



DOWNTOWN GIDDINGS

Economic Development
STRATEGIC PLAN



2020

JULY 2020

Completed for: The City of Giddings, Texas
The Giddings Economic Development Corporation

Funded through: The Texas Department of Agriculture, Texas Capital Fund
Economic Development Planning Pilot Program

Completed by:



THE GOODMAN CORPORATION

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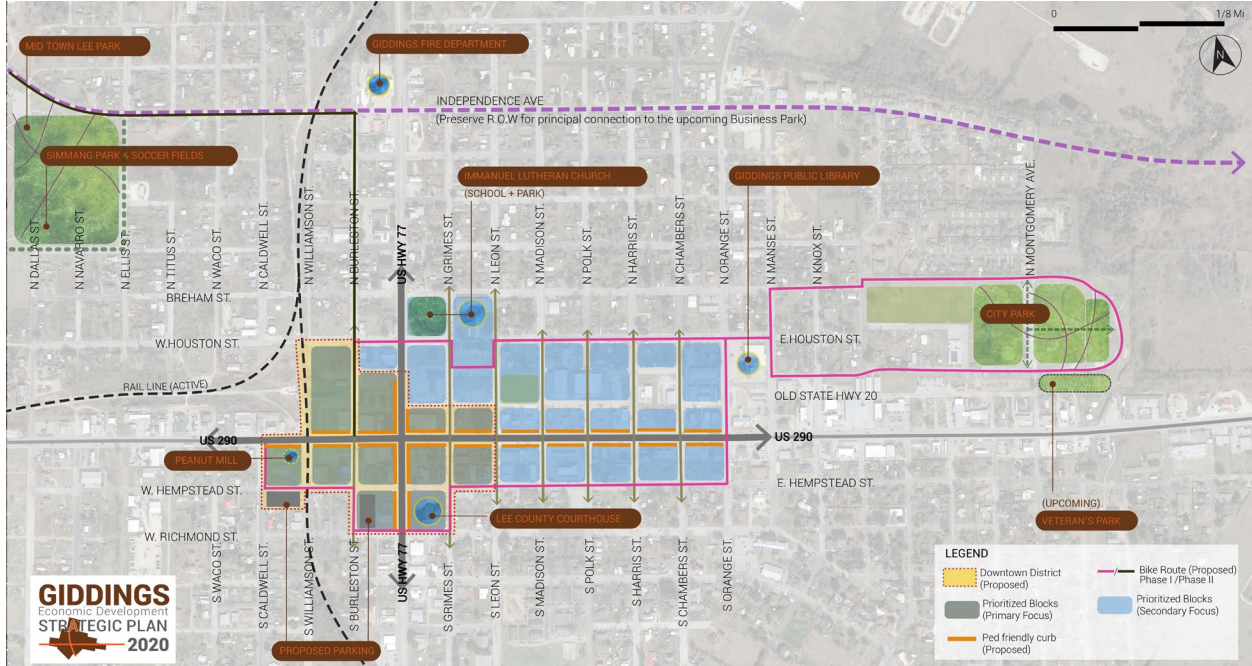


EXECUTIVE SUMMARY

The Downtown Giddings Economic Development Strategic Plan provides goals and recommendations developed to support and strengthen the economic vitality and resiliency of Downtown Giddings. The recommendations in this plan envision a modified Downtown boundary, referred to as the Proposed Downtown District. The plan also comprehends a vision for expansion beyond the initial focus area in a 'secondary focus area.'

EXECUTIVE SUMMARY

Primary Study Area: Downtown Giddings Project Overview



The identified mission statement for this plan is: to support and strengthen the economic vitality and resiliency of Downtown Giddings.

The goals identified throughout the planning process are as follows:

- Align Activities Amongst Public Partners
- Maintain and Enhance the City’s Identity as a Unique and Desirable Place
- Prioritize Public Investment in Downtown Giddings
- Improve the Public Realm in Downtown Giddings
- Better Connect Civic Assets to Downtown Giddings
- Support the Availability and Development of Quality Housing Stock Through Infill Redevelopment

The goals are to be realized through the implementation of the following recommendations:

Improve the Giddings Depot and Sterling Theatre

Upgrade the existing parking area at the Depot to improve parking conditions and area aesthetics. Install water and wastewater connections to the Sterling Theatre to make the property developable.

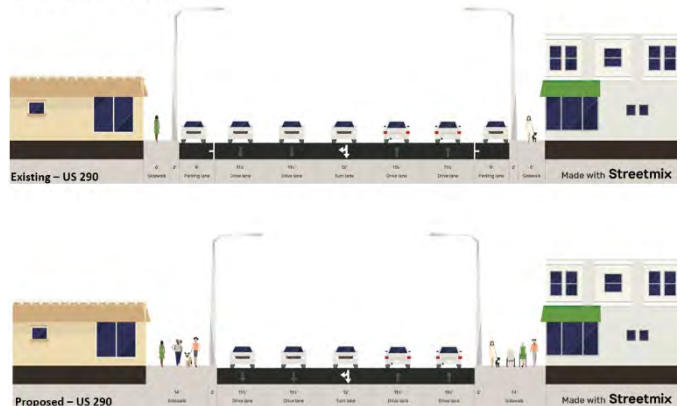


Improve the Downtown Pedestrian Realm

Re-purpose the existing 9-foot-wide parking lane along portions of US-290 and SH-77 to allow for wider sidewalks, landscaping, pedestrian lighting, improved street-lighting, light-pole banners, and wayfinding elements.



US 290 STREET SECTIONS



Implement a Wayfinding Program

In conjunction with all the capital projects referenced, incorporate a wayfinding program.

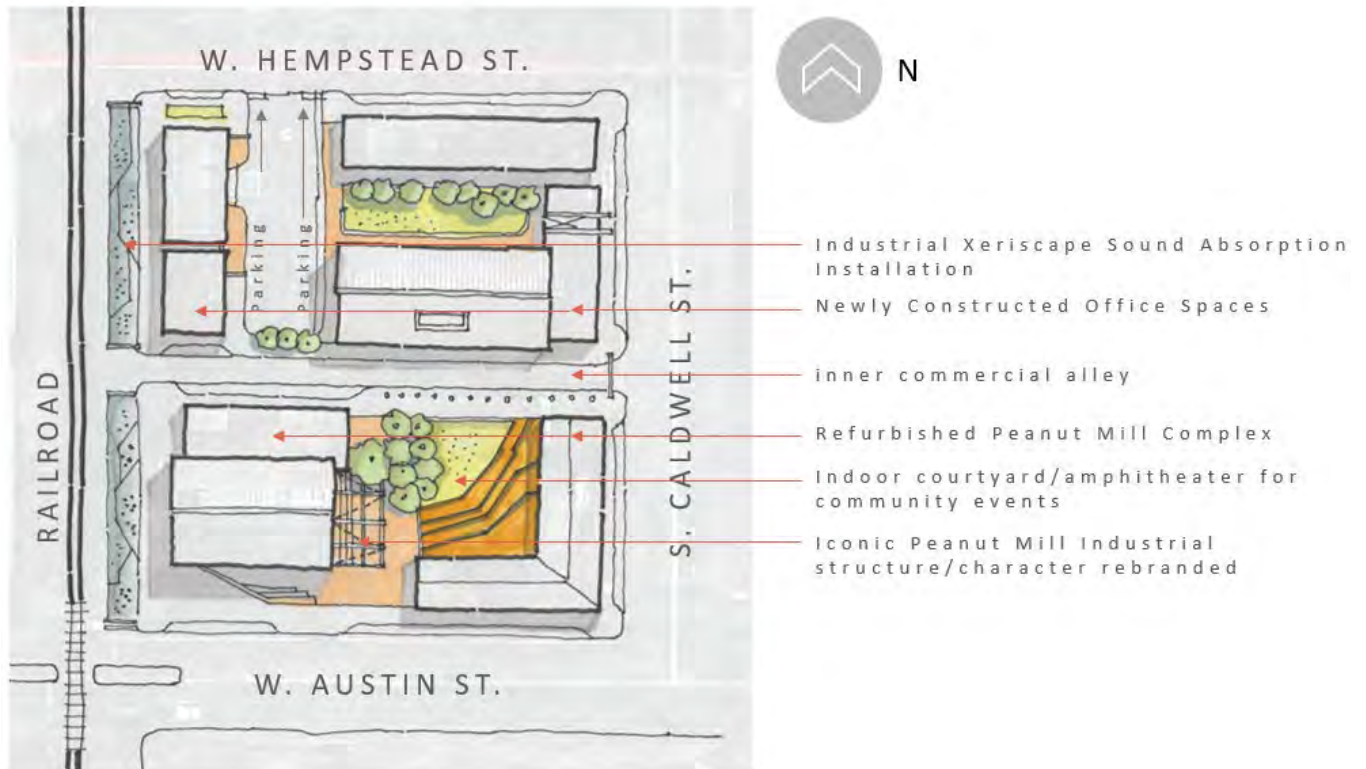
Plan and Develop a Downtown Giddings Incentive Program

Plan, develop, and promote a specific incentive program for the proposed Downtown District. It can also, in the future, be expanded to the secondary focus area. This activity should be completed in conjunction with as many public partners as possible.

EXAMPLE OUTPUT FROM DOWNTOWN INCENTIVES:

PEANUT MILL REDESIGN PROPOSAL

Celebrating the industrial roots of Giddings



This sketch is not to scale

Build Out High Speed Reliable Internet

Complete the proliferation of high-speed reliable internet throughout Giddings by partnering with local private utility providers.

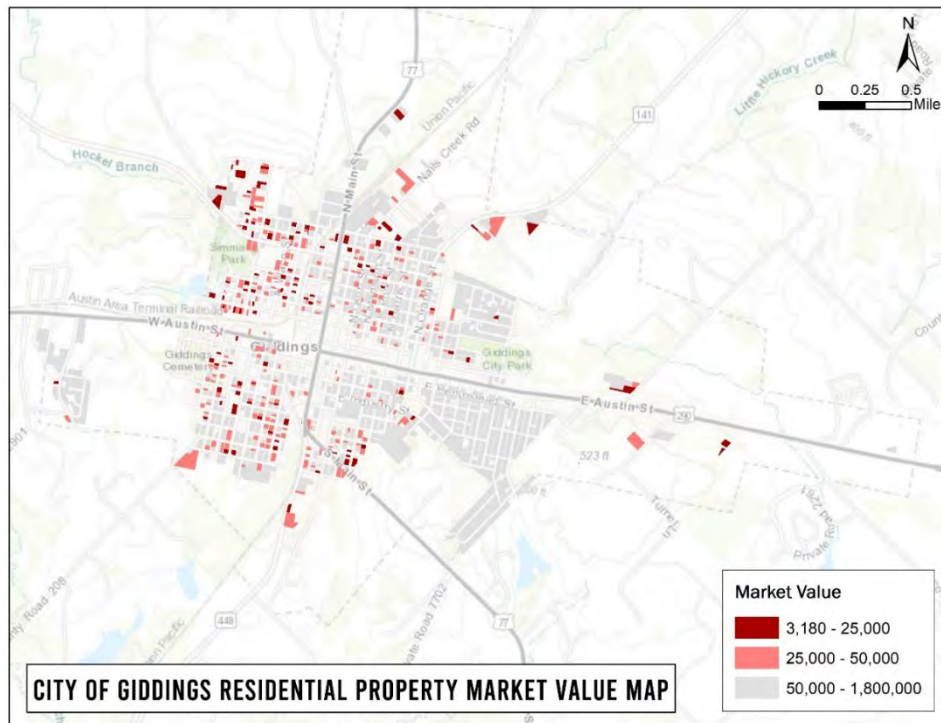
Refresh Municipal Gateway Markers

Replace the existing municipal gateway markers with new, larger, and back-lit signage to increase Giddings' sense of place.



Plan and Develop an Infill Housing Incentive Program

Plan, develop, and promote a specific incentive program which targets infill residential (re)development. This activity should be completed in conjunction with as many public partners as possible.



Actively Program Downtown

Work with area partners (both public and private) to increase the frequency and intensity of Downtown programming.

Create the Giddings Neighborhood Loop

Better connect Giddings' community assets with the development of a multi-modal shared use system. The "Loop" can be implemented in a variety of cost constrained options.



Protect a Future Off-290 Connection to Business Park

Protect the right-of-way associated with the extension of Independence Avenue east to the Business Park to facilitate a future off-290 connection between Downtown Giddings and the Business Park.

01. INTRODUCTION



HIGHLIGHTS:



Historical Context
& Project Genesis



Downtown
Giddings &
Central Business
District Designation



Traffic &
Transportation



Previous Planning
Efforts & Recent
Local Projects

01. INTRODUCTION

Historical Context

The City of Giddings, Texas (Giddings), named for the Giddings Brothers (Jabez Deming and Dewitt Clinton) was initially settled in 1871, spurred by the proximity of the Houston and Texas & Central Railroads.

The City was formally incorporated in 1913 with a population of 2,000. Giddings has historically been yoked with the oil and gas industry, most demonstrably seen in the late 1970's and the early 1980's, when the City experienced an oil boom, due to the application of the then novel technology called fracking on the "Austin Chalk," long dormant oil reserves located, in part, in the area. This caused the City's population to more than double to an estimated 5,100 by 1981 (with some claims ranging up to 12,000 people living or working in the City). Other reports claim that bank deposits in the City were growing by \$1M per month at that time. This came to an end with an oil glut (along with several other economic factors) that sent oil prices from \$37 a barrel in 1980 to below \$10 in 1986.

The end of the boom was viewed as bittersweet. "We all learned from it...I think everybody has things under control and is ready to go on," said a local business owner in 1984. Through the 2010's history began to repeat itself with a renewed focus on horizontal drilling in the Austin Chalk. In early 2020, that resurgence was derailed with another major drop in oil prices.

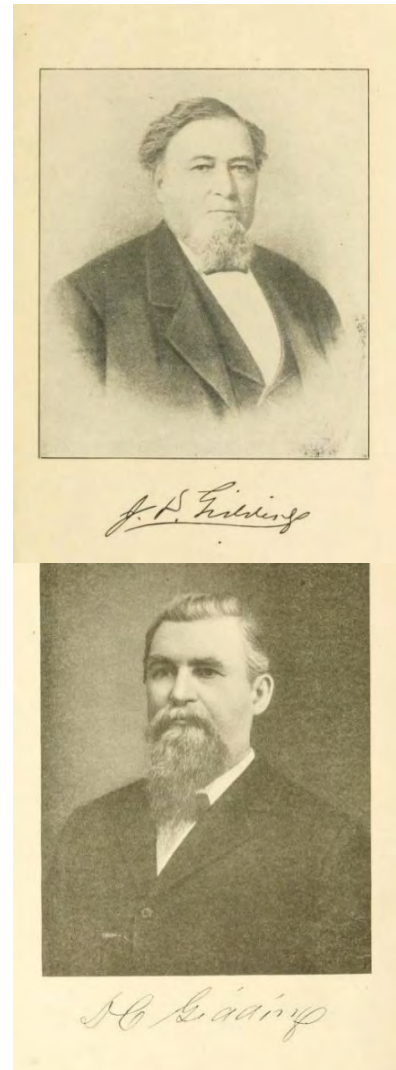


FIGURE 1.1: GIDDINGS BROTHERS PORTRAITS

(SOURCE: SLOAN FOUNDATION)

FIGURE 1.2: 1920S GIDDINGS STREET SCENE

(SOURCE: ROOTSWEB.COM)

Project Genesis

Today, Giddings is looking forward towards a resilient and diverse economic future, driven by infill development, the establishment of the Giddings Business Park, and a revitalized downtown. Significant progress has been made by the Giddings Economic Development Corporation (GEDC) on the acquisition of property to facilitate a Business Park along with critical supportive infrastructure (water, sewer, US-290 access improvements, etc.) Similarly, the GEDC has begun to assemble property in the downtown area, taking ownership of and developing the historic depot, freight station, and adjacent parking areas.

The City and the GEDC continue to be forward looking and aim to develop a dedicated strategy to establish a vision and a set of recommendations to strengthen the economic vitality and resiliency of the City; with the understanding that Downtown Giddings must serve as a primary anchor point for residents and visitors.

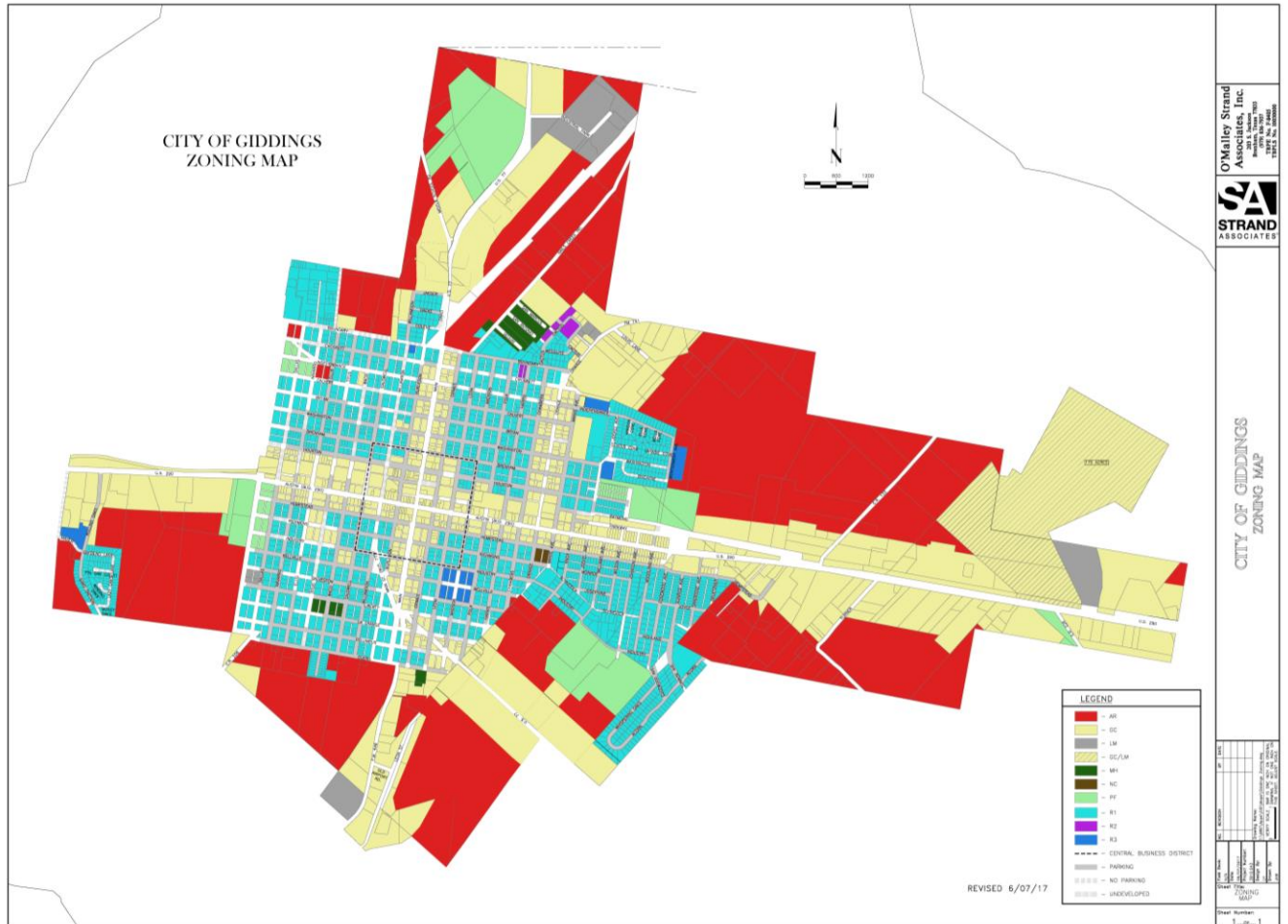
City and GEDC

Giddings is a home rule municipality with a traditional Euclidean zoning ordinance. The City had a 2010 census population of 4,869 and has a current projected population of approximately 5,100. The City has a 4-B economic development corporation (the GEDC), which levies a half-cent sales tax. In addition to the GEDC and local sales tax, the City also levies a Hotel Occupancy Tax (HOT) which is collected from the eight (8) hotels which currently operate within municipal limits. HOT resources are guided by a local Revenue Advisory Board.¹ The City Manager and the EDC Director serve as permanent ex-officio members of this Board.

In 1996 the voters of Giddings approved a ½ cent “Section 4B” sales tax for economic and community development. The GEDC was created via ordinance (and per State law) to administer this tax revenue. The GEDC board is composed of seven members, three of which also serve on City Council. Amongst the agencies, the GEDC is the primary action agency for economic development for the City. Thus, this strategic plan is directed primarily at the GEDC. However, this strategic plan does include recommendations for key roles and responsibilities for the City and other strategic partners.

¹ <https://www.giddings.net/?SEC=C461A284-A390-4EDF-944A-C9F671DE2832>

FIGURE 1.3: CITY OF GIDDINGS ZONING MAP



Other Strategic Partners

There are other strategic agency partners that are important to the accomplishing the economic mission, goals, and objectives for Giddings and the GEDC. These partners are identified along with their nexus to economic development.

TABLE 1.1: STRATEGIC PARTNERS

Strategic Partner	Nexus to Economic Development
Capital Area Council of Governments	Umbrella for the Capital Area Economic Development District. Responsible for regional Comprehensive Economic Development Strategy (CEDS) document and for the coordination of regional economic development priorities.
Giddings Chamber of Commerce	Helps to promote, represent, and advocate for local business, commerce, trade, and industry.
Giddings Independent School District	School districts are integrally linked to where individuals decide to live. Districts also play a key role in growing and retaining future economic talent.
Lee County	Giddings is the County Seat of Lee County and is a component of Precinct 1, 2, and 4. Lee County levies a sales and property tax and can enter into Chapter 381 agreements to stimulate, encourage, and development business location and commercial activity.
Texas Department of Transportation (TxDOT)	Transportation and TxDOT play a huge role in economic development throughout the State of Texas. This is especially true in a community like Giddings where the two major roadways bisecting town are TxDOT owned, operated, and maintained roads.

Downtown Giddings and Central Business District Designation

Downtown Giddings is formally defined within the City’s zoning ordinance as the Central Business District (CBD). This area is defined as the area bound by Brenham, Madison, Industry, and Caldwell Streets.

FIGURE 1.4: DEFINED CENTRAL BUSINESS DISTRICT MAP



The zoning ordinance provides several provisions which are unique to the CBD. These provisions include:

- Minimum lot sizes of 2,500 square feet in area with lots no less than 25 feet in width, and no less than 100 feet in depth.
- A height limitation is set at 50 feet.
- Impervious site coverage shall not exceed 95% of the lot area.

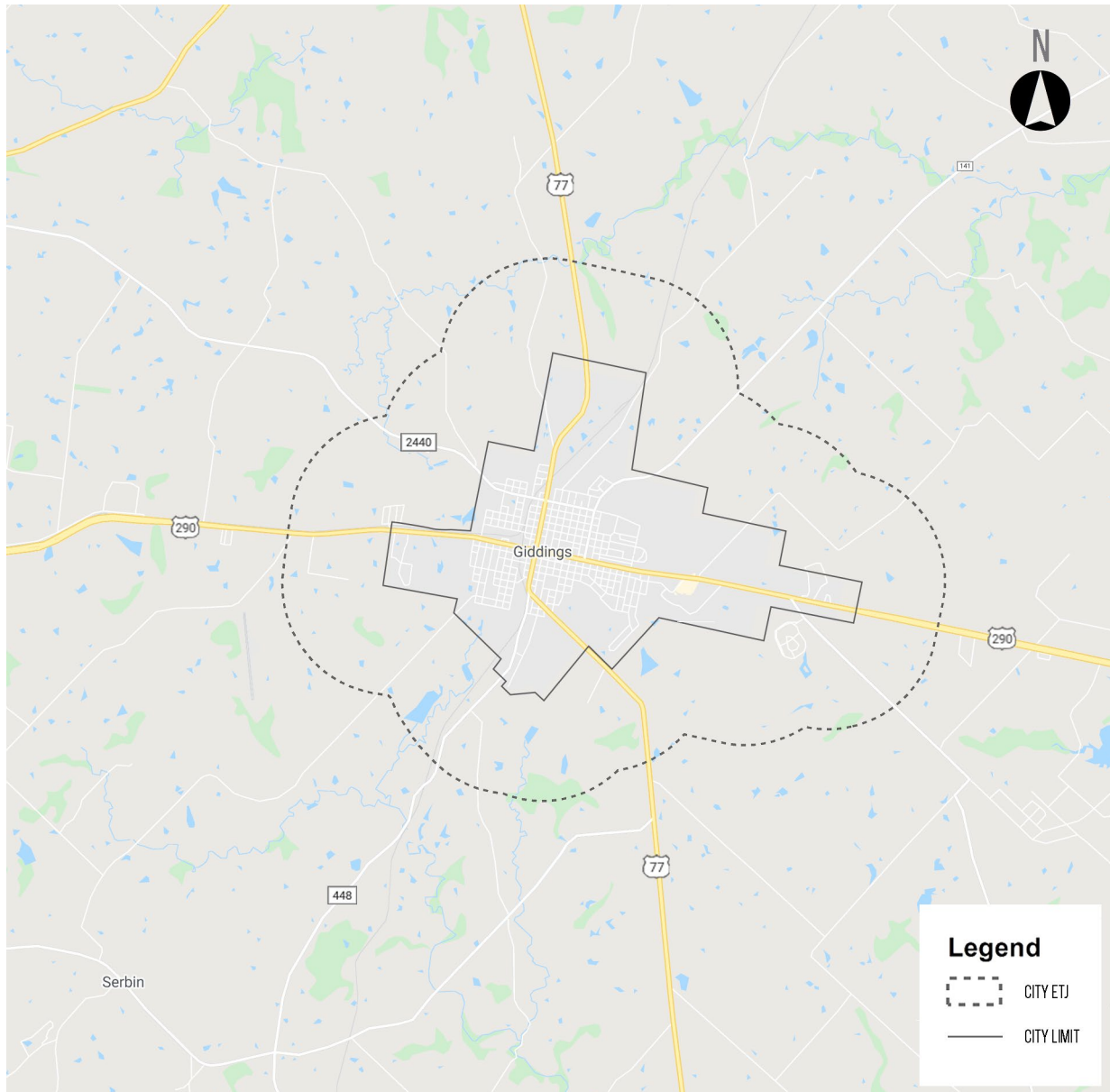
The CBD designation also comes with it a variety of permitted and conditional use, which can be allowed via a conditional use permit. A full list of these uses can be found in the City's code of ordinances.² A review of the code indicates that the CBD designation allows most uses otherwise permitted in the City to exist in the CBD, either permitted or conditionally permitted. Uses which are specifically disallowed are as follows:

Accessory buildings	Auto undercoating and rustproofing	Electronics manufacturer	Greenhouse	Monastery or convent	Sexually oriented business
Auto body painting	Battery (car and boat) shop	Farm	Group home for the mentally retarded	Product assembly plants (manufacturing)	Stables
Auto body repair	Cellular communications tower	Four-family residence	Kennels, outdoor	Pumps, industrial service, and sales	Townhouse
Auto muffler shop	Cemetery or mausoleum	Golf course/country club	Machine shops and welding	Recreational vehicle parks	Wood products manufacture
Auto wrecker service	Domestic waste recycling center	Gravestone/tombstone sales	Manufactured home	Retirement center/community	

² <https://z2.franklinlegal.net/franklin/Z2Browser2.html?showset=giddingsset>

Traffic and Transportation

FIGURE 1.5: CITY OF GIDDINGS MAP WITH EXTRATERRITORIAL JURISDICTION



The City Giddings is the Lee County seat and is strategically located between the major Texas cities of Austin and Houston at the intersection of US-290 and SH-71. Giddings is approximately 55 miles east of downtown Austin and approximately 110 miles northwest of downtown Houston. The actual drive times to these centers vary dependent on traffic and the actual destination within both Austin and Houston. For example, Google drive time data suggests that in some situations it can actually be faster to drive to major Houston employment centers (US-290 and US-99) than to drive to the certain Austin-area employment centers (Austin's north end).

Time Period	Austin (DT)	Austin (North)
Freeflow	1 Hour	1 Hour
Worst Possible	2 Hours	2.5 Hours

Time Period	Houston (290@99)	Houston (EC)	Houston (UT)	Houston (DT)
Freeflow	1.5 Hours	1.3 Hours	1.3 Hours	1.3 Hours
Worst Possible	1.25 Hours	1.5 Hours	1.5 Hours	1.5 Hours

Giddings exists at the crossroads of US-290, SH-77 and the Union Pacific Railroad. The traffic is both an economic opportunity as well as a challenge for the community. Average Annual Daily Trip (AADT) information from TxDOT demonstrates over 20,000 trips per day along the 290 corridor and over 11,000 per day along SH-77. The intensity of traffic congestion is often magnified by the frequent UPRR traffic along the north-south mainline through town. Calendar year 2020 Federal Railroad Administration (FRA) data indicates that there are approximately 24 train crossings per day, or roughly one per hour.³

FIGURE 1.5: EXISTING RAIL CROSSINGS

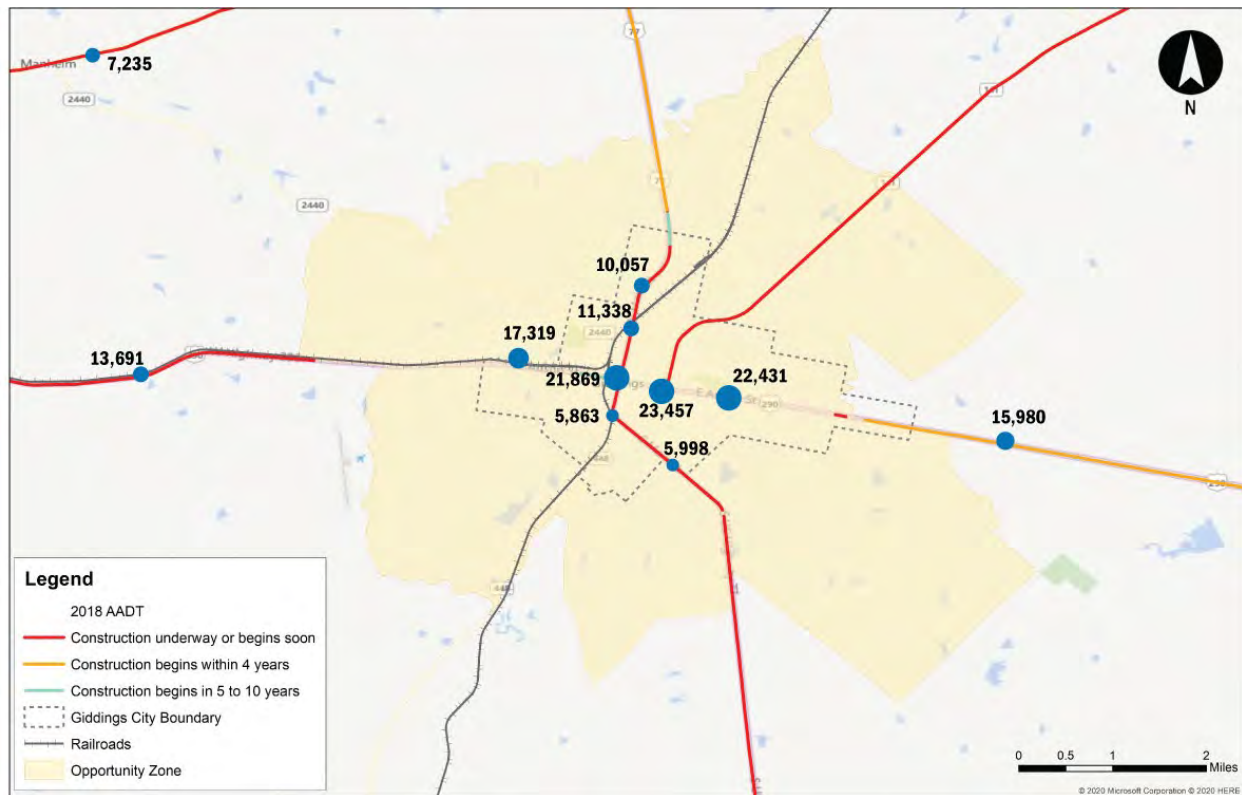


The City is served by the Capital Area Rural Transportation System, or CARTS. The service provided is via a regional intercity service which connects La Grange, Giddings, Elgin, and Austin. Additional connectivity to the remaining 7,200 square mile nine-county area surrounding Austin can be achieved through connecting interurban routes.⁴

³ <https://safetydata.fra.dot.gov/OfficeofSafety/publicsite/DownloadCrossingInventoryData.aspx>

⁴ <http://www.ridecarts.com/services/interurban>

FIGURE 1.6: ANNUAL AVERAGE DAILY TRAFFIC 2018



Council of Governments and Metropolitan Planning Organizations

Giddings (and Lee County) is outside of the Capital Area Metropolitan Planning Organization's (CAMPO) Transportation Management Area (TMA) but is within the Capital Area Council of Governments (CAPCOG) planning area. Functionally this means that the City cannot utilize federal transportation resources made available to the CAMPO TMA, but it can leverage other resources and partnerships made available through CAPCOG.

Previous Planning Efforts

City of Giddings Comprehensive Plan (1995)

In 1995, planning students in Texas A&M University's Urban Planning Program worked with the City of Giddings in developing Horizon 2010, a comprehensive plan for Giddings. The plan provided existing and potential future views of the city's history and development, existing environment, population conditions and trends, economic development, land use, transportation, historic preservation, infrastructure, housing, and education. The plan also provided goals and objectives in the areas of environment, economic development, land use, transportation, community appearance, historic preservation, infrastructure, housing, and municipal services.

Austin to Houston Passenger Rail Study (2011)

TxDOT commissioned this study in 2011, which has been supported by several other plans coming out of various organizations from within both the Austin and Houston regions. The US-290 corridor is still seen as a viable commuter rail corridor between both Cities and many of the smaller communities along the 290 corridor would stand to experience some of the greatest relative benefit from realization. The line between Giddings and Austin is entirely owned by Capital METRO and is currently being leased for freight utilization. It is likely that the Gulf Coast Rail District, the Houston-Galveston Area Council, the Capital Area Metropolitan Planning Organization, and the Texas Department of Transportation will be the major actors in additional planning efforts to fulfill connectivity along the entirety of the corridor.

Lee County Transportation and Economic Development Plan (2014)

Lee County, TxDOT, and CAPCOG developed this plan to identify transportation priorities and economic development strategies for the County as a whole. The plan provides an excellent foundation for this effort, and several of the plan's recommendations have been realized. The recommendations and findings specific to Giddings include:

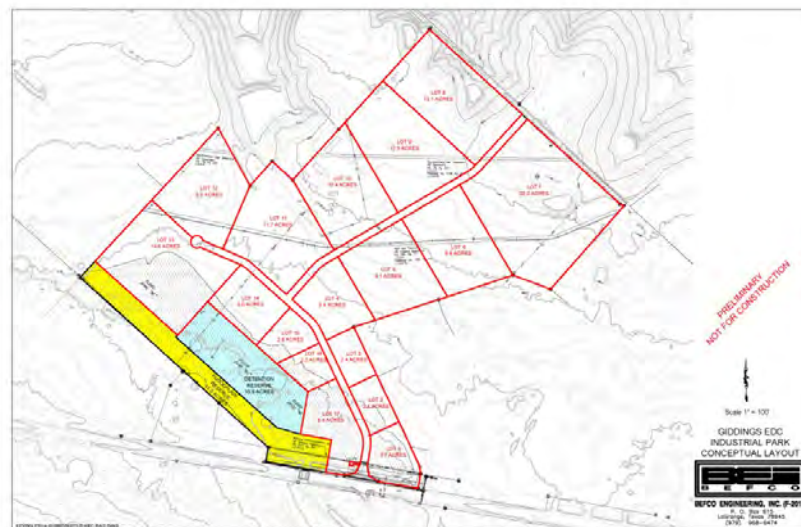
- Giddings' downtown district has many conditions conducive to pedestrian and bicycle travel which could be leveraged for a variety of benefits.
- The traffic along US-290 and SH-77 is perceived as a benefit.
- Giddings' heritage and historic sites can be leveraged for the benefit of tourism and economic development.
- Giddings should further leverage its brand as the Depot Capital and utilization of rail/train thematic elements.
- Giddings' rail crossings are identified as a challenge.
- The addition of better sidewalks and aesthetic elements around the courthouse and Downtown area are recommended.
- Consider the development of an industrial/business park (which the GEDC has since completed).
- Study and perform an alternatives analysis on various options at US-290 and the UPRR tracks, to include an overpass, underpass, rail relocation and/or a US-290 bypass. Based on conversation with this plan's stakeholders regarding these items, the following has been determined:
 - High level alternatives related to grade separated rail have been developed. However, concepts developed to date have been determined to be infeasible due to cost and/or engineering considerations.
 - There is no clear consensus at the local, regional, or state level which supports the development of a US-290 bypass currently.
- Consider the establishment of defined visitor parking areas (which the GEDC has since completed).
- Install wayfinding and branding signage at a variety of levels.
- Improve the existing level of intercity bus service, currently provided by the Capital Area Rural Transit System (CARTS).
- Implement airport improvements related to hanger capacity and a runway extension.

Recent Local Projects

Giddings 290 Business Park

The GEDC developed the approximately 150-acre business park in order to leverage a unique opportunity to purchase undeveloped property and utilize it as an economic development tool. Access improvements along US-290 have been completed to meet TxDOT requirements and the property is ‘open for business.’ Certain infrastructure, such as the extension of fiber optic connectivity and utilities, provided by the City and the GEDC, will further make the site ripe for development.

FIGURE 1.7: GIDDINGS 290 BUSINESS PARK – CONCEPTUAL LAYOUT



Giddings Railroad Depot Complex

The GEDC owns the Giddings Railroad Depot Complex. The unique complex includes multiple properties in various stages of development. This area is serving as a key 'node' for Downtown Giddings grounded by the Dimebox Distillery as well as an under-development brewpub.

A 2018 Economic Development Administration Disaster Recovery Project Application (unfunded)

The GEDC and the City have developed a \$1.5M project which will upgrade existing water lines in the City (from a 2-inch to a 12-inch line) and facilitate the installation of a fiber optic line along US-290, east of 77 to the City limits. Both improvements enhance the development potential of the business park and for the US-290 corridor. The application was submitted to the Economic Development Administration (EDA) as part of their post-Hurricane Harvey disaster recovery package. The funds in this particular package were allocated on a first-come, first-serve basis, and the funds were depleted by the time this application was submitted for consideration. This project is still a priority for the City and the GEDC.

2018 Texas Department of Transportation Safe Routes to School Application (unfunded)

In 2018 the Texas Department of Transportation (TxDOT) held a call for sidewalk projects that connected activity centers, with an emphasis on safe connectivity to and from schools. The City submitted an application for a \$556,000 sidewalk project which would provide new sidewalks and widen existing sidewalks along US-290. The limits of the improvements are generally from Navarro St. to Hempstead St. The project was unfunded due to the large amount of applications TxDOT received. This project is still a viable short-term initiative towards improving the pedestrian realm along US-290.

02. STAKEHOLDER ENGAGEMENT



HIGHLIGHTS:



Stakeholder Engagement
Summary



Project Survey &
Results



Stakeholder
Coordination

02. STAKEHOLDER ENGAGEMENT

Stakeholder Engagement Summary

This planning effort included a robust stakeholder engagement program, despite the effort being initiated within the midst of the 2020 COVID-19 (Coronavirus) pandemic. In lieu of in-person open houses and public meetings, most coordination was completed digitally and telephonically. Site visits were conducted periodically through the planning process in order to meet with GEDC staff and assess existing conditions of the built environment for proposed improvements.

The project was initiated with a kickoff meeting conducted digitally in March of 2020. The meeting was attended by the consultant team along with Mayor John Dowell and GEDC Executive Director, Tonya Britton.

In April 2020, the project background information was inserted onto the Giddings EDC webpage.⁵ The information provided on the page is below.

FIGURE 2.1: PROJECT BACKGROUND INFORMATION INSERT ON GIDDINGS EDC WEBPAGE

Giddings Strategic Plan - Seeking Public Input

[Add to Report](#)

By | May 1, 2020



The GEDC, in partnership with the City of Giddings and the Texas Department of Agriculture, is completing an Economic Development Strategic Plan for the City.

Please take the EDSP Survey for a chance to win a \$100 Amazon Gift Card! Take our Survey:
<https://www.surveymonkey.com/r/GiddingsTX>

What is an Economic Development Strategic Plan (EDSP)?

The EDSP is a document that will outline a strategy for leveraging local resources, identify public investment opportunities, and create a framework for public-private partnerships. The EDSP will ultimately provide recommendations that will strengthen Giddings' economic vitality and improve quality of life for its residents. The EDSP will consider downtown Giddings as a primary anchor for residents and visitors. However, due to Giddings' size and a need to recommend a holistic and strategic approach for economic development, the EDSP will consider areas that extend beyond what is formally defined as downtown.

TIMELINE

Open House Information (anticipated June 2020)

Draft Plan (anticipated August 2020)

Final Plan (anticipated September 2020)

⁵ <https://giddingsedc.com/>

Project Survey and Results

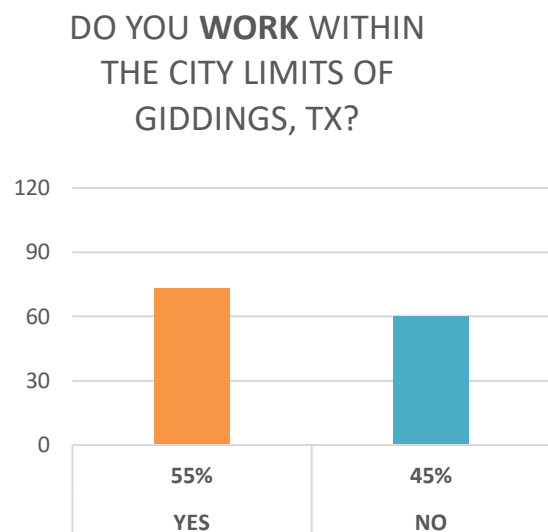
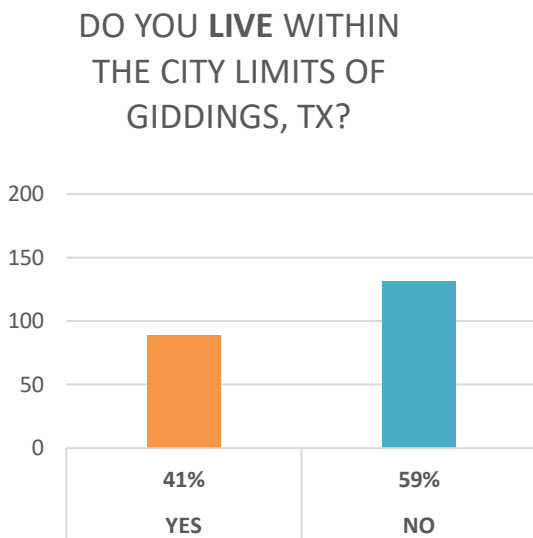
A narrative-based, qualitative data-oriented survey was distributed in early April 2020. A detailed response style was desired to yield detailed information on the wants and needs of the community. With a population of approximately 5,000, a survey will require 100 respondents to be within a 10% margin of error. Given previous survey experience with populations of a similar size (5,000), an initial goal of 100 respondents was set. The survey was advertised via the following methods:

- Placement on the Giddings EDC website
- Social media (Facebook, LinkedIn, Twitter, Next Door)
- Dissemination to local business owners
- Coordination with CAPCOG, TxDOT, and other partners

The survey closed on July 17, 2020 with over 200 respondents. The following graphics offer key insight obtained from the survey.

LOCATION AND EMPLOYMENT:

The first series of questions examined the relationship of employment and residence location. While most respondents (59%) live outside city limits, over half (55%) works within the city. Furthermore, there is a diverse range of total years of employment in Giddings. While the highest percentage (22%) represents those who have worked only one to five years, the second highest (16%) is tied between the following ranges: 10 to 14, 15 to 19, and 30+ years.

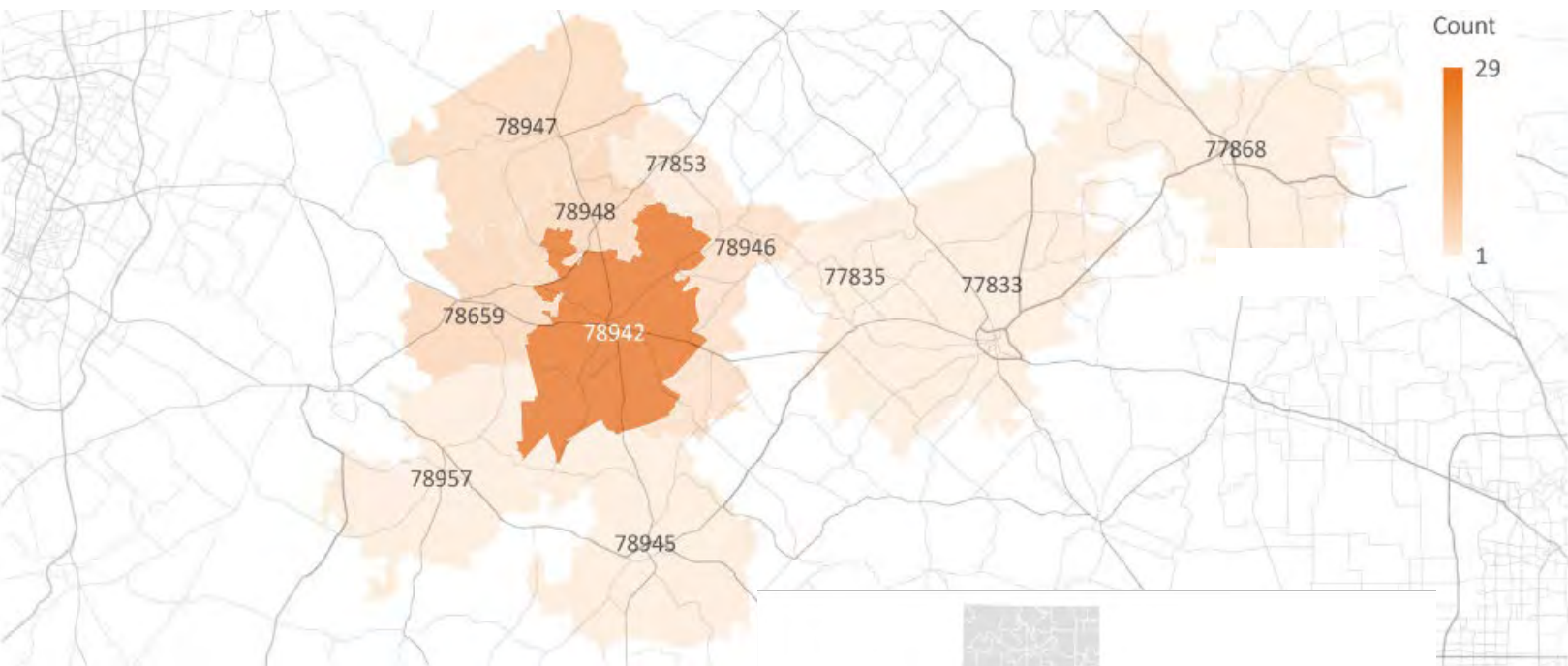


WHAT ZIP CODE DO YOU LIVE IN?

55%

of respondents reside in zip code 78942, which contains Giddings, TX. Ranging from second highest to lowest, the following zip code residence data count includes:

- 78948 and 78659 (11%),
- 78947 (9%),
- 78946 (4%), and
- 77853, 78945, 77868, 78957, 77835, and 77833 (2%)



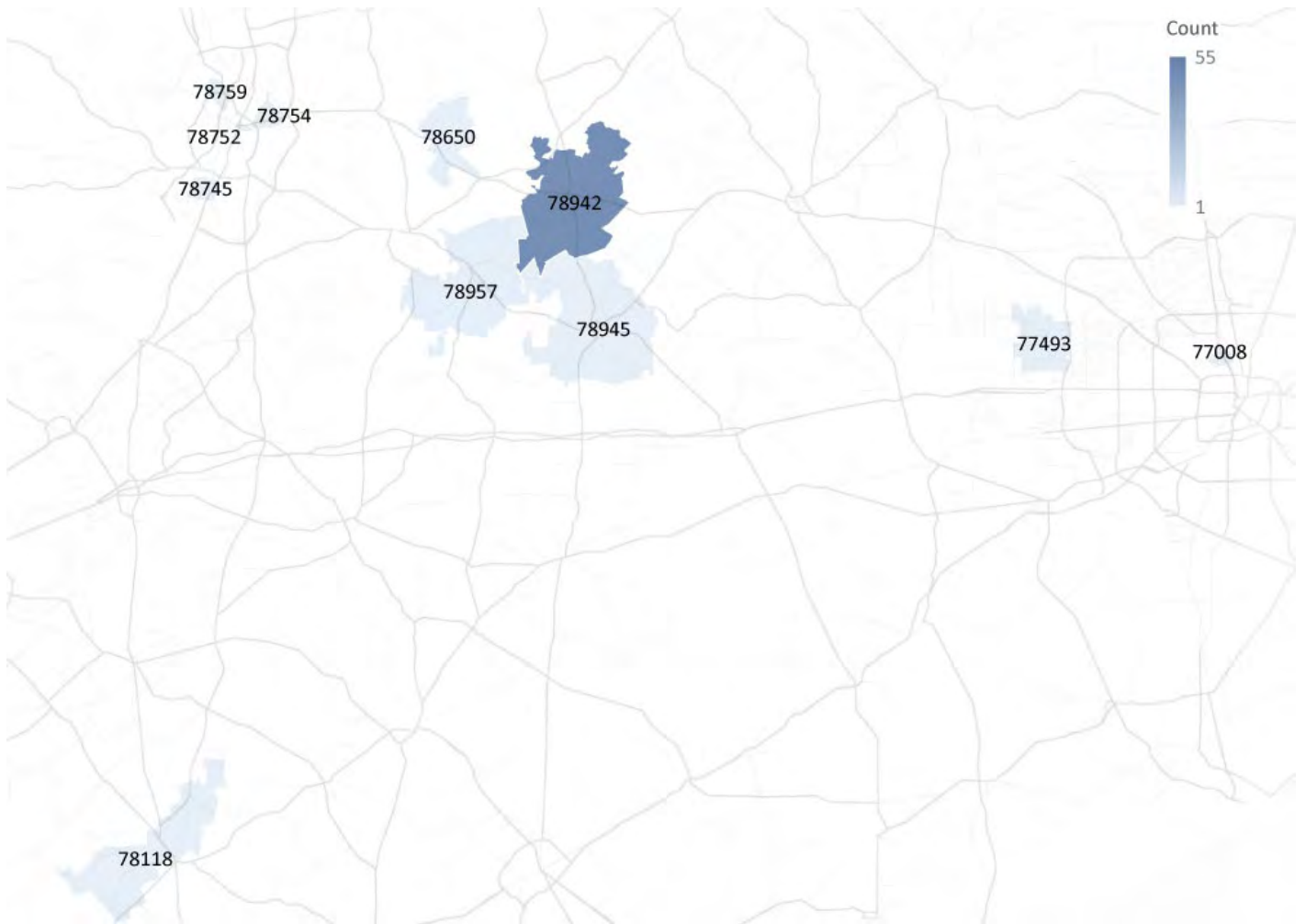
**BASED ON OUR SURVEY,
MUCH OF GIDDINGS' APPEAL
(TO BOTH RESIDENTS AND
NON-RESIDENTS) IS
ATTRIBUTED TO THE CITY'S
PRIME RURAL LOCATION,
SMALL TOWN ATMOSPHERE,
AND UNDISPUTABLE
HOMETOWN HOSPITALITY.**



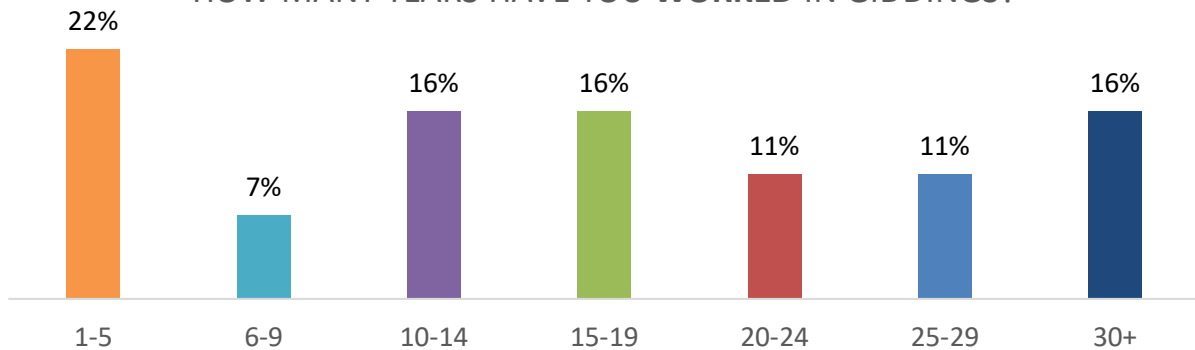
WHAT ZIP CODE DO YOU **WORK** IN?

83%

of respondents work in zip code 78942, which contains Giddings, TX. Others work within and near city limits of other major cities like Austin and Houston.



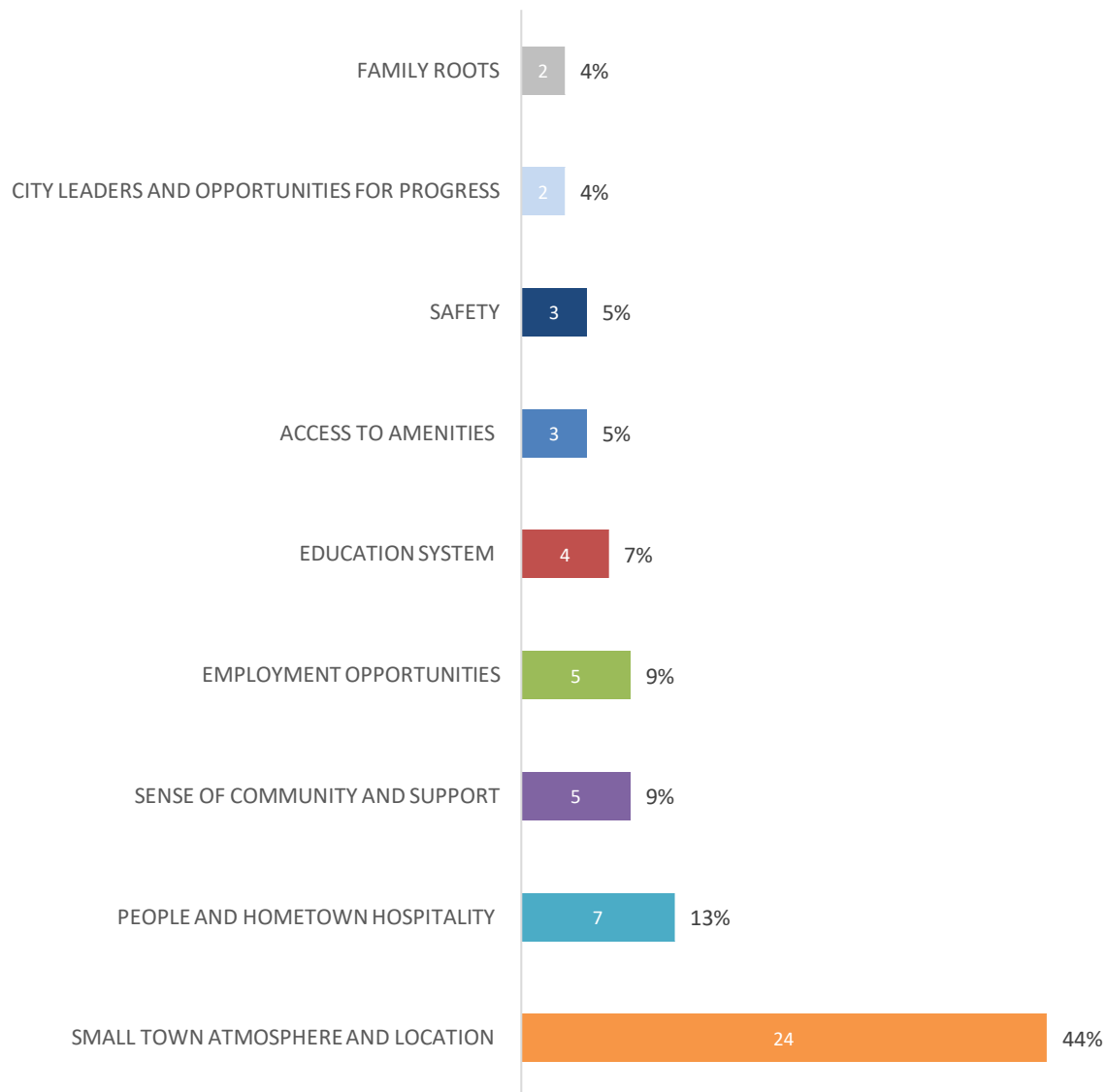
HOW MANY YEARS HAVE YOU **WORKED** IN GIDDINGS?



COMMUNITY ATTRIBUTES:

An overwhelming number of responses detailed the positive qualities of Giddings, specifically its small-town atmosphere (44%), hometown hospitality (13%), and sense of community and support (9%). Survey respondents also valued safety, location, employment opportunities and access to education, businesses, city services, and amenities such as restaurants, retail, and parks. Although grouped separately, many attributes are closely linked and support one another to convey an overall message: most people value Giddings as a safe, conveniently located city with a small town atmosphere, strong sense of community and support, and undisputable hometown hospitality.

WHAT DO YOU LIKE MOST ABOUT GIDDINGS?

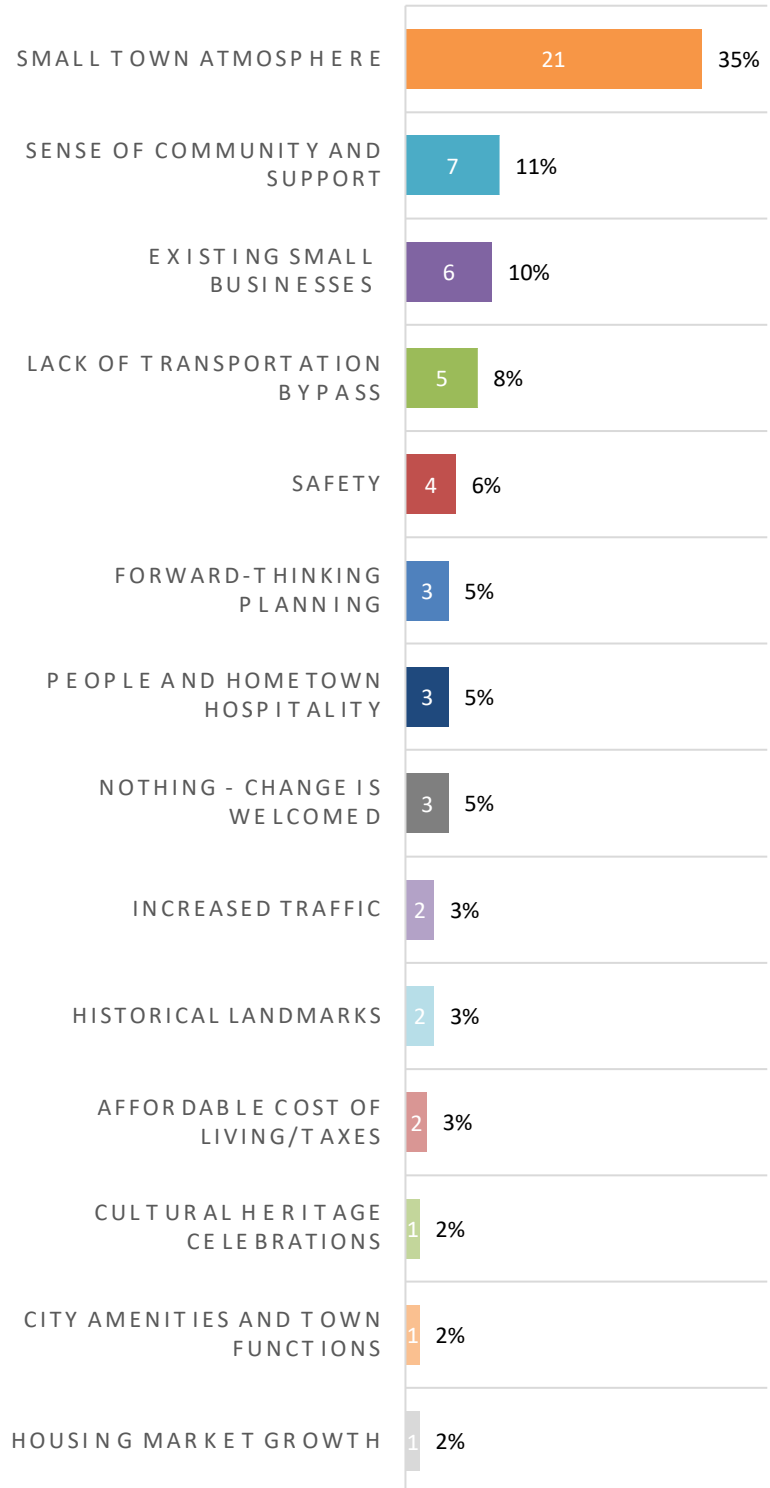


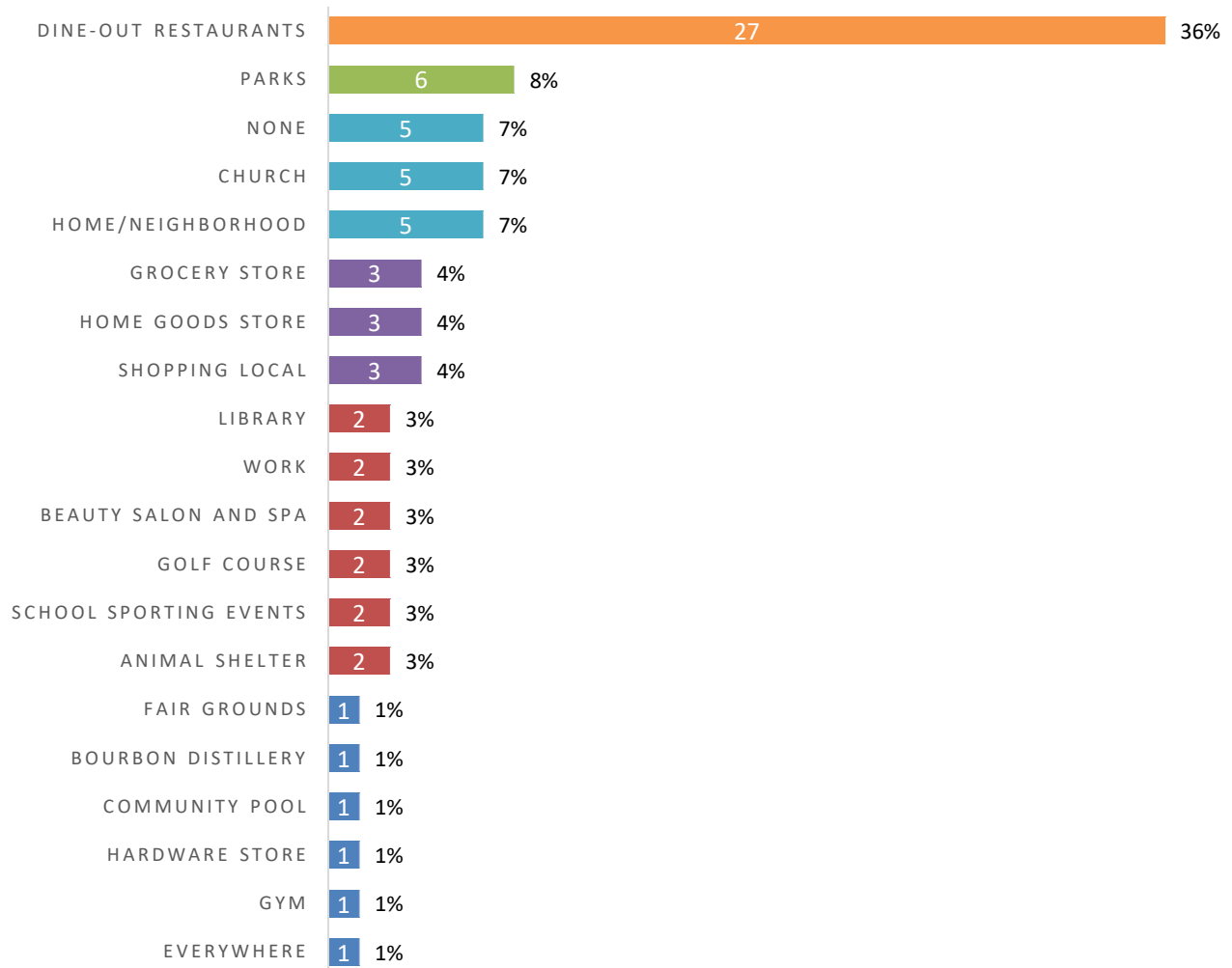
A trend emerged based on responses from two questions: what do you like most about Giddings, and what is the top thing you do not want to see change in Giddings. Most answers from both questions are merely identical: small town atmosphere (35%), sense of community and support (11%), people and hometown hospitality (5%), and safety (5%).

ALTHOUGH GROUPED SEPARATELY, MANY RESPONSES RELATED TO ONE ANOTHER: FAVORING A SMALL-TOWN ATMOSPHERE TIED CLOSELY WITH COMMUNITY CONNECTEDNESS, LOWER CRIME RATES, CONTROLLED GROWTH, AND HISTORICAL, CULTURAL AND SMALL BUSINESS PRESERVATION.

Evident in the next survey analysis section (Potential Areas of Improvement), while eight percent of responses favored introducing a new transportation bypass, eight percent opposed it. Concerns over increased traffic, tourism-driven planning and loss of local culture were also noted.

WHAT IS THE TOP THING YOU DO **NOT** WANT TO SEE CHANGE IN GIDDINGS?



WHERE IS YOUR **FAVORITE** PLACE TO GO IN GIDDINGS AND WHY?

36%

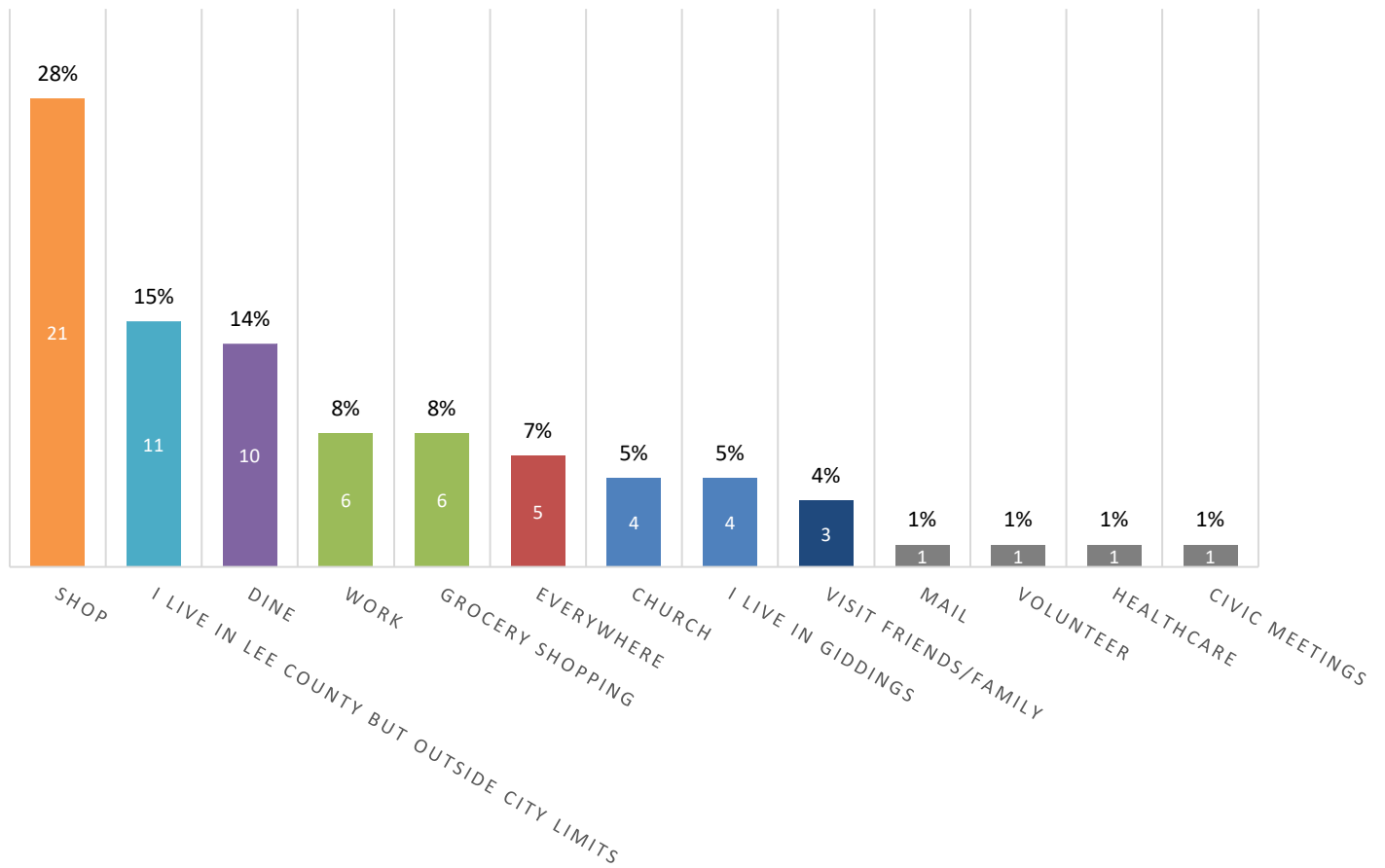
of individuals enjoyed dining out at both local and chain restaurants, cafes, and bars. Common favorites included Bullpen Bar & Grill, Chelis Mexican Food, Dairy Queen, El Charro T Mexican, Hunan Chinese Restaurant, Los Patrones Mexican Grill, Mel's Diner, Outlaws BBQ, Reba's, Santa Fe Steakhouse and Taqueria Chihuahua.

Many individuals enjoyed spending time at parks (8%) like Simmang Park and Giddings Fireman's Park, which serves as both park and community fair grounds. Outdoor recreation also extends to school sporting events (3%), golf course trips (3%) and swimming at the community pool (1%).

A few people highlighted the importance of home (7%), a place for both solitude – similar to the local library (3%) – and quality family time. Other social places included church (7%) and local shopping destinations (13%) like Ace Hardware, Ashley's Attic, Brookshire Brothers, Carmine Feed & Fertilizer, Gourmet Divas, The Grapevine, Whistle Stop Antiques and Walmart.

HAVE YOU EVER STOPPED IN GIDDINGS, IF SO, WHERE AND WHY DID YOU STOP?

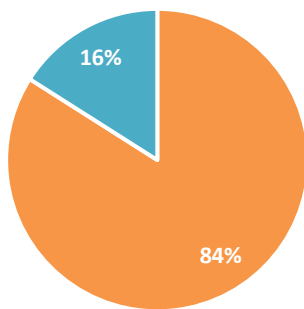
Reasons why and where people stopped varied: while 20% of responses specified residence location (5% live in Giddings; 15% live outside city limits), most people selected the following activities: shopping (28%), dining (14%), working (8%), and buying groceries (8%).



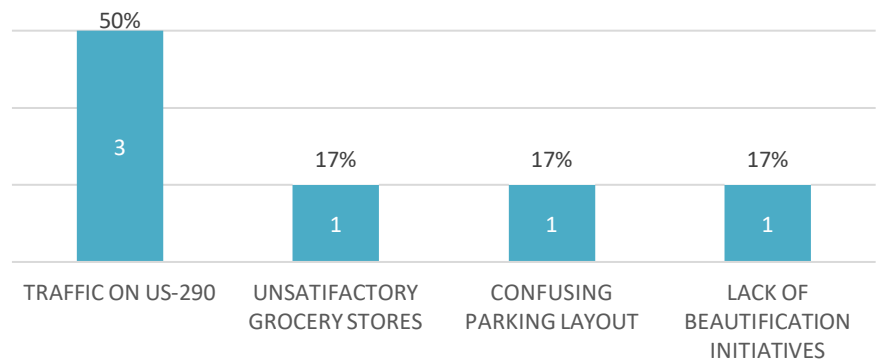
HAVE YOU EVER CONSIDERED STOPPING BUT **DIDN'T**? IF SO, WHERE DID YOU CONSIDER STOPPING AND WHAT PREVENTED YOU FROM DOING SO?

84%

of individuals answered 'no' when asked if they have ever considered stopping at Giddings but did not. The remaining 16% of responses explained why individuals could not reach their destination goals. An individual mentioned the traffic on US-290 – specifically left turns without a light – discourages quick errand and shopping trips, and without proper signage, parking can be confusing in some food areas. Another individual noted the poor storefront aesthetics of some destinations.



■ NO
■ YES

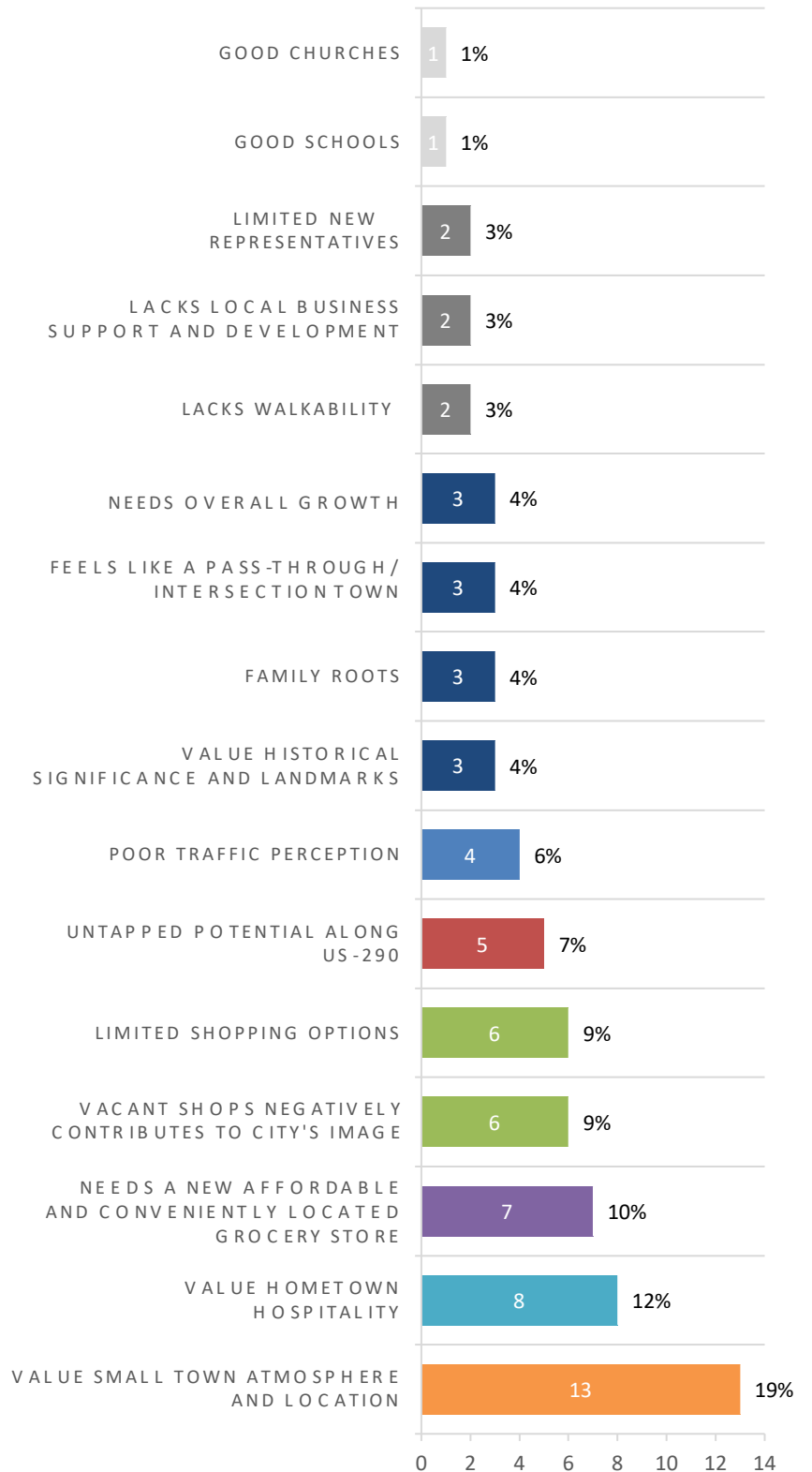


Most people perceived Giddings as a valued, conveniently located small-town (19%) with reputable hometown hospitality (12%), rich historical significance (4%), and good schools and churches.

TRANSPORTATION, TRAFFIC, AND BUSINESS WERE ADDITIONAL IMPORTANT THEMES. SOME INDIVIDUALS PERCEIVED THE CITY AS A PASS-THROUGH OR INTERSECTION TOWN (4%) WITH POOR TRAFFIC (6%) AND LITTLE WALKABILITY (3%).

According to nine percent of respondents, vacant shops negatively contributes to the city’s image, and the city could benefit from more shopping options (9%), more affordable and conveniently located grocery stores (10%), and developmental support to local businesses (3%). Furthermore, some people noted the untapped potential of major city arterials like US-290 (7%).

WHAT IS YOUR OVERALL PERCEPTION OF GIDDINGS? WHAT STANDS OUT TO YOU?



POTENTIAL AREAS OF IMPROVEMENT

Most respondents (27%) wished to see more affordable and conveniently located grocery stores, specifically HEB or Walmart. Over the years, the City of Giddings and EDC have coordinated intensively with HEB. Individuals also favored increased job growth, long-term small business development and the introduction of new commercial and retail businesses. Regarding job growth, many respondents valued industries applicable to the next generation as well as opportunities in commercial manufacturing.

Expanding on entertainment, many people (13%) recommended more dynamic city-sponsored, family-friendly activities and events such as a city pool, dog park, running trails, splash pad, farmers market, art center, community festivals and more.

MANY RESPONDENTS FAVORED CREATING A “DOWNTOWN SQUARE” OR “ENTERTAINMENT DISTRICT,” SPECIFICALLY AROUND THE DEPOT.

Communication was also important. In support of the promotion of these community events, individuals suggested improving local media communication, for example, in the advertising of city activities and local achievement highlights. Some recommendations included expanding mental health resources and substance abuse education and creating more post-secondary education opportunities, museums, and historical attractions.

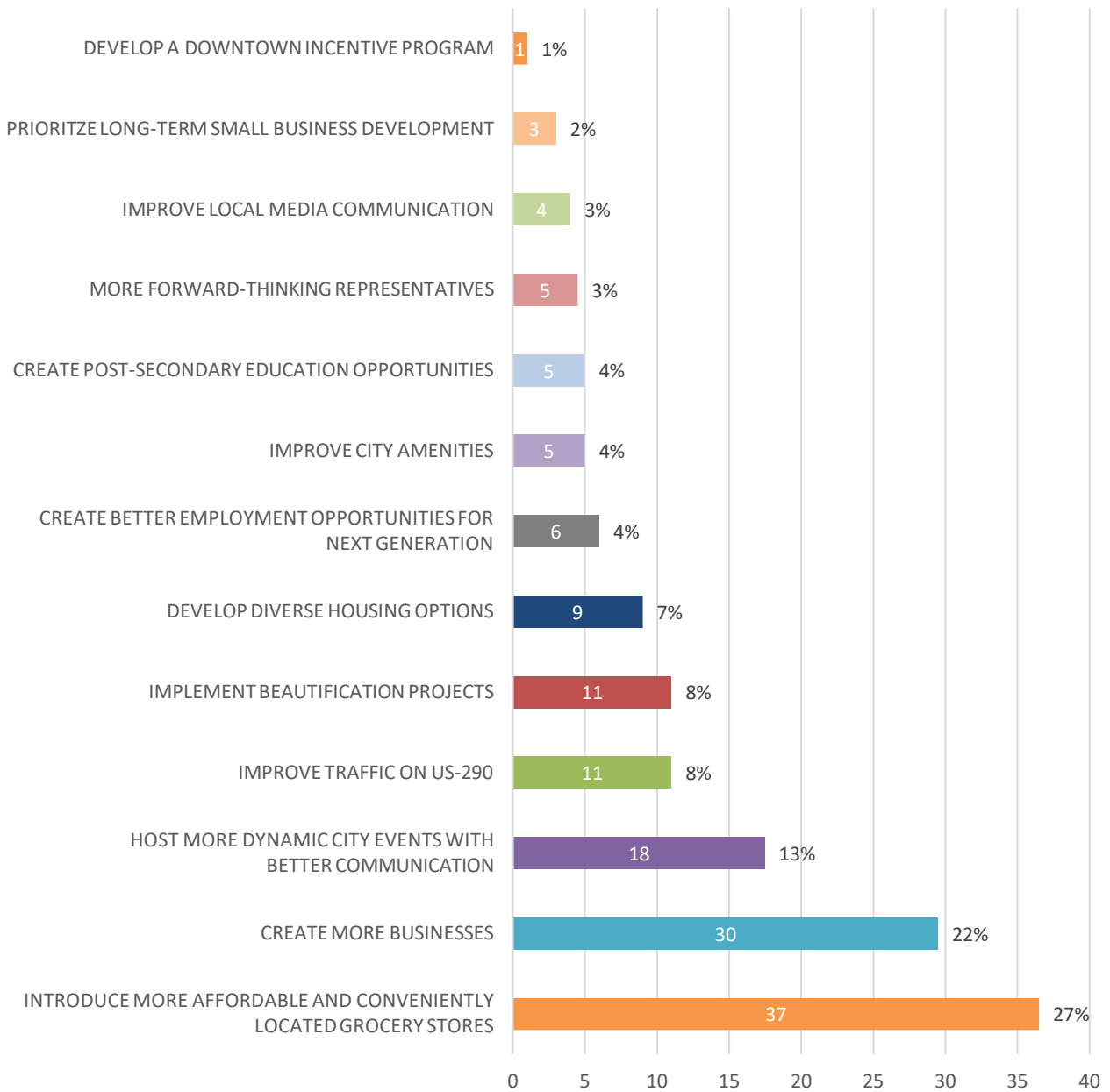
49%

of responses outlined the need for new businesses such as grocery stores; more diverse dine-out food options (fast food, fast casual, and restaurants); retail clothing, hardware and home goods shopping destinations; and entertainment and community amenities (movie theater, dance hall and winery/brewery).

A few respondents also noted the redundancy of liquor stores and gas stations and supported the development of more robust, public social spaces.

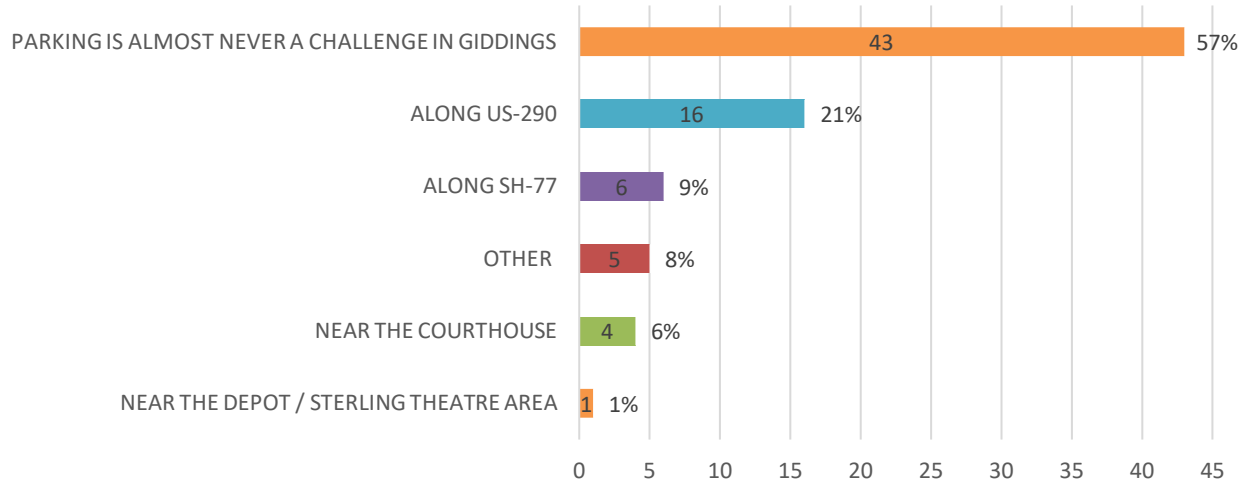
Beautification and improved housing projects were also emphasized. Some respondents (8%) saw the need to evaluate the potential of creating a bypass, address abandoned and vacant spaces, improve downtown storefront aesthetics, engineer better stormwater drainage and city sidewalks, and clean up areas along US-290. Traffic along this major thoroughfare was also outlined as an area for improvement (8%), and a few respondents (7%) wished to see a diversity of affordable and quality housing options such as apartments, condos, single-family and duplex communities.

WHAT ARE THE TOP THREE THINGS YOU WOULD **CHANGE** ABOUT GIDDINGS IF YOU COULD?



PARKING

WHERE IN GIDDINGS IS IT A CHALLENGE TO FIND A PARKING SPACE?



Comments included a need for improved wayfinding/delineation of public parking areas and safety concerns related to the on-street parking along SH-71 and US-290.

POTENTIAL NEW BUSINESSES

Expanding on the previous question, we wanted to know which types of businesses people favored in Giddings. Over half (55%) of respondents wished to see more grocery stores like HEB, Kroger, Sam's Club, Target, and Walmart. Another 34% preferred more restaurants, specifically from a variety of chains like Arby's, Carino's Italian, Cheddar's Scratch Kitchen, Chick-fil-A, Chili's, Chipotle, Denny's, IHOP, Jack in the Box, Jason's Deli, KFC, Long John Silver's, Olive Garden, Red Lobster, Panda Garden, Popeyes, Texas Roadhouse, and Wingstop. Some individuals specified their preference for late-night restaurants or diners, and a few cuisine recommendations included Italian, Cajun, and seafood.

While 3% of responses specified the need for *downtown* attractions, another 16% of individuals noted the value of entertainment-related business regardless of location. Some people recommended

55%

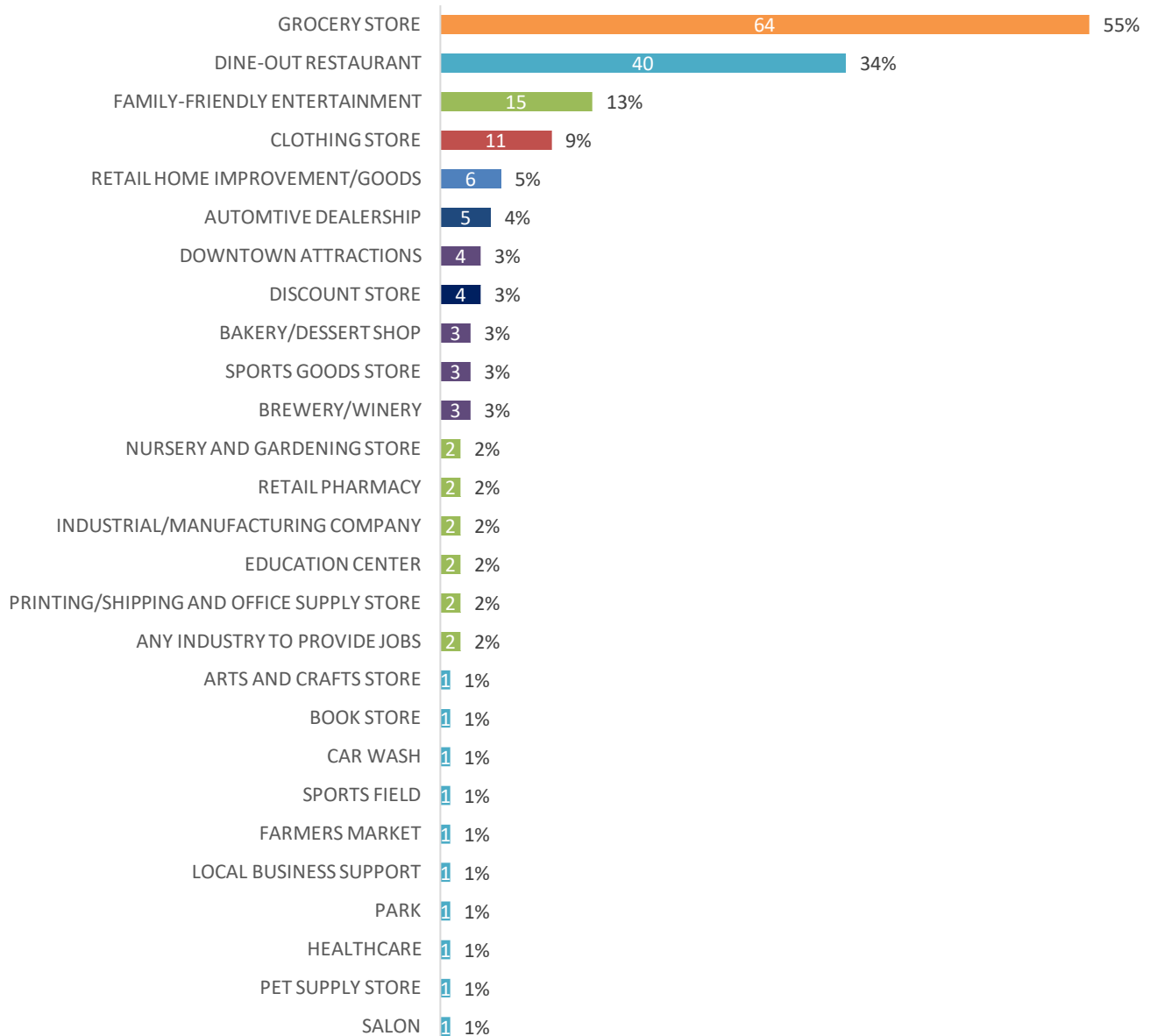
of respondents wished to see more grocery stores – like HEB, Kroger, Sam's Club, Target, and Walmart – when asked which specific businesses they would like to have in Giddings.

drinking establishments (bar, brewery, winery) while 13% of responses suggested family-friendly entertainment like a movie theatre, arcade, mini-golf course, dance hall, music venue, children’s museum, and water-related activities (water park, splash pad, indoor/outdoor pool). Outdoor-related activities also extended to park suggestions (nature/hiking trails, dog park), a Little League sports field and sporting goods stores like Academy to support activities like swimming, camping, hunting, boating, and fishing.

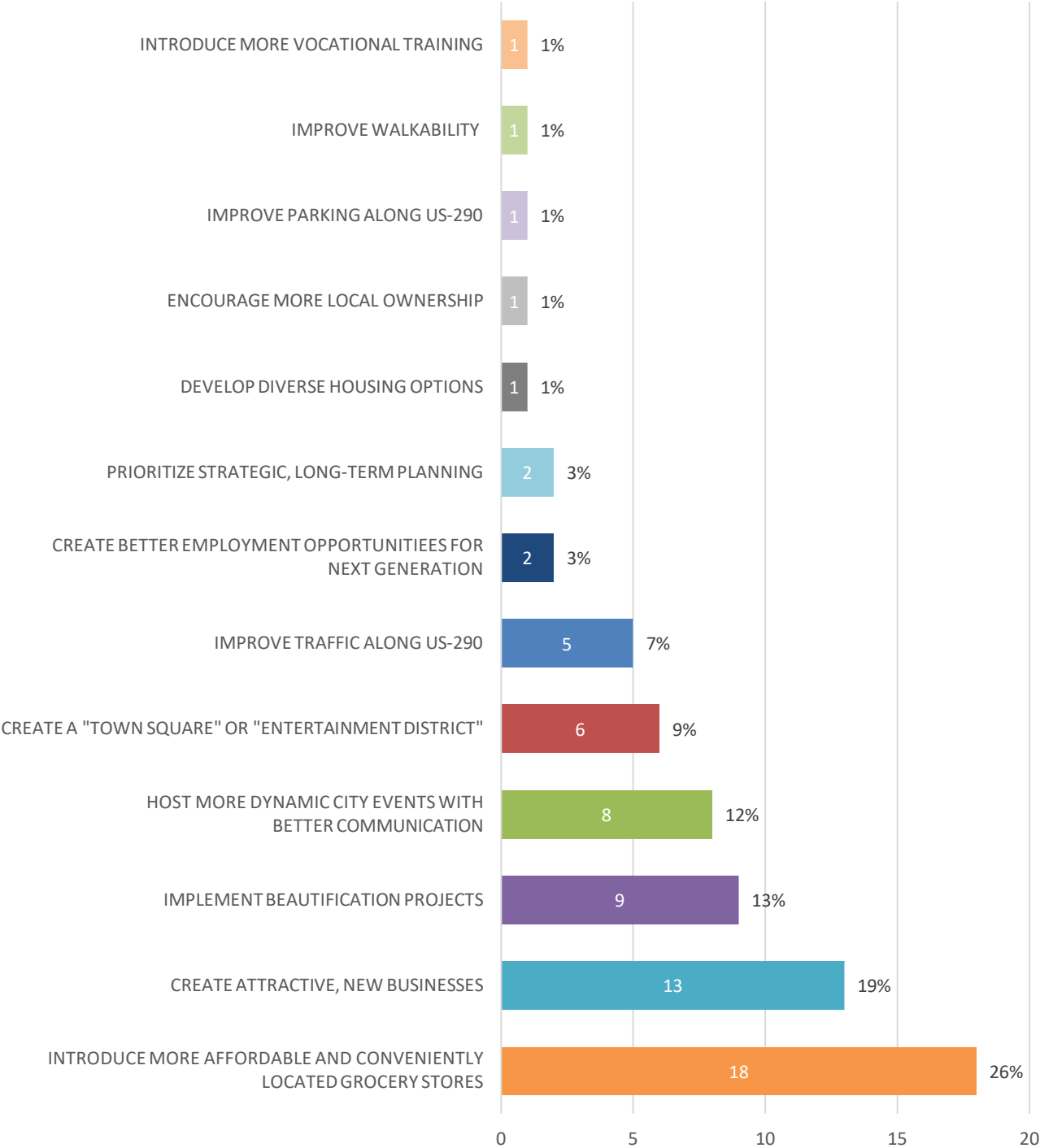
Specific retail home improvement and home goods stores included Home Depot, Lowe’s, Bed Bath & Beyond, and HomeGoods.

A few responses expressed no preference over industry type – as long as jobs were created, and existing local businesses were supported.

WHAT THREE NEW BUSINESSES WOULD YOU LIKE TO HAVE IN GIDDINGS?



WHAT DO YOU THINK GIDDINGS COULD DO TO MAKE IT MORE OF A PLACE YOU WOULD WANT TO LIVE IN, WORK IN, OR VISIT?



The development of new, attractive businesses was a common theme in responses. Most people (26%) favored adding a more affordable and conveniently located grocery store, specifically HEB. Another 19% of responses supported other businesses like more dining options with delivery services, clothing stores and entertainment-related establishments (movie theater, brewery, bowling alley, and more).

Strategies centered around beautification, traffic improvement and placemaking were also important. Thirteen percent of respondents recommended addressing vacant shops and lots, cleaning up areas along US-290, and renovating downtown storefronts and parking. An individual suggested repurposing abandoned structures into public nodes for scheduled farmer's markets and local vendor craft shows. Nine percent of individuals suggested creating a "Town Square" or "Entertainment District" – some notable responses are included below:

"...There is no destination like a town square, perhaps around a courthouse to explore (e.g. La Grange, Bastrop, Bellville). It does not feel like a county seat."

"...More activities beyond just shopping and dining. Are there historical markers that could be branded to become local and tourist attractions? Are there other activities that could be placed in or around downtown to attract visitors?"

A copy of the draft plan was also distributed to the stakeholders group for their review and comment prior to the production of this final plan for review and approval by the GEDC Board of Directors and City Council.

03. MARKET ANALYSIS



HIGHLIGHTS:



Economic Profile &
Peer Group Economic
Development Corporation
(EDC) Tools



Leveraging
Unique Assets:
Revitalization of
Downtown



Market Area
Analysis:
Business Climate
Snapshot



Strengths &
Opportunity
Analysis

03. MARKET ANALYSIS

A high-level market analysis and peer review were completed to assist in the development of plan goals and objectives. Additionally, this analysis assisted in the creation of a SWOT analysis which is documented at the end of this chapter.

Peer Review Introduction

Giddings is located mid-way between Austin and Houston, two of the most vibrant cities in Texas and the U.S. Giddings, along with peer cities **Bastrop, Brenham, Burnet, and Hutto**, are located within the “third ring” of these metro areas’ development, which is about one hour’s drive outside of the city. Over the past 20 years, both Austin and Houston have experienced remarkable economic growth. However, Giddings is lagging behind other third-ring peer cities that have capitalized on the growth of these major employment centers.⁶

Among the peers, some cities are proximate to natural assets that have generated growth: Bastrop is unique in the Central Texas region for its piney woods and the Bastrop and Buescher State Parks. Burnet is located close to the Highland Lakes, a scenic recreation area popular with retirees. Other peer cities have launched their growth as part of skyrocketing regional growth. In 1990, the population of Hutto was 692. At that time, Dell Computers had only been public for two years. By 2010, the population of Hutto had grown to almost 17,000, capturing part of the housing market that was employed in the tech sector fueled by Dell Computer growth and today exceeds 29,000. During the same interval, Giddings kept chugging along, growing from 4,100 in 1990, to 4,900 in 2010, to 5,200 today.

Slower growth may not always be the future of Giddings. As the region’s population continues to grow, so does the cost of housing and cost-of-living, especially within the metropolitan areas. Younger families, lower wage workers, and people who value the peace-and-quiet of a rural community will be pushed further and further from the core. Add to this, the recent “working-from-home” experience brought on by the COVID-19 pandemic, and the pace of change in Giddings could very well take a sharp turn up as more people from all walks of life look to make escape the density of urban living. The question for Giddings is does it want to embrace and direct change; or wait for change to come and then adapt to control it?

⁶ *Third ring suburbs: low density, detached-home/residential areas with open space and fragmented employment within commuting distance (an hour or more) from major metropolitan areas. Defining Suburbs. From Forsyth, Ann. 2012. Defining Suburbs. Journal of Planning Literature 27, no. 3: 270–281.*

TABLE 3.1: PEER GROUP PROFILE

	Giddings	Bastrop	Brenham***	Burnet	Hutto
County	Lee	Bastrop	Washington	Burnet	Williamson
Distance to MSA	55 miles	33 miles	74 miles	57 miles	30 miles
Est 2018 Population	5,043	8,736	16,778	6,216	23,980
2010 to 2020 POP Growth %	0.33%	1.93%	0.66%	0.38%	5.02%
2020 to 2030 Est. Growth %*	0.45%	1.43%	0.28%	1.04%	3.48%

*Texas State Demographer. *** All cities are within 1-hour of Austin except for Brenham, which is 1+ hour outside of Houston.

Economic Profile

Giddings ranks as one of the lowest performing peers for household income, poverty, and growth in Gross Domestic Product (GDP).⁷ Giddings performs more like its peers when measuring GDP per capita and sales tax growth. GDP per capita is a measure of an individual's standard of living; so while Hutto's overall GDP grew by 78%, its GDP per capita grew 30%, which is much closer to Giddings' rate of 22%. Giddings' tax growth is also on-par with its peers – higher than Brenham and the same as Burnet.

TABLE 3.2: PEER GROUP ECONOMIC COMPARISON, 2009 TO 2019

	Giddings	Bastrop	Brenham	Burnet	Hutto
Median HH Income*	\$44,837	\$61,538	\$44,049	\$59,130	\$73,764
Poverty Rate*	23.70	5.40	18.50	18.70	8.70
GDP 2009 – 2018**	28%	38%	66%	40%	78%
GDP/Capita 2009 – 2018 **	22%	19%	55%	33%	30%
Sales Tax 2015 – 2019***	15%	24%	8%	15%	89%
Sales Tax CAGR	3.48%	5.51%	1.86%	3.49%	17.18%

*U.S. Census, 2018 American Community Survey, ** Bureau of Economic Analysis; *** Texas State Comptroller

⁷ Gross Domestic Product is a comprehensive measure of an area's economy. GDP per capita is a measure of standard of living.

Municipal bonds are predominantly issued for infrastructure and capital needs, such as the construction or improvement of streets, bridges, water and sewer systems, and other public works. General Obligation, or GO bonds, are backed by the full faith and credit of a city.

Certificates of obligation are used to construct infrastructure and do not require a public vote. Nationwide, debt service is typically about 5 percent of the general fund budgets of municipalities.⁸

Across three ratios, Giddings reflects a lower debt burden than its peers. Compared to its peers, Giddings residents have the lowest municipal debt service as a percentage of the general fund budget (4.12%); lowest property tax burden as reflected in the tax-supported debt per capita (\$110); lowest debt service per capita as a percentage of average income per capita (0.54%); and lowest ratio of debt service as a percentage of property tax revenue (32%).

TABLE 3.3: PEER GROUP DEBT SERVICE AND MUNICIPAL PROPERTY TAX BURDEN

	Giddings	Bastrop	Brenham	Burnet	Hutto
Property Tax Rate	\$0.5188	\$0.5644	\$0.514	\$0.6237	\$0.6313
Debt Service/ GF Budget	4.12%	14.29%	16.84%	9.10%	14.80%
Debt Service /Capita	\$110	\$376	\$295	\$171	\$331
(Debt Service/Capita)/(Personal Income/Capita)	0.54%	1.36%	1.32%	0.68%	1.22%
Debt Service/Property Tax Rev	32%	47%	65%	39%	62%

Over the past five years, Giddings' economic growth is more similar to the cities of Brenham and Burnet than to Bastrop or Hutto. Economic growth is inhibited by slower population growth which in turn generates lower sales tax and property tax revenue. However, compared to its peers, Giddings reflects a similar improvement to quality of life and a lower resident tax burden. These benchmarks point to a capacity for the City to invest more in assets and infrastructure, which in turn may attract more residents and businesses. While property taxes are unpopular, an efficient and fair system can enhance growth by providing a desirable array of public goods and services.

⁸ Government Financial Officers Associate, *State and Local Fiscal Facts 2017*, <https://www.gfoa.org/sites/default/files/StateandLocalFiscalFacts2017.pdf>. Accessed June 17, 2020.

Peer Group Economic Development Corporation Tools

Smaller cities may have unique assets that they can leverage to their competitive advantage to succeed in attracting new investment and supporting existing businesses. This can include human capital (residents and their skills); social capital (academic, technical, business, and medical institutions), cultural and natural resources, and general quality of life.

From the State of Texas Comptroller Site: Type A EDCs are typically created to fund industrial development projects such as business infrastructure, manufacturing and research and development. Type A EDCs can also fund military base realignment, job training classes and public transportation. Type B EDCs can fund all projects eligible for Type A, as well as parks, museums, sports facilities, and affordable housing. However, Type B EDCs are subject to more administrative restrictions than Type A.

All peer EDCs are Type B; Hutto had a Type A EDC but changed it to a Type B in 2018.

	Giddings	Bastrop	Brenham	Burnet	Hutto
Type of EDC		B	B	B	A, then B
10-Year Avg Revenues		\$2,157,000	\$1,735,000	\$530,000	\$747,000
10-Year Avg Expenditures		\$2,224,000	\$1,675,000	\$317,000	\$1,534,000
10-Year Avg Fund Balance		\$2,011,000	\$1,259,000	\$912,000	\$507,000
2018 Year End Balance		\$3,142,000	\$1,387,000	\$2,853,000	\$0
INCENTIVES					
EDC Grants and Loans	Yes	Yes	Yes	Yes	Yes
Stream-Lined Permitting	Yes	Yes	Yes	Yes	Yes
Waived/Reduced Fee	Yes	Yes	Yes	Yes	Yes
Business Park	Yes	Yes	Yes*	No	Yes

*Brenham has two business parks.

⁹ Current CAD value of property is \$1,314,430 for 165.39 acres, or \$7,947 per acre.

commodities than unique assets, with price and/or other incentives being a major consideration for buyers. It is noted, that within the adjacent metropolitan areas, industrial vacancies have recently increased. Within the Houston area, industrial vacancies have increased from 5% in 2018 to 6.5% in Q1 2020.¹¹ Within the Austin area, industrial property vacancies rates have increased from a low of 5% in 2016 to 11% in Q1 2020 as more properties continue to be added to the market.

EDC incentives, if deployed effectively, do not so much distinguish an area from its peers as keep pace with the competition. To that end, much of what the GEDC has its disposal to incentivize development is shared among the peer group.

SPECIAL DISTRICTS: Municipal-, state- or federal-designated zones offer additional financial incentives.

- **Municipal:** Chapter 311 Agreements that regulate the designation of Tax Increment Reinvestment Zones (TIRZ). A TIRZ may be created after meeting statutory requirements and hold a public meeting. A TIRZ may be created by ordinance or order. With the exception of Brenham, which has created five reinvestment zones, no peers had formed municipal TIRZs.¹²
- **Municipal, County, and ISD:** Freeport tax exemption refers to the relief of taxes on inventory held for 175 days or less; participant authorities can include city, county, and ISD (triple freeport tax exemption). Freeport tax exemption properties are attractive to manufacturers who ship in inventory for assembly or production and then ship out finished products. Tax appraisal districts keep records of freeport tax exempt properties within their counties; there are no freeport/triple freeport properties located in Lee County.
- **State:** Enterprise Zones are designated by the Governor's Office and are based on poverty rates exceeding a benchmark set by the Governor. No peers meet the criteria to be eligible for an Enterprise Zone designation.
- **Federal:** Foreign Trade Zones (FTZ) are designated by the federal government. Texas has the most FTZs in the nation. Within an FTZ, company goods can be unloaded, manufactured, reassembled, tested, sampled, processed, repackaged, and re-exported without the intervention of U.S. customs authorities. Only when goods are moved outside a Zone do they become subject to U.S. customs duties. Zone status may also make sites eligible for state and local tax benefits. Among the peers, both Bastrop and Hutto are located within Central Texas FTZ 183.
- Opportunity zones are a recent federal program to stimulate private investment in economically distressed communities. The governor is responsible for designating certain census tracts as opportunity zones. Giddings is located in Census Tract 48287000.4 and within an Opportunity Zone (OZ), although the zone boundaries exclude the Giddings 290 Business Park. A major challenge with the OZ program is that the development

¹¹ CBRE Market Overview, Houston Industrial Q1 2020 and CBRE Market Overview, Austin Industrial Q1 2020.

¹² Texas State Comptroller, Biennial Registries of Reinvestment Zones for Tax Abatements and Tax Increment Financing. <https://comptroller.texas.gov/economy/local/ch312/biennial-reports.php>. Accessed June 20, 2020

community, outside of larger investors, are still struggling to understand the program's rules and applicability. The designation will be an asset to the community in the future when the program is better understood by the small to mid-size development community.

TABLE 3.6: PEER GROUP MUNICIPAL-, STATE-, OR FEDERAL-DESIGNATED ZONES

	Giddings	Bastrop	Brenham	Burnet	Hutto
Chapter 311 Agreements	No	No	Yes - 5	No	No
Triple Freeport Tax Exemption	No	Yes	No	Yes	Yes
Enterprise Zone	No	No	No	No	No
Foreign Trade Zone	No	Yes	No	No	Yes
Opportunity Zone	Yes	No	Yes	Yes	No

Clarifying objectives to better utilize special zone status and build community consensus can support downtown revitalization as well as general economic growth. Regarding OZs, the Department of Housing of Urban Development publishes a guide for communities to plan a course of action to leverage opportunity zone status.¹³ Similarly, the North Central Texas Council of Governments (NCTCOG) has taken a proactive approach to its management of the OZ status by hosting a series roundtables with community stakeholders. These have ranged from how to better leverage OZ status to develop affordable housing, to using zones to “rethink City infrastructure.”¹⁴

There may be other benefits to strengthening partnerships for growth as well. Currently, no taxing authorities are participating in freeport exemptions for any properties within Lee County. However, a convincing case could be made with a business park strategic plan that may educate, and therefore encourage, participation in the future.

Leveraging Unique Assets – Revitalization of Downtown

Giddings is a small city of about 5,000 people located about 55 miles east of Austin and on the Hwy 290 corridor to Houston. Proud of its Hometown Hospitality, Giddings history began with the railroad, and it still makes up a big part of the city's character today. The railroad has left its mark, but so has the boom-and-bust of the oil industry. With the boom, businesses open and expand; with the bust, they shutter and leave behind property that can go unused or become derelict.

¹³ *Opportunity Zone Toolkit, Department of Housing and Urban Development:* https://opportunityzones.hud.gov/sites/opportunityzones.hud.gov/files/documents/Opportunity_Zones_Toolkit_Roadmap_FINAL_Edited_092319.pdf

¹⁴ *North Central Texas Council of Governments, Economic Development,* <https://www.nctcog.org/trans/plan/land-use/economic-development>. Accessed June 20, 2020.

These historical circumstances define some the primary challenges faced by Giddings today. Whereas a railroad once made a frontier town, now it frequently poses challenges to corridor development and traffic flow. Likewise, an abundance of historical properties can be an asset but when vacated and allowed to become derelict, they are more expensive and difficult to repurpose.

FIGURE 3.1: EXISTING HOSPITALITY SIGNAGE



Rather than seeking to attract major employers to replace these lost jobs, Giddings may consider pursuing a “place-based” strategy that builds upon existing assets, takes incremental actions to strengthen the community, which in turn may attract a range of investments over the short- and long-term horizon. The Environmental Protection Agency has developed a Smart Growth Self-Assessment for Rural Communities. It is a “compilation of strategies, organized by 11 common “goal areas,” that villages, towns, and small cities can use to evaluate their existing policies to create healthy, environmentally resilient, economically robust places.”¹⁵

The first goal area is “revitalize village and town centers,” and it focuses on local policies that can be adopted to encourage a thriving downtown. By revitalizing and replacing houses, offices, and shops in town centers, communities can reduce the amount

people must drive to meet their daily needs while also spending less on infrastructure.¹⁶ The Houston-Galveston Area Council makes a good argument for investments in rural downtowns; these arguments are even stronger now with the spread of COVID-19 making people rethink living in dense metropolitan areas:

¹⁵ <https://www.epa.gov/smartgrowth/smart-growth-self-assessment-rural-communities>

¹⁶ City of Giddings has historically declined to pay for infrastructure to service new communities. This policy has contributed to the current lack of quality housing. Focusing on opportunities to re-development close to downtown would skirt this issue.

- **SMALL TOWN LIVING:** Rural downtowns offer many amenities homebuyers are looking for. More than half (55%) of Americans would choose to live in a smaller house in a walkable neighborhood over a larger house in an area inhospitable to pedestrians. About two-thirds (65%) think it is important to live in an established neighborhood with older homes and mature trees, similar to those found in and around rural downtowns.
- **RETIRING TO RURAL DOWNTOWNS:** Retirees are increasingly interested in moving to small towns, since these places often have a lower cost of living and less congestion than their more urban counterparts, and many rural downtowns offer cultural and recreational opportunities in a walkable environment.
- **BUY LOCAL:** Downtowns offer great space for local entrepreneurs to sell and promote local products and services. Approximately 55% of small business owners say “buy-local sentiment” is helping them compete with larger companies, because many Americans are interested in purchasing goods made within their own state or community.¹⁷
- **FLEXIBILITY PROVIDED BY INTERNET ACCESS:** Internet access enables businesses to offer products and services online, expanding their reach without relocating to a large city. Business owners in smaller communities often enjoy lower rents.
- **TOURISM OPPORTUNITIES:** Heritage tourism is a growing industry, and Texas ranks second nationwide in the number of visitors interested in seeing places that retain their historic character.⁶ Rural downtowns can be affordable tourist destinations for those wanting to learn more about Texas history and culture.

The Environmental Protection Agency (EPA) has a tool known as the ***EPA Smart Growth Self-Assessment for Rural Communities***. This tool is a useful analytical tool to identify potential areas of policy-driven change. There are seven strategies under which there are actions or policies that can be taken to support downtown revitalization. A desktop review was conducted to identify municipal code, policy, or actions taken in alignment with each strategy.

¹⁷ <https://www.h-gac.com/bringing-back-main-street/documents/Bringing-Back-Main-Street-May-2015.pdf>

TABLE 3.7: STRATEGY 1

Strategy 1: Using Codes to Encourage Infill Development
Are infill/redevelopment areas clearly defined – No, See Sec. 1.06.33
Are there clear standards for evaluating & approving development in these areas – None noted
Are developers required to participate in the cost of extending infrastructure to serve new development – Yes, See Sec. 152.066
Are impact fees assessed based on distance from preferred growth areas – Preferred growth areas are not defined
Are density bonuses allowed – None noted
Are permit fees lowered and plan reviews expedited – None noted, though the GEDC does advertise this
Do overlay districts encourage mixed use and infill development – No
Are there property tax abatements or other incentives for projects in redevelopment areas – No redevelopment area clearly identified

TABLE 3.8: STRATEGY 2

Strategy 2: Encourage Mixed Use in Downtown
Downtown Area is clearly defined – A CBD is defined but is not clearly aligned with an area for investment
Zoning defines mixed-use development – Yes, see Sec. 14.02.005, 14.02.231
Form-based code or performance-based standards for the design and orientation of new buildings - None noted

TABLE 3.9: STRATEGY 3

Strategy 3: Encourage Street-Level Activity Downtown
Minimize setback of buildings from sidewalks in downtown - None noted
Codes encourage ground-floor retail space through tools such as density bonuses - None noted
Policies and codes ensure windows or active uses on building facades in downtown - None noted
Codes establish appropriate sizes and aesthetic standards for signs in downtown - None noted
Does code allow street closure for markets or festivals – None noted
Does code allow for outdoor dining – None noted

Does code allow mobile food vendors – None noted
Are there parking placement and standards: oriented beside or behind buildings away from ped – None noted
Are there parking placement and standards: landscaping requirements – None noted
Does code require amenities (e.g. bike racks) that encourage bicycling in/to downtown – None noted

TABLE 3.10: STRATEGY 4

Strategy 4: Improve Pedestrian Safety
Codes set a maximum number of curb-cuts per block in pedestrian-oriented or mixed-use districts – None noted
Street design standards set appropriate lane widths and use traffic-calming measures to ensure safe vehicle speeds in pedestrian-oriented areas – None noted
Install pedestrian level signs and lighting – None noted
Install wayfinding – None noted
Adopt a mobility plan that addresses pedestrian and bike travel – None noted

TABLE 3.11: STRATEGY 5

Strategy 5: Provide Appropriate Parking Options in Downtown
Allow on-street parking in downtown – On street parking is functionally allowed but not defined, See Sec. 14.02.231
Count shared-use or off-site space toward parking minimums – There is no off-street parking minimum in the CBD currently, see Sec. 14.02.231
Waive or reduce parking minimums in downtown – There is no parking minimum in the CBD, See Sec. 14.02.231
Parking inventory identifies the number and location of parking spaces in downtown – None noted

TABLE 3.12: STRATEGY 6

Strategy 6: Encourage Downtown Redevelopment with Financing Mechanisms
Allow TIRZ or Public Improvement District – None noted
Adopt strategies to address vacant properties including affordable home repair funds, land banks, and Vacant Property Registration Ordinances (VPROs). ¹⁸ – None noted, see cited example.
Purchase/make available tax-delinquent properties for rehabilitation or redevelopment – Yes, see Article VII, Section 6.

Article VII, Section 6. SEIZURE AND SALE OF PERSONAL PROPERTY. The Collector of taxes shall, by virtue of his or her tax rolls, have the power and authority to fix and levy upon all personal property, and sell the same to satisfy all taxes together with all penalties, interest, and costs due on all said personal property, by said delinquent rolls to the City.¹⁹

Note: Home repair for low-income individuals and families is offered through the nonprofit Community Action Agency.

TABLE 3.13: STRATEGY 7

Strategy 7: Improve and Preserve Downtown Aesthetics
Establish a Main Street program to promote and enhance – None noted
Provides funds and assistance for building façade renovations, building improvements and interior improvements – The GEDC does provide loans and grants for these types of improvements.
City partners with businesses or civic groups for small beautification projects, such as flower plantings or holiday decorations – The GEDC does provide partnerships in this area.

Giddings can adopt policy and related strategies that have proven effective to revitalize the downtowns of small communities. However, these must be coupled with wise public investment to generate confidence in the business sector that the City will fund the infrastructure and services needed to support growth and revitalization.

¹⁸ *Vacant Property Registration Ordinance:* <https://www.communityprogress.net/tool-1--vacant-property-registration-ordinances--pages-257.php>

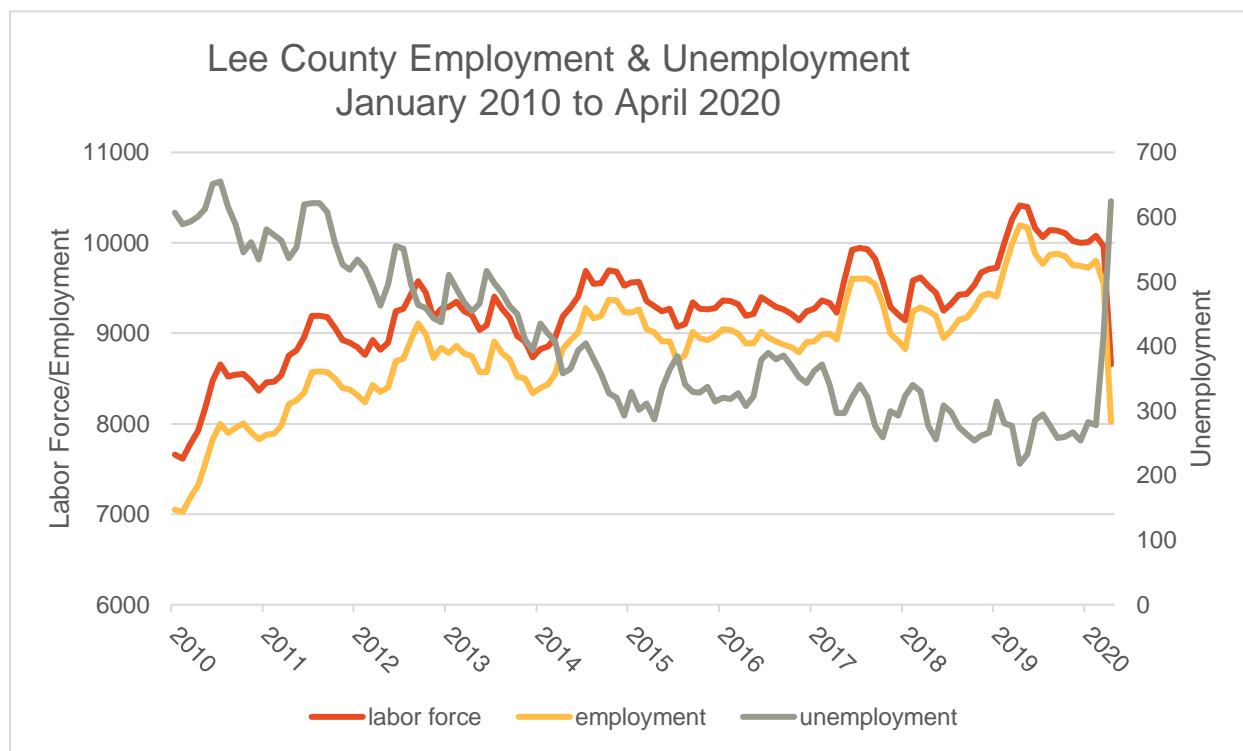
¹⁹ *Facilitate Reuse of Abandoned, Vacant, and Tax-Delinquent Properties* <https://www.fhfund.org/report/reuse-of-abandoned-properties/>

Market Area Analysis: Business Climate Snapshot

EMPLOYMENT: Between 2010 and 2018, the employment in Lee County grew by 3,170 jobs, or 3.79%, annually. Unemployment decreased to a low of 2.1% (218 jobs) before increasing to 7.2% (624 jobs) by April 2020. Growth occurred primarily in the following occupations: construction; agriculture, forestry, fishing, and hunting; and wholesale trade. The average 2018 wages for these occupations are \$33,316, \$69,705, and \$44,800, respectively.

Until recently, Lee County economic trends were positive in that jobs and payroll were increasing, and unemployment was decreasing. Between 2010 and 2019, the number of jobs increased by about 3,100 to 10,195 jobs by April 2019 (3.79% annual growth) and the payroll increased by \$221 million annually (7.34%) to \$435 million.

FIGURE 3.2: 2010-2020 LABOR FORCE, EMPLOYMENT AND UNEMPLOYMENT RATE FOR LEE COUNTY, TX



Source: Bureau of Labor Statistics, Local Area Unemployment Statistics (LAUS) – Lee County, Texas

EMPLOYMENT TRENDS: Location Quotients (LQ) are a metric measuring an area’s concentration in an industry relative to a larger geographical unit. For this analysis, the comparison is to the United States. The industry-level data in this section and for the location quotient and shift-share analysis was obtained from the Quarterly Census of Employment and

Wages (QCEW)'s data files, which are based on North American Industry Classification System (NAICS) codes. The data used from the QCEW source in the analysis is from Lee County.

Specializations or concentrations of related industries are a widely recognized economic measure and play an important role in "branding" an area. LQs are used to quantify and compare these concentrations of industries and are critical to understanding an area's economic strengths and weaknesses. For Lee County, industry has been divided into four quadrants based on location quotients (LQ) and employment growth. Industries are classified as mature (high location quotient, declining employment percentage), transitioning (low location quotient, declining employment percentage), emerging (low location quotient, growing employment percentage) and star (high location quotient, growing employment percentage). The size of the bubble is based upon the total employment in 2018.

Construction and Agriculture are "Star" industries. These are industries that reflect both a high and growing employment concentration. Other large employment categories include Mining, Quarrying, and Oil and Gas Extraction (NAICS 21) and Retail Trade (NAICS 44-45) and Manufacturing (NAIC 31-33); these categories fall under "Mature" and "Transitioning" industries, respectively. Mature industries reflect an a LQ greater than one, but the share of employment is shrinking. Transitioning industries reflect both a low concentration and a decreasing employment share.

Emerging industries include:

- **Wholesale Trade (NAIC 42):** Wholesale trade employment grew beginning in 2015 when 240 jobs were reported. Employment levels have since declined to 206 jobs in 2019.
- **Professional and Technical Services (NAIC 54):** Professional and Technical services peaked in 2014 with 220 jobs. In 2019, 199 jobs were reported.
- **Other Services except Public Administration (NAIC 81):** This category includes personal services (hair salon, nail salon), automotive services, pet care, dry cleaning, etc. Jobs have increased slightly since 2009 from 140 in 2015 to 163 in 2019.

FIGURE 3.3: LOCATION QUOTIENT AND JOB GROWTH

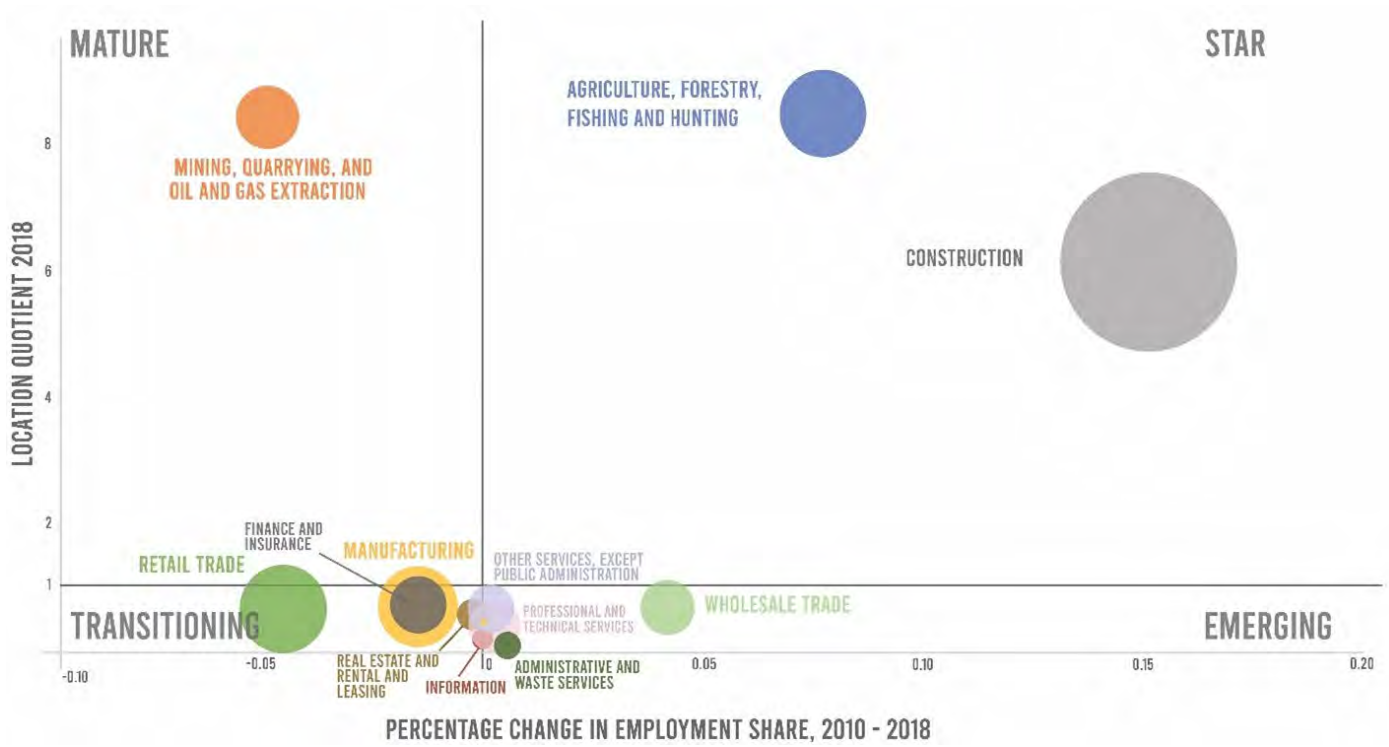


TABLE 3.14: LOCATION QUOTIENT AND WAGES BY OCCUPATION*

Occupation	2010 Emp	2010 LQ	2018 Emp	2018 LQ
NAICS 11 Agriculture, forestry, fishing, and hunting	110	2.22	527	8.53
NAICS 21 Mining, quarrying, and oil and gas extraction	385	13.69	279	8.47
NAICS 23 Construction	1072	4.53	2184	6.18
NAICS 31-33 Manufacturing	389	0.78	452	0.73
NAICS 42 Wholesale trade	0	0	206	0.72
NAICS 44-45 Retail trade	562	0.9	535	0.69
NAICS 48-49 Transportation and warehousing	189	1.11	0	0
NAICS 51 Information	22	0.19	30	0.22
NAICS 52 Finance and insurance	217	0.92	221	0.76
NAICS 53 Real estate and rental and leasing	57	0.69	66	0.6
NAICS 54 Professional and technical services	132	0.41	191	0.42
NAICS 56 Administrative and waste services	18	0.06	52	0.12
NAICS 71 Arts, entertainment, and recreation	11	0.13	0	0
NAICS 72 Accommodation and food services	368	0.77	0	0
NAICS 81 Other services, except public administration	108	0.58	155	0.7
NAICS 99 Unclassified	1	0.15	3	0.48
NAICS 11 Agriculture, forestry, fishing, and hunting	110	2.22	527	8.53
NAICS 21 Mining, quarrying, and oil and gas extraction	385	13.69	279	8.47
NAICS 23 Construction	1072	4.53	2184	6.18

* Private Only. Source: Bureau of Labor Statistics, Occupational Employment Statistics (OES) – Lee County, Texas

BUSINESS CLIMATE: To grow and expand its economic profile, Giddings will have to compete with other areas. Many business owners consider various factors when locating their businesses. High on the list are business climate basics include proximity to customers, proximity to suppliers, the availability of skilled labor, the quality of infrastructure, as well as the supply of any specific

inputs needed by a business. In addition, an area's quality of life is important to attract and retain industry for economic development: good schools, safe neighborhoods, and recreational and cultural amenities.

TABLE 3.15: PROXIMITY TO CUSTOMERS (HH WITHIN 5-, 10-, 25-MILES)

Area	5-Mile	10-Mile	25-Mile
Giddings	2,641	1,382	27,337
Bastrop	7,773	14,961	73,925
Brenham	8,301	3,222	24,575
Burnet	3,595	2,352	44,217
Hutto	24,508	88,230	472,413

TABLE 3.16: PROXIMITY TO LABOR (ADVANCED DEGREES, (5-, 10-, 25-MILES)

Area	5-Mile	10-Mile	25-Mile
Giddings	213	355	2,989
Bastrop	239	162	3,197
Brenham	1,590	2,715	9,721
Burnet	1,459	589	3,589
Hutto	511	482	7,697

TABLE 3.17: PROXIMITY TO LABOR (ALL (5-, 10-, 25-MILES)

Area	5-Mile	10-Mile	25-Mile
Giddings	3,513	4,995	35,633
Bastrop	8,795	17,757	110,912
Brenham	9,550	3,699	30,360
Burnet	4,648	2,719	52,382
Hutto	39,528	135,008	651,278

TABLE 3.18: HOUSING: PERMITS FOR SINGLE FAMILY AND MULTI-FAMILY HOUSING, 2010 - 2019²⁰

Geography	Housing
Giddings*	169 units
Bastrop	627 units
Brenham	917 units
Burnet	350 units
Hutto	3,470 units

* Data is for Lee County. No City of Giddings data available.

²⁰ <https://www.huduser.gov/portal/home.html>

TABLE 3.19: QUALITY OF LIFE: SCHOOLS, SAFETY, RECREATION, CULTURAL AMENITIES

Geography	Quality of Life
Giddings	ISD: B, 86 out of 100
Bastrop	ISD: B, 80 out of 100
Brenham	ISD: B, 87 out of 100
Burnet	ISD: B, 82 out of 100
Hutto	ISD: B, 86 out of 100

Retail Market Analysis

POPULATION: Giddings’ population grew by less than 1.0% annually between 2010 and 2019; and is projected to continue this slow growth over the next five years. Based on Austin Area MSA estimates and projections, the MSA is projected to gain 1.3 million residents between 2000 and 2024. By comparison, Giddings is projected to gain 620 residents. The City has recognized the need to boost its residential population but has struggled, in part, due to a lack of housing.

INCOME: In 2019, Giddings’ median household income was about \$45,000, compared to \$60,000 for both Texas and the U.S.

RETAIL SPENDING: Consumer spending shows the amount spent on a variety of goods and services each year by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. From this, a Spending Potential Index (SPI) is calculated. This reflects the amount spent in the area relative to a national average of 100.²¹ Across all categories, retail sales for the immediate Giddings population, which is within 5 miles of the intersection of Hwy 290 and Hwy 77, is below the national average (e.g. less than 100). The populations between 5 – 10 miles and 10 – 25 miles reflect higher SPIs across a number of categories including entertainment, at-home and away-from-home food costs, and health care.

The SPI data is not entirely consistent with another type of market report, the leakage/surplus (L/S) report. The L/S report gives a snapshot of retail opportunity based on the measure of supply and demand within the market area. The L/S measurement ranges from a leakage of “+100” which indicates 100% of demand is being met outside the study area to a surplus of “-100” which indicates retail sales in excess of the local demand. In Giddings, the two categories with the Highest Sales Surplus are General Merchandise (\$29 million) and Food and Beverage (\$11.4 million). This is not surprising given that SPI data is based on households that reside in the area. Businesses along the US-290 corridor are largely dependent upon traffic and visitors, which cannot be captured by SPI or via a leakage analysis. This is likely why a *2016 Retail Strategies*

²¹ Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

market study for Giddings recommended the following categories for retail recruitment, which this report concurs with:

- Grocery and General Merchandise
- Restaurants
- Health & Personal Care
- Clothing & Accessories

TABLE 3.20: SPENDING POTENTIAL INDEX

Market Profile			
101-173 N Main St 101-173 N Main St, Giddings, Texas, 78942 Ring Bands: 0-5, 5-10, 10-25 mile radii		Prepared by Esri Latitude: 30.18292 Longitude: -96.93734	
	0 - 5 mile	5 - 10 mile	10 - 25 mile
Top 3 Tapestry Segments			
1.	Southwestern Families (7F)	Prairie Living (6D)	The Great Outdoors (6C)
2.	In Style (5B)	Diners & Miners (10C)	Southern Satellites (10A)
3.	Down the Road (10D)	Green Acres (6A)	Rooted Rural (10B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$4,354,889	\$2,667,425	\$55,907,170
Average Spent	\$1,648.95	\$1,930.12	\$2,045.11
Spending Potential Index	77	90	95
Education: Total \$	\$2,647,593	\$1,586,928	\$37,531,710
Average Spent	\$1,002.50	\$1,148.28	\$1,372.93
Spending Potential Index	63	72	86
Entertainment/Recreation: Total \$	\$6,822,415	\$5,008,257	\$92,793,960
Average Spent	\$2,583.27	\$3,623.92	\$3,394.45
Spending Potential Index	79	111	104
Food at Home: Total \$	\$11,088,424	\$7,678,810	\$146,493,233
Average Spent	\$4,198.57	\$5,556.30	\$5,358.79
Spending Potential Index	81	107	104
Food Away from Home: Total \$	\$7,566,246	\$4,809,846	\$97,758,947
Average Spent	\$2,864.92	\$3,480.35	\$3,576.07
Spending Potential Index	78	95	97
Health Care: Total \$	\$12,972,393	\$9,829,115	\$175,653,903
Average Spent	\$4,911.92	\$7,112.24	\$6,425.50
Spending Potential Index	83	120	108
HH Furnishings & Equipment: Total \$	\$4,443,428	\$2,906,496	\$57,668,056
Average Spent	\$1,682.48	\$2,103.11	\$2,109.52
Spending Potential Index	79	99	99
Personal Care Products & Services: Total \$	\$1,789,923	\$1,108,366	\$23,147,982
Average Spent	\$677.74	\$802.00	\$846.76
Spending Potential Index	76	90	96
Shelter: Total \$	\$34,598,219	\$21,599,247	\$463,873,003
Average Spent	\$13,100.42	\$15,628.98	\$16,968.69
Spending Potential Index	71	84	92
Support Payments/Cash Contributions/Gifts in	\$5,089,618	\$3,542,808	\$69,466,368
Average Spent	\$1,927.16	\$2,563.54	\$2,541.11
Spending Potential Index	78	103	102
Travel: Total \$	\$4,189,451	\$2,832,549	\$58,230,003
Average Spent	\$1,586.31	\$2,049.60	\$2,130.08
Spending Potential Index	71	91	95
Vehicle Maintenance & Repairs: Total \$	\$2,435,069	\$1,710,202	\$32,250,467
Average Spent	\$922.03	\$1,237.48	\$1,179.74
Spending Potential Index	81	108	103

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer

spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

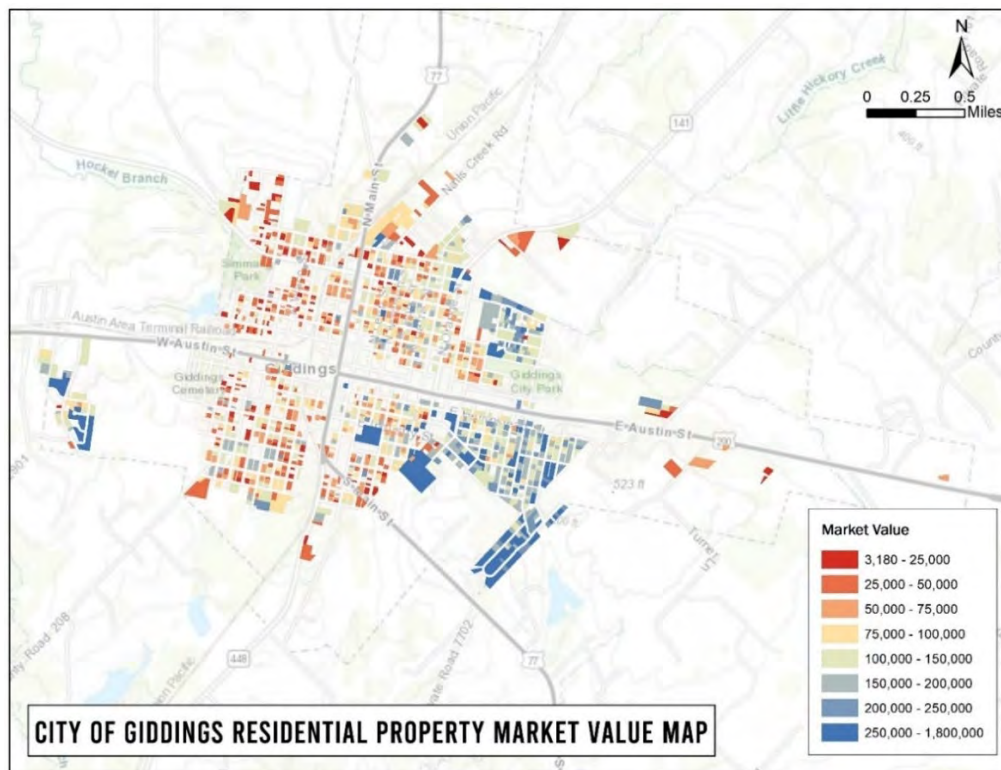
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

Housing

A detailed housing analysis is not a component of this study. However, it was identified through site visits, stakeholder discussions, and a high-level data review that there is a large amount of underperforming residential property in the community as well as immediately adjacent to the Downtown area. Also, of note is that of residential land uses, approximately 14% are vacant and nearly 30% are renter occupied.²²

The map below is a snapshot of Lee County Appraisal District 2020 Market Valuations on a parcel level.

FIGURE 3.4: CITY OF GIDDINGS RESIDENTIAL PROPERTY MARKET VALUE MAP



²² ESRI Business Analyst

Strengths and Opportunity Analysis

Based on survey results, existing conditions assessments, stakeholder engagement, and the market analysis, the following strengths, weaknesses, opportunities, and threats have been identified, as they relate predominantly to Downtown Giddings.

STRENGTHS

- The City's central location between Houston and Austin.
- The amount of economic potential that travels to, through, and around the community every day – one of the last communities along US-290 that requires through traffic.
- Strong civic core and cultural 'character' of residents and business owners; people care about this community.
- Opportunity zone designation.
- Progressive and business friendly EDC.
- Proximity of large, stable, employers (Cargill, County, Kaemark, State School).

WEAKNESS

- The existing UPRR rail line and associated rail traffic is a barrier that will not be changed in the foreseeable future.
- The current Central Business District designation is not consistent with what might be considered 'downtown' or where investment should be prioritized.
- There is currently limited alignment and coordination on economic development activity and policy amongst the various public agencies in and around the community.
- Blight around Downtown.
- Lack of parking, whether in perception or reality, is a challenge to development.
- Lack of community aesthetic features and wayfinding.

OPPORTUNITIES

- Potential to grow 'bedroom community' aspect of the City with increased emphasis on telecommute and work from home options.
- Potential for future bi-directional commuter rail options along the US-290 corridor.
- Access to growing network of rural high-speed internet.
- Community has strong 'bones' with a traditional grid layout and geographic proximity of various cultural assets and activity centers.
- Wide streets and low traffic provide ample public right-of-way for adaptive re-use.
- The creation of a key Downtown activity center has started with "The Depot."
- The US-290 Business Park presents a large publicly owned parcel for development in a manner which could connect to the Downtown area.

THREATS

- Continued Austin and Houston MSA growth will necessitate proactive strategy to maintain a sense of unique culture and place.
- There are, and always will be, competing markets along the US-290 corridor.
- Local economic stability is based on movement of people and goods along US-290.

04. MISSION & GOALS



HIGHLIGHTS:



Mission Statement



Aligning Goals

04. MISSION AND GOALS

Based on the SWOT analysis and preceding work, a mission statement and a series of goals were developed to guide project development. The establishment of an organized framework will serve to provide a structure and rationale for the completion of the proposed economic development activities.

This plan is focused on the revitalization of Downtown Giddings – as are the mission and goals. However, there are goals and projects which are recommended for areas that are peripheral of Downtown Giddings. These are included because of the benefit that they are anticipated to provide to Downtown Giddings.

For background, a mission statement is the description of a fundamental purpose and answers the question as to why an organization, effort, or initiative exists.

The mission statement for this plan is as follows:

MISSION: Support and strengthen the economic vitality and resiliency of Downtown Giddings

GOALS: From the mission statement, aligning goals were identified:

Align Activities Amongst Public Partners

The saying goes, if you want to go fast, go alone, if you want to go far, go together. This proverb can be applied to the strategic partners involved in economic development in Giddings and is potentially most critical for the local agencies best positioned for economic development activities. These are the City, County, and the GEDC. This goal includes ensuring buy-in amongst the partners on priorities and activities, working together on project development and discretionary funding pursuit, and utilizing each agency's unique economic development tools.

Maintain and Enhance the City's Identity as a Unique and Desirable Place

The most consistent feedback achieved from stakeholders and those surveyed is that people like Giddings because it is Giddings. A small town with a unique and desirable sense of place, community, unity, and support. The overarching quality, or reason, these traits exist are because of the City's general size and population as well as its strategic location between Austin and Houston, which creates an opportunity to experience (and/or live in) a small community while facilitating access to major metropolitan areas when required. Identified objectives should align with and leverage this identity.

Prioritize Public Investment in Downtown Giddings

What is formally defined as the Giddings Central Business District (per the previously referenced zoning map) is not universally recognized by the community or the stakeholders group as “Downtown Giddings.” Additionally, the defined boundary does not necessarily reflect where activity currently is or where it should be. This goal proposes focusing reframing Downtown Giddings as two areas – one which is representative of the highest priority of investment - leveraging the investments of the GEDC at the Depot and the Sterling Theatre - and a secondary focus area which includes a larger component of the US-290 corridor and its connecting elements. This goal intends to recreate the success at the Depot through focused and aligned public investment in a defined area.

Improve the Public Realm in Downtown Giddings

As of 2020, over 20,000 vehicles (which translates to over 25,000 people²³) pass through Downtown Giddings every day. This amount of traffic is considered a strength by some and a challenge by others. However, it is clear that regardless of how this traffic is perceived, it is going to continue along the US-290 corridor for the foreseeable future and is also projected to grow in volume.²⁴

However, Downtown Giddings is not fully capitalizing on this activity. The existing municipal gateway markers are dated and easy to miss. Street lighting is dated and lacks the decorative features which are standard in many other communities. Existing sidewalks lack landscaping features to provide a buffer from the US-290 corridor. On-street parking, on both US-290 and US-77, feels dangerous to use due to adjacent high-speed traffic. Atmosphere and aesthetic improvements are an important component to attracting restaurant/retail spending and encouraging additional private investment.

Better Connect Civic Assets to Downtown Giddings

The Downtown area includes several key assets such as the Courthouse, the Depot, the Sterling Theatre, and the Schubert-Fletcher home (Visitors Center). There is also an opportunity to better connect this core area with other public amenities such as the Giddings Public Library, City Park, the proposed Veteran’s Park, Simmang Park, and Mid Town Lee Smith Park. Looking further into the future, there is also an opportunity to preserve a corridor for an off-290 connection between the central City of Giddings and the site of the proposed 290 Business Park.

²³ Utilizing Houston Galveston Area Council (H-GAC) and Capital Area Metropolitan Planning Organization (CAMPO) estimates between 1.25 and 1.50 persons per vehicle

²⁴ TxDOT Statewide Planning Mapping Indicates 31,403 Average Annual Daily Trips (AADT) by 2038 | https://www.txdot.gov/apps/statewide_mapping/StatewidePlanningMap.html

Support the Availability and Development of Quality Housing Stock Through Infill Redevelopment

While housing directly within the Downtown focus area is not a component of this plan's recommendations, this process has identified a consistent need for additional housing stock at a variety of price points and in a variety of types. While there are subdivisions that are currently in development, this goal is focused on infill residential development surrounding the Downtown focus area in order to create a better surrounding environment and to better establish and solidify a local and proximal market for Downtown businesses.



05. RECOMMENDATIONS

HIGHLIGHTS:



Improve the Giddings Depot & Sterling Theatre



Improve the Downtown Pedestrian Realm



Implement a Wayfinding Program



Plan & Develop a Downtown Giddings Incentive Program



Build Out High Speed Reliable Internet



Refresh Municipal Gateway Markers



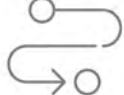
Plan & Develop an Infill Housing Incentive Program



Actively Program Downtown



Create the Giddings Neighborhood Loop



Protect a Future Off-290 Connection to Business Park

05. RECOMMENDATIONS

This section of the plan identifies the major recommendations, projects, initiatives, and related implementation strategy provided to accomplish the identified mission and the goals. There are 11 recommendations in total, all of which are consistent with the 2014 Lee County Transportation and Economic Development Plan.

The recommendations listed include the following, where applicable:

PROJECT PURPOSE AND NEED:

A description of the problem the project will solve and how it will solve it.

PROJECT LOCATION:

Depiction of where the project will occur.

PROJECT SCOPE:

A narrative description of the project.

PROJECT BENEFITS:

A description of the project's benefits.

DETERMINATION OF COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) ELIGIBILITY:

This plan is funded by the Texas Department of Agriculture's (TxAg) Economic Development Planning Pilot Program. This program is funded through Community Development Block Grant (CDBG) funding received by the state. Because of this plan's funding connection to the CDBG program and TxAg, this plan identifies projects and recommendations which are eligible for CDBG funding through other TxAg programs, such as their Downtown Revitalization Program, Main Street Program, and general CDBG program.

Generally speaking, projects must benefit low to moderate income individuals, areas, or address slum/blight. CDBG eligibility is generally determined geographically by census tracts where the area is primarily residential and where at least 51% of the residents are low- and moderate-income as per the LMISD data file. To be eligible for CDBG funding, projects in CDBG eligible areas must meet one of the U.S. Housing and Urban Development's (HUD) CDBG National Program

Objectives.²⁵ Current HUD requirements are to use 2011-2015 American Community Survey datasets to determine the percentage of low to moderate income population. HUD allows utilization of various geographical limits to determine eligibility. As an aggregated “place” the City of Giddings percentage of LMI population is 54.99%.²⁶

TIMEFRAME:

A time horizon for implementation.

FUNDING AND IMPLEMENTATION:

A strategy for funding and implementing the project.

PROJECT COST:

A planning level cost estimate.

²⁵ <https://www.texasagriculture.gov/Portals/0/Publications/RED/CDBG/2019-2020%20RRCs/CD%20App%20Guide%202019-2020%20FINAL%208.14.18.pdf>

²⁶ <https://hud.maps.arcgis.com/apps/webappviewer/index.html?id=ffd0597e8af24f88b501b7e7f326bedd>

The table below demonstrates the relationship between the plan’s mission, goals, and recommendations.

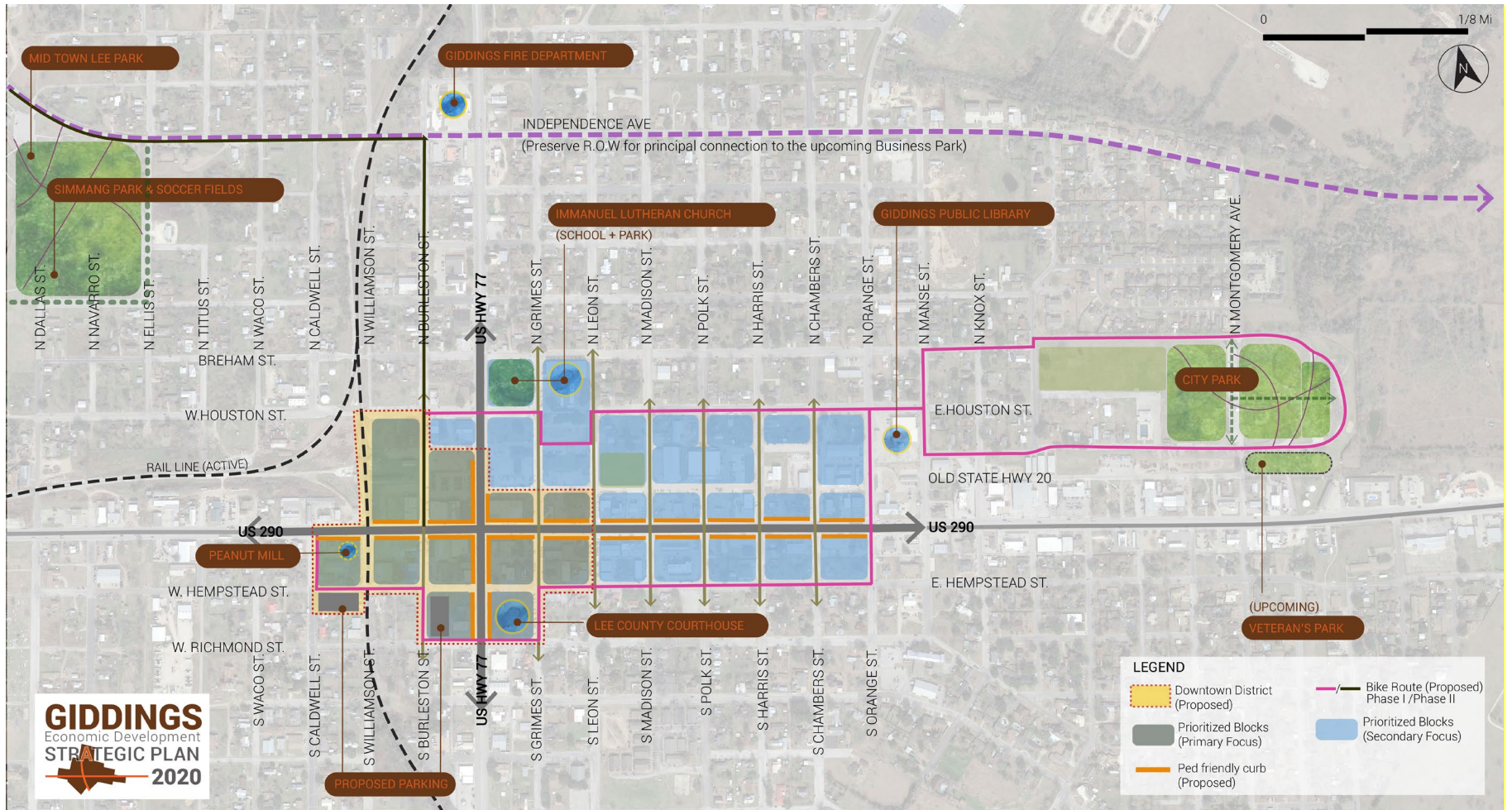
The projects are generally listed in the order they should be considered for implementation based upon their relationship with one another and the overall importance of the project to Downtown Giddings.

TABLE 5.1: RELATIONSHIP BETWEEN MISSION, GOALS AND RECOMMENDATIONS

MISSION: Support and Strengthen the Economic Vitality and Resiliency of Downtown Giddings						
PROJECTS	Align Activities	Maintain and Enhance Identity	Prioritize Public Investments	Improve the Public Realm	Connect Civic Assets	Infill Redevelopment
Improve the Giddings Depot & Sterling Theatre	X	X	X	X	X	
Improve the Downtown Pedestrian Realm	X	X	X	X	X	
Implement a Wayfinding Program	X	X	X	X		
Plan and Develop a Downtown Giddings Incentive Program	X	X	X	X	X	
High Speed Reliable Internet Build Out	X	X				X
Refresh Municipal Gateway Markers	X	X		X		
Plan and Develop an Infill Housing Incentive Program	X	X	X	X		X
Actively Program Downtown	X	X	X	X	X	
Create a Giddings Neighborhood Loop	X	X	X	X	X	
Protect a Future Off-290 Connection to Business Park	X	X				

Downtown Giddings Project Overview

FIGURE 5.1: DOWNTOWN GIDDINGS PROJECT OVERVIEW



Improve the Giddings Depot and Sterling Theatre

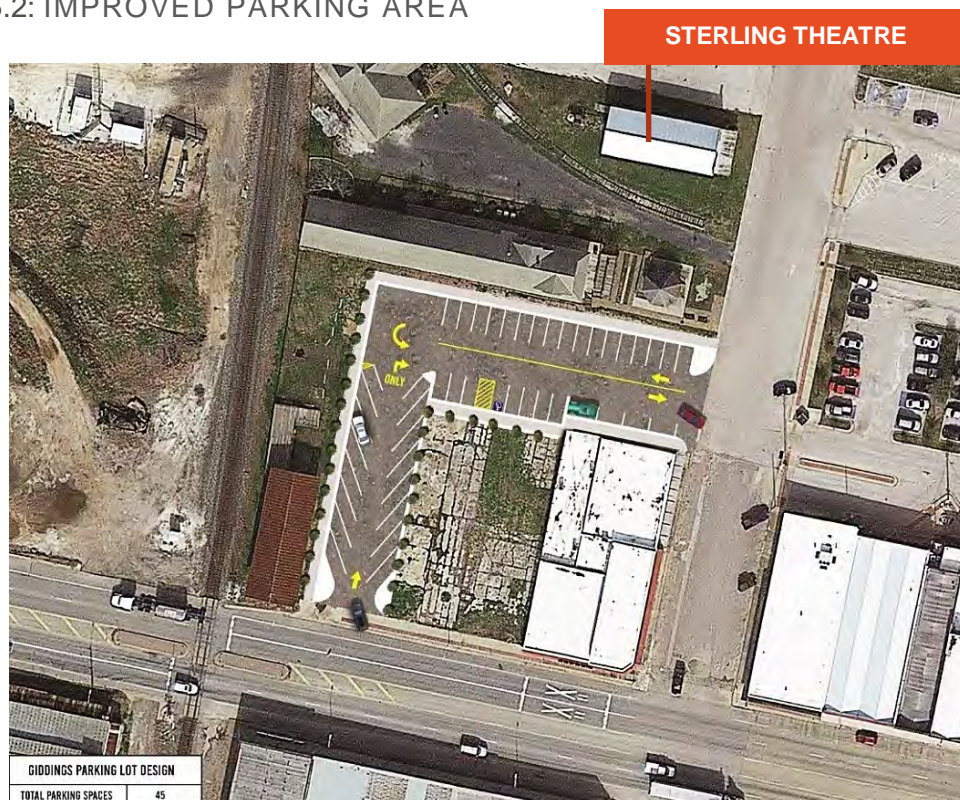
PROJECT PURPOSE AND NEED: This area of Downtown is experiencing new economic activity due to previous and ongoing investment from the GEDC. Additional improvements are necessary to continue to stimulate economic activity, improve area aesthetics, and the visitor experience. The existing unpaved parking lot is unmarked, creates dust, and becomes muddy when raining. At the Sterling Theatre, the facility does not currently have access to water or sanitary connections, both of which are a pre-requisite for development.

The asphalt paving of this area will solve these problems, will better demarcate parking areas, improve ingress and egress, and provide a more aesthetically appealing alternative. The project will also utilize nearby utility connections to provide water and sanitary sewer to the Sterling Theatre, transforming the historic building into an economically viable structure.

PROJECT LOCATION: Existing Depot parking area and at the existing Sterling Theatre. Between W. Railroad Row and US-290 at N. Burleson St.

PROJECT SCOPE: Asphalt paving and landscaping of the existing unpaved lot. Extension of existing sanitary and water lines on N. Burleson St. to the Sterling Theatre to facilitate the utility connections needed. Both facilities are public facilities owned by the GEDC and leased out to private users as appropriate.

FIGURE 5.2: IMPROVED PARKING AREA



PROJECT BENEFITS: The asphalt paving and landscaping of the parking area will better demarcate parking stalls, reduce the potential for crash incidence, will reduce dust, mud, and what can be perceived as blight in Downtown Giddings. The utility connections will allow for the GEDC to lease the Sterling Theatre to a productive user, which will ultimately generate tax revenue for the City and the GEDC.

CDBG ELIGIBILITY: Yes – prevention / elimination of blight and benefit to LMI jobs.

TIMEFRAME: This is a short-term improvement to improve area aesthetics and increase public parking at and around the Depot.

FUNDING AND IMPLEMENTATION: This project is a candidate for an Economic Development Administration (EDA) grant as it will serve to improve capacity and access for a local manufacturing entity (Dimebox Distillery) and will provide additional benefit (as a public parking location) to local businesses throughout Downtown Giddings. The improvements to the Sterling Theatre, to make it usable for economic activity, would also make the sanitary sewer and water connection improvements candidates for EDA funding.

Public private partnerships are another viable funding option for both sets of improvements. In the case of the Sterling Theatre, a proposed future tenant could install the utilities as a component of their lease agreement. Another option is for private installation through a partnership with the EDC in the form of a grant or a loan. In the case of the parking area, the Distillery is planning to construct a new facility on the concrete pad south of where they are located. It may be advantageous to include the resurfacing of this parking area as an alternate within that construction contract so that economies of scale can be recognized. The City and/or EDC could enter into an agreement with the property owner in order to accommodate that transaction.

PROJECT COST:

TABLE 5.2: STERLING THEATRE UTILITIES PROJECT COST

Item No.	Item Description	Unit	Qty	Unit Cost	Total
GENERAL					
500 6001	MOBILIZATION	LS	1	\$ 10,000.00	\$ 8,000.00
502 6001	TRAFFIC CONTROL	LS	1	\$ 5,000.00	\$ 1,500.00
0506	SWPPP (INSTALL & REMOVE)	LS	1	\$ 3,000.00	\$ 1,500.00
GENERAL ITEMS SUBTOTAL					\$ 11,000.00
SANITARY SEWER					
72106007	SERVICE LINE (OPEN CUT)	LF	25	\$ 70.00	\$ 1,750.00
72306008	CONNECT TO EXT WATER LINE	EA	1	\$ 5,000.00	\$ 5,000.00
01056011	REMOVING STAB BASE AND ASPH PAV (2"-6")	SY	278	\$ 15.00	\$ 4,166.67
3516026	FLEX PAVEMENT STRUCTURE REPAIR (5"-10")	SY	278	\$ 90.00	\$ 25,000.00
	SANITARY SEWER (6IN) (PVC) (C900)	LF	235	\$ 120.00	\$ 28,200.00
71966001	TRENCH EXCAVATION PROTECTION	LF	235	\$ 1.00	\$ 235.00
70176073	SERVICE CONNECTION (SANITARY SEWER)	EA	1	\$ 1,700.00	\$ 1,700.00
70176098	CONNECTION TO EXIST MANHOLE (SAN SWR)	EA	1	\$ 1,000.00	\$ 1,000.00
70176158	SANITARY SEWER CLEANOUT	EA	1	\$ 2,000.00	\$ 2,000.00
71946018	EXISTING MANHOLE ADJUSTMENTS	EA	1	\$ 3,500.00	\$ 3,500.00
SANITARY SEWER ITEMS SUBTOTAL					\$ 65,801.67
SUBTOTAL					\$ 76,801.67
CONTINGENCY (20%)					\$ 15,360.33
CONSTRUCTION COST					\$ 92,162.00
DESIGN PHASE (INCL. SURVEY & GEO)					\$ 45,000.00
CONSTRUCTION ADMINISTRATION					\$ 5,000.00
TOTAL CONSTRUCTION COST					\$ 142,162.00

TABLE 5.3: DEPOT PARKING LOT PROJECT COST

Item No.	Item Description	Unit	Qty	Unit Cost	Total
GENERAL					
500 6001	MOBILIZATION	LS	1	\$ 5,000.00	\$ 5,000.00
	CLEAR SITE	LS	1	\$ 3,000.00	\$ 3,000.00
	SITE GRADING	LS	1	\$ 2,000.00	\$ 2,000.00
	HAUL AND DISPOSE OF MATERIAL	LS	1	\$ 1,500.00	\$ 1,500.00
502 6001	TRAFFIC CONTROL	LS	1	\$ 3,000.00	\$ 3,000.00
0506	SWPPP (INSTALL & REMOVE)	LS	1	\$ 1,500.00	\$ 1,500.00
160 6003	FURNISHING AND PLACING TOPSOIL (4")	SY	400	\$ 3.00	\$ 1,200.00
162 6002	BLOCK SODDING	SY	400	\$ 3.00	\$ 1,200.00
GENERAL ITEMS SUBTOTAL					\$ 18,400.00
DEPOT PARKING LOT PAVING					
	REMOVING CONC (SIDEWALK OR RAMP)	SY	130	\$ 25.00	\$ 3,250.00
	SAW CUT (ASPHALT, CURB AND DRIVEWAY)	LF	50	\$ 10.00	\$ 500.00
	SIDEWALK (6")	SY	370	\$ 80.00	\$ 29,600.00
	COMPACT SUBGRADE (8")	SY	2,540	\$ 3.00	\$ 7,620.00
20146002	ASPHALT-STABILIZED FLEXIBLE BASE (6")	TON	580	\$ 110.00	\$ 63,800.00
	TACK COAT	GAL	254	\$ 4.00	\$ 1,016.00
	HMAC PAVING (2.5")	TON	363	\$ 110.00	\$ 39,930.00
	LOT STRIPING	LF	900	\$ 1.00	\$ 900.00
50576001	PRECAST CONCRETE WHEEL STOPS	EA	42	\$ 150.00	\$ 6,300.00
71996088	CONCRETE CURB AND/OR GUTTER	LF	730	\$ 70.00	\$ 51,100.00
	DRIVEWAYS (CONC)	EA	130	\$ 70.00	\$ 9,100.00
	SIGNS (VARIOUS)	EA	7	\$ 450.00	\$ 3,150.00
DEPOT PARKING LOT PAVING ITEMS SUBTOTAL					\$ 213,016.00
SUBTOTAL					\$ 231,416.00
CONTINGENCY (20%)					\$ 46,283.20
CONSTRUCTION COST					\$ 277,699.20
DESIGN PHASE (INCL. SURVEY & GEO)					\$ 50,000.00
CONSTRUCTION ADMINISTRATION					\$ 5,000.00
TOTAL CONSTRUCTION COST					\$ 332,699.20
Cost per SF of lot					\$ 11.86

Improve the Downtown Pedestrian Realm

PROJECT PURPOSE AND NEED: The streetscape features in and around Downtown Giddings lack the aesthetic appeal necessary to encourage a passerby to slow down or stop to explore the area. There is little or no room for landscaping, pedestrian lighting, wayfinding, or other features which could improve this environment. Conversations with stakeholders identified a notable deficiency of street trees or other 'green' landscaping.

This project comprehends utilizing the existing on-street parking within the Downtown focus area as an area where the pedestrian realm can be expanded. This will create an opportunity for additional pedestrian space, landscaping, pedestrian lighting, street furniture, and the creation of a public space which can encourage additional economic activity.

PROJECT LOCATION: US-290 between approximately S. Caldwell St. and S. Leon St. and SH-77 between approximately Railroad Row and E. Richmond St.

PROJECT SCOPE: Extension of the existing curb line by approximately 11-FT and reconstruction of sidewalks and associated appurtenances. Installation of landscaping, lighting, wayfinding, banners, and other items can be installed as appropriate. Additional information on wayfinding is provided within the next recommendation.

PROJECT BENEFITS: The creation of a parking area south of US-290 will help to reduce the actual or perceived risk of (re)development south of US-290. It will also have the additional benefit of supporting public uses during their normal business hours. The City's parking ordinance does require for new development to provide off-street parking for its own use. If future redevelopment in the area is successful, and if additional parking is no longer needed, this parking area could be conceivably repurposed for a higher and better use at that time.

CDBG ELIGIBILITY: Yes – prevention / elimination of blight.

TIMEFRAME: Mid-term, this is a longer lead time project that will involve detail design, further coordination with TxDOT, property owners, and the pursuit of other funding sources.

Funding and Implementation: The typical section and concept identified in this plan is a springboard for the development of a detailed schematic and landscaping plan which can be coordinated with the TxDOT Bastrop Area Office.

FIGURE 5.3: US-290 STREET SECTIONS (EXISTING VS. PROPOSED)



FUNDING AND IMPLEMENTATION: Giddings has previously prepared grant applications related to the construction of sidewalks and pedestrian enhancements throughout the City. These funds made available through the TxDOT Transportation Alternatives Set Aside (TASA) program could be targeted for the proposed improvements to the pedestrian realm. In recent years TxDOT has put a ‘cap’ on the percentage of a project budget dedicated to landscaping, however, a project could be developed which includes the hardscape elements within the grant funded scope of work and proposes the funding of the landscape elements to be funded by others.

Another funding candidate for this project is through the Texas Department of Agriculture’s CDBG Downtown Revitalization Program (DRP) and/or Main Street Programs (MSP). These programs also provide limitations on landscape funding, but a project focused on hardscape improvements could be considered. One avenue the City and the GEDC could consider is the establishment of Giddings as a registered Main Street Community. This would make the MSP programs available to the community and would further the chances at success. The MSP program will also provide additional technical resources which can aid in the implementation of this plan’s recommendations.²⁷

This project could also be a candidate for EDA funding opportunities and introduced in a phased manner, block by block, to accommodate funding availability.

²⁷ <https://www.thc.texas.gov/becoming-main-street-community>

FIGURE 5.4: EXISTING US-290 CONDITION



FIGURE 5.5: PROPOSED US-290 CONDITION



PROJECT COST:

TABLE 5.4: US-290 PEDESTRIAN IMPROVEMENTS PROJECT COST

Item No.	Item Description	Unit	Qty	Unit Cost	Total
GENERAL					
500 6001	MOBILIZATION	LS	1	10%	
502 6001	TRAFFIC CONTROL	LS	1	\$ 15,000.00	\$ 25,000.00
0506	SWPPP (INSTALL & REMOVE)	LS	1	\$ 10,000.00	\$ 10,000.00
GENERAL ITEMS SUBTOTAL					\$ 35,000.00
ROADWAY ITEMS					
01046022	REMOVING CONC (CURB AND GUTTER)	LF	275	\$ 6.00	\$ 1,650.00
01056011	REMOVING STAB BASE AND ASPH PAV (2"-6")	SY	214	\$ 4.00	\$ 855.56
01046036	REMOVING CONC (SIDEWALK OR RAMP)	SY	1,375	\$ 9.00	\$ 12,375.00
	SAWCUTTING	LF	275	\$ 10.00	\$ 2,750.00
	CROSSWALK STRIPING	EA	2	\$ 500.00	\$ 1,000.00
	CONC CURB & GUTTER	LF	275	\$ 70.00	\$ 19,250.00
	CONC SIDEWALK	SY	1,589	\$ 80.00	\$ 127,111.11
	CONC RAMPS	EA	3	\$ 2,000.00	\$ 6,000.00
	UTILITY RELOCATIONS/ ADJUSTMENTS	EA	2	\$ 5,000.00	\$ 10,000.00
ROADWAY ITEMS SUBTOTAL					\$ 180,991.67
AMENITY ITEMS					
	REMOVE STREET LIGHTS	EA	2	\$ 800.00	\$ 1,600.00
	REMOVE STREET SIGNS	EA	3	\$ 500.00	\$ 1,500.00
	STREETLIGHTS	EA	2	\$ 15,000.00	\$ 30,000.00
	PEDESTRIAN LIGHTS	EA	14	\$ 17,000.00	\$ 238,000.00
	WAYFINDING SIGNS	EA	2	\$ 800.00	\$ 1,600.00
	PLANTERS	EA	2	\$ 2,500.00	\$ 5,000.00
AMENITY ITEMS SUBTOTAL					\$ 277,700.00
				SUBTOTAL PER BLOCK FACE	\$ 493,691.67
				CONTINGENCY (20%)	\$ 98,738.33
				CONSTRUCTION COST PER BLOCK FACE	\$ 592,430.00
				9 BLOCKS	\$ 5,331,870.00
				DESIGN PHASE (INCL. SURVEY & GEO)	\$ 426,549.60
				ENVIRONMENTAL CLEARANCE	\$ 20,000.00
				CONSTRUCTION ADMINISTRATION	\$ 60,000.00
				US-290 TOTAL CONSTRUCTION COST	\$ 6,430,849.60

Implement a Wayfinding Program

PROJECT PURPOSE AND NEED: Creating a sense of place through signage, placemaking, and wayfinding can highlight a city's cultural assets and heritage, enhancing value for residents and tourists alike. A strong sense of place can boost civic pride, enhance social connection, contribute to collective memory, and add to the overall quality of life.

A carefully designed wayfinding and signage scheme is also an effective tool for showcasing the diversity of landmarks and unique area features while imparting more structure to public navigation. A consistent comment received via the survey and stakeholder discussions is that there is a need for functional wayfinding to help provide guidance for parking and municipal facilities.

Summarily, a wayfinding program will help to meet two needs:

- **Ease of navigation:** Effective and efficient wayfinding design enhances the use and experience of urban destinations and districts. It informs users of possible options and lets them decide where to head.
- **Brand Building:** Good wayfinding schemes can borrow elements from local contextual histories and collective memory to reinforce or add to place creating goals.

PROJECT LOCATION: Various locations within the Downtown focus area and along the proposed Greenway Loop Trail. Potential locations to highlight include: the Depot, public parking areas, the Lee County Courthouse, City Hall, the proposed Veterans Park, City Park, the Giddings Public Library, Mid Town Lee / Simmang Park.



PROJECT SCOPE: Wayfinding examples for the City of Giddings could include the following typologies. Note that the examples provided are not visually representative of what is recommended for Giddings in terms of design, they are provided only as examples from which local designs could be applied towards.



From the industry practice standpoint, a good wayfinding program should address the following objectives to maintain high operability:



- The signage should be clear, concise, legible and potentially bi-lingual. American Community Survey data indicates that 31.4% of Giddings' population speaks Spanish, which is actually higher than the statewide average (29.5%). The wayfinding strategy should use contrasting color schemes for high readability, maintain brand consistency and use durable, weather-resistant materials.
- The frequency of the signages is a key consideration when engaging in wayfinding strategies. It should be consistent, not be too sparse or too dense. Too sparse signage can create confusion while too dense a frequency can confuse, frustrate, or distract users.


- The logic behind signage placement and visibility should be intuitive for users to follow.
- Could be refurbish-able in whole or parts in the event of high wear and tear. If necessary, could be expanded on to other areas within the City.
- Consider how landscaping, adjacent features, and natural weather conditions might affect the structural stability or legibility of the signages.

TABLE 5.5: PROPOSED WAYFINDING COMPONENTS

Elements	Purpose	Example
<p>Vehicular Directional Signs</p>	<p>This type of directional signage is most commonly found in urban areas. These are mainly designed for vehicular visibility when approaching certain districts or landmarks in the City. These may be most appropriate along US-290 or SH-77.</p>	
<p>Pedestrian Directional Signs</p>	<p>This is recommended for dense or historic parts of the City which generate higher amounts of foot traffic.</p> <p>Annotations could include street names and important landmarks and districts. This type of typology could be best utilized at the Depot or at the Courthouse.</p>	

<p>Public Parking Signage</p>	<p>These are placed on/near parking areas. Design considerations should prioritize visibility for passing-by vehicles.</p>	
<p>Public Parking Trailblazers on blocks</p>	<p>These can be used to direct individuals to parking areas or as a less intrusive method of denoting parking areas.</p> <p>These signs can be stand-alone elements in the urban landscape or be integrated as a part of a larger family of wayfinding elements</p>	

<p>Historic District Outdoor Visitor Kiosks</p>	<p>These kiosks are elaborative architectural installations which typically also provide information, maps, and other features. Recently these kiosks are trending towards a digital variety so they can be updated in real time.</p>	
<p>Trail Signs</p>	<p>These signs could be a component of the proposed Giddings Neighborhood Loop to provide directional assistance to users.</p>	

<p>Historic District markers</p>	<p>There are numerous ways of installing the historic district markers: these could be human-height boards with interpretative documentation about the district.</p> <p>Or these could be commemorative banner masts integrated onto the larger body of street furniture like light poles, benches, and embellishments on utility boxes.</p>	
<p>Identification Signs for public facilities</p>	<p>These identification signage boards can be installed in front of public buildings and facilities. This typology will cover parks, open spaces, cultural/historic places, and municipal facilities that are meant for open public use.</p>	

PROJECT BENEFITS: Wayfinding can provide several direct and indirect societal benefits to Giddings:

- Make better and more efficient use of existing and proposed public parking locations.
- Improve visitor and pass-through business for local businesses through increased awareness.
- Increase awareness of local events, festivals, and activities.
- Increase the sense of place, local 'brand,' and civic pride.
- Increase awareness of community landmarks and assets for both residents and visitors.
- Increase area aesthetics.

CDBG ELIGIBILITY: Potentially, based on the elimination of blight, benefit to LMI jobs, and LMI residents.

TIMEFRAME: This project can best be implemented in conjunction with other projects and their timelines.

FUNDING AND IMPLEMENTATION: Wayfinding elements should be a component of the following projects: Giddings Depot and Sterling Theatre Improvements, Establish Public Parking South of US-290, and Improve Downtown Pedestrian Realm. Wayfinding elements can be incorporated into each project so that connectivity is identified and synergy amongst the projects is achieved. The layout design for the wayfinding program can be conducted in conjunction with the implementation of the first project or as a stand-alone activity. When finalized, the layout can be reproduced and modified for implementation as a component of each project.

The completion of the layout design for an overall wayfinding program and/or the implementation of wayfinding elements within various projects could be funded through the City's Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Wayfinding would be an eligible cost as "signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality."

PROJECT COST: The cost for wayfinding improvements will be variable depending upon the type and frequency of the improvements.

TABLE 5.6: WAYFINDING PROGRAM PROJECT COST

Project Phase	Cost
Concept Designs and Locations	\$10,000 - \$25,000
Construction Documents	\$15,000 - \$40,000
Fabrication and Installation	\$50,000 - \$500,000

Plan and Develop a Downtown Giddings Incentive Program

PROJECT BACKGROUND, PURPOSE, AND NEED: The GEDC’s focus has been on two primary projects; the revitalization of Downtown Giddings and the establishment of the 290 Business Park. In Downtown Giddings, the GEDC has helped to stimulate the development of a major Downtown destination “node” at the Depot. At the Business Park, the GEDC has secured the property, facilitated direct access to US-290, and is working to further develop utility connections to the site. In addition to working towards these major objectives, the GEDC has also seized upon other opportunities to coordinate economic growth. These other activities include the attraction of Fun Town RV and Starbucks, both major contributors to the contributors to the sustainability and diversification of Giddings’ sales tax base.

This information demonstrates that the GEDC is willing to use the tools at its disposal and is business friendly. However, there is a need to focus, align, and publicize initiatives specific to Downtown Giddings. This will create the opportunity for the GEDC to strengthen its capabilities through leveraging the tools available to its other public partners and to make a concerted effort to focus its incentives on a focused segment of the City – the Downtown focus area.

PROJECT LOCATION: Within the proposed Downtown focus area.

PROJECT SCOPE: A successful downtown incentive program should:

- Operate under the same general parameters that the GEDC currently does related to economic development agreements. This framework allows GEDC staff and board members maximum flexibility in negotiating agreements. The alternative to this approach is to establish clear and defined programs (such as a Downtown Grant Program with fund minimums and maximums, etc.) While these types of approaches may be beneficial in certain circumstances, the flexible approach currently used by the GEDC is recommended for continuation.
- Clearly identify primary and secondary focus areas which will receive primacy in funding agreements.
- Be actively publicized by, at a minimum, the GEDC and the City. The parameters of the program can be described as they are in this plan, to include the identification of the primary and secondary focus areas.
- Consider all requests, inclusive of grants, loans, tax abatements, and sales tax rebates.
- Require applicants to create a detailed application and pro forma which identifies:
 - Purpose and need for funding request.
 - Completion of an economic pro-forma which demonstrates the short- and long-term benefits of the project on sales tax and property tax. The GEDC can aid in the creation of this pro-forma or otherwise provide the datasets necessary for the development partner to complete it.
 - Detailed project information to include engineering documents, cost estimates, and narrative description of project and development timeline.

- Work to leverage the community's Opportunity Zone designation to the greatest extent possible. This may include additional training or recruitment exercises for GEDC staff.
- Receive thematic support in a focused Downtown initiative from the GEDC, City, County, and potentially the GISD. This will allow for the utilization and application of tools which are not directly available to the GEDC. This includes Chapter 380, Chapter 381, and Chapter 313 agreements. This will also create a natural check and balance when projects outside of Downtown are considered for public investment.

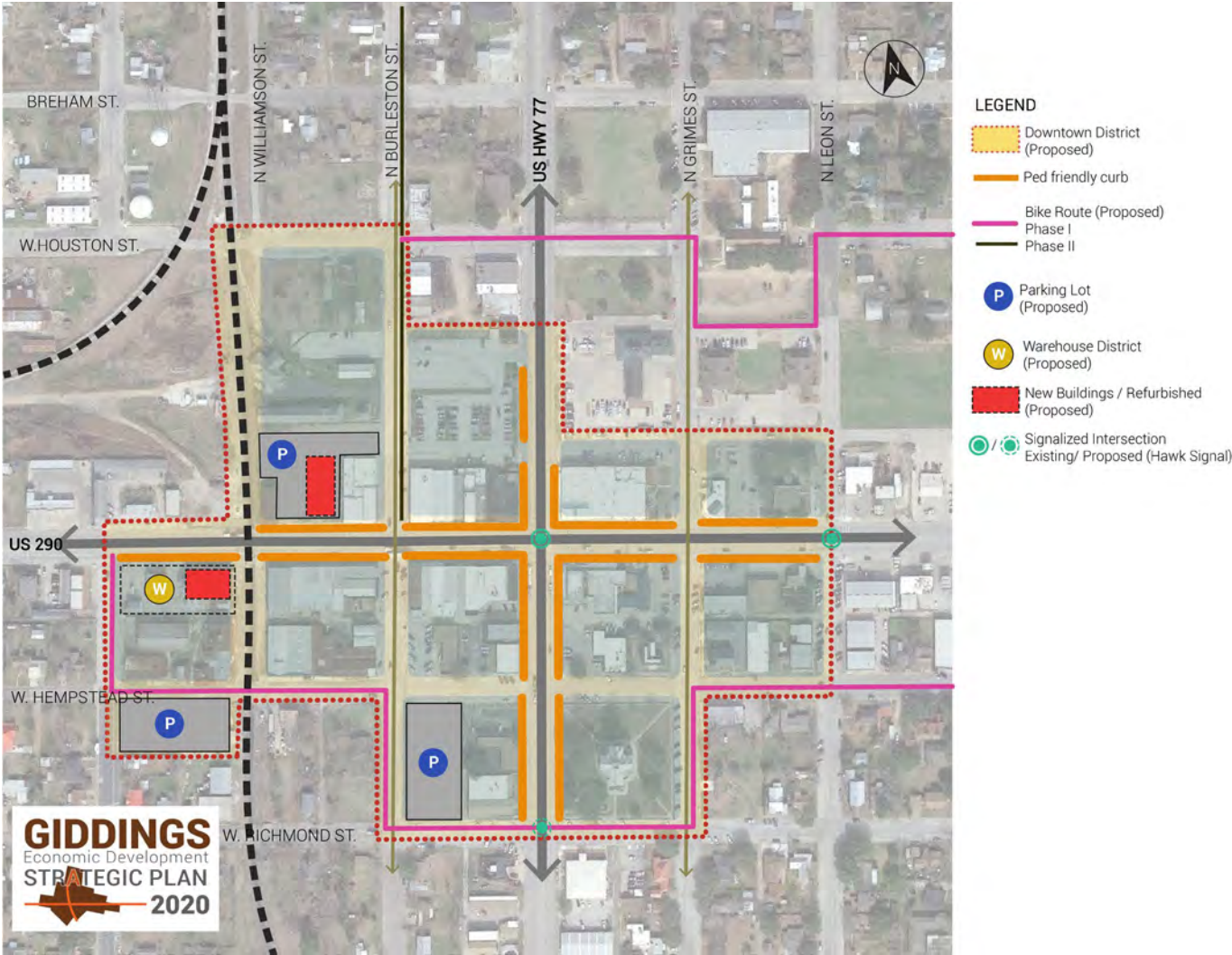
The City and the GEDC should consider prioritizing businesses classifications identified through the 2016 retail study – primarily restaurant and retail uses.

PROJECT BENEFITS: The implementation of this recommendation would align political interests in Downtown Giddings and would result in a clear message that targeted public investment is the plan for Downtown Giddings.

CDBG ELIGIBILITY: Yes – prevention / elimination of blight, low to moderate income jobs.

PROJECT COST: This effort should ultimately generate revenue for the City and the GEDC.

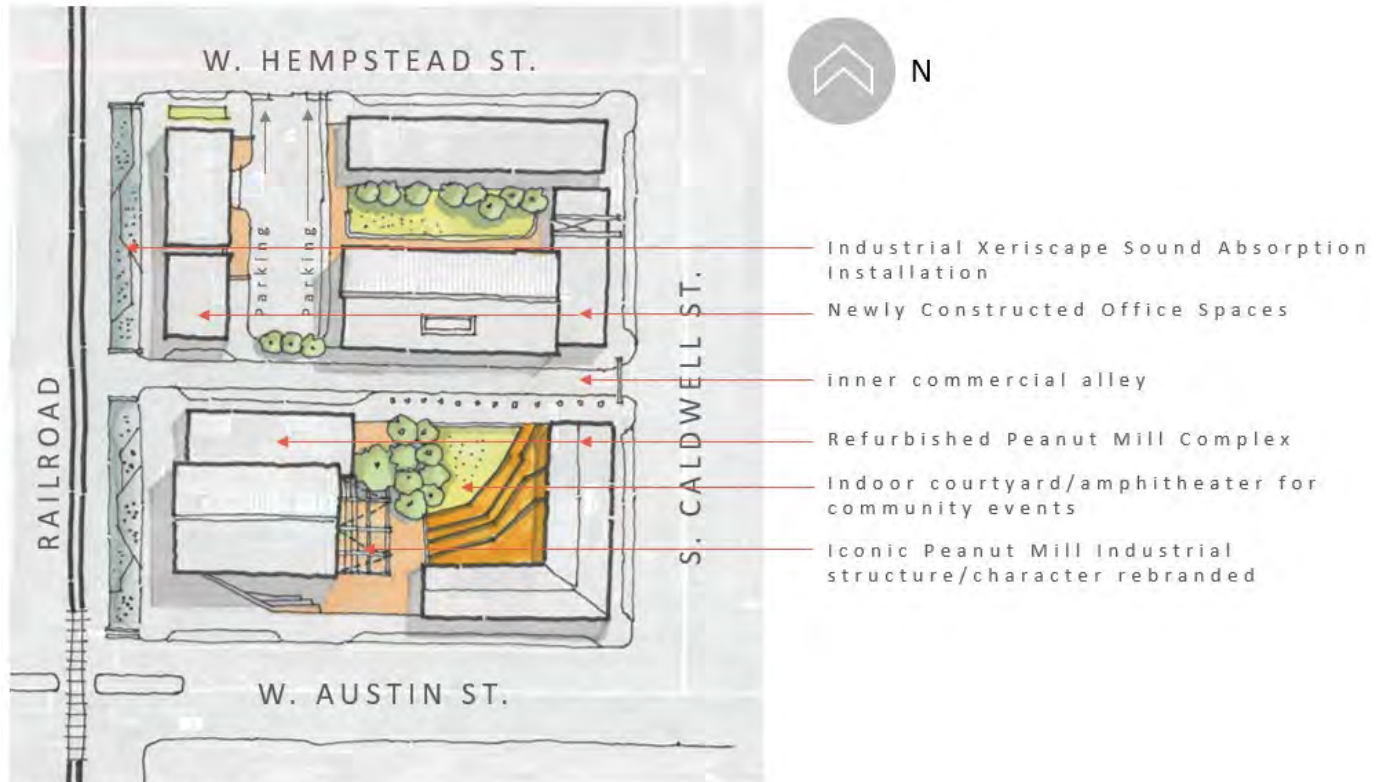
FIGURE 5.6: PROPOSED DOWNTOWN DISTRICT CONCEPTUAL PLAN



Lee County Peanut Mill Redesign Proposal (Made Possible by Incentive Program)

PEANUT MILL REDESIGN PROPOSAL

Celebrating the industrial roots of Giddings



This sketch is not to scale

TIMEFRAME: This is a program that can be developed in the near term and implemented over a longer period.

FUNDING AND IMPLEMENTATION: The development of an incentive program should be led by the GEDC in collaboration with the City. The County and the GISD should be invited to participate as project partners.

A general outline of activities includes:

1. GEDC and City mutually agree on goals of this plan and to develop a Downtown Incentive Program.
2. GEDC and City approve focus area and general program parameters. Program parameters may be generally broad and allow for the utilization and application of each agency's economic development tools to accomplish the mission and goals of this Downtown Giddings Economic Development Strategic Plan.

3. GEDC may be best positioned to serve as the program coordinator for the development of application process and pro forma.
4. County and ISD invited to participate on an ad hoc basis – based on the project, application, and their perceived long-term benefit.
5. Program developed and marketing materials made available for GEDC and City of Giddings website – emphasizing Opportunity Zone designation, local incentive possibilities, and other benefits of participating in this program.
6. Consider hosting seminars, workshops, and other events for business owners.

Build Out High Speed Reliable Internet

PROJECT PURPOSE AND NEED: High speed, safe, secure, and reliable internet is a major challenge for rural communities. Giddings is fortunate that a local private utility company (Zochnet) has pioneered the provision of fiber optic internet throughout Lee County. Though the community is partially served, there are areas which currently lack connectivity. High speed internet was identified as a need in the 2014 Lee County Transportation and Economic Development Plan. However, this need has been magnified by the 2020 COVID-19 pandemic and a growing need for individuals to be able to work remotely for extended periods of time.

PROJECT LOCATION: Various locations.

PROJECT SCOPE: Above or below grade installation of fiber optic lines to complete the phased community-wide build-out.

PROJECT COST: The material cost for conduit, fiber, and cabinets is approximately \$3 per linear foot. Additional and significant costs are incurred for any of the following:

- Above ground utility pole licensing/permitting
- Below ground trenching or boring
- Labor

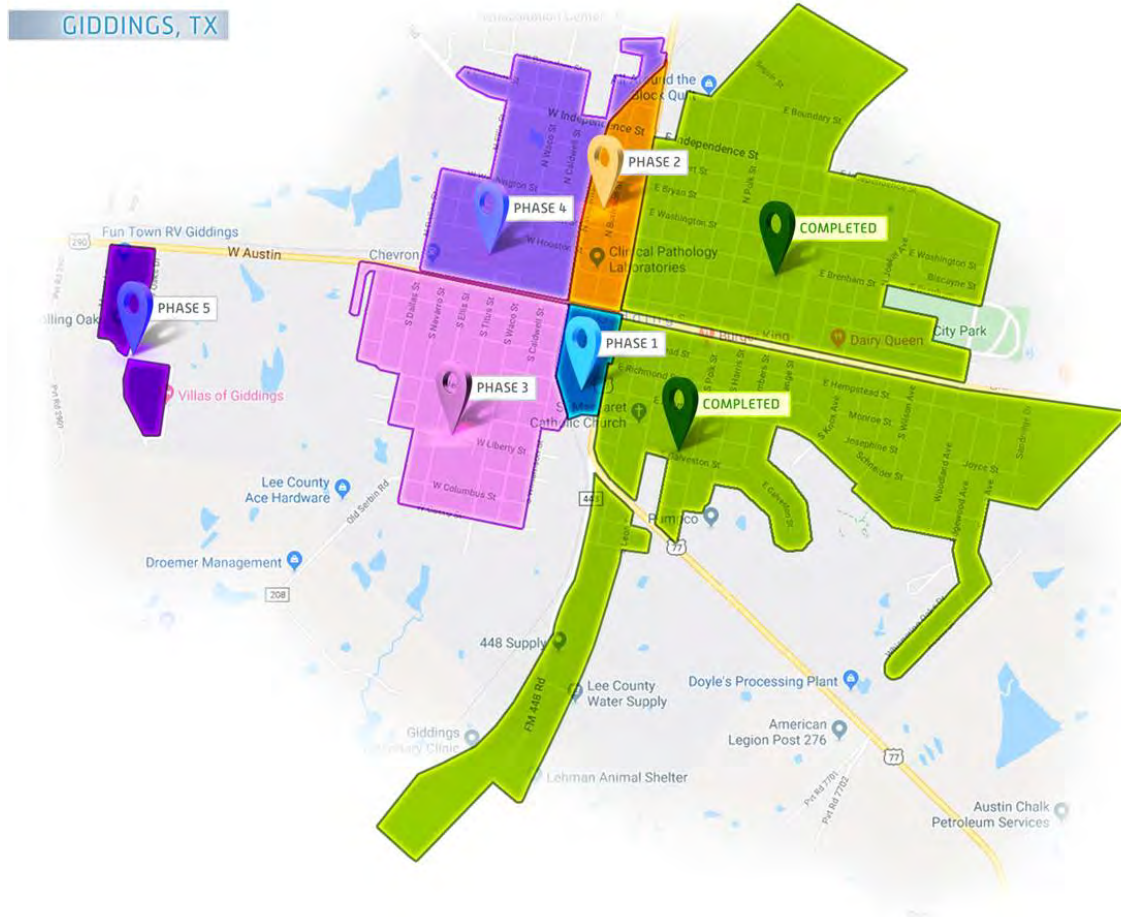
PROJECT BENEFITS: Access to high speed, safe, secure, and reliable internet provides significant benefit to all communities – and for most is considered to be a pre-requisite to economic viability. This means that benefits to rural communities are magnified due to a lack of pre-existing options and a comparative advantage held by suburban and urban areas. The 2020 COVID-19 pandemic has also demonstrated how critical internet access is for a variety of previously limited uses such as online grocery shopping, telemedicine/telehealth, remote learning/education, and remote work.

A major strength of Giddings is its rural nature in juxtaposition to its equidistance between the major metropolitan areas of Houston and Austin. This would traditionally create an opportunity for Giddings to position itself as a bedroom community for individuals who would likely work in either major metro. With the COVID-19 pandemic, this opportunity has expanded due to a boom in remote work and in the recent ‘urban flight’ phenomenon which has accompanied the pandemic. However, capitalization on this opportunity requires high speed internet access.

Filling the fiber gaps in Giddings is synergistic with the broader goals of this plan, facilitating connectivity for businesses in the Downtown Giddings focus area, for the Giddings Business Park, and surrounding residential neighborhoods which are identified for infill redevelopment programs.

CDBG ELIGIBILITY: Benefit to LMI jobs and LMI populations. Eligibility is precluded for a private utility but there are potential public components of fiber connectivity projects which could be funded via CDBG funding.

FIGURE 5.7: ZOCHNET FIBER CONNECTIVITY AS OF JULY 2020



TIMEFRAME: Continued implementation in the near term and implemented over a longer period.

FUNDING AND IMPLEMENTATION: The GEDC has historically worked with the local high-speed internet provider to facilitate the installation of new fiber optic lines. The GEDC and the City should continue to work collaboratively with the provider to fully equip the community with high speed internet. All parties should proactively monitor public and private infrastructure projects for opportunities to recognize economies of scale in the expansion of internet. This may come in the form of installing new public utilities which require trenching and excavation, which can also provide an opportunity for the adjacent installation of underground fiber.

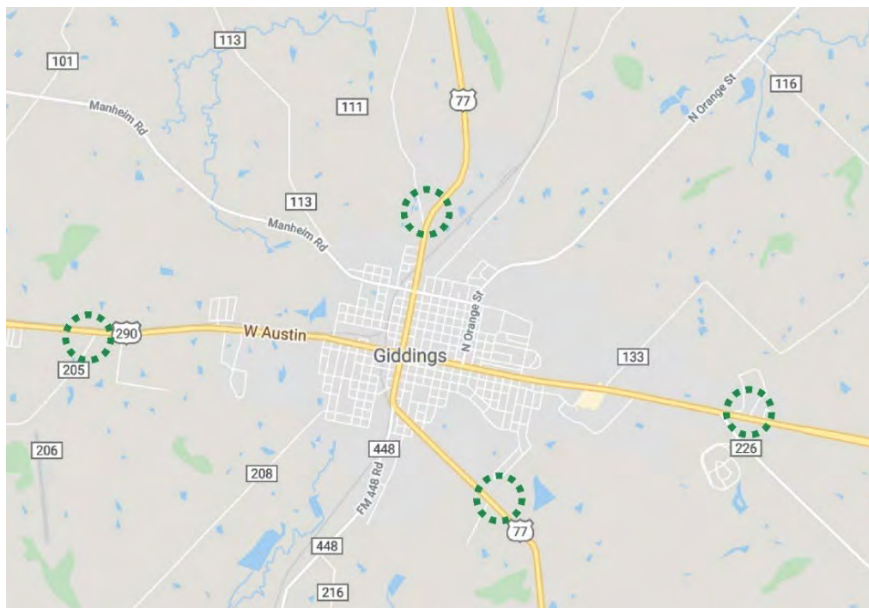
Refresh Municipal Gateway Markers

PROJECT PURPOSE AND NEED: When travelling to or through Giddings it is difficult to identify that you are in Giddings. However, existing signage does exist at all four (4) access points along US-290 and SH-77. The existing signage is dated and is easy to miss due to its size. New, lighted, and appropriately sized gateway signage can help identify the City to travelers.

PROJECT LOCATION:

1. Just west CR 205 along US-290 (30°11'06.1"N 96°58'31.4"W)
2. Just north of Middle School Road along SH-77 (30°11'46.4"N 96°56'04.2"W)
3. Just east of E. Austin St. along US-290 (30°10'35.2"N 96°53'45.6"W)
4. Just north of Private Road 7703 and SH-77 (30°09'55.2"N 96°55'25.3"W)

FIGURE 5.8: EXISTING CITY WELCOME SIGN LOCATIONS



PROJECT SCOPE: Replace existing signage with new signage based on the concepts completed by the GEDC. Consider landscaping and lighting to increase signage visibility.

PROJECT BENEFITS: Identifiable and aesthetically pleasing gateway signage will serve to alert visitors and travelers that they are in Giddings and that there is a reason to stop and explore the community. The intent is to encourage visitors and travelers to stop and patronize establishments in Downtown Giddings.

CDBG ELIGIBILITY: Not eligible.

TIMEFRAME: This is a program that can be developed in the near term and implemented over a longer period.

FUNDING AND IMPLEMENTATION: The GEDC has already developed a new signage concept for use at the US-290 Business Park. This plan proposes the utilization of a like concept to replace the existing gateway markers along US-290 and SH-77. These can be designed, fabricated, and install as local budgets allow. Based on traffic, locations along US-290 should be the first priority with the locations along SH-77 serving as a secondary priority. However, due to TxDOT's planned project along SH-77 north, the signage at SH-77 and Middle School Road may be considered for replacement within the scope of their construction project. The City and the GEDC should coordinate with TxDOT on this possibility.

Project costs could be funded through the City's Hotel Occupancy Tax. Gateway signage can be considered an eligible cost as "signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality."

PROJECT COST: The conceptual design for the signage has been previously completed by the GEDC. Construction documents and fabrication are estimated to cost between \$150,000 and \$300,000 depending on site conditions, landscaping, irrigation, and signage lighting.

FIGURE 5.9: EXISTING WELCOME SIGN



FIGURE 5.10: PROPOSED WELCOME SIGN AND DIMENSIONS



Plan and Develop an Infill Housing Incentive Program

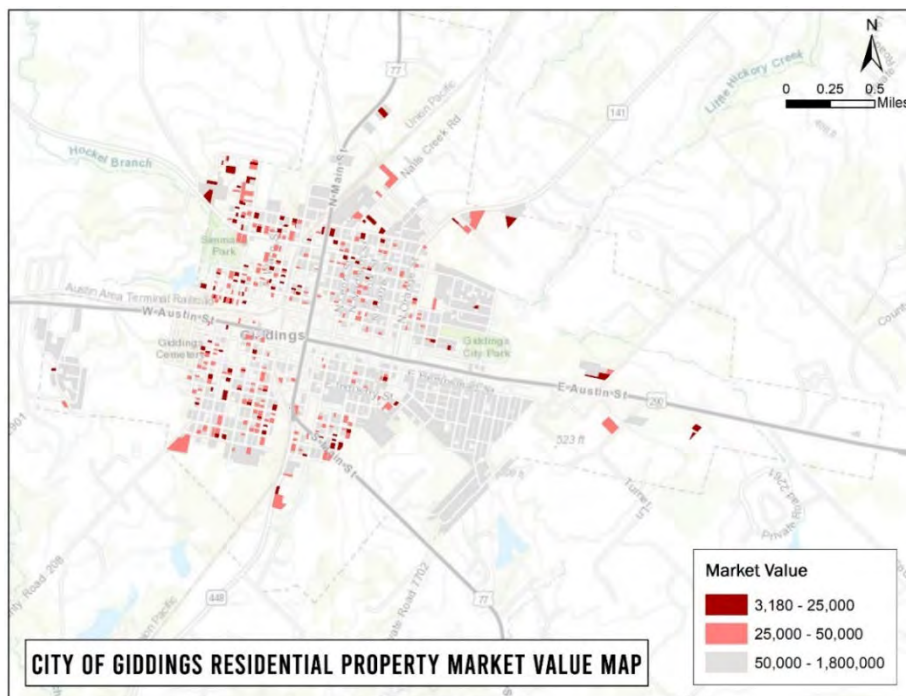
PROJECT PURPOSE AND NEED: Plan stakeholders, area realtors, and business owners have identified the need for an improved supply of quality housing stock within the City limits. This topic is also noted several times within the 2014 Lee County Transportation and Economic Development Plan. Local business owners have indicated the lack of housing options is a barrier to their employment base living in Giddings and is contributing to a lack of quality growth within the City. As noted in other recommendations, the COVID-19 pandemic is also presenting communities like Giddings with a unique opportunity to transform itself into a remote work bedroom community location.

Related to Downtown Giddings, there are several less than quality residential structures within ½ mile of the Downtown focus area and many parcels with a market value of less than \$25,000. This is juxtaposed with other areas in Giddings with homes with market values from \$135,000 to \$700,000. These conditions do not contribute to a positive Downtown environment and are thought to be limiting private investment in the area.

While there are new residential subdivision developments which are proposed for Giddings, this recommendation is focused on revitalizing existing residential areas within the City's core to improve the area surrounding the Downtown focus area, to support quality growth, and to improve the City's property tax base.

PROJECT LOCATION: Residential land uses along existing public rights-of-way.

FIGURE 5.11: GIDDINGS RESIDENTIAL PROPERTY MARKET VALUE MAP



PROJECT SCOPE: Several municipalities and economic development corporations throughout Texas have created infill residential programs utilizing both EDC sales tax resources and Chapter 380 powers. Giddings can approach this problem in a similar manner and utilize the framework identified for the Downtown Incentive program – define a focus area, build a framework for incentives, build a consensus behind it amongst the local partners, and publicize it.

As provided below, there is precedence for the EDC to utilize sales tax resources on *infrastructure* for workforce housing. Furthermore, the legislative guidance also explicitly allows for the EDC to utilize sales tax resources directly for affordable housing – for Giddings this means housing that has an annual cost of \$13,756 per year or \$1,146 a month. The following framework could be further refined and applied to create an ‘affordable’ housing program in Giddings:

TABLE 5.7: EXAMPLE AFFORDABLE HOUSING STRUCTURE

Cost Category	Amount	Notes
6,000 SF Lot	\$0	Provided to developer by City/GEDC Average market rate: \$25k
1,500 SF SFR Home	\$150,000	\$100 / SF
Interest Rate	4%	
Term	30 Year Fixed	
Down Payment	20%	
Monthly Payment	\$986	Includes \$83 monthly ins.
Annual Payment	\$11,832	Includes \$1k annual ins.
Annual Utilities	\$1,500	
Total Annual	\$13,332	

PROJECT BENEFITS: 2020 Lee County Appraisal District datasets indicate there are 1,439 individually assessed residential properties within the City limits. Based on market value conditions, the most valuable property is \$1.8M and the least is \$3,000. There are 350 properties with market values less than \$50,000, and as demonstrated within the previous chapter, a significant amount of these properties is proximal to Downtown Giddings. Increasing property values in and around Downtown will ultimately increase the City’s tax base and incentive further development.

This structure would provide for an affordable housing project with the GEDC providing the property to a developer. The GEDC would ultimately need to programmatically ensure that the developer sold the house at a price point equivalent to that listed above to ensure consistency with the affordability requirement. Alternatively, the GEDC could also consider working with the City, County, and the ISD to waive property taxes fully or partially for a period of time. For a \$150,000 home with a total assessed value of \$175,000 the total property tax burden would be

approximately \$4,300. Reducing this amount would further increase the affordability of the home to a purchaser.

Other options include partnering with the City to develop and manage a Chapter 380 program and/or creating a specific GEDC program which would utilize sale tax funds for infrastructure grants related to infill residential development. This could be stormwater, water, wastewater, sidewalks, and other infrastructure that would traditionally create a cost burden for a developer.

Legislative Guidance: Specifically permit Type B tax proceeds for land, building, equipment, expenditures, and improvements suitable for the development and expansion of affordable housing projects as defined by 42 USC 12745. Affordable housing is the cost of housing to include rent, mortgage, insurance, and utilities cannot exceed 30% of the gross income of the residents. 2019 household income is \$45,855, capping these costs at \$13,756 or \$1,146 per month.

Dayton, TX: Established a Chapter 380 program which review individual residential development applications based on return on investment and which meet specific criteria outlined by the City (square footage, interior and exterior design, and price point.) Incentives include the waiver of fees, certain infrastructure costs, low cost acquisition of municipally owned lots, and a tax rebate equal to three (3) times the amount of city taxes for the first year.

Odessa, TX: Development Corporation: Legal opinion that the EDC can pay for housing incentives through sales tax funds under the opinion that providing an infrastructure grant to home builders to develop workforce housing promotes new or expanded business enterprise. In this case workforce housing is defined at a median income range from 80% to 120% of the median family income, capped at \$225,000 (2019\$). The program will pay for new infrastructure (water, sewer, and transportation facilities) in exchange for housing that meets certain criteria.²⁸

In addition to, or prior to creating a program, the City and the GEDC may consider initiating a housing study to evaluate the demand for specific subsets needs within the residential development sphere – single family, multi-family, age restricted, and various price points.

CDBG ELIGIBILITY: Yes, dependent upon the type of program pursued.

TIMEFRAME: This is a program that can be developed in the near term and implemented over a longer period.

FUNDING AND IMPLEMENTATION: The development of an incentive program should be led by the GEDC in collaboration with the City. The County and the GISD should be invited to participate as project partners. If a study is pursued, the TxAg may be a potential partner through their general CDBG program.

²⁸ https://www.oaoa.com/news/article_5817b550-a9aa-11e9-83b7-bb74f4c09115.html

A general outline of activities includes:

1. GEDC and City mutually agree on goals of this plan and to develop an Infill Incentive Program.
2. GEDC and City approve focus area and general program parameters. Program parameters may be generally broad and allow for the utilization and application of each agency's economic development tools to accomplish the mission and goals of this Downtown Giddings Economic Development Strategic Plan.
3. GEDC may be best positioned to serve as the program coordinator for the development of application process and pro forma.
4. County and ISD invited to participate on an ad hoc basis – based on the project, application, and their perceived long-term benefit.
5. Program developed and marketing materials made available for GEDC and City of Giddings website - emphasizing Opportunity Zone designation, local incentive possibilities, and other benefits of participating in this program.
6. Consider hosting seminars, workshops, and other events for local and regional developers.

PROJECT COST: Variable, dependent upon the program pursued and facilitation of any additional studies.

Actively Program Downtown

PROJECT PURPOSE AND NEED: While infrastructure and private development are key factors to a successful downtown, another component is programmed events to attract visitors and stimulate activity by residents. There are several existing events (occurring in and around Giddings) which can be expanded and built upon to further create a continuous ‘hum’ of activity in the Downtown focus area. These include:

- Grimes Street Music Festival
- July 4th Fireman’s Celebration
- Championship Bull Riding
- Lee County Fair
- Christmas at the Courthouse

PROJECT LOCATION: Programming could occur at a variety of locations based on the specific event. Logical locations include at the Depot and at the Courthouse.

PROJECT SCOPE: Programming can occur in many shapes and sizes. Examples for consideration are:

- Farmer’s Markets
- Seasonal events such as Easter egg hunts, pumpkin patches, winter festivals, “Fall on the Courthouse Green,” summer celebrations
- Outdoor movies at the Courthouse
- Music series at the Depot
- Food truck days at the Courthouse

The key is finding events that work for the community, can be sustainably funded, and can be consistently held and delivered.

PROJECT BENEFITS: Programming will help to create a sense of place for residents and visitors to Giddings. It will increase quality of life and provide for ‘something to do’ that Giddings can call its own. This activity will increase foot traffic by both residents and visitors and provide a revenue generation opportunity for local businesses.

CDBG ELIGIBILITY: Not eligible.

TIMEFRAME: Short term with continued growth and refinement moving forward.

FUNDING AND IMPLEMENTATION: This type of program can potentially best be led by a coalition of the Chamber, County, and the City. There is also a major role for local business owners to play in organizing, fund raising, and benefitting from activity. The GEDC can consider serving as a financial partner in the program

PROJECT COST: The cost of programming will vary depending on the scope of the activity. Costs can be offset by food and beverage concessions, sponsorships, donors, and grants.

Create the Giddings Neighborhood Loop

PROJECT PURPOSE AND NEED: There is no designated or demarcated bicycle or pedestrian route that connects Downtown Giddings to various community activity centers. The Downtown focus area can be benefitted by such a connection to historic landmarks, public facilities, and green spaces.

PROJECT LOCATION: The first phase of this project would connect the south side of the Downtown focus area to the north side via the existing signalized crossing at S. Orange Street. It would also provide a connection to City Park to the east. In the future, this project could be expanded north along N. Burlison St. and Independence Avenue to create a connection to Mid-Town Lee and Simmang Parks.

PROJECT SCOPE: The project scope envisions a variety of improvements to designate pedestrian and bicycle access along the identified route. This scope should include wayfinding elements, as previously recommended, to knit together landmarks and activity centers. The general typical section for improvements would vary based on location and could include:

- On-street bike lanes delineated with striping and ‘armadillos.’
- On-street ‘sharrow’ bike facilities, where the shared nature of the roadway is designated by a painted marking.
- Sidewalks 5 feet or more in width.

The various typical sections are proposed so the City can provide a series of design solutions that fit within budgetary constraints as well as the context of each individual road within the proposed network.

PROJECT BENEFITS: The introduction of the Giddings Neighborhood Loop project will provide a variety of societal benefits:

Safety – the addition of separated bicycle facilities and sidewalks provide a known safety benefit, as quantified by TxDOT and the Federal Highway Administration. This benefit is a 38% crash reduction factor for separated bicycle facilities and a 65% reduction factor for sidewalks.

Air Quality, Health, and Congestion – the provision of bicycle facilities and sidewalks provide an opportunity for individuals to get out of their vehicle and make a trip using an alternative mode. When this occurs an air quality, health, and congestion benefit is created. Based on the area where the improvement takes place, various conversion rates can be applied. In Houston and Austin, the trip conversion rate for sidewalk improvements is approximately 25%.

Economic Development – bike lanes and sidewalks have been proven to improve existing property values. Improved access to sidewalks and pedestrian pathways can increase property values from \$4,000 to \$34,000 per residential property and 9% to 54% per square foot for

commercial properties. Bike facilities carry with it a similar benefit, with researchers finding that for each quarter mile closer to a bike facility, property values see a one-time increase of approximately \$1,000.²⁹

All these benefits, can be further documented, quantified, and monetized based upon the development of a more refined scope for the first phase of improvements.

In addition to the quantifiable benefits summarized, this project creates qualitative benefits related to creating a quality of life improvement project which will benefit residents, business owners, and visitors. It will create a non-motorized connection between each major quadrant in the City and provide a way to connect the Depot, the Courthouse, City Hall, the Library, City Park, the proposed Veteran's Park, and other key assets. The project will also provide an opportunity for additional bicycle and pedestrian activity within the City, helping to create a sense of vibrancy in the area.

CDBG ELIGIBILITY: Yes, benefit to LMI populations and LMI jobs.

TIMEFRAME: This project can be implemented in a phased manner, beginning in the short term with full implementation spanning over several years.

FUNDING AND IMPLEMENTATION: The first step in this project should be the completion of a detailed project schematic which identifies the specific scope of improvements and their location. This initial schematic can focus on the entirety of the proposed Neighborhood Loop except for the section heading north to Mid Town Lee / Simmang Park. Following schematic development, cost estimates and a phasing program can be developed.

If on-street bike facilities are utilized for the majority of the project, that component of the project can be implemented in a streamlined and cost-effective manner. Other improvements related to sidewalk construction and related connectivity features (new signalization, intersection modifications, etc.) will be higher cost items and can be a component of future phases.

This project could be a candidate for funding from a variety of sources, to include the EDA, TxDOT TASA program, and the TxAG DRP program.

Wayfinding should be incorporated as a major element of this project.

²⁹ The University of Delaware. *Healthy and complete communities in Delaware: The walkability assessment tool.* Retrieved in June 2017, from <http://www.ipa.udel.edu/healthyDEtoolkit/walkability/benefits.html>.

<https://www.walkscore.com/>

Liu, J. H., & Shi, W. (2016, November 14). *Impact of Bike Facilities on Residential Property Prices.* Portland, Oregon

Crompton, John L. *Estimates of the Economic Benefits Accruing from an Expansion of Houston's Bayou Greenway Network.* *Journal of Park and Recreation Administration*, 30(4), 83-93

FIGURE 5.12: EXISTING CONDITIONS



FIGURE 5.13: PROPOSED CONDITIONS WITH NEIGHBORHOOD LOOP IMPROVEMENTS



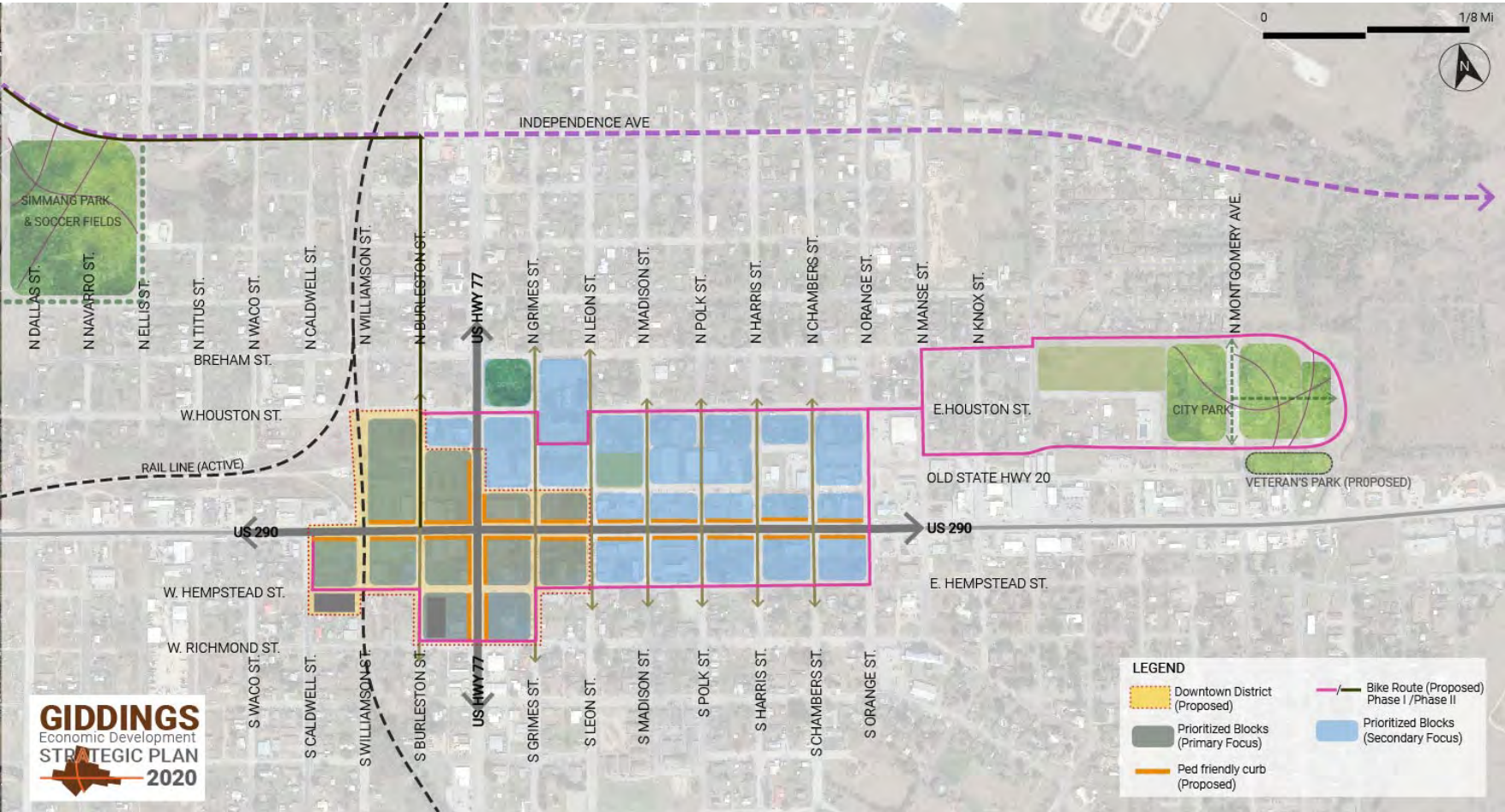
FIGURES 5.14: ARMADILLOS ON A TWO-WAY BIKE LANE EXAMPLE



FIGURE 5.15: SHARROW EXAMPLE FROM BROWNSVILLE, TX



FIGURE 5.16: PROPOSED BIKE PLAN (PHASE I – magenta, PHASE II – deep green)



PROJECT COST: Due to the various options presented, the project cost will vary based on the alternatives selected. However, the following cost estimate has been developed, limited to bike facility striping. Pedestrian and other improvements will require additional cost components.

TABLE 5.8: GREENWAY LOOP PHASE I PROJECT COST

Item No.	Item Description	Unit	Qty	Unit Cost	Total
GENERAL					
500 6001	MOBILIZATION	LS	1	\$ 10,000.00	\$ 8,000.00
502 6001	TRAFFIC CONTROL	LS	1	\$ 5,000.00	\$ 15,000.00
GENERAL ITEMS SUBTOTAL					\$ 23,000.00
BIKEWAY FACILITIES (PHASE 1)					
	ARMADILLOS (6-FT SPACING)	EA	1,179	\$ 110.00	\$ 129,690.00
	THERMOPLASTIC BIKE LANE LINE	LF	6,440	\$ 2.00	\$ 12,880.00
	THERMOPLASTIC BIKE SYMBOL	EA	98	\$ 300.00	\$ 29,400.00
	SIGNS	EA	46	\$ 450.00	\$ 20,700.00
	GREEN BIKE LANE PAINT (10' WIDE)	SF	1,265	\$ 115.00	\$ 145,475.00
SANITARY SEWER ITEMS SUBTOTAL					\$ 338,145.00
SUBTOTAL					\$ 361,145.00
CONTINGENCY (20%)					\$ 72,229.00
CONSTRUCTION COST					\$ 433,374.00
DESIGN PHASE (INCL. SURVEY & GEO)					\$ 55,000.00
CONSTRUCTION ADMINISTRATION					\$ 10,000.00
TOTAL CONSTRUCTION COST					\$ 498,374.00

TABLE 5.9: GREENWAY LOOP PHASE II PROJECT COST

Item No.	Item Description	Unit	Qty	Unit Cost	Total
GENERAL					
500 6001	MOBILIZATION	LS	1	\$ 10,000.00	\$ 8,000.00
502 6001	TRAFFIC CONTROL	LS	1	\$ 5,000.00	\$ 15,000.00
GENERAL ITEMS SUBTOTAL					\$ 23,000.00
SHARED USED PATH BIKE FACILITIES (PHASE 2)					
	THERMOPLASTIC BIKE LANE LINES	LF	15,042	\$ 2.00	\$ 30,084.00
	THERMOPLASTIC BIKE SYMBOLS	EA	42	\$ 300.00	\$ 12,600.00
	SIGNS	EA	14	\$ 450.00	\$ 6,300.00
SANITARY SEWER ITEMS SUBTOTAL					\$ 48,984.00
SUBTOTAL					\$ 71,984.00
CONTINGENCY (20%)					\$ 14,396.80
CONSTRUCTION COST					\$ 86,380.80
DESIGN PHASE (INCL. SURVEY & GEO)					\$ 40,000.00
CONSTRUCTION ADMINISTRATION					\$ 10,000.00
TOTAL CONSTRUCTION COST					\$ 136,380.80

Protect a Future Off-290 Connection to Business Park

PROJECT PURPOSE AND NEED: US-290 has been identified as both an opportunity as a thread to the continued economic viability of Giddings. Additionally, the property purchased for the US-290 Business Park provides the City with a unique opportunity for growth. To ensure that intra-community connectivity is preserved, the City and the GEDC should preserve and plan for an off US-290 connection between Downtown Giddings and the Business Park.

PROJECT LOCATION: E. Independence Street from N. Montgomery Avenue to County Road 133.

PROJECT SCOPE: The project proposes the extension of the existing two-lane E. Independence St. from N. Montgomery Ave. to CR 133. This is a distance of approximately 3,720 linear feet. The initial project scope could include two (2) 12 feet travel lanes with an open ditch cross-section. Consideration could be given to the acquisition of right-of-way along the corridor to accommodate a four-lane urban cross-section with sidewalks. With 12 feet lanes and six (6) feet sidewalks, this is a 60-foot right-of-way.

PROJECT BENEFITS: This project will help to reduce travel time and delay between Downtown Giddings and the future Business Park and facilitate a new connection between Downtown Giddings and the business park. In addition to the connectivity benefits, it will create new developable land within the Giddings City limits, creating the potential for the generation of additional property and sales tax.

CDBG ELIGIBILITY: Not eligible.

TIMEFRAME: Long term, this is a project which should be considered for the future in tandem with development of the US-290 Business Park.

FUNDING AND IMPLEMENTATION: In the short term, the corridor identified for the roadway extension could be 'protected' as part of a municipal master thoroughfare plan (MTFP) or as a component of the City's zoning map. This would ensure that the area is not developed and would also inform adjacent developers that there are longer term plans for new infrastructure in the area. As the Business Park develops, and the area surrounding this corridor becomes ripe for development, there may be opportunities for the roadway to be constructed by the private sector with or without public incentive.

PROJECT COST:

TABLE 5.10: INDEPENDENCE AVENUE EXTENSION PROJECT COST

Item No.	Item Description	Unit	Qty	Unit Cost	Total
GENERAL					
500 6001	MOBILIZATION	LS	1	10%	\$ 400,000.00
502 6001	TRAFFIC CONTROL	LS	1	\$ 18,000.00	\$ 25,000.00
0506	SWPPP (INSTALL & REMOVE)	LS	1	\$ 8,000.00	\$ 8,000.00
160 6003	FURNISHING AND PLACING TOPSOIL (4")	SY	1,918	\$ 3.00	\$ 5,753.33
162 6002	BLOCK SODDING	SY	1,918	\$ 3.00	\$ 5,753.33
GENERAL ITEMS SUBTOTAL					\$ 444,506.67
ROADWAY ITEMS					
01046022	REMOVING CONC (CURB AND GUTTER)	LF	161	\$ 6.00	\$ 966.00
01056011	REMOVING STAB BASE AND ASPH PAV (2"-6")	SY	480	\$ 4.00	
	EXCAVATION (ROADWAY)	CY	11,507	\$ 6.00	\$ 69,040.00
	HMAC PAVING (3")	TON	3941	\$ 110.00	\$ 433,510.00
	ASPHALT-STABILIZED FLEXIBLE BASE (6")	TON	7900	\$ 110.00	\$ 869,000.00
	COMPACT SUBGRADE (8")	SY	23,067	\$ 3.00	\$ 69,199.78
	TACK COAT	GAL	2,301	\$ 110.00	\$ 253,110.00
	CONC CURB & GUTTER	LF	8,791	\$ 70.00	\$ 615,370.00
	SIDEWALK (6")	SY	5,753	\$ 80.00	\$ 460,266.67
	THERMOPLASTIC BIKE SYMBOL	EA	30	\$ 300.00	\$ 9,000.00
	THERMOPLASTIC BIKE LANE LINE	LF	21,575	\$ 2.00	\$ 43,150.00
ROADWAY ITEMS SUBTOTAL					\$ 2,821,646.44
DRAINAGE ITEMS					
01106002	EXCAVATION CHANNEL	CY	3,626	\$ 7.00	\$ 25,381.48
07606001	DITCH GRADING	LF	3,916	\$ 1.00	\$ 3,916.00
	BROADCAST SEED	SY	5,439	\$ 0.50	\$ 2,719.44
04646005	RC PIPE (CL III) (24 IN)	LF	1,400	\$ 75.00	\$ 105,000.00
04626011	CONC BOX CULV (6 FT X 4 FT)	LF	140	\$ 450.00	\$ 63,000.00
DRAINAGE ITEMS SUBTOTAL					\$ 200,016.93
SUBTOTAL					\$ 3,266,153.11
CONTINGENCY (20%)					\$ 653,230.62
CONSTRUCTION COST					\$ 3,919,383.73
DESIGN PHASE (INCL. SURVEY & GEO)					\$ 391,938.37
ENVIRONMENTAL CLEARANCE					\$ 50,000.00
CONSTRUCTION ADMINISTRATION					\$ 58,790.76
TOTAL CONSTRUCTION COST					\$ 4,420,112.86

CONCLUSION

This plan and its projects were developed to better support economic development in Giddings and its Downtown. There is a structure in place to create a sustainable and vibrant economic environment in Giddings. If there was one goal which is most necessary to realize the vision presented in this plan, it is to align activities amongst the public partners in Giddings. A coordinated vision will allow for the consolidation of resources and the amplification of funding pursuit for discretionary resources.

