

BAY CITY WORKS

Today's Work for Tomorrow's Future

Mayor's Office
mayor@cityofbaycity.org

Bay City Community Development Corporation

Vision 2040:

City of Bay City - Comprehensive Plan

City Vision Statement:

Bay City is committed to developing and enhancing the long-term prosperity, sustainability, and health of the community.

Direction:

1. Guiding Principles:

The city's guiding principles shall be the basic factors for all boards, commissions, and committee's to base their decisions. Proper application of these principles will improve the continuity of all city entities moving into the same direction.

Prosperity of the community shall be the primary role of the BCCDC. This principle should be weighted with more aggressive promotion and focus on large industrial job growth, city infill opportunities, and entrepreneurship/start-up businesses in the downtown district, and secondary education. CDC should also prioritize incentives for business prospects around long-term growth potential and salary job projections. Less aggressive assistance/promotion should be shown in areas that provide low-paying job growth, minimal tax benefits, and incompatible development with other city goals.

Sustainability is highly important to the City in order to remain competitive in the future. Much of the sustainability that would apply to the CDC focused on two areas: long-term and growth businesses and limiting liabilities to the City. Promoting the growth of existing and recruitment of long-term businesses is highly important. Secondly, limiting future costs of road maintenance, water-wastewater operations, etc. should be considered when deciding on projects and policies. This sustainability will evolve from open conversations with the Public Works and Finance departments of the City. Consistency in this subject will help improve the quality of the City's capital improvement plan.

Health of the community is highly important to the makeup of the community. Following new trends in the market, healthy lifestyles and having extra recreational opportunities are often key to recruiting successful businesses and residents. Business and residential developments, whether rehabilitation or new construction, should take into consideration compatible factors such as dedicated sidewalks, landscaping, and even building type.

2. **Partnerships:**

Partnerships are highly important with the BCCDC. Since most of the business is reliant on the plans of other entities. The list below identifies primary partners, but does not exclude other organizations.

- Bay City Council
- Bay City Planning Commission
- Bay City CVB
- Matagorda County Commissioners
- Matagorda County Drainage District
- MCEDC
- Bay City Independent School District
- Bay City Chamber of Commerce
- Bay City Hospital Board

3. **Well-Functioning Plan:**

BCCDC should strive to remain consistent with other policies, projects, and proposals from other boards and commissions of the City.

One of the most important factors of this goal would be to establish a funding source through the City's Budget, Capital Improvement Plan, or any other source applicable.

4. **Supporting Tools:**

Application of these tools will be vital to delivering and implementing a consistent product. These tools and documents are not listed in any order.

- Demographic Analysis
- Capital Improvement Plan
- City's Operating Budget
- City's Vision 2040 Comprehensive Plan
- City Capital Improvement Plan*
- City's Parks Master Plan*

** Represent boards and projects that are not currently established*

2015 Goals:

❖ **City Center**

- North Downtown Plan
- Explore & Implement creation of Tax-Increment Reinvestment Zone
- Assist with Main Street Board to set design standards with Main Street

❖ **Development (Business & Residential)**

- Design and implement Business Retention/Expansion programs
- Compatible Housing Development
- Aggressive Industrial and Commercial Recruitment

❖ **Park Improvement**

- Fund park infrastructure projects

❖ **Education**

- Expand and continue support for educational opportunities to support surrounding industries.

Bay City Gas Company Board

Vision 2040

City of Bay City - Comprehensive Plan

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1. Guiding Principles:

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The Bay City Gas Company has been major asset to the City, contributing up to \$400k annually. This contribution has helped the City fund projects and assist proper balance of general fund reserves.

The City acknowledges that the operation of the BC Gas Co. is mutually beneficial to both parties. To further preserve and enhance the gas company, the City shall strive to make any efforts to promote the Bay City Gas Company's interests.

2. Partnerships:

Partnerships are highly important for policies and projects to meet multiple goals and provide mutually beneficial to many different boards and departments. Bay City Gas Company should stay active and involved with the following organizations:

- Bay City Planning Commission
- Bay City Public Works
- Matagorda County Drainage District
- MCEDC

3. Well-Functioning Plan:

Bay City Gas Company should focus that infrastructure plans are consistent with the City's Capital Improvement Plan and the City's long-range goals.

4. Supporting Tools:

Application of these tools will be vital to delivering and implementing a consistent product. These tools and documents are not listed in any order.

- Capital Improvement Plan
- City's Operating Budget
- *City's Vision 2040 Comprehensive Plan*

**Represents city boards currently planned for creation in the upcoming years*

2015 Goals:

- ❖ Budget Surplus
- ❖ Preservation/Expansion of Customers
- ❖ Promotion of Bay City Gas Company

Bay City Convention & Visitors Bureau (CVB)

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Direction:

1. Guiding Principles:

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Prosperity of the hotel/motel industry in the City shall be the primary responsibility of the City. While applying this, the CVB should consider other goals such as new events downtown and long-term investments that are compatible with the City's long-range plans.

Sustainability of the CVB should focus on the viability of events, prospective events, and factor in other board goals. Hotel motel tax is regulated by state law that limits revenues to tourism, park projects, and applications of the arts.

CVB can greatly contribute to expanding the health of the community by partnering with other entities. Resources can be very useful when expanding events in the downtown district and achieving other goals of the North Downtown Plan. The CVB should view the downtown as a primary building block and have an extra emphasis on projects, events, or elements applicable that would assist in further establishing the downtown historic square as the social center. Opportunities exist in application of art projects, music events, and the creation venues that could expand the attractiveness and liveliness of Downtown.

2. Partnerships:

Partnerships are very important to the CVB. The funds collected by the Hotel-Motel tax are restricted to spending on tourism, event sponsorship, and applications of community art. The primary role of these funds should be enhancing and supporting projects that involve partnerships with primarily Bay City entities and then surrounding entities.

- Bay City Community Development (CDC)
- Bay City Main Street/Historic Commission
- Bay City Art League
- Bay City Chamber of Commerce

3. Well-Functioning Plan:

Bay City CVB should strive to remain consistent with other policies, projects and proposals from other boards and commissions of the City. The CVB should make strong efforts to expand and create new promotional events and venues that improve the City's ability to attract visitors.

4. Supporting Tools:

Application of these tools will be vital to delivering and implementing a consistent product. These tools and documents are not listed in any order.

- Demographics
- Capital Improvement Plan
- Vision Bay City 2040
- *City's Parks Master Plan City Capital Improvement Plan**

** Represent boards and projects that are currently not established.*

5. Goals:

- ❖ Downtown
 1. Create or Expand events in the downtown
 2. Create or Expand Events in City
- ❖ Bay City Main Street/Historic Commission
 1. Promotion of Bed & Breakfasts in the City of Bay City
 2. Develop Oral History
- ❖ Visitor's Experience
 1. Application of the Arts to Bay City
 2. *Exploration Committee - Art Center – Zeinab Ghais, Chairperson*

Secondary:

- Marketing Campaign(2016), Improve Visitor's Experience(2016), Develop Oral History of City/County(2016)

Bay City - City Council

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Direction:

1. Guiding Principles:

The City's guiding principles are adopted by City Council and shall be the basic factors for all boards, commissions, and committees to base their decisions. City Council seeks to encourage all boards, commissions and committees to contemplate these principles when making decisions on projects or policies.

City Council acknowledges that all three principles are strongly linked together and are often dependent on each other. It is the Council's hope to properly direct and utilize all tools to achieve goals identified in the Bay City Vision 2040 comprehensive plan.

City Council shall analyze and make any necessary adjustments needed to ensure that the tools of the City are being most efficiently utilized to achieve the City's long-range plans. Principles should be modified and redefined to fit any changes in the market and/or with city stakeholders.

2. Partnerships:

The City's partnerships are highly important for the successful implementation of the comprehensive plan. The list below identifies primary partners, but should not be used to exclude any partnerships.

- Federal and State Government
- Matagorda County Commissioners
- Bay City Independent School District
- Matagorda County Economic Development Corporation
- Bay City Chamber of Commerce
- Matagorda County Drainage District

3. Well-Functioning Plan:

To apply principles properly, it will take a strong effort to ensure consistent policies through other members of the 2040 plan.

Note that this also includes federal and state policies or programs. Remaining consistent with federal and state policies will assist in grant funding opportunities.

4. **Supporting Tools:**

Application of these tools will be vital to delivering and implementing a consistent product. These tools and documents are not listed in any order.

- Demographics
- Capital Improvement Plan
- Mayor's Operating Budget
- Mayor's Office Goals
- *City's Parks Master Plan*
- *City's Vision 2040 Comprehensive Plan*
- *City Capital Improvement Plan*

**Italic represent city boards currently planned for creation in the upcoming years*

5. **2015 Goals:**

1. City Center
 1. North Downtown Plan
 1. Tax Increment Reinvestment Zone
 2. Election on allowance of Alcohol Sales
 3. Dedicate Downtown District
 2. Public Space Plan – Dedicated
 3. Building Standards – Parking Design/Standards
 4. Historic Preservation
2. Capital Improvement Plan
 1. Street Maintenance – Funding
 2. Transportation Routes
 - a. Nile Valley Road (Funding & Timeline)
3. Boards & Commissions
 1. Creation of Parks Board
 2. Finance Committee
 3. Planning Commission

Secondary:

Downtown Event (2016), 2nd Floor Housing Re-Development (2016),

Bay City - Mayor's Office

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Direction:

1. Guiding Principles:

The city's guiding principles shall be the basic components that all city boards, commissions, and committee's base their decisions. Proper application of these principles will improve the continuity of all city entities moving into the same direction. Simply put, they shall serve as a roadmap moving forward with city policy, plan, and projections.

The Mayor's Office acknowledges it must be the driver behind the Bay City Vision 2040 Plan. The Mayor, or designee, shall work to provide adequate interpretation of the implementation of the 2040 plan.

2. Partnerships:

The partnerships are crucial for implementing the 2040 plan. The Mayor's Office needs help from Council-members as liaisons to provide adequate communication for all partner boards, commissions and committees. The message should be consistent and unified between the Mayor and the Council-member serving as the liaison. If there are any issues with consistency with the interpretation of the City's plan, the subject should be addressed in a future council meeting to gain consensus.

The list below identifies primary partners, but does not exclude other organizations.

- Bay City - City Council
- City Departments
- Bay City Planning Commission
- Bay City Community Development Corporation
- Bay City CVB
- Bay City ISD
- Matagorda County Commissioners
- Matagorda Regional Hospital Board
- Matagorda County Drainage District
- MCEDC
- Bay City Main Street
- Bay City Housing Authority
- Bay City Gas Company Board
- Economic Action Committee

3. Well-Functioning Plan:

To apply principles properly, it will take a strong effort to ensure consistent policies through other members of the 2040 plan.

4. Supporting Tools:

Application of these tools will be vital to delivering and implementing a consistent product. These tools and documents are not listed in any order.

- Demographics
- Capital Improvement Plan
- City's Operating Budget
- *City's Parks Master Plan*
- *City's Vision 2040 Comprehensive Plan*
- *City Capital Improvement Plan*

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5. Directives:

- ❖ North Downtown
 1. Public Works – Vehicular, Pedestrian, and Cyclist Transportation Routes
 2. Public Works – Explore and Propose Street Design Standards for Downtown
 3. Main Street - Improve Appearance of Downtown
- ❖ Advancement of City Services
- ❖ Application of City Goals in Annual Budget
 1. Capital Improvement Plan – Prioritize needed improvements to facilities, water infrastructure, and any other applicable needs

Secondary:

Implement Downtown Street Standards (2016-17), Creating Volunteer Groups for Elderly Needs (2016-17)

Bay City Planning Commission

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The City's Comprehensive Plan seeks to further develop and enhance the long-term prosperity, sustainability, and health of the City.

Direction:

1. Guiding Principles:

The city's guiding principles shall be the basic factors for all boards, commissions, and committee's to base their decisions. Proper application of these principles will improve the continuity of all city entities moving into the same direction.

The planning commission plays the primary role in the sustainability of the City's comprehensive plan. Through application of the City's guiding principles, the commission should think of the City in terms of available assets, project feasibility, and appropriate avenues to achieve goals. Identifying assets and or any unforeseen challenges to a specific area, the plan or direction for that area should be modified to fit a feasible model.

The planning commission primary role is to keep a balance of the guiding principles.

2. Partnerships:

The planning commission should rely heavily on the Mayor's Office and/or assigned city staff to assist in providing necessary information. The planning commission should also seek to give insight for any action it deems necessary to help achieve city goals.

- Bay City - City Council
- City Departments
- Bay City Planning Commission
- Bay City Community Development Corporation
- Bay City CVB
- Matagorda County Drainage District
- Bay City Main Street
- Bay City Gas Company Board
- Economic Action Committee

3. **Well-Functioning Plan:**

To apply principles properly, it will take a strong effort to ensure consistent policies through other members of the 2040 plan.

The planning commission must always strive to have the most current list of projects, plans and actions from other boards and commissions of the City. This will be very crucial in policies and plans from being outdated and not followed.

4. **Supporting Tools:**

Application of these tools will be vital to delivering and implementing a consistent product. These tools and documents are not listed in any order.

- Bay City Vision 2040
- Demographics
- Capital Improvement Plan
- City's Operating Budget
- *City's Parks Master Plan*
- *Regional Drainage Plan**

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5. **2015 Goals:**

- ❖ City Center
 1. North Downtown Plan
 - Downtown Drainage Plan
 - Parking Standards
 2. Transportation Routes
 3. Design Standards
- ❖ Regional Drainage Plan
 1. City-Wide Drainage Plan (15-16)
- ❖ Transportation (City-Wide)
 1. Designate alternative transportation routes through city (15)
 - Implemented through CIP
- ❖ Land Use Standards
 1. Dedicated Park Standards – Residential
 - Pedestrian Sheds
 2. Parking – New Development
- ❖ Periodically Review and Update Development Process
 1. Currently Underway

Secondary:

Explore any need for Zoning Ordinance (16), Neighborhood Integrity (16), Signage (16), Pedestrian / Cycling Historic Route (16), Develop loop around city (16)

Bay City Main Street

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Direction:

1. Guiding Principles:

The city's guiding principles shall be the basic factors for all boards, commissions, and committee's to base their decisions. Proper application of these principles will improve the continuity of all city entities moving into the same direction.

Bay City Main Street is recognized as a primary pillar of Bay City. The historic square and cluster of local businesses serve as the social and economic hub of the City. Bay City's downtown demonstrates the proud history that Bay City has had.

2. Partnerships:

Bay City Main Street should work to partner with other entities and departments in the City.

- Bay City - City Council
- Bay City Planning Commission
- Bay City Community Development Corporation
- Bay City CVB
- Bay City Gas Company

3. Well-Functioning Plan:

Bay City Main Street should seek to implement projects and policies that contemplate actions and future plans of other departments and boards of the City.

The planning commission must always strive to have the most current list of projects, plans and actions from other boards and commissions of the City. This will be very crucial in preventing policies and plans from becoming outdated and not followed.

4. Supporting Tools:

Application of these tools will be vital to delivering and implementing a consistent product. These tools and documents are not listed in any order.

- Bay City Vision 2040
- Capital Improvement Plan
- City's Operating Budget
- City's Parks Master Plan
- Regional Drainage Plan*

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6. 2015 Goals:

- ❖ Improve the Appearance of Downtown
- ❖ Conduct Regular Events Downtown
- ❖ Utilize Historic Assets