



Community Snapshot Memo

March 2021



Acknowledgments

Prepared for:

City of Saginaw

Prepared by:

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About the Memo

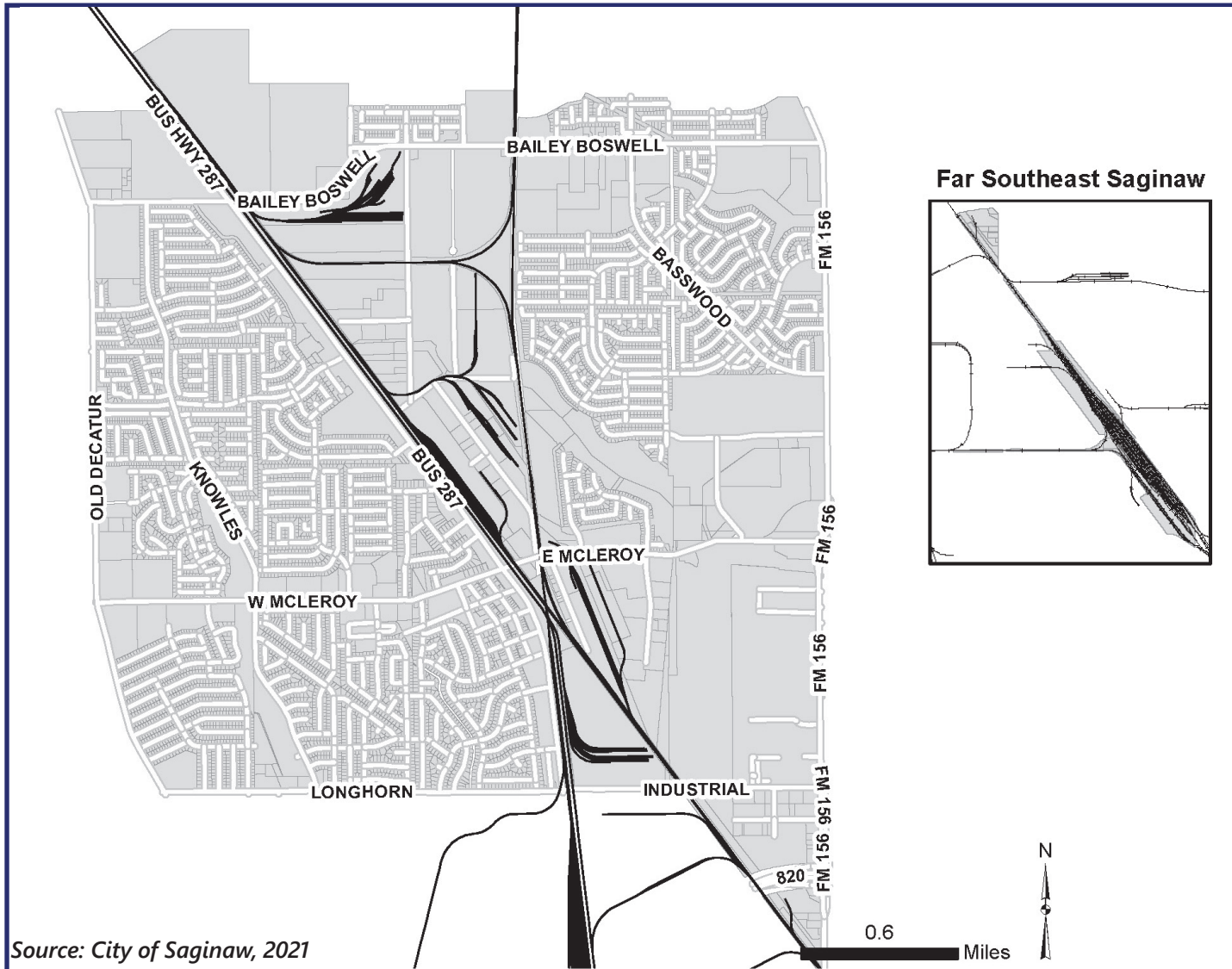
The objective of this memo is to outline a planning foundation of a portion of the existing conditions in Saginaw. Some information or analysis contained in this memo is draft Comprehensive Plan content.

At Kimley-Horn, we believe that thoroughly reviewing the existing conditions of Saginaw, including the history, should be the first step of this high-quality planning effort. We have done extensive gathering of data and facts about Saginaw to truly understand where to begin facilitating the planning of the future of this great city.

This Community Snapshot Memo contains data, maps, and preliminary analysis meant to provide a summary of point-in-time, or a “snapshot,” that creates a baseline for future steps in the process. Data can change since it was pulled or gathered, and that is because much of the data relating to the topics contained herein is consistently evolving. It is necessary to take it for what it is worth at the time it was pulled, review it, analyze it, and move forward. Additional analysis, concepts, recommendations, etc. will be forthcoming as the Comprehensive Plan is created.



City of Saginaw Planning Area



History of Saginaw

In 1848, David Thurmond and his family from Virginia first settled the City of Saginaw. In 1882, Jarvis J. Green from Michigan named the city Saginaw after a city in his home state. The first public school was started in 1893. In the latter half of the 1800's, Saginaw was forever changed when the railroad decided to make Saginaw the last stop on their south-bound routes to Fort Worth. Saginaw prospered as the transportation dependent industry, such as grain storage and milling facilities, moved in to be near the railroad. Saginaw remains home to the largest grain storage facility in the world! Burrus Mills, now Cargill, Inc., was the launching pad for the western swing band "The Lightcrust Dough Boys".

The post office was established in 1933. The City was incorporated in 1949 with John Kennedy as the first Mayor. In 1966, with a population of 1,740, the citizens voted to build a new City Hall. In 1983, the City Hall was moved to its current location on West McLeroy Boulevard. On January 16, 1988, the citizens voted to adopt a Home Rule Charter. The City is Home Rule with a Council-Manager form of government.

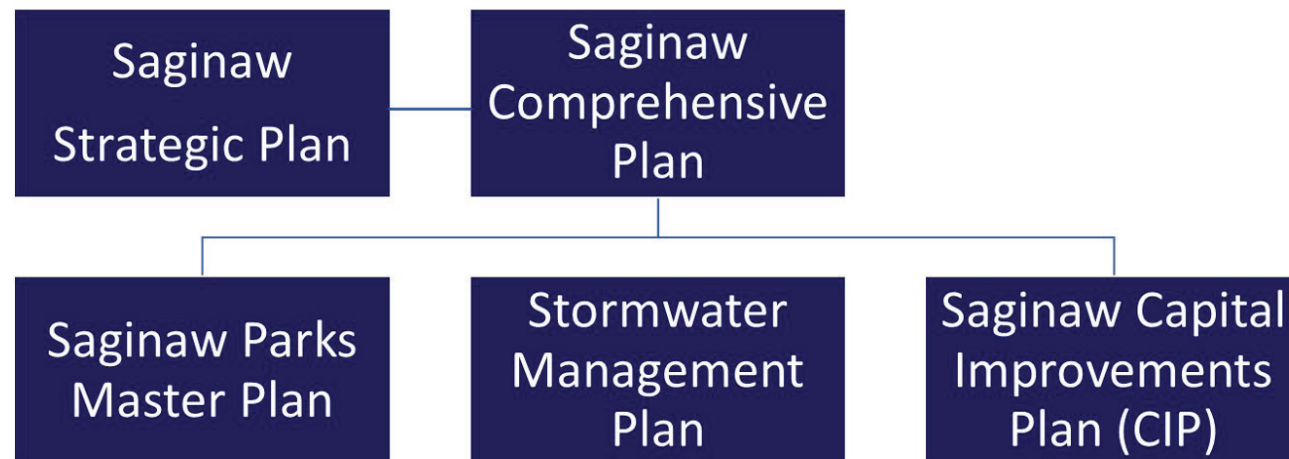
Saginaw is recognized for its small town feel with big city conveniences and its top-rated public-school system. The City of Saginaw and its business community provide citizens and visitors with contemporary and established amenities to shop, work, play and a place to call home. City services include everything from parks & recreation and libraries to fire protection and police activities. Saginaw's citizens enjoy a balance of urban amenities and a small-town quality of life. It's a community rich in heritage and traditional family values. With a pro-business attitude, the city representatives have looked to the future in designing the city's infrastructure.

Source: City of Saginaw Website

Current Plans Hierarchy and Relevance

The Comprehensive Plan Update will set citywide policies and actions and will provide a framework to other supporting Saginaw topic-specific plans. Saginaw has a few specialized plans, including a Strategic Plan, the Saginaw Parks Master Plan (currently being updated), the Stormwater Management Plan, and the Saginaw Capital Improvements Plan (CIP). All of these documents have been thoroughly reviewed and will be integrated into the Comprehensive Plan Update. It is essential to use existing plans as a foundation for the Comprehensive Plan Update, along with any new community feedback and collaboration during the upcoming planning process.

Saginaw's supporting plans are meant to be used in conjunction with the Comprehensive Plan to ensure that the quality of infrastructure, City amenities, housing, economic development, and other features have a unified Vision for the future. The Vision, Strategies, and Actions set forth in the upcoming Saginaw Comprehensive Plan will guide future improvements and development decisions in Saginaw. The figure below conveys the relationship between all of Saginaw's current and pending planning documents. Whereas the Saginaw Strategic Plan guides operations of the City organization, the Saginaw Comprehensive Plan guides the development of the physical city and the associated policies that traverse its multitude of elements (ex. Parks and Recreation, Mobility, Infrastructure, Economics and Fiscal Vitality, etc.).

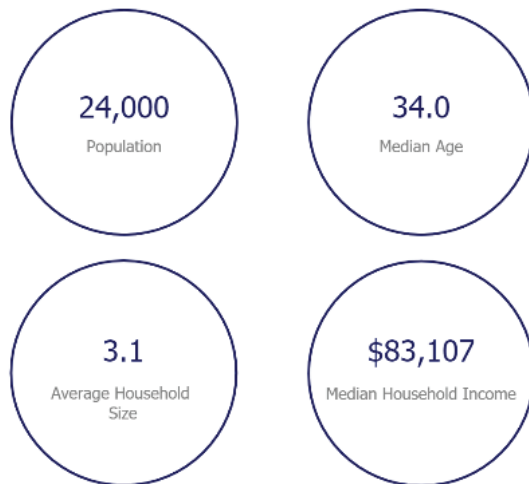


Saginaw Market Factors

TARGET MARKET SUMMARY

Saginaw City, TX
Geography: Place

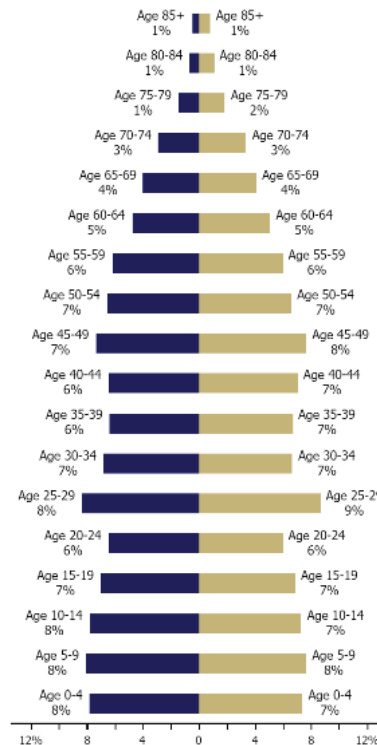
KEY FACTS



This infographic contains data provided by Esri, Esri and Bureau of Labor Statistics, Esri and GfK MRI. The vintage of the data is 2020, 2025.

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AGE PYRAMID



The largest group:

2020 Females Age 25-29

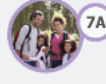
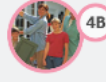
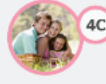
The smallest group:

2020 Males Age 85+

ANNUAL LIFESTYLE SPENDING



Tapestry Segments

	7A Up and Coming Families 4,026 households	51.6% of Households	▼
	4B Home Improvement 1,276 households	16.4% of Households	▼
	4C Middleburg 986 households	12.6% of Households	▼

Saginaw Market Factors

Observations

Saginaw has a population of 24,000 individuals, according to a 2020 ESRI population estimate which is comparable to the 2020 NCTCOG estimate (23,090). The median age is 34, which closely reflects the median age of the Dallas-Fort Worth Metroplex, but the median income is approximately \$30,000 higher compared to the rest of the region. Saginaw has an average household size of 3.1 people. The age pyramid shows that Saginaw has a high number of individuals in the 25-29 age bracket, both in the male and female categories, which together make up approximately 17 percent of the total population. The people of Saginaw consist of three main ESRI Tapestry Segments, and provided below are generalized statements about each:

- 1. Up and Coming Families – 4,026 household (51.6%):** Up and Coming Families is a market in transition—residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.
- 2. Home Improvement – 1,276 households (16.4%):** Married-couple families occupy well over half of these suburban households. Most Home Improvement residences are single-family homes that are owner occupied, with only one-fifth of the households occupied by renters. Education and diversity levels are similar to the US as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.
- 3. Middleburg – 986 households (12.6%):** Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

A large number of people that fit into these top three tapestries in Saginaw are in hard-working young families that are more ethnically diverse than the generation before them. The households in these groups tend to have two workers, live in new subdivisions, and have young children. These demographic groups can be careful shoppers, are aware of prices, will be willing to shop around for the best deals, and are open to influence by others' opinions. They seek the latest and best technology and are very comfortable with it.

Saginaw Market Factors

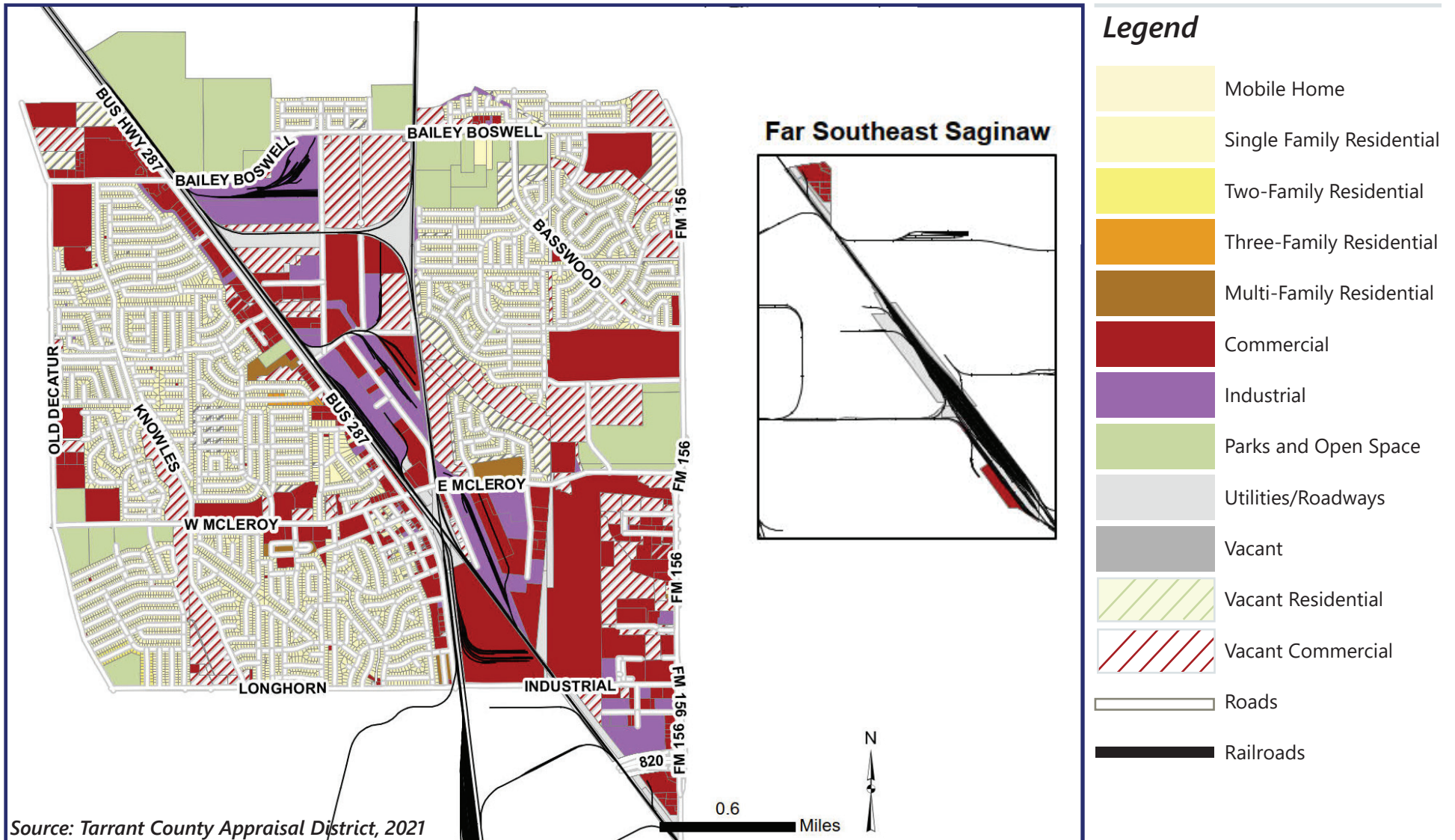
Opportunities

Having fairly young and family-oriented demographics allows for many event and programming opportunities for Saginaw. Parks, recreation, and open spaces are important for the health and overall well-being of children, young adults, and families, as well as singles and older residents. Events, programming, and entertainment can be integrated into the Comprehensive Plan's Vision and Goals during the planning process to align with the community's interests. The largest age group in Saginaw are people 25-29 years of age. Because this age group is typically comfortable with technology, in addition to the other demographic segments present, the City can communicate to the public in an online format, including event information, engagements, and citywide updates, but can also continue more traditional methods of communication to reach others.

The Up and Coming Families Tapestry Segment represents over half of Saginaw's households and has great potential for Saginaw. This Tapestry Segmentation could support increased city activities and events. Additionally, since this segment typically makes a higher income than the national average. By providing new and fun ways for the Up and Coming Families to spend their time and money, while staying within the city limits, Saginaw could recapture a large amount of what is called "leakage," which reflects dollars being spent in other communities. Keeping sales tax profits in Saginaw could help grow the City's funds for reinvestment in the community, while also providing convenience to residents and visitors and supporting local businesses.

The 2021 Community Survey reflected a large demand for additional sit-down restaurants, shopping, and local "mom and pop" type businesses, family-oriented activities, and parks and recreation improvements, which are all supported by the Saginaw Market Factors.

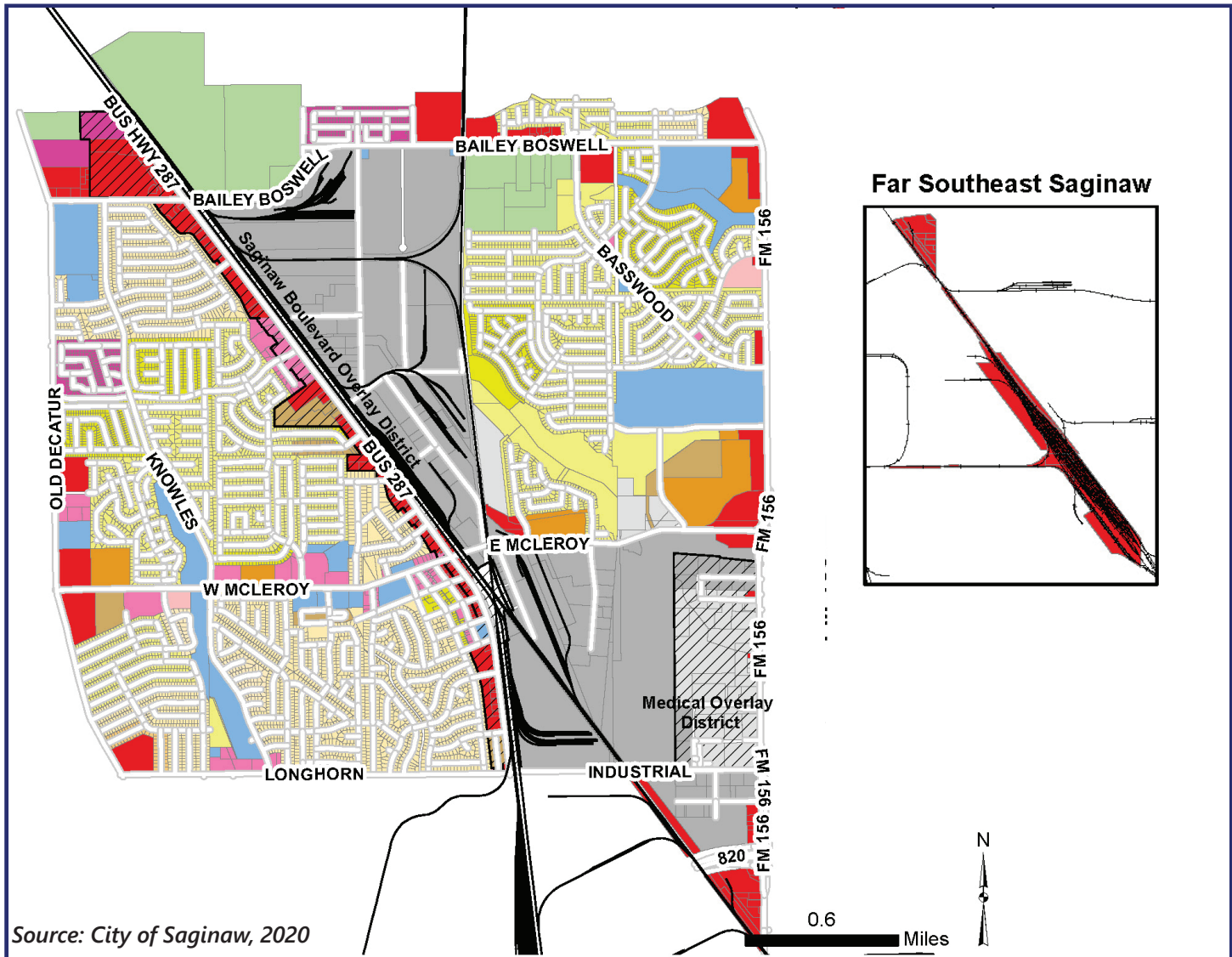
Existing Land Use



Existing Zoning

Legend

-  Agriculture
-  Single Family - 9,000 Sq ft.
-  Single Family - 7,200 Sq ft.
-  Single Family - 6,600 Sq ft.
-  Single Family - 5,500 Sq ft.
-  Duplex
-  Zero Lot Line
-  Multi-Family (18 units/acre)
-  Multi-Family (24 units/acre)
-  Office Professional
-  Neighborhood Commercial
-  Community Commercial
-  Community Facility
-  Light Industrial
-  Heavy Industrial
-  Medical
-  Planned Development
-  Roads
-  Railroads



Existing Land Use & Existing Zoning

Observations

The existing zoning and land use in Saginaw consist of mostly single family residential and heavy industrial. Saginaw is unique in the fact that it is bisected by a large industrial park on the east side of Business (BUS) 287 which includes an Army National Guard Campus. BUS 287 is a four-lane divided thoroughfare that stretches from the southeast to the northwest of Saginaw. In addition to the Army National Guard, the center of the city has a multitude of industrial businesses, such as piping companies, agriculture equipment, grain factories, and transportation and logistics warehouses. This City's heavy industrial presence in existing land use and zoning are unique can be celebrated by incorporating industry into the Comprehensive Plan's Vision, Strategies, and Actions. There are few undeveloped areas left in Saginaw, and they are mostly entitled for future development. The lack of undeveloped areas for incorporation of open spaces, greenbelts, and parks will necessitate creativity for these amenities to be provided in areas in the future. Entitled developments, such as the Beltmill's 115 acres on the northern side of the city, contain plans for single family, multi-family, commercial, and park-type uses and could be a catalyst to Saginaw Boulevard. Where developed property constrains new "greenfield" development, such as Beltmill, creative redevelopment and revitalization strategies will be required.

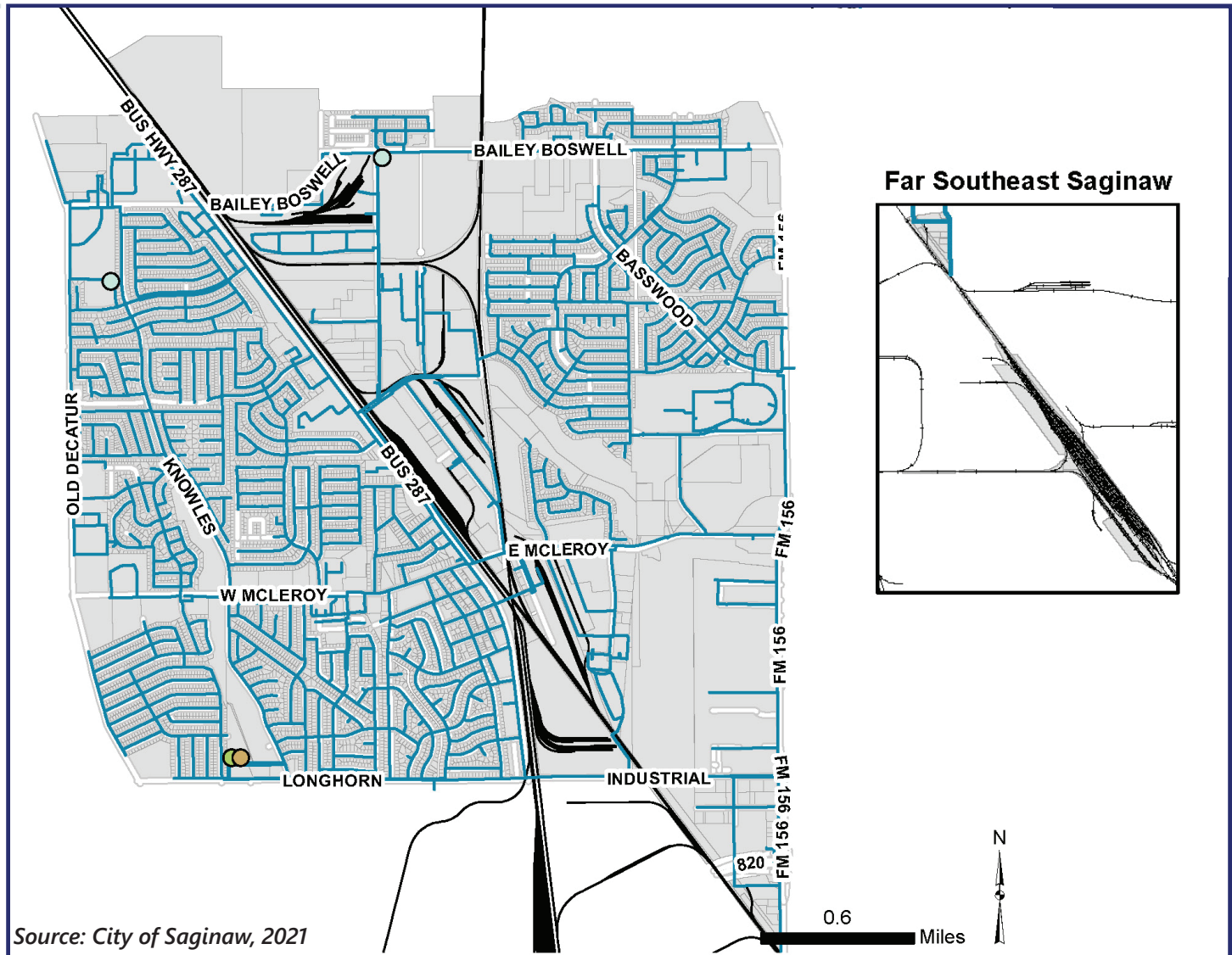
Opportunities

The City of Saginaw is almost completely built out, and with the City not possessing any extraterritorial jurisdiction (ETJ), Saginaw's current city limits will likely stay the same for the foreseeable future. Saginaw has seen a small but steady increase in population over the last decade, as new residential developments have been built. Approximately 750 acres out of a total of roughly 7,000 acres in Saginaw are vacant or undeveloped. As the remaining parcels develop, Saginaw can determine what they should be to sustain the health and wellbeing of Saginaw's people, the City, and those who visit. This also puts Saginaw in a unique position to focus local improvement funds on infill development and revitalization to improve previously developed areas in the city that the community feels are in need of a facelift and modernization. Saginaw could consider diversifying land uses and development types within the city to create a more pedestrian-oriented environment and facilitate new shops, restaurants, businesses, entertainment, and green spaces that the community would like to see. In the 2021 Community Survey, respondents detailed improvements to Saginaw Boulevard and providing new downtown-type destinations as key opportunities the City could pursue.

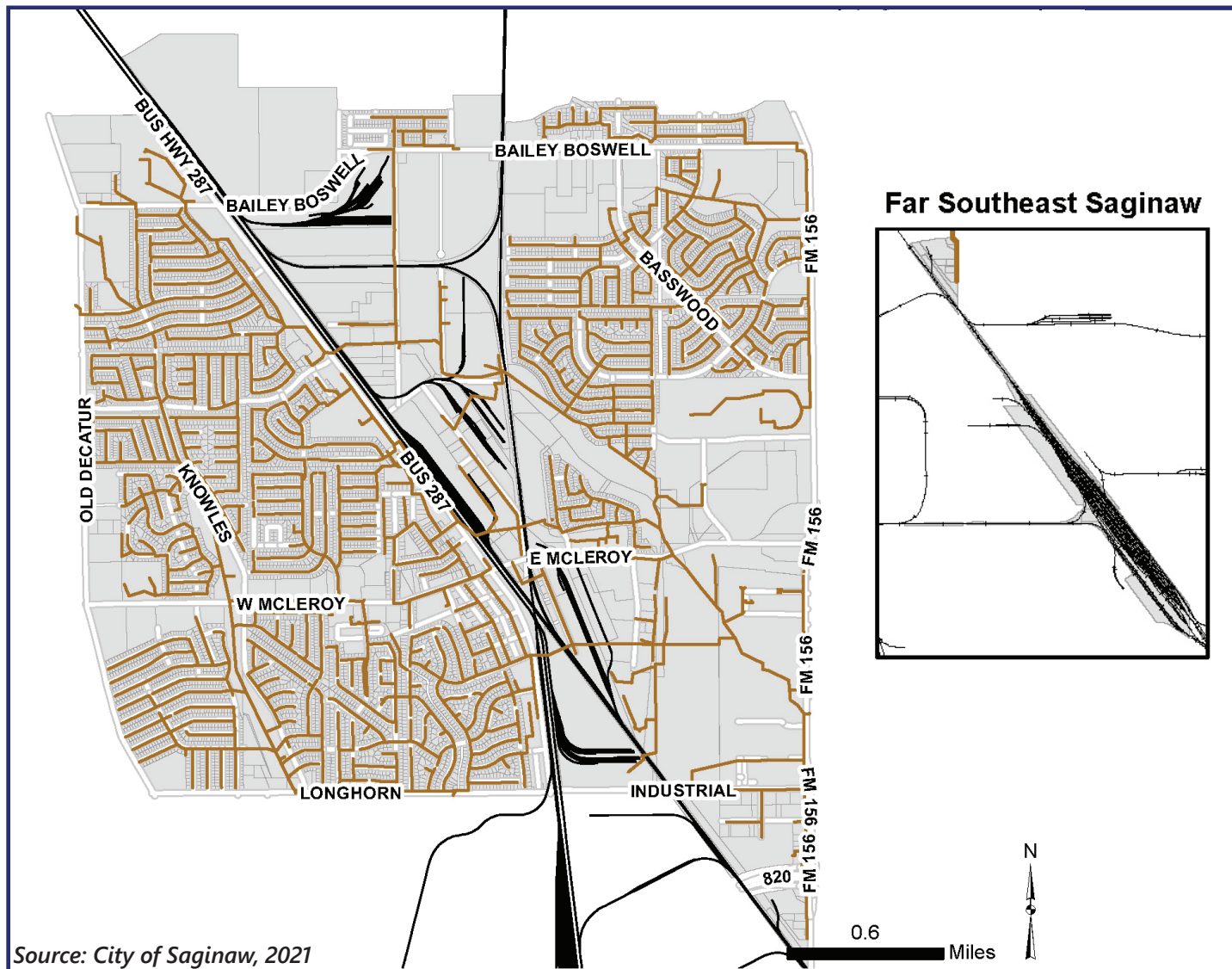
Existing Water Lines

Legend

-  Parcels
-  Elevated Storage Tank
-  Ground Storage Tank
-  Pump Stations
-  Water Lines
-  Roads
-  Railroads



Existing Sanitary Sewer Lines



Existing Infrastructure

Observations

The City last completed a Water and Wastewater Master Plan in 2016. The City purchases water from the City of Fort Worth and is served by the Longhorn Pump Station, Jarvis 1.5 MG elevated storage tank, Park Center 0.75 MG elevated storage tank, and water lines ranging from 6-inch to 24-inch. The City discharges wastewater to the City of Fort Worth at four locations and is served by wastewater lines ranging in size from 6-inch to 24-inch.

The City has four distinct drainage basins that flow generally from northwest to southeast. The major drainage infrastructure is a mixture of natural creeks and either natural or concrete lined channels. There are a multitude of detention ponds around the City, generally associated with single family developments. The City has several remaining capital projects to reduce localized flooding, with the most notable project parallel and adjacent to the TxDOT maintained Saginaw Blvd.

The local streets are typically constructed of asphalt in the older parts of the City and constructed of concrete in newer parts of the City. The street segments constructed of asphalt are starting to have cracks, potholes, and edge deterioration. The City rehabilitates two to three asphalt roads a year by mill-and-overlay, utilizing Tarrant County forces. Bailey Boswell and Old Decatur have recently been completed by the City to aid in traffic flow. The Bailey Boswell overpass, at the intersection of Saginaw Boulevard and Bailey Boswell, will greatly increase traffic flow and decrease the impact of the railroad. The presence of the BNSF and Union Pacific railways through the city cause frequent traffic delays and are not controlled by the City.

In the 2021 Community Survey, traffic was a major source of frustration to respondents, frequently citing the railroad-related delays, construction projects, and concerns regarding impacts of future growth on what they felt is a major challenge as it is. Respondents also identified infrastructure as a top weakness and threat/challenge to address in Saginaw's plans and priorities.

Existing Infrastructure

Opportunities

The City has constructed nearly all major infrastructure necessary to serve the existing and the projected future populations. The remaining identified projects are anticipated to be constructed by developers as adjacent tracts are constructed. As the City continues to age, the focus will turn more to maintenance, rehabilitation, and refinement of existing infrastructure.

Existing utility lines and associated treatment can be reviewed with existing and future development plans to identify areas what will require upgrades or extensions. To properly assess stormwater drainage, Saginaw can map stormwater lines in a GIS (geographic information system), as has been done for water and sanitary sewer infrastructure. The City will then have data needed for a comprehensive assessment of existing drainage facilities to identify potential future improvements.

To continue to aid future growth and serve existing residents, businesses, and visitors, the City is upgrading roads as funding and construction capacity permit. Knowles and West McLeroy have been slated for upgrades. These projects, adjacent to Willow Creek Park and through the City municipal center, provide an opportunity to improve stormwater drainage, as well as traffic congestion, parking, pedestrian amenities, and beautification along those roadways. The future rehabilitation of Saginaw Boulevard by TxDOT will be a good opportunity for additional beautification of a key corridor. As roads are improved, they could be enhanced to add sidewalks, trees, and lighting consistent with a modernized Saginaw look that the community has requested in the 2021 Community Survey. Green Infrastructure installations, such as LEED/iSWM development, Complete Streets, and Context-Sensitive Solutions (CSS) are all opportunities for consideration in future infrastructure improvement discussions. Key corridors and outside connections, to be detailed in the Mobility Framework of the Plan, could be prioritized for improvements, including creating a welcoming environment for walking, biking, and development that activates the street frontage (ex. outdoor dining).

Conclusion & Next Steps

From the existing conditions analysis, many important characteristics of Saginaw were gathered and reviewed, relating to the built environment, the people, and infrastructure. There are additional data, observations, and analysis not contained in this Memo which will contribute to the planning efforts currently underway and coming in the draft Comprehensive Plan, but this Memo is a sampling of what has been reviewed in the initial stages of the planning process.

The planning process will continue progressing as the planning team listens to and collaborates with the community, key stakeholders, City Leadership, and others to understand specific factors influencing Saginaw's future more thoroughly. The planning team will host stakeholder interviews, in addition to meeting with the Comprehensive Plan Advisory Committee (CPAC) and holding citywide public events (both virtual and in-person), to collaboratively shape the draft Comprehensive Plan's Vision Statement, Goals, Strategies, and Actions.
