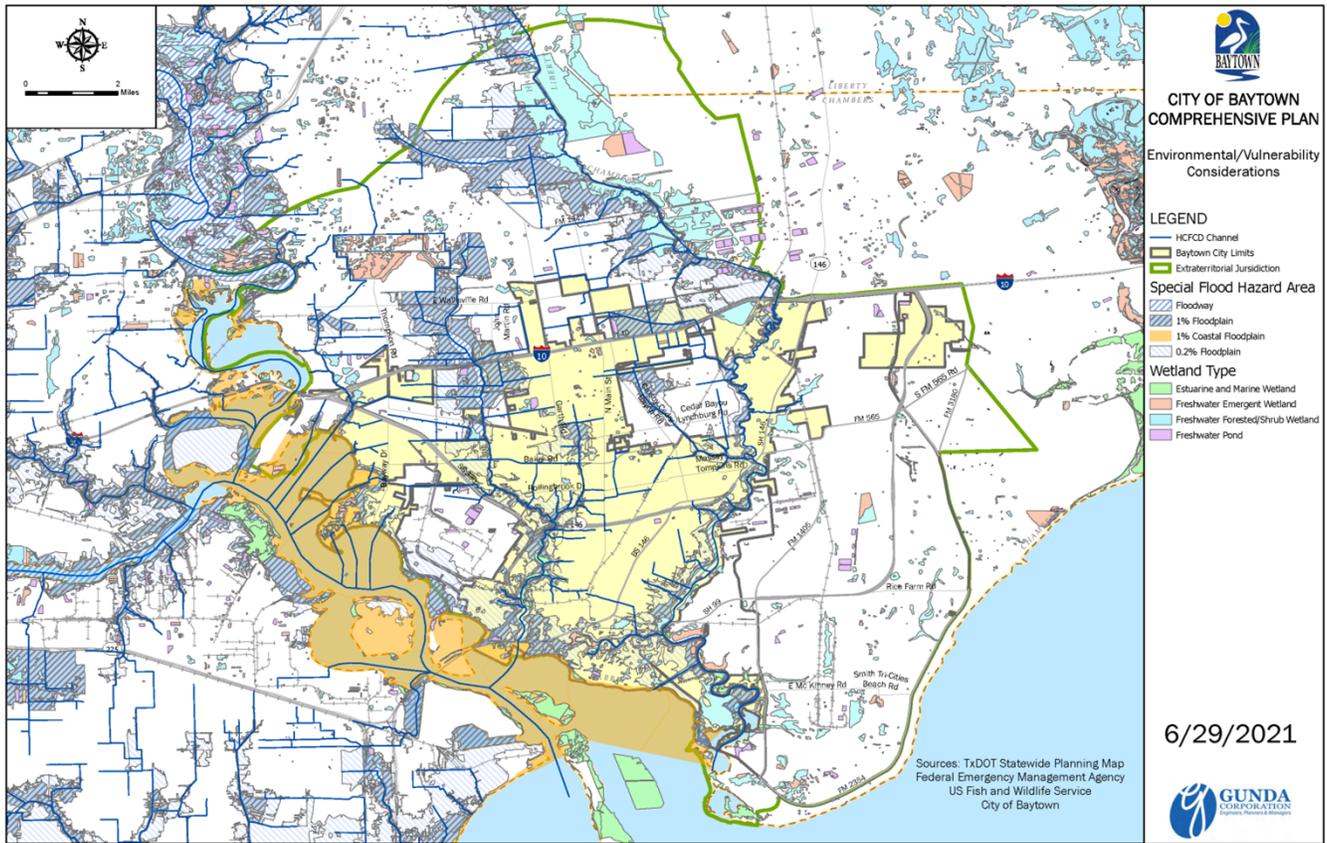
Portions of the city are within the 0.2% or 500-year floodplain, the 1% or 100-year floodplain, and the 1% or 100-year coastal floodplain. Some areas are within designated floodways. Development within floodplains and along floodways can be challenging if not impossible. While Hurricane Harvey was the most impactful recent storm event, portions of the city, such as the Texas Avenue, Main Street, and Pruett areas, consistently experience flood issues. The City is working with Harris County to address flooding hot spots and reduce the risk of flooding to homes and businesses.

During normal rain events, stormwater appears not to adversely affect roadway conditions in most of the city. During large events there are concerns that stormwater may not dissipate as quickly or may cause road and property flooding. During Hurricane Harvey, approximately 3,500 homes were impacted.

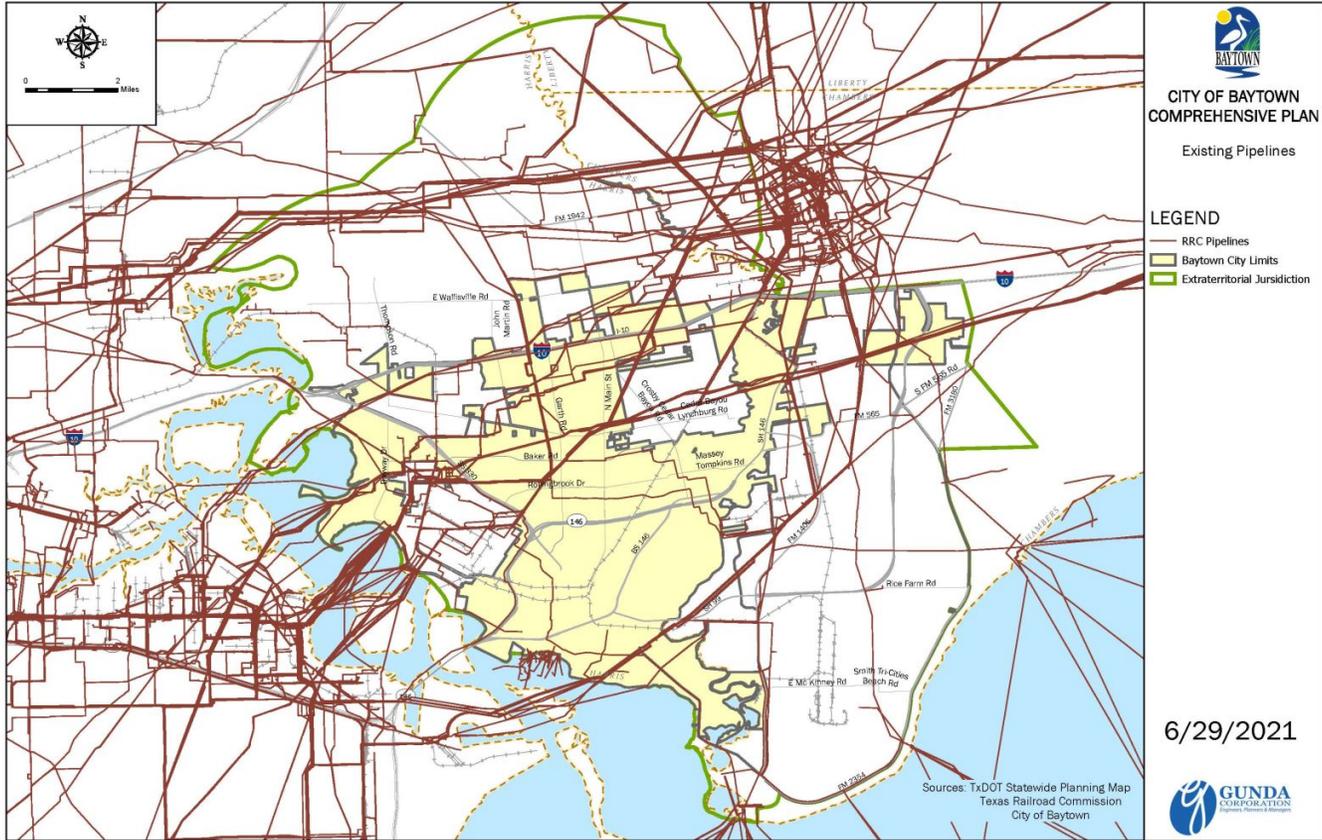
Most of the wetlands identified within Baytown are along waterways and channels and must be taken into account during development planning.

Large industrial facilities are located within and near the city, which can impact air quality both from facilities and the accompanying truck traffic. In addition, pipelines crisscross the area, which must be taken into account during the land development process and with public improvements.

Environmental/Vulnerability Considerations



Existing Pipelines



TRANSPORTATION

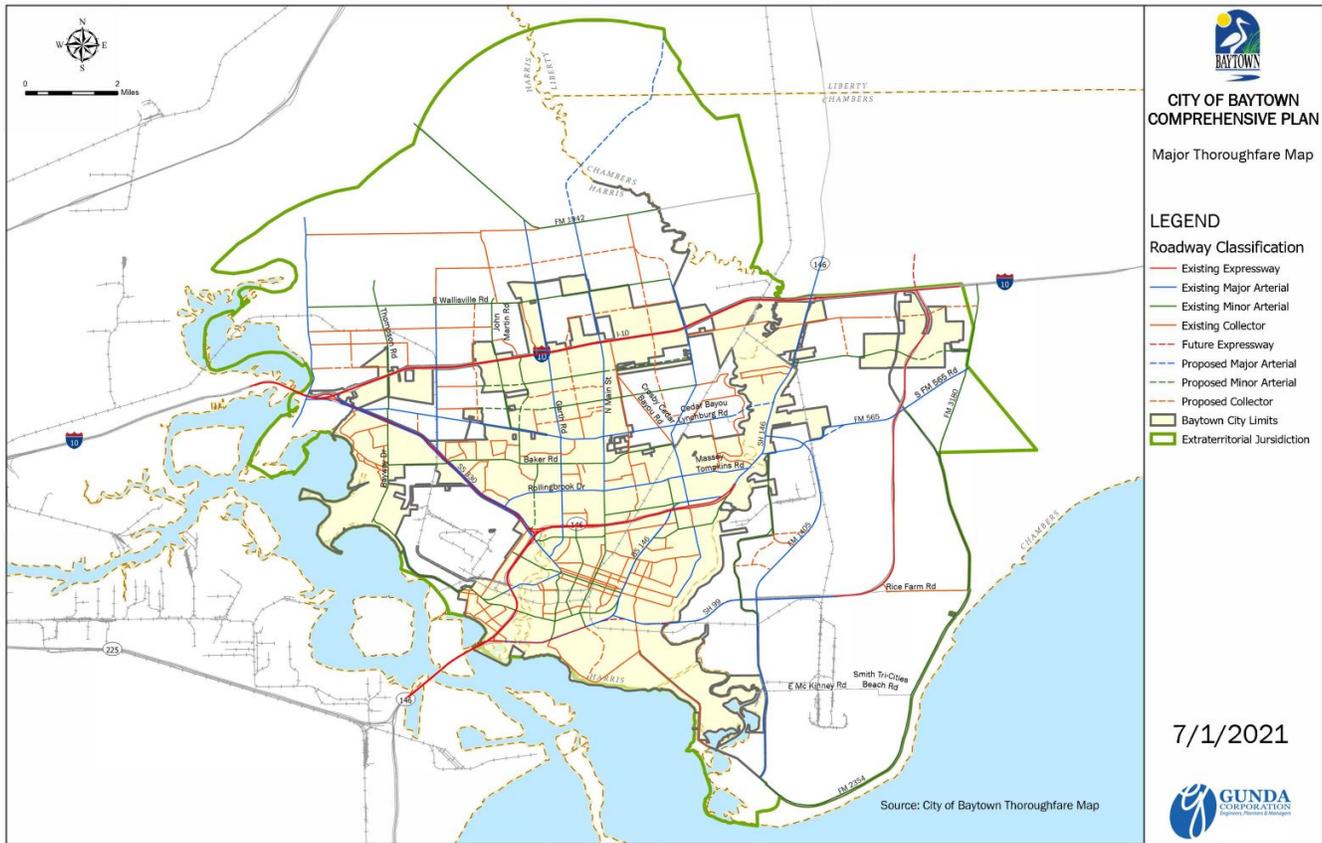


97,000+

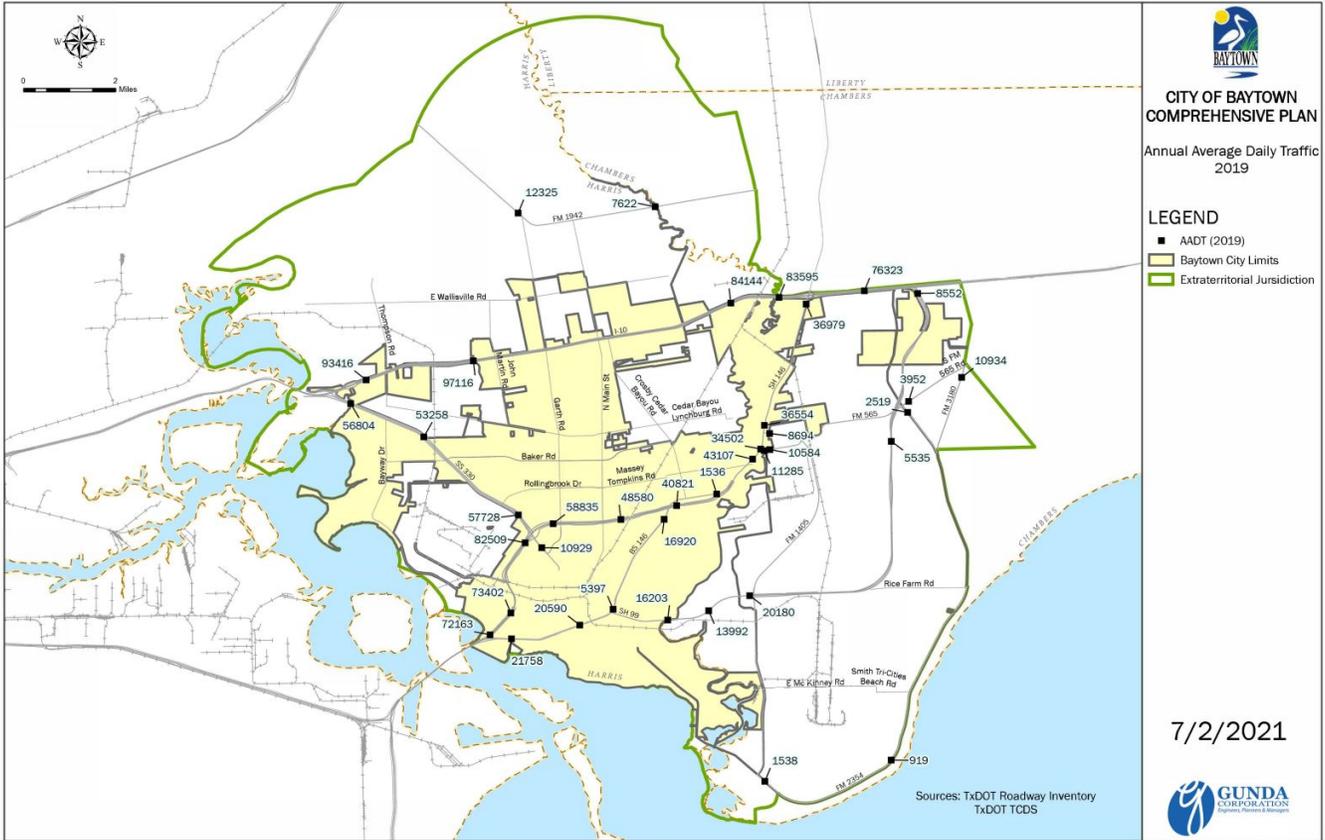
Annual Average Daily Traffic Along I-10 in 2019

The Texas Department of Transportation (TxDOT) measures the Annual Average Daily Traffic (AADT) along its system. The highest traffic counts in Baytown in 2019 were along I-10, with over 97,000 vehicles a day measured along I-10 near John Martin Road. AADT has increased over time, with this same location along I-10 measuring 67,000 vehicles a day in the year 2001. Other high traffic count roadways were SH 146, with over 72,000 AADT at the entrance/exit to the Fred Hartman Bridge and over 82,500 AADT near the intersection of SH 146 and Spur 330 in 2019. These locations had an AADT of 49,000 and 55,000 in 2001 respectively. Traffic congestion was a major theme that emerged from early engagement, with a particular emphasis from residents about the desire to alleviate congestion on thoroughfares within the city, including Garth Road. The future completion of the Grand Parkway (SH 99) may change traffic patterns within the city, particularly for truck traffic. The City's Major Thoroughfare Map shows the road classification for existing and future roadways.

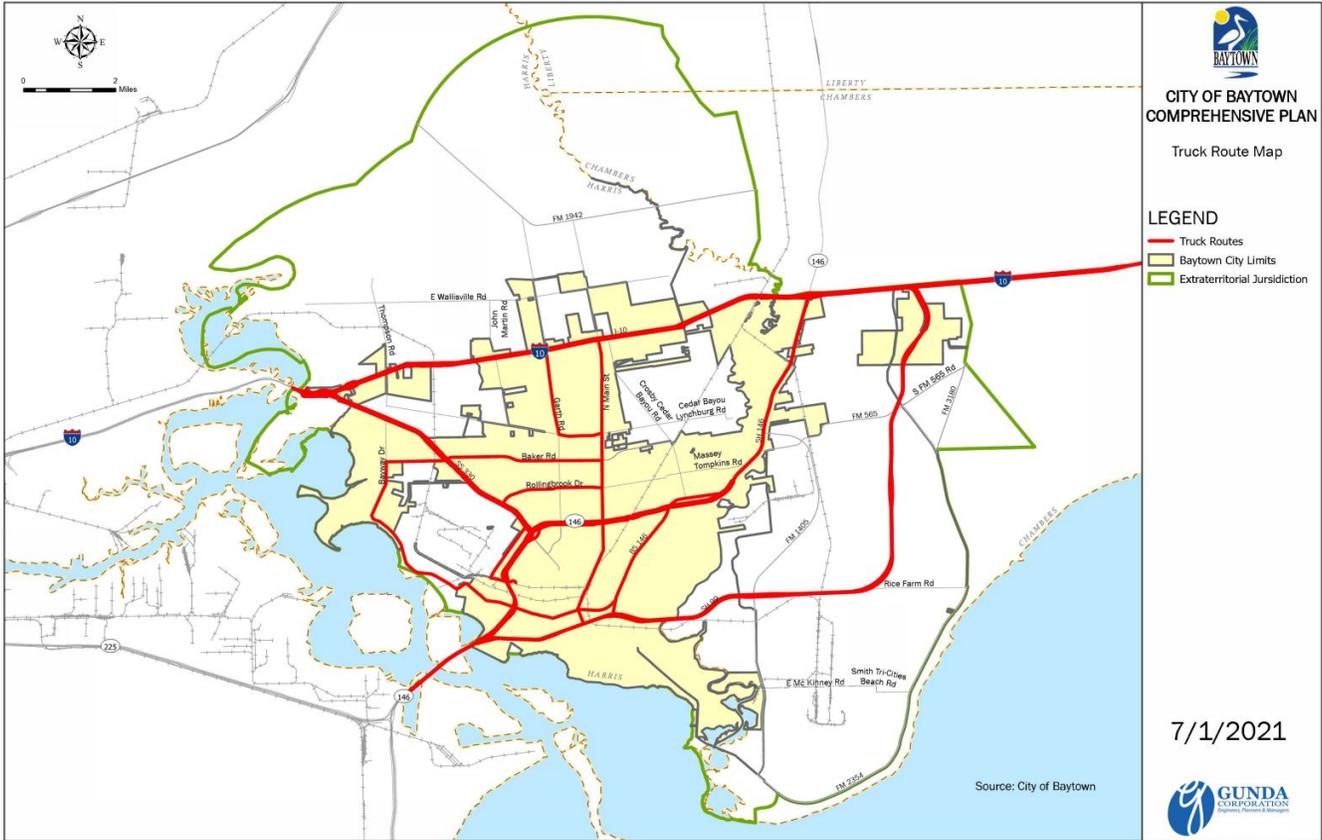
Major Thoroughfare Map



Annual Average Daily Traffic, 2019



Truck Routes



Garth Road

Garth Road is the primary commercial artery within the city. It is also one of the most congested roadways within Baytown. Improving the appearance, safety, and mobility along Garth Road is a top priority of the City. The Garth Road Widening Project includes reconstructing and widening the existing Garth Road roadway from four to six lanes from I-10 to Baker Road.

This project will be completed in six phases over the course of eight years.



Improvements include three 11-foot-wide travel lanes in each direction, a 16-foot-wide noncontinuous raised median, a 6.5-foot sidewalk on one side, and a 10-foot-wide shared-use path on the other side of the roadway. Right-turn lanes will also be provided at some locations. Improvements from Baker Road to SH 146 include the construction of raised medians and pedestrian/bicycle accommodations. Additional safety features include adding a shared-use path and adding raised medians with dedicated left-turn lanes at selected intersections.

\$1 million

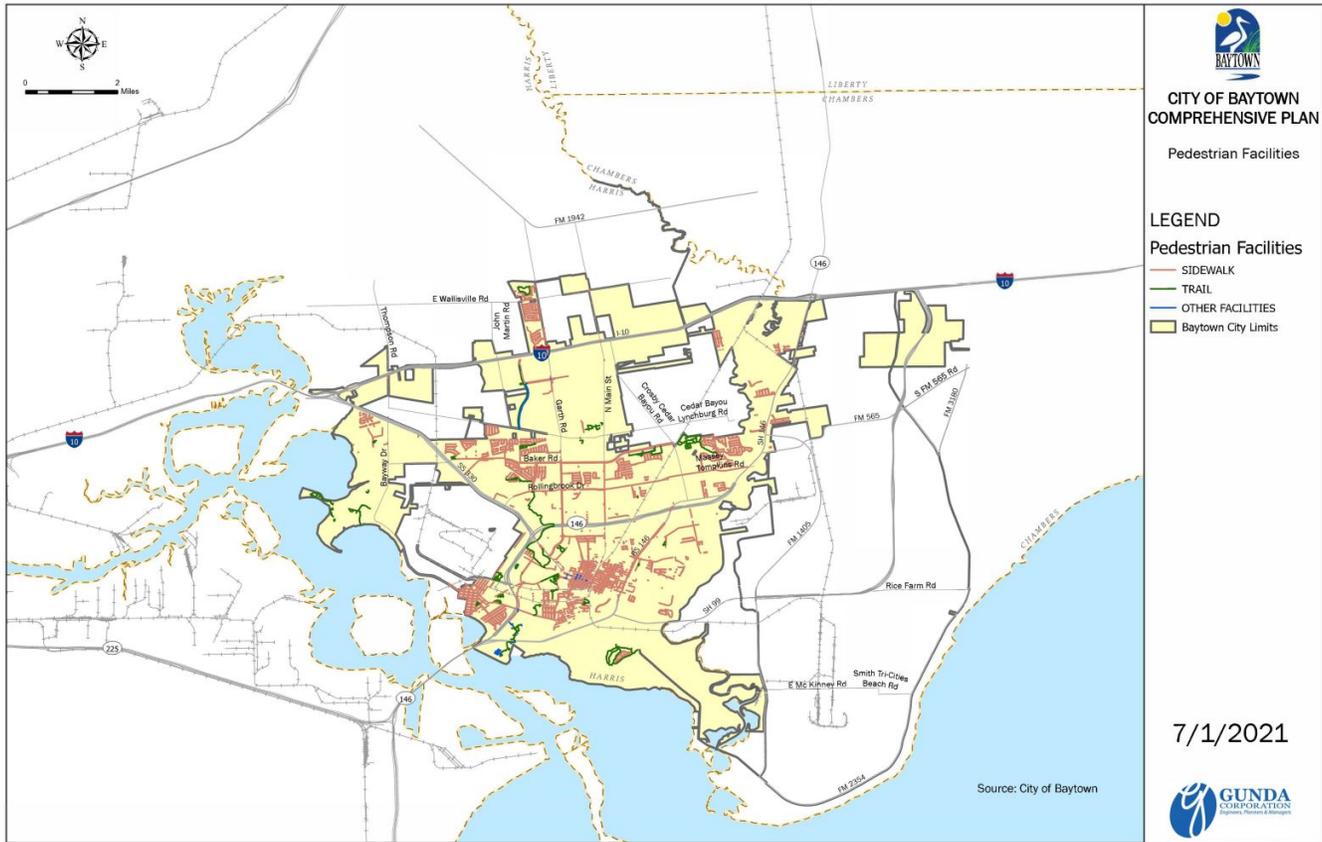
Identified in the 2021-2025 CIP for Implementation of the Sidewalk Master Plan

The City has an existing, although incomplete, sidewalk network that it has steadily been working to expand through the completion of the Sidewalk Master Plan. Many of the existing sidewalks within the city are found within residential neighborhoods. Several major commercial corridors including Bayway Drive, Garth Road, and North Main Street have few existing continuous sidewalks to connect businesses or to connect transit stops. Several older residential neighborhoods also do not have sidewalks. The newly constructed San Jacinto Boulevard has exemplary pedestrian infrastructure, including a ten-foot-wide trail on the eastern side, a five-foot-wide sidewalk on the western side, street lights, benches, and landscaping. In the first quarter of 2019, in addition to the trail and sidewalk along San Jacinto Boulevard, major sidewalk construction projects were completed along Hunt Road and Santavy Road, along with the replacement of sidewalks in the Oakwood subdivision.



San Jacinto Boulevard Pedestrian Environment

Existing Pedestrian Facilities



1 Million

Ridership Milestone Reached
by Harris County Transit in
January 2021

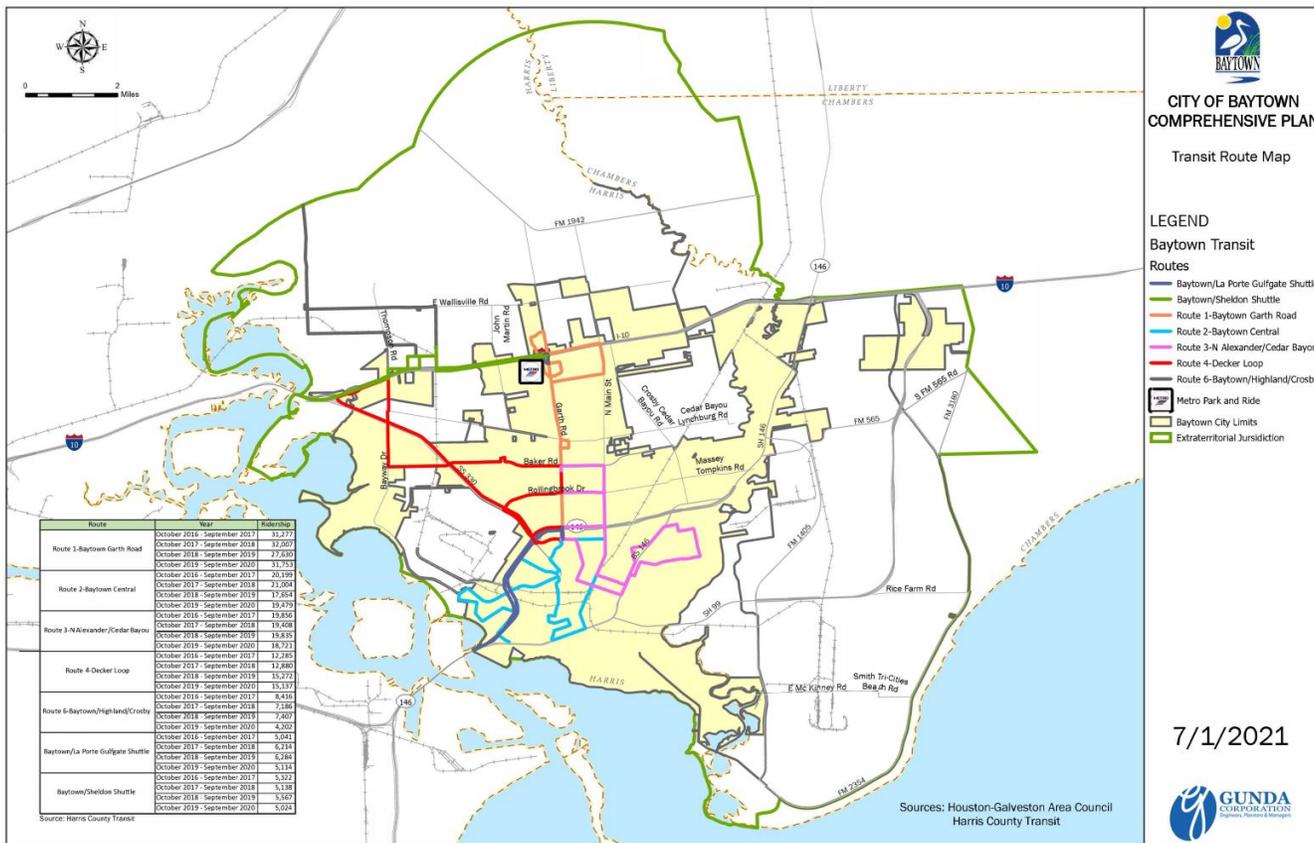
Harris County Transit first launched fixed-route bus service in Baytown in 2008. In January 2021 the system reached a milestone of one million passenger boardings. While Harris County Transit now operates 12 routes serving 185 miles in east Harris County, Baytown riders make up a large portion of the boardings, with 847,217 Baytown boardings as of January 2021. Five Harris County Transit routes currently operate in and around the City of Baytown along with a METRO Park and Ride (P&R) facility. The P&R facility is currently located in a parking lot at the San Jacinto Mall, located to the west of Garth Road and south of I-10.

In addition to the five Harris County Transit designated routes, two shuttle services operate in and around Baytown. One shuttle connects the existing Harris County Transit fixed-route bus service in the Baytown area, operating from San Jacinto Mall to the Walmart at I-10, with stops along the I-10 service road. This shuttle also allows for transfers to the Houston METRO fixed-route bus service at the Mesa Transit Center located at Tidwell and Mesa. The second shuttle is the Baytown/La Porte shuttle that runs from central Baytown to La Porte, Pasadena, and Houston.



Harris County Transit Vehicle

Transit Routes

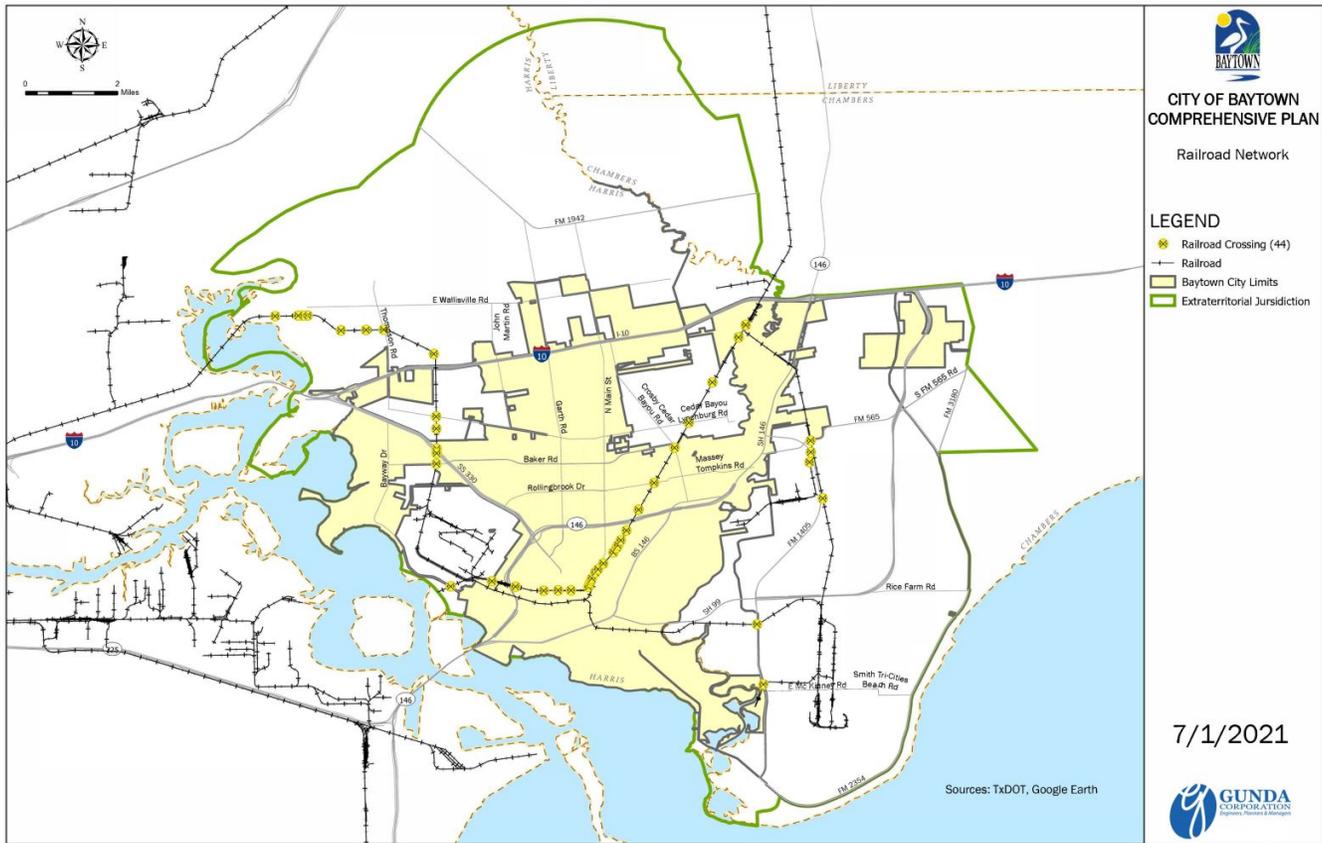


44

Railroad Crossings in Baytown

The railroad network in and around the City of Baytown forms one of the key modes of transportation for the movement of goods. Due to its proximity to the Port of Houston and other regional port facilities, the Baytown area has emerged as a key logistics area for the transport of goods throughout the region and to points beyond. Large logistics facilities, including rail facilities, are present in the Cedar Point area. The efficient flow of goods and freight helps support the regional and national economy. Railroads are one of the most economical modes of transporting goods. The existing railroad network within the city is owned and operated by the Union Pacific Railroad Company and serves local industrial facilities and logistics industries. Some of the railroad crossings pose traffic challenges to residents, such as the railroad crossing of Baker Road near Bayway Drive.

Existing Railroad Network and Crossings

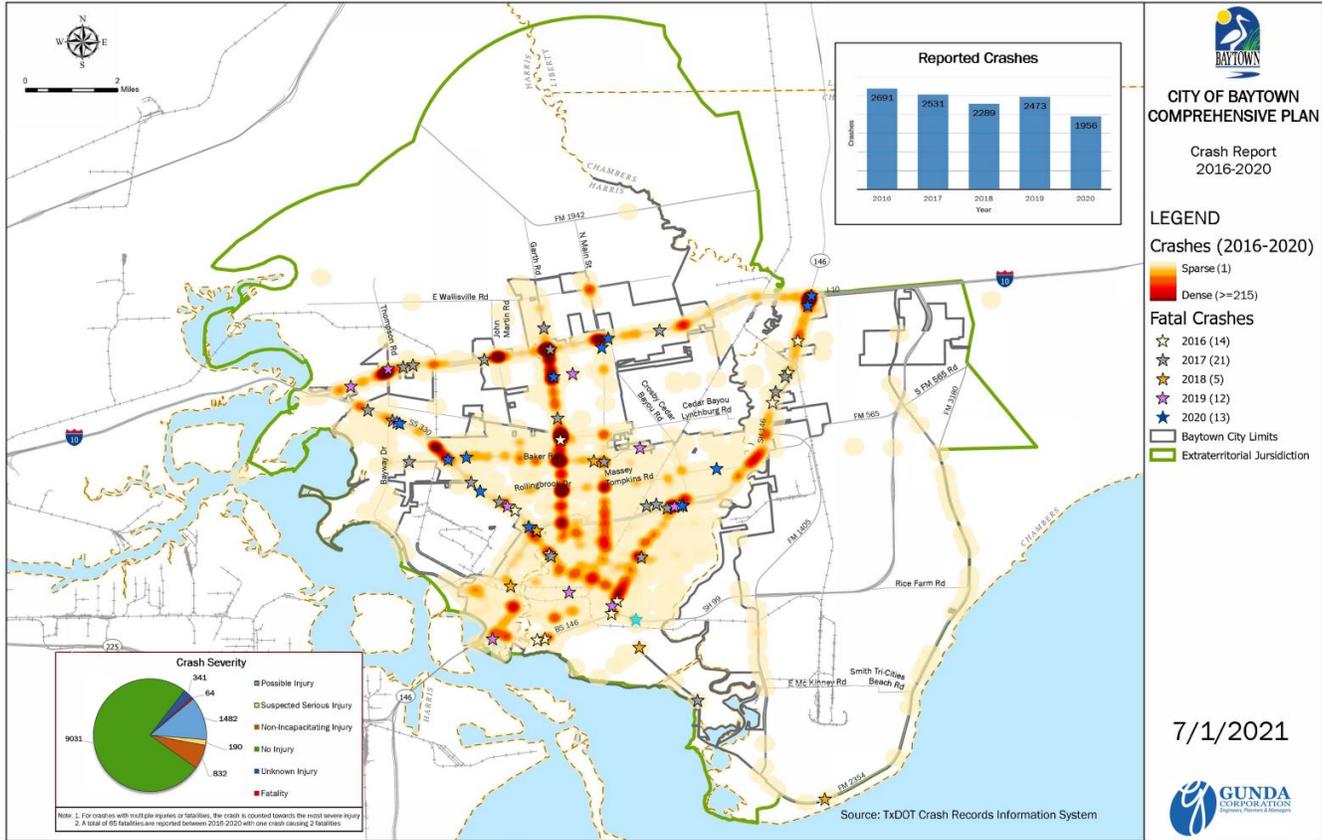


11,940

**Motor Vehicle Crashes
between 2016-2020**

TxDOT’s Crash Record Information System recorded 1,956 crashes in Baytown in 2020, and a total of 11,940 crashes during the five-year period from 2016 to 2020. The fewest number of crashes over the 2016-2020 period were recorded in 2020, which may reflect an overall reduction in driving during the COVID-19 pandemic. The highest density of crashes occurred along Garth Road. This roadway also experiences some of the highest traffic volumes within the city.

Crash Locations



PARKS AND OPEN SPACE

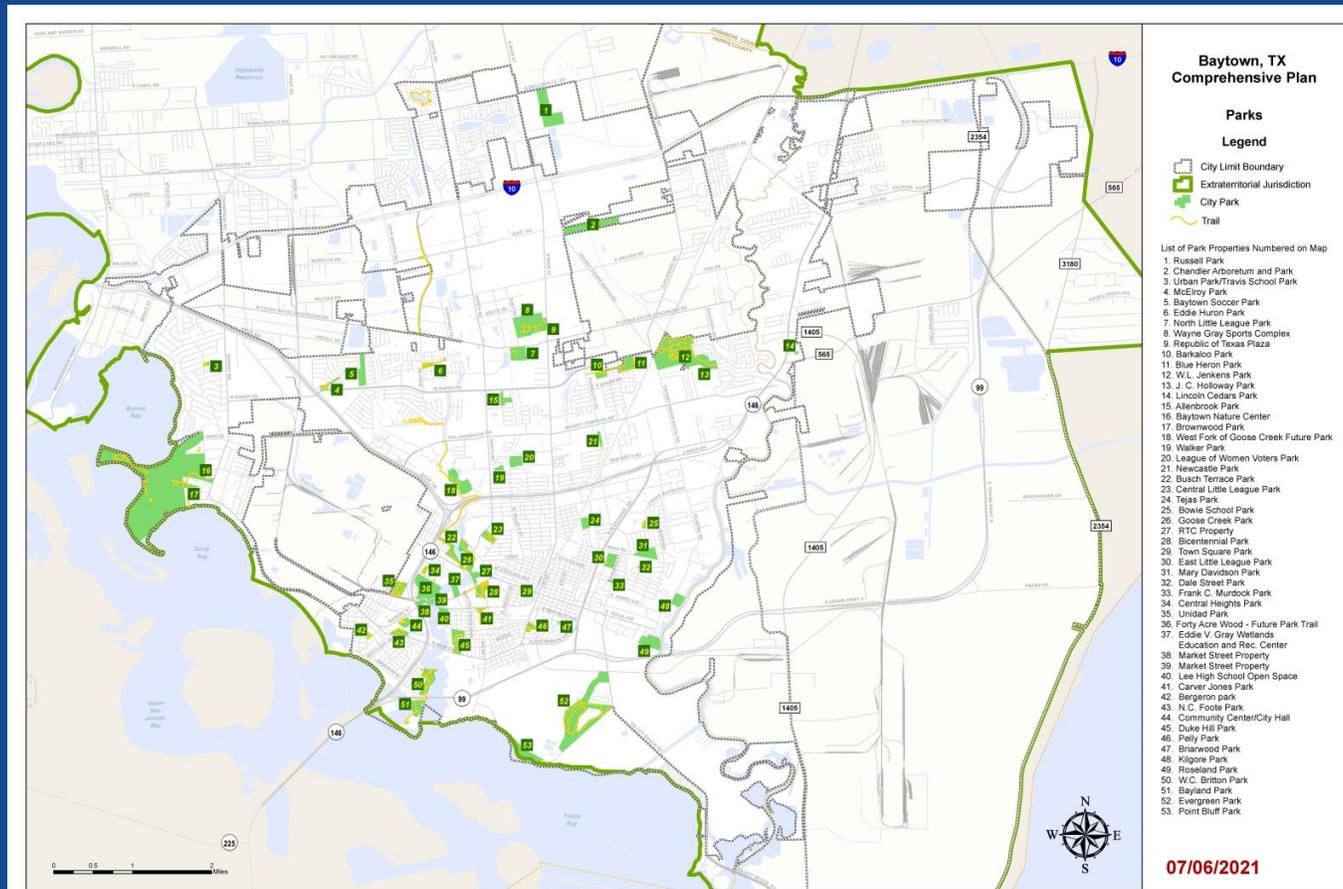


53

Parks in Baytown's Park System

The City of Baytown currently operates and maintains 53 parks. This includes over 1,000 acres of park space. The park system includes the Baytown Nature Center, the Eddie V. Gray Wetlands Center, Pirates Bay Waterpark, Calypso Cove Waterpark, six spray pads, numerous playgrounds and sports fields, the Town Square, the Bayland waterfront, and parks with historic interest such as Bicentennial Park. The City's parkland inventory continues to grow to better serve residents, with the addition of 8.98 acres of new parkland in the 2019-2020 fiscal year. In addition to the large system of outdoor park acreage, the Baytown Parks and Recreation Department manages over 200,000 square feet of indoor rental facilities and offers a variety of recreational programming.

Park Locations



14.3

Acres in the Future Chandler Arboretum

The former Westwood Park, located off of Bayway Drive adjacent to the Baytown Nature Center is the future site of the Chandler Arboretum. The Arboretum, which is in the design and planning phases, will be another addition to the wide park and natural resource offerings available in Baytown for residents and visitors to enjoy. Other major park improvement projects proposed for 2021 include:

Municipal Development District (MDD) Funded Projects:

- Citywide Landscaping
- Baytown Sports League Improvements
- Ginger Creek Park Development
- Jenkins Park “Perfect Trail” Project
- Park Security
- Basketball Court Roofs at Lincoln Cedars and Unidad Parks
- Jenkins/Holloway Park Wooded Trail Lighting

City of Baytown Budget Capital Projects:

- Design/Engineering for a new concession/restroom building at National Little League Park

Ongoing Projects:

- Bayland Marina and Channels Dredging
- New Roseland Pavilion
- Jenkins Park Drainage and Water Line Improvements
- New Park Service Center
- 2030 Parks, Recreation and Trails Master Plan



Chandler Arboretum

1,788

Responses to 2030 Parks, Recreation and Trails Master Plan Survey

Development of the 2030 Parks, Recreation and Trails Master Plan was underway at the time of this report. As part of the master planning process, a city-wide survey was conducted in the summer/fall of 2020 to gather community input as to the future desires for Baytown's parks and recreation system. A total of 1,788 respondents completed the survey. Of the varied questions on the survey, the item with the highest level of agreement among respondents was the statement "Better parks will help to improve our city image," a statement with which over 92 percent of survey respondents agreed. Improving the city's image is also one of the strategic directives of the Imagine Baytown Strategic Plan.

The 2030 Parks, Recreation and Trails Master Plan will also include a new master plan for the Baytown Nature Center (BNC), the newest since one completed in the mid-1990s. The new plan will focus on the significant growth on the north and east sides of the city, with future trail links identified across the city. The 2030 Master Plan will also incorporate information from other plans including the Russell Park Master Plan, the Recreation Center Feasibility Study and the Aquatics Facilities Master Plans. Ongoing desire for an indoor recreation center, with the departure of the YMCA, was noted in engagement discussions for the Comprehensive Plan update.

31

Approximate Trail Miles in the Baytown Trail System

Baytown has several off-street trails that provide a safe way to exercise and get around the city. As opposed to sidewalks that are not designed for bicyclists, trails are typically designed to be shared by both pedestrians and bicyclists. Sidewalks run alongside streets whereas trails can be off-street. Trails in Baytown can be found both within parks and through greenspace areas, such as the Goose Creek Trail. The Goose Creek Trail is the City's flagship trail, at over five and a half miles, extending from the Bayland Marina to W. Baker Road in five distinct sections. The City has plans for extending the trail farther north. Phase 7 improvements will extend the trail from Baker Road to Cedar Bayou Lynchburg Road, including sidewalk connections and a connecting trail to Eddie Huron Park. The City continues to work to connect parks and major destinations through trails. Trails completed in Fiscal Year 2019-2020 included the Cary Bayou III trail project, and the Blue Heron/Crockett Park/Baybrook Place connector trail. The 2030 Parks, Recreation and Trails Master Plan will include a conceptual network of future trails for continued extension of the City's trail system. The Master Plan survey found that close to 80 percent of respondents had used Baytown's trails in the past 12 months. Nature areas, including trails, gardens, trees and birding, were the highest ranked items on the parks survey, with over 61 percent of survey respondents ranking such areas as important to them.



Goose Creek Trailhead



Goose Creek Trail Map

156,000+

Visitors to Pirates Bay Waterpark in 2019



Multiple variables affect attendance at the waterpark, including the local school district start date, rain days, and public health conditions, with COVID-19 severely impacting the ability of the waterpark to operate. While the 2020 season was cancelled shortly after it began, typical attendance at the waterpark ranges from 150,000-170,000+ per summer season. Attendance in 2019, the most recent full season of operation, reached 156,306. Since opening in 2010, Pirates Bay has drawn 1,466,892 guests. It is a destination not only for Baytown residents, but visitors from around the greater Houston region and beyond. In Fiscal Year 2019-2020 the "Ninja Cross" was installed, providing another new attraction. It is the first such attraction in North America. In 2020 Pirates Bay Waterpark was named "Waterpark of the Year" by the Texas Public Pool Council.



Pirates Bay Waterpark

3

City Gateway Signs

In addition to the two existing gateway signs, one along I-10 (near Lynchburg, at the western gateway to Baytown) and another on SH 146 (coming across the Fred Hartman Bridge, the southern gateway to Baytown), a third gateway treatment is being designed and planned for construction in 2021 near the intersection of I-10 and SH 146 (the eastern gateway to Baytown). The three pillars in the design represent the original three cities, Pelly, Baytown and Goose Creek that joined to form Baytown. Keep Baytown Beautiful and the City of Baytown won the prestigious Keep Texas Beautiful 2018 Governor's Community Achievement Award. The award provided \$270,000 for a community project. The third gateway sign was selected as the City's project.



Gateway Signs (proposed - top and existing - bottom)

