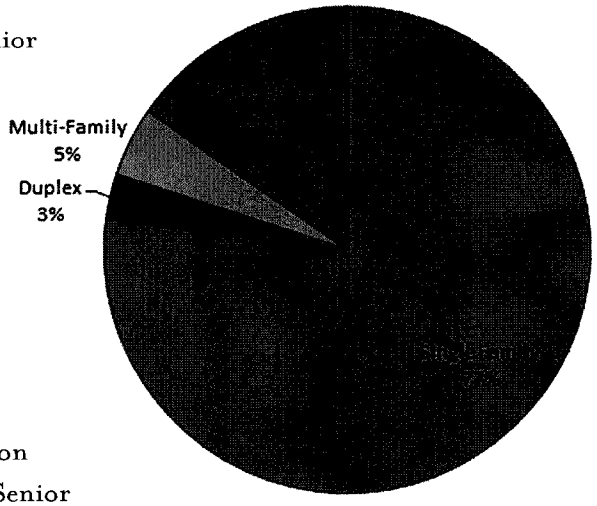
Housing Type

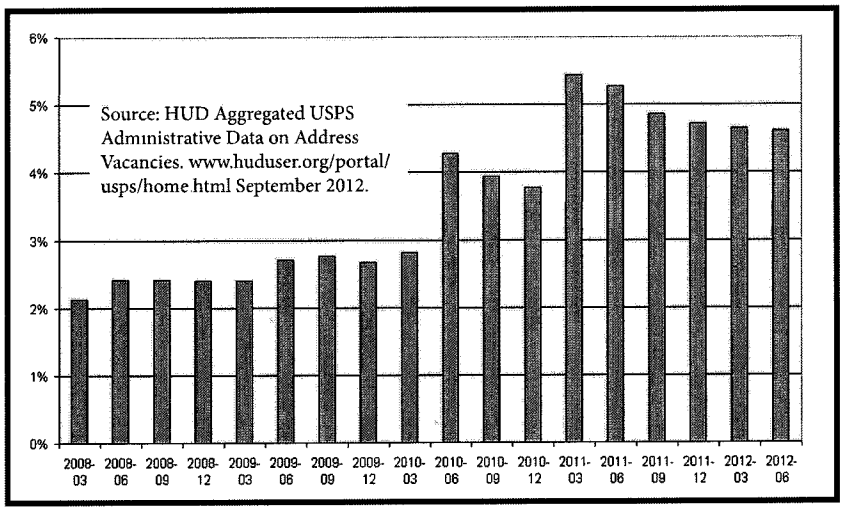
The 2010 Census reports 3578 residential living units in Pleasanton.[2] The primary housing type is single family, representing 77% of the residential living units in Pleasanton. There are 5 multi-family facilities with less than 200 units in Pleasanton: Atascocsa Apartments, Oakhaven Apartments, St. Francis Villa Senior Apartments, Bordeaux Apartments Pleasanton Senior Apartments. Neighboring Jourdanton has 2 multi-family facilities: Jourdanton Square Apartments and Jourdanton Housing Authority Senior Housing. The following table illustrates the quantity of each housing type.



[2] US Census Bureau. 2010 General Housing Characteristics. 2010 Census.

Housing Occupancy

In 2010, the homeownership rate in the United States is 66%.[3] Pleasanton is slightly below average, with 64% owner occupied. Of all 3,578 housing units both owner occupied and rental, the Census reports a 10.5% vacancy rate.[4] Recently, the United States Postal Service has a developed a partnership with the United States Department of Housing and Urban Development (HUD) reporting real time vacancies noted by mail carriers. The following table differs slightly from the Census data. HUD reports that the vacancy rate increased from a steady 2% in 2010, peaked in 2011, and has been steadily declining since.



[3]Current Population Survey/Housing Vacancy Survey, Series H-111, U.S. Census Bureau, Washington, DC 20233 Table 5. Homeownership Rates for the United States: 1968 to 2012

[4] U.S. Census Bureau. General Housing Characteristics: 2010. 2010 Census.

Housing Condition

The quality of housing is an indicator of a community's health. Housing is often the first glimpse seen by a tourist, potential resident, or prospective business. Maintaining a balanced mix of quality housing is imperative for economic development. The City can seek assistance from a number of programs for home improvements to benefit the health and economic well being of the community. In addition to financial assistance, there are regulatory tools available to enhance property values. Items in the regulatory toolbox include active code enforcement, landscape requirement, and zoning ordinance.

Housing Value

The 2010 Census suggests the median value of owner occupied housing units is $83,684. Houses valued between $50,000 and $100,000 represent the largest segment at 33%. The smallest representation of homes valued at $150,000 and above is projected to almost double to a 29% market share in 2015.

The Atascosa County Appraisal District reports that the 2012 median market value for residential property in Pleasanton is approximately $106,113.

Current market data provided by MLS suggests that single-family housing is being listed at approximately $80-$120 per square foot.

Current market data provided by the real estate community suggests that the median rent in 3rd quarter 2012 is $750+.

NEW TREND. TEMPORARY HOUSING DEMAND

New workers and their households are moving to the Eagle Ford Shale area in South Texas and the trend is expected to continue The Center for Community and Business Research conservatively estimates another 14 years of extraction activities and associated infrastructure and housing demands [5]

In addition to low vacancy rates and long term hotel rentals, many of the extracting workers are living in private and company sponsored manufactured home complexes referred to as "man camps". The market is responding creatively. An Austin company, Falcon Containers is repurposing cargo shipping containers for a modular and flexible village housing solution in the unincorporated areas of South Texas [6]

The City of Pleasanton and Atascosa County have received numerous inquiries and/or applications for various permits associated with temporary housing projects.

[5]Strategic Housing Analysis. Center for Economic Development The University of Texas at San Antonio. July 2012.
[6]MySanAntonio.com. Falcon Containers Develops Innovative Turn-Key Work Camp Village. August 2012.

VALUE	2010 %	2015 % ESTIMATED
0 to 49,999	24	20
50,000 to 99,999	33	30
100,000 to 150,000	26	21
150,000+	17	29

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

FY 2013 FAIR MARKET RENTS BY UNIT BEDROOMS

	EFFICIENCY	ONE-BEDROOM	TWO-BEDROOM	THREE-BEDROOM	FOUR-BEDROOM
Final FY 2013 FMR	$419	$538	$705	$944	$1,073

Source: HUD/TDHCA, http://www.tdhca.state.tx.us/pmcomp/irl/index.htm

Goals, Policies, and Actions

The policies and actions of the city over the next 10 years should promote the following goals:

1 PROVIDE A DIVERSITY of housing choice.

2 PROVIDE SAFE, WELL-INTEGRATED HOUSING areas with access to neighborhood retail and services and transportation.

3 PROMOTE LONG-TERM VALUE of housing.

To accomplish these goals, the following policies and actions should be taken:

POLICY H-1: Improve the condition of existing housing with a neighborhood maintenance and rehabilitation program.

ACTION H-1.1: Apply to the Texas Department of Housing and Community Affairs for assistance under the Community Development Block Grant Program (CDBG), and other appropriate grant programs within the targeted areas (Areas 2 and 3).

ACTION H-1.2: Continue to pursue multipurpose projects in the targeted area, for example leveraging city street repair funds with water and wastewater grant funds that replace and upgrade old lines.

ACTION H-1.3: Even in years when city funds cannot be given to community action groups, provide "soft" support of non-profit and faith-based groups such as "Hands on Housing" , "Meals on Wheels", or "Habitat for Humanity" by offering use of facilities, assisting with grant applications, and donation of surplus material where appropriate.

ACTION H-1.4: Coordinate efforts with the Pleasanton Housing Authority and the Community Council of South Central Texas.

ACTION H-1.5: Coordinate efforts at housing weatherization with Karnes Electric Cooperative and TXU.

POLICY H-2: Ensure that new housing is of a sustainable quality.

ACTION H-2.1: Form a building standards commission to review and update building code requirements on an annual basis.

ACTION H-2.2: Carefully review locations for temporary housing for consistency with the Future Land Use Plan.

ACTION H-2.3: Consider requirements for manufactured housing that balance the need for long term value and permanence with the efficiencies and affordability advantages of this housing type.

ACTION H-2.4: Provide ample opportunities for traditional single-family development on the Future Land Use Plan, and if zoning is adopted, with adequate zoned areas.

ACTION H-2.5: Housing needs to be flexible in design to adapt to demographic changes after the mining activities are complete. It is imperative to keep the transitory nature of the industry in mind and not build housing and utilities that are not sustainable and can not be financed properly. Flexible housing designs and well thought out infrastructure extensions are critical to maintain Pleasanton's fiscal responsibilities in the future.

POLICY H-3: Encourage and foster diverse housing options for all age groups and income levels.

ACTION H-3.1: Encourage multi-family options in close proximity to goods and services, and in all areas of the city.

ACTION H-3.2: Designate appropriate areas on the Future Land Use Plan and update annually.

ACTION H-3.3: Consider the adoption of a zoning ordinance that contains an inclusionary zoning component, which encourages affordable housing as well as senior and assisted living housing.

ACTION H-3.4: Consider the adoption of a zoning ordinance that includes designated and mixed zoning districts for multi-family, townhome, duplex, manufactured housing and single-family detached.

ACTION H-3.5: Identify areas for higher income housing developments, suitable for attracting management and professional workforce.

ACTION H-3.6: Study the community attitudes, potential demand, and potential locations for garage apartments and "granny flats" as a further method of addressing housing demand.

ACTION H-3.7: Adopt HUD's Fair Housing Act and foster compliance with the nondiscrimination provisions of the Fair Housing Act.

POLICY **H-4**: Adopt a preservation approach to areas where housing is in good condition, and only minor improvements are needed (Areas 1 and 2).

ACTION H-4.1: Practice fair and responsive code enforcement rooted in community education.

ACTION H-4.2: Utilize fair and well-balanced zoning, consistent with a Future Land Use Plan, to guide the development of adjacent lands.

ACTION H-4.3: Continue to maintain public facilities, such as parks, schools and other facilities. It is well-proven that the best deterrent to neighborhoods falling into disrepair is for adjacent neighborhoods and facilities to stay well-maintained.

POLICY **H-5**: Practice redevelopment only sparingly in situations which present clear threats to public safety, or are subject to repetitive losses from flood damage.

ACTION H-5.1: Efforts should begin with community education.

ACTION H-5.2: Relocation opportunities should be researched and presented prior to redevelopment.

ACTION H-5.3: FEMA funding sources should be sought in cases of repetitive loss.

POLICY H-6: Promote safe, secure neighborhoods to foster a sense of community and well-being.

ACTION H-6.1: Require sidewalks for new development, establish pedestrian and bicycle links between neighborhoods, parks, schools, services and other community points of interest.

ACTION H-6.2: In connection with a street rehabilitation program, begin a sidewalk construction program to provide sidewalks in neighborhoods that were not originally built with sidewalks.

ACTION H-6.3: Promote ADA accessibility and clear street crossing locations. Provide adequate street lighting standards, and shielding standards to reduce light pollution (extending the rural character of the community).

ACTION H-6.4: Require a lighting plan submittal component for new commercial and multi-family developments to ensure safe travel for pedestrians.

ACTION H-6.5: Require the dedication of park open space within new neighborhoods, so that neighbors have a safe, common place to gather.

ACTION H-6.6: Encourage and support community events to allow residents to get to know neighbors, such as participation in National Night Out.

POLICY **H-7**: Provide buffers in places where residential uses abut non-residential uses, to mitigate noise and visual incompatibilities.

ACTION H-7.1: Develop a specific scheme for buffer yards, separation, fencing and landscaping that is tied to the intensity of uses abutting one another.

ACTION H-7.2: Utilize creeks and floodplains as natural buffers between uses.

POLICY **H-8**: Discourage residential use in any flood-prone area.

ACTION H-8.1: Follow the requirements of the Flood Damage Prevention Ordinance relating to development in Special Flood Hazard Areas.

ACTION H-8.2: Conserve the ultimate 100-year floodplain as necessary for ultimate conditions flood conveyance and as a means of redirecting residential use away from those areas.

ACTION H-8.3: Encourage the use of floodplain as recreation or drainage amenities.

ACTION H-8.4: Review the NFIP records for Severe Repetitive Loss properties within the city and consider acquisition and voluntary relocation.

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Land Use

"A society grows great when old men plant trees whose shade they know they will never sit in."

– Greek proverb

Future Land Use Element

INTRODUCTION AND MAJOR THEMES

THE FUTURE LAND USE MAP IS AMENDED FROM TIME TO TIME. IT IS INCLUDED IN LARGE FORMAT AS APPENDIX C.

The Future Land Use Element is not only a map indicating preferred patterns of future development, but also background and guidance to City staff and elected officials, the public, and the development community on why and how land should be utilized in particular areas of the community. At the core of the Future Land Use Element are the promotion of public safety, health, and well-being, and the preservation of important community features. The Future Land Use Element consists primarily of the following, interwoven components: a set of goals, policies, actions, and a map to represent them. The City's response to the following major themes will be key in meeting the goals that are outlined further below.

Economic development and expansion in response to the Eagle Ford shale development is projected by most government and industry analysts to continue for the foreseeable future. The location for retail goods and services will take place (as it has been) along major arterial corridors due to factors such as visibility, ease of access, and location of utilities. Many other communities, in Texas and beyond, presently and in the past, have experienced rapid strip development during times of boom, following the factors above. This pattern carries the dangers of lost community identity and large areas of vacancy during the ensuing "bust" cycle, should it occur. At the same time, it also represents tremendous opportunity to develop the community and diversify its revenue.

There are three distinct areas within Pleasanton's general land use planning area which represent high potential to both shape the community image and expand and diversify the economic base. These are:

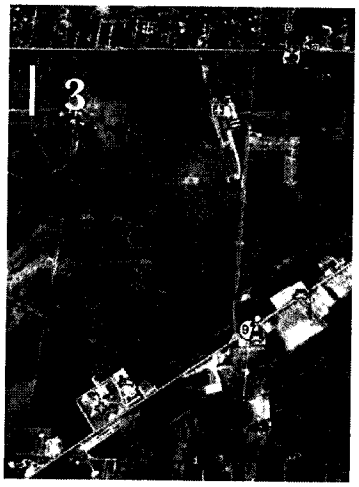
1. SH 97 CORRIDOR TO I-37/SH 97.

This corridor will be a likely gateway to the community and opportunity to capture regional and interregional revenue. Shaping this corridor as a cohesive, sustainable area will be a significant challenge to address.

2. DOWNTOWN.

This area has the potential to develop as a compact, walkable and vibrant area that preserves the community's history and promotes its active artistic culture. The coordination of public and private investment in this area will be of paramount importance, and a difficult set of decisions as growth pressures will be mounting outside of the downtown area.

3. AIRPORT/MEDICAL CENTER.



The airport is a unique and significant regional asset. The Regional Medical Center also represents a significant regional asset, and data suggest increasing expenditures in health care services. "Economic agglomeration" is likely to occur surrounding these facilities, meaning the development of support industries, such as hangars and aviation repair, and medical specialties. The expansion of these uses will have the potential for conflict with the adjacent residential areas.

This does not mean that other areas are not important to the overall growth and development of the community. Quite the contrary, the remaining areas will likely be developed with the workplaces and workforce housing that will form the underlying economic base of the community towards its future. But, strategically, these areas require great attention as they develop.

A set of four distinct, but interrelated, goals have emerged from the public input process to-date to guide the policies and programs of the Future Land Use Chapter. These can be thought of as a "gameplan", as they each have parallels to playing a game of football, work off of eachother, and are as follows:

GOAL 1: OPERATE STRATEGICALLY, PLAY TO YOUR STRENGTHS AND BUTTRESS WEAKNESSES

There are a number of strengths serving Pleasanton in its current growth period, unique geographic and human assets which separate it as a highly successful city in the region and state. Economic development opportunities can be harnessed to bring positive growth and evenly distribute the burdens of growth. Cultural and civic traditions, and natural icons of Pleasanton's history should also be strategically protected and built upon to promote a unique, long-term image of the community.

GOAL 2: FOCUS ON COMPATIBILITY

The Future Land Use Plan must offer two levels of focus on compatibility of land uses. First, the overall placement of and transition of higher intensity to lower intensity uses minimizes the risk of fundamental conflict. Second, site specific considerations are recommended to encourage the compatibility and integration of two adjacent uses.

GOAL 3: KEEP YOUR BALANCE

The Plan provides a mix of uses that support the local economy and contribute to the sense of place, a unique identity. Uses are accommodated in proportion to the future population, recognizing that if too little is provided, opportunities may be lost and if too much is provided, the risk of devaluation increases.

GOAL 4: STAY FLEXIBLE

The City recognizes that the current environment is high-growth, high-intensity, and high-impact. In order to optimize and ensure compatibility of land uses, balance the type of growth and its geographic distribution, and capture growth strategically, the plan must remain flexible. Some uses will be temporary, and some uses will have profound impact. A flexible approach means having a variety of development-related tools that maximize the benefit to the City, improving its long-term value.

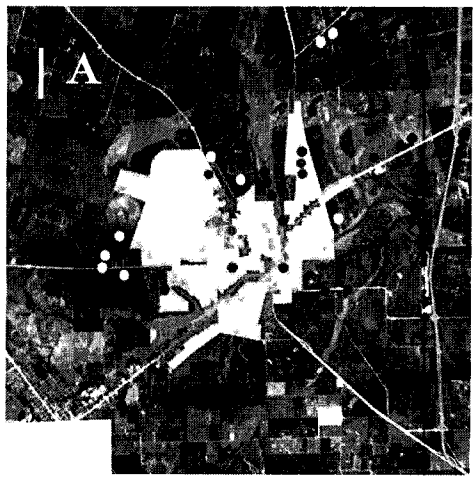
DEVELOPMENT OF THE FUTURE LAND USE ELEMENT

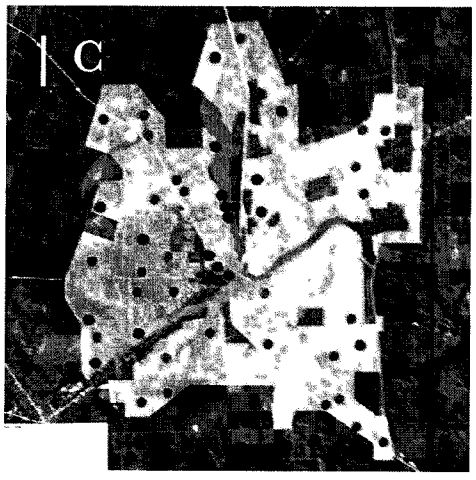
This element was developed in a series of workshops with the Planning and Zoning Commission and City Staff and consultant facilitation. The Commission and consultant initially developed three scenarios for the growth of the city that reflected deliberate strategies and assumptions about the nature of growth.

Scenario A was named "Well Rounded Opportunity" and was based upon the development of the 2008 Water and Wastewater utility planning assumptions, extended through the common planning horizon of 2025.

Scenario B was titled "Targeted Growth Promoting the Highway 97 Corridor", based upon a strategy of capturing the SH 97/I-37 intersection and carefully developing the SH 97 corridor from its current limits to the intersection.

Scenario C was titled "High Growth: The Well Balanced City" and was based upon an assumption of high population growth over the planning horizon, evenly distributed from the city center along all major corridors.

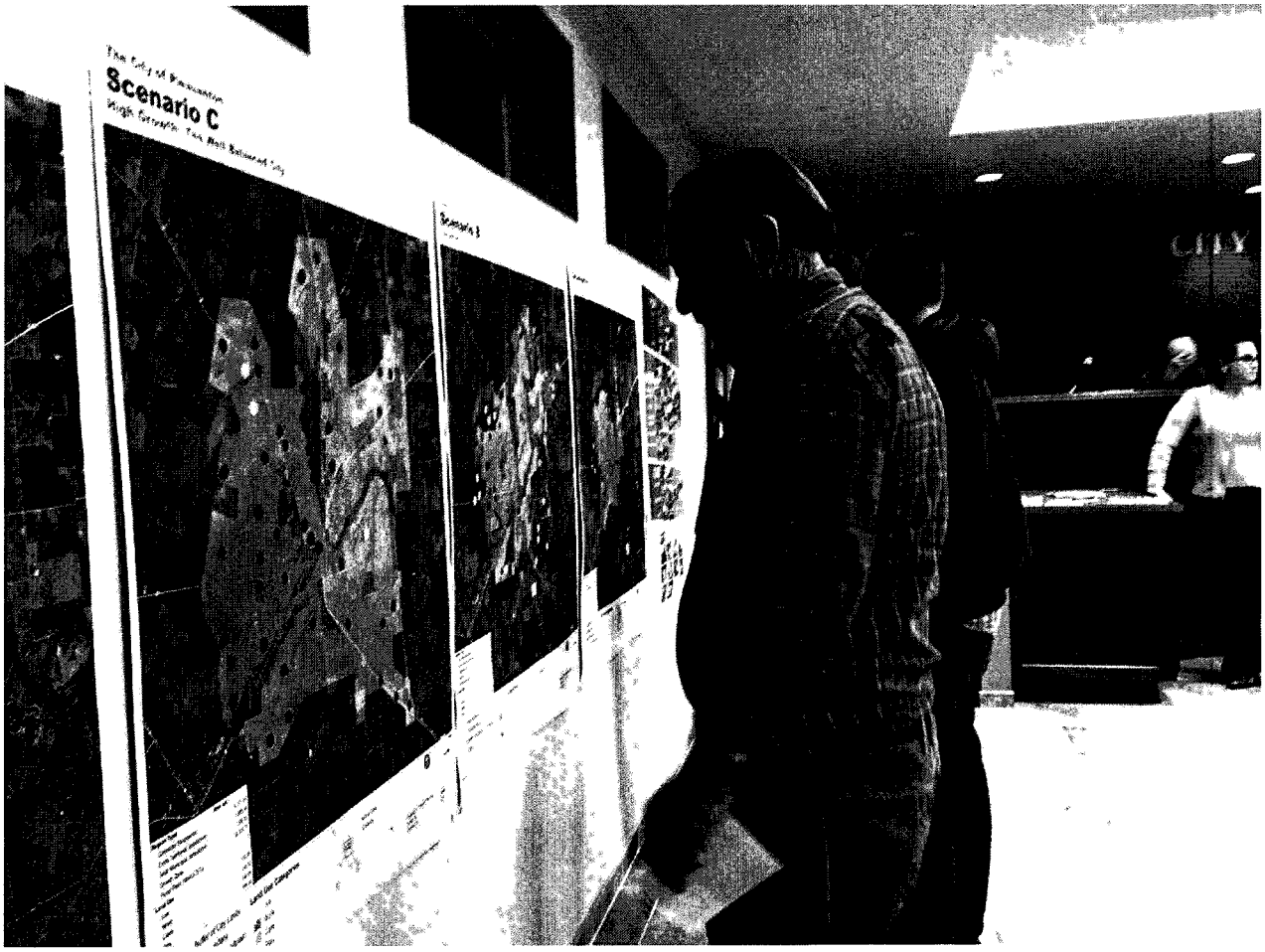




Each of these scenarios was reflected in a future land use map, color-coded simply into residential and non-residential areas.

The three scenarios were then evaluated at a Community-Wide Workshop held on November 7, 2012. The workshop was interactive, where community members discussed major issues, explored different land use types, made suggested modifications to the scenarios, and provided group direction to the Commission and consultant team, taking the best ideas of each scenario and synthesizing them into a preferred growth scenario for further refinement.

Based upon this direction, the consultant prepared a refined scenario that forms the basis of this future land use element. This refined scenario was subsequently reviewed in greater detail by the Planning and Zoning Commission, and is presented in the form of the following policies and actions, and future land use map.



Policies and Actions

The following are general policies and corresponding programs which are intended to further the four goals above:

To accomplish these goals, the following policies and actions should be taken:

GOAL **1**: OPERATE STRATEGICALLY, PLAY TO YOUR STRENGTHS AND BUTTRESS WEAKNESSES

GOAL **2**: FOCUS ON COMPATIBILITY

GOAL **3**: KEEP YOUR BALANCE

GOAL **4**: STAY FLEXIBLE

POLICY **FLU-1**: Promote managed, well-coordinated development that is consistent with the Master Plan.

ACTION FLU-1.1: Consult the Plan regularly, in daily decisions about zoning, land use, and other development issues and applications.

ACTION FLU-1.2: Maintain a continuous and coordinated planning process that involves citizens, stakeholders, the City Council, Planning and Zoning Commission, city departments, and other local entities in deliberations concerning policy development and decision-making.

ACTION FLU-1.3: Begin discussions on the implementation of zoning, as a means of promoting orderly, predictable growth.

ACTION FLU-1.4: Develop a standard requirement for the separation and buffering of adjacent, incompatible or conflicting land uses.

POLICY FLU-2:

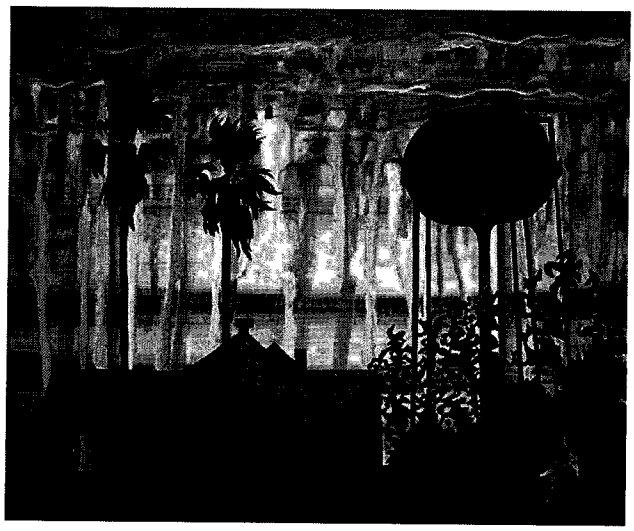
Encourage the development and redevelopment of the Downtown / Central Business District as a well-defined town center, to provide a centerpoint of activity and identity for the community.

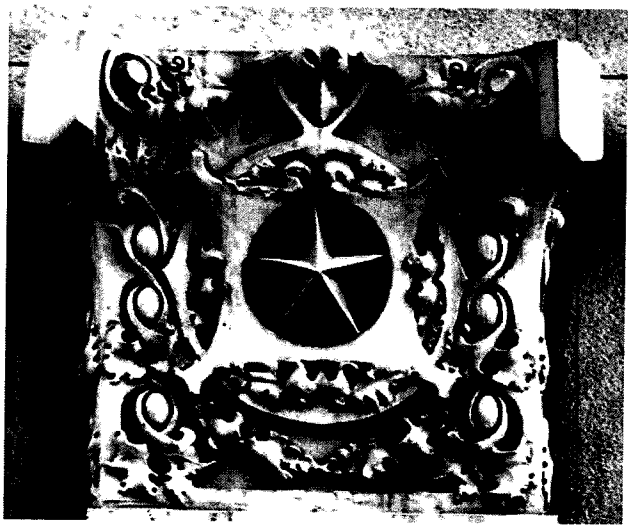
ACTION FLU-2.1: Recognize the wealth of artistic talent in the community, and promote the growth of the arts community near the community center and library, envisioning art galleries, studios, restaurants, cafes. Celebration of community history and arts are proven tourism development.

ACTION FLU-2.2: Leverage local capital improvements the CDBG program to systematically replace existing water and sewer infrastructure in the CBD and surrounding area. Coordinate these projects with street improvement projects.

ACTION FLU-2.3: Meet with existing businesses and building owners in the CBD to discuss plans and identify ways to help these businesses expand. This can include business improvement districts to coordinate shared responsibility among businesses and building owners to support entertainment, services, or other amenities that can attract customers and improve business climate.

THE FREEDOM CENTER, ANCHOR FOR DOWNTOWN PLEASANTON





artonmaingallery.net

ACTION FLU-2.4: Identify architectural elements of Pleasanton's past, which can be applied in modern building techniques and material, to form a cohesive, unique sense of place. These can be established as guidelines for development, or requirements for gateway or other special areas on the plan.

ACTION FLU-2.5: Develop a façade enhancement grant program for existing businesses.

ACTION FLU-2.6: Continue road improvement / reconstruction projects which facilitate access to the CBD and incorporate clear on-street parking.

ACTION FLU-2.7: Proactively seek comprehensive drainage infrastructure solutions to localized problems.

ACTION FLU-2.8: Integrate centralized and/or shared parking in the downtown area, recognizing that typical off-street parking requirements are not feasible, but avoiding the on-street parking spillover into adjacent neighborhoods. Codes should also reflect the nature of a downtown area and the challenges of off-street parking.

ACTION FLU-2.9: Encourage pedestrian and bicycle connectivity to the CBD from surrounding areas. Include funding in each utility reconstruction project for construction of sidewalks. Review each utility or road improvement / reconstruction project for opportunities to incorporate bicycle lanes.

ACTION FLU-2.10: Develop a specific, detailed CBD plan to include vacant, adjacent areas. The plan should address the best mix of uses to encourage, including catalyst uses that can support the growing arts community in Pleasanton.

AN EXAMPLE OF A PEDESTRIAN FRIENDLY REDEVELOPMENT OF AN OLD DOWNTOWN.

POLICY **FLU-3**: Encourage a continued diversification of the tax base by planning for additional retail and commercial service areas along major thoroughfares and intersections, to increase opportunities for residents and business development.

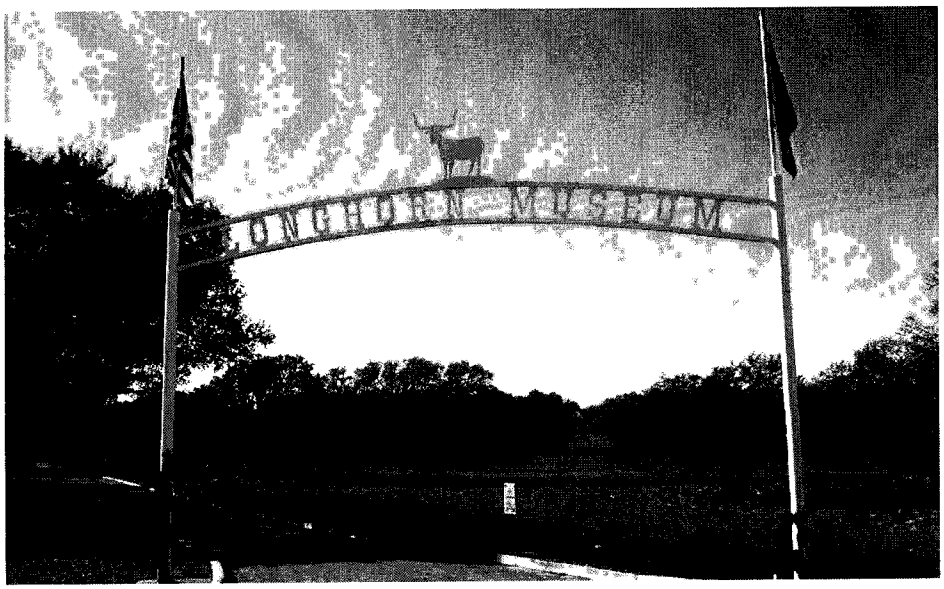
ACTION FLU-3.1: Provide distinct industrial and commercial service areas that are located apart from residential areas, in order to allow each use to operate to full potential without conflict. Commercial and industrial areas should be located with easy access to I-37, a future bypass route, major arterials, and rail – and avoid access through residential areas of the city or the downtown core.

ACTION FLU-3.2: The intersection of SH 97 and I-37 will become a very important retail, commercial, and industrial base, harnessing revenue from regional and interregional trade. In addition, the prominence and visibility of this area will make it a gateway to the city, greatly influencing visitors' perception and image of the city. Accordingly, the need to extend land use control to this area is of paramount importance to the city.

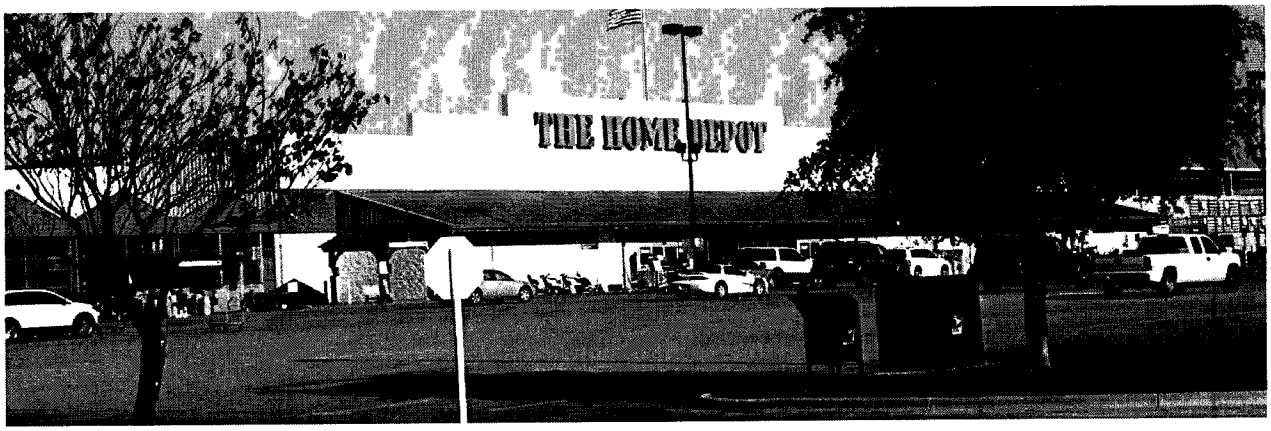
ACTION FLU-3.3: Proactively begin discussions with target retail and commercial developers, to bring additional anchor services to the community. These include: large grocers, department stores, hotels and others, which typically then attract the development of smaller convenient services such as restaurants, banks, specialty shops, cafes, bookstores, pet stores, auto parts stores, etc.

ACTION FLU-3.4: Allow the Longhorn Museum to be the opposite anchor of a 97 Corridor that has the potential to serve as a grand live oak tree-lined boulevard connecting downtown Pleasanton with the community's presence at I-37.

ACTION FLU-3.5: Develop an Annexation Plan that includes those areas already benefitting from city services, and plans appropriately for the extension of services



AN EXISTING CULTURAL ANCHOR ON ONE END AND ROOM FOR A STRONG RETAILER ON THE OTHER END OF SH97.



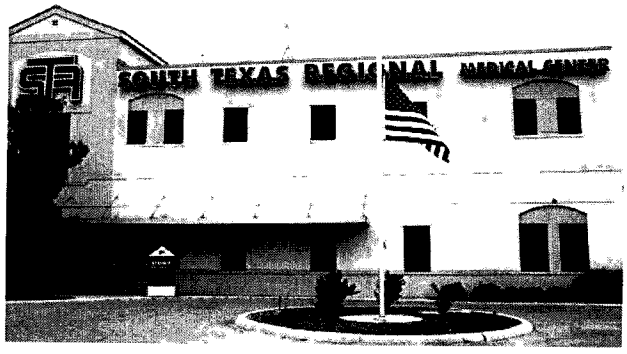
POLICY **FLU-4**:

Plan for appropriate areas within the city for a diverse set of non-residential uses, as a means of diversifying the City's economic base and convenience to residents.

ACTION FLU-4.1: Encourage the development of medical and professional offices which are centrally located and convenient to residents, and support the existing South Texas Regional Medical/Rehab Center.

ACTION FLU-4.2: Encourage the expansion of Coastal Bend College to offer secondary education to residents, and be a training resource for the regional economy.

ACTION FLU-4.3: Recognize the economic development potential and unique asset of the airport.



POLICY FLU-5:

Pleasanton should strive to become a disaster-resistant community, through an active understanding of its floodplains, creek systems, drainage patterns, and the risk associated with wildfire.

ACTION FLU-5.1: With the San Antonio River Authority as a partner, undertake a comprehensive hydrologic and hydraulic study of the Atascosa River, Bonita Creek, and Galvan Creek, in order to understand the risks of flooding and potential structural and non-structural solutions.

ACTION FLU-5.2: Coordinate with FEMA, TxDoT, the San Antonio River Authority, Atascosa County and private development in studying the drainage systems, to minimize duplication of efforts and individual entity costs.

ACTION FLU-5.3: Actively pursue the acquisition of flood-prone properties. Request a list of repetitive loss properties from the State NFIP Coordinator.

ACTION FLU-5.4: Continue to require the dedication of drainage easements for all drainage systems and designated floodplains.

ACTION FLU-5.5: Consider requiring additional floodplain buffer area dedications as a means of protecting lives and property.

ACTION FLU-5.6: Review the City's drainage policy.

ACTION FLU-5.7: Review the community's wildfire risk through the TxWRAP program, and build awareness of the risk of wildfire.

ACTION FLU-5.8: Support the Fire Department's efforts to increase the community's ISO rating.

POLICY FLU-6:

All areas within the City of Pleasanton should have coverage from within 1-1/2 miles of fire, police, and emergency medical services.

ACTION FLU-6.1: Begin a site selection and feasibility process for an additional fire and EMS station location near SH 97 and I-37 to support current and future calls for service on the east end of town. The site should be a minimum of one-half acre in size, and not be located within a neighborhood, or directly at a major intersection, or withih the 100-year floodplain.

ACTION FLU-6.2: The city should continue to ensure excellent police response.

ACTION FLU-6.3: As development east of the Atascosa River continues, there will be increased strain on these resources. The location and frequency of calls to areas east of the Atascosa River should be monitored to determine the need for a future EMS facility.

ACTION FLU-6.4: The City should continue its cooperative arrangements with first responders in Jourdanton and Atascosa County to support eachother.

POLICY FLU-7:

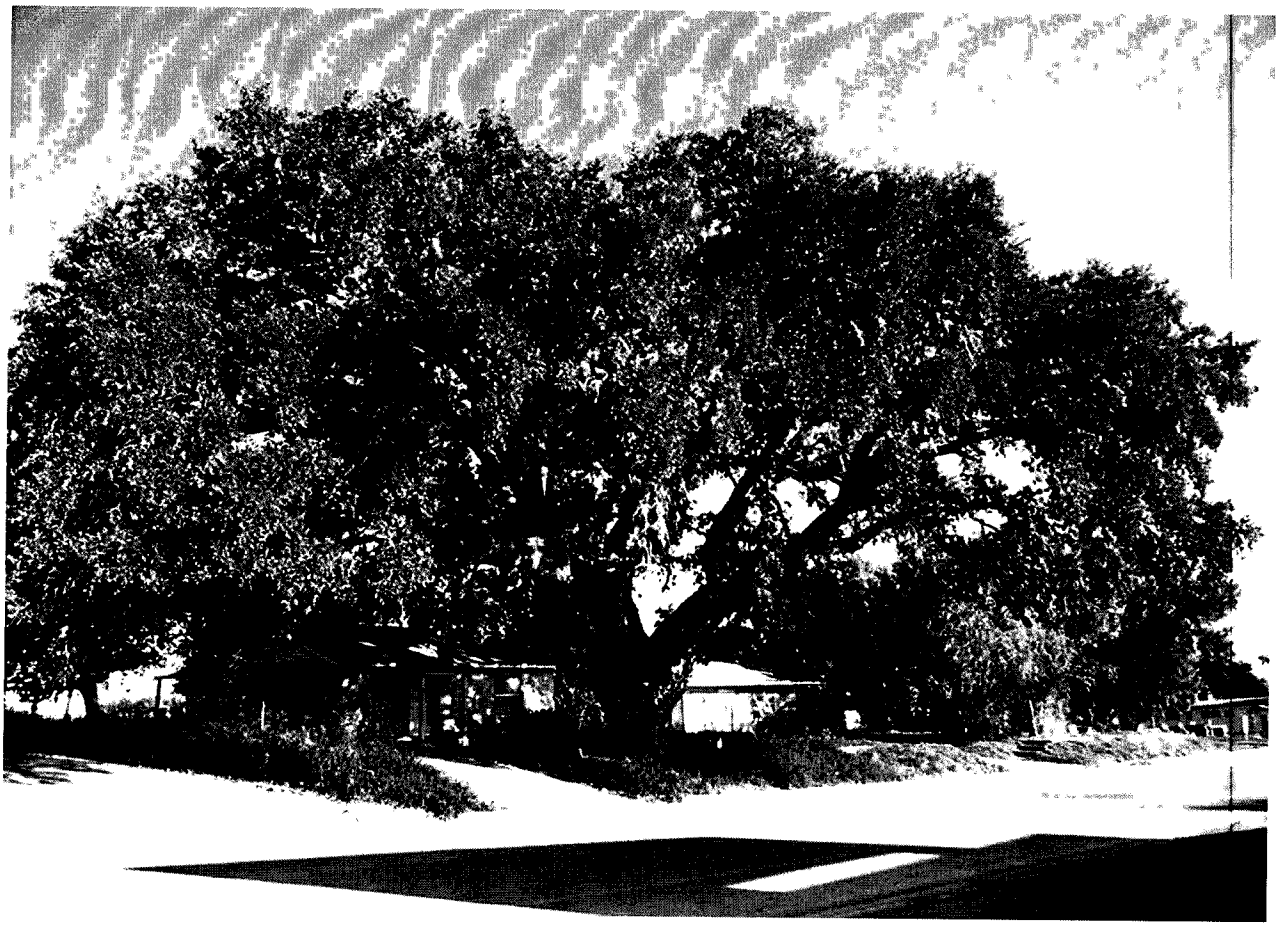
All residents of the city should have access to park facilities to promote active living and enjoy the natural beauty of Pleasanton.

ACTION FLU-7.1: Proactively seek to respect and utilize the Atascosa River, Bonita Creek, and Galvan Creek floodplains for multiple purposes, such as flood control, park facilities, and civic gathering. Develop use plans which are based upon an understanding of flood risk.

ACTION FLU-7.2: Conduct a park needs assessment to determine the inventory of current parks facilities, as well as future needs based on the Master Plan projections. The parks needs assessment and plan should be done in format ready for Texas Parks and Wildlife Department consideration.

POLICY FLU-8:

Protect and preserve the live oak trees of Pleasanton as they reflect the unique character and heritage of the community.



ACTION FLU-8.1: Consider the development of a tree preservation ordinance that creates appropriate disincentive for the removal of trees during development.

ACTION FLU-8.2: Conduct an inventory of the live oaks in the community, noting their location and size. Consider the implementation of a Heritage Tree program that recognizes trees over a given size.

ACTION FLU-8.3: Encourage the planting of new trees in private development. Consider the development of a landscape requirement which has a tree planting requirement.

ACTION FLU-8.4: Consider the implementation of a Memorial Tree Planting Program to build the canopy over time.

ACTION FLU-8.5: Coordinate with the Texas Forest Service to receive guidance on urban forestry concerns and opportunities.

The Future Land Use Map

The Future Land Use Map is shown on Appendix C. This map depicts the location of residential and non-residential land uses inside the current city limits its extraterritorial jurisdiction, and beyond these limits in anticipation of growth. Each of the land use types are indicated on the map and described in the following sections. They are color-coded on the map as shown with the colored polygon symbol.

Residential Areas of the Plan

The plan is designed to protect existing residential neighborhoods. As growth occurs, it will be important to recognize the existing areas with careful separation and buffering of uses. In addition, the Thoroughfare Plan has been designed to route non-residential traffic outside of these areas and facilitate access and circulation between residential and retail/commercial areas. The future Land Use Map reflects a potential "full buildout" of 85,000 persons, which provides ample market choice. It should be remembered that this build out will take much longer that the 10-15 year horizon contemplated in this plan; however, give some of the uncertainty surrounding the impact of the oil and gas boom, and generally the need to plan capital projects and facilitate transitioning between land uses, assumptions must be made that preserve market choice.

The Plan includes three general groups of residential land use, of an approximate density to correspond to their intensity (and utility service planning)

LOW DENSITY RESIDENTIAL LAND USE (<4 UNITS PER ACRE)

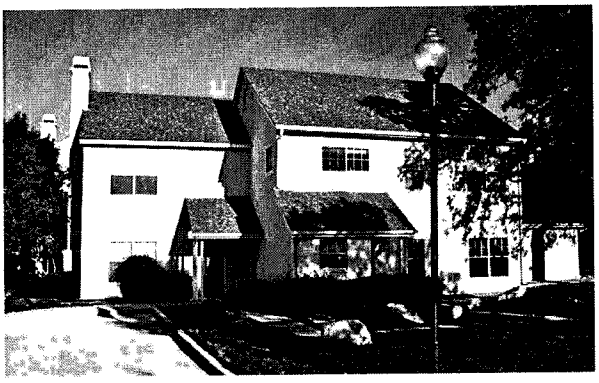
This use is representative of traditional, single-family detached dwelling units, including larger-lot residences, and reflects the largest land use category. Low density residential land use areas are usually not located adjacent to major thoroughfares or other incompatible land uses, and are in proximity to existing single-family residential land use. As the City contemplates implementing zoning, it should encourage a variety of lot sizes within the low density district, to offer good market choice.

MEDIUM DENSITY RESIDENTIAL LAND USE (4-8 UNITS PER ACRE)

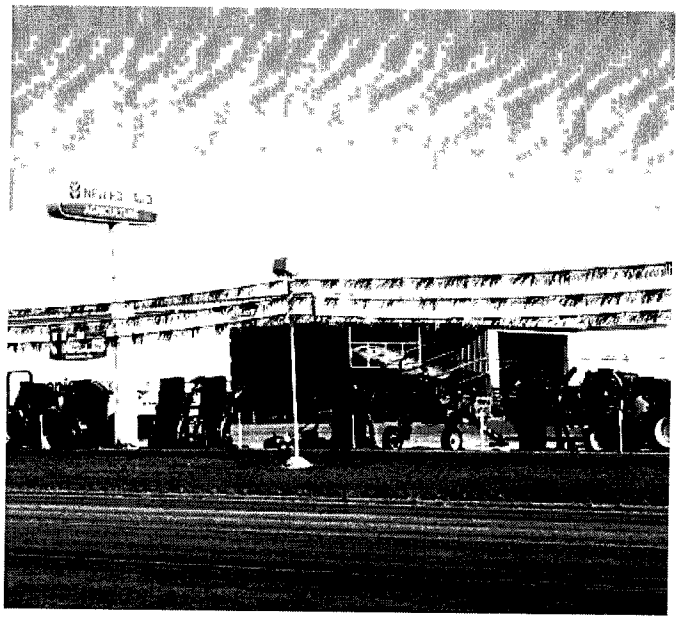
This use generally includes two-family, attached dwelling units, such as duplex units, patio homes, and townhomes. Medium density land uses often provide areas for "empty nesters" who may not want the maintenance of a large-lot single-family home, and for young families who may find a townhome or duplex more affordable than a single-family home. It is anticipated that new areas for medium density land use will be developed in the future.

HIGH DENSITY RESIDENTIAL LAND USES (4-16 UNITS PER ACRE)

At the top end of the density scale, high density typically includes apartments and condominiums in attached buildings. Generally, medium density uses should also be permitted in any area designated for high density use, as the Future Land Use Plan emphasizes flexibility as a stated goal. The plan includes several areas for multiple-family or higher density residential development. These areas have been located next to collectors or major arterials to promote ease of access and to avoid congestion. Multi-family complexes would be appropriate in density ranging from 4 to 16 units per acre. Densities proposed higher than this should require additional review of traffic impacts, location, and utility considerations.



Non-Residential Areas of the Plan



RETAIL USES

Retail land use areas are intended to provide for a variety of retail trade, personal, and business services and establishments. Retail establishments generally require greater visibility than do other types of nonresidential land use (e.g., office, commercial). In response to this need, retail land uses have been designated in the higher traffic areas of Pleasanton.

COMMERCIAL LAND USES

Areas designated for commercial land use are intended for a variety of commercial uses and establishments with outside storage, display and sales. Examples of such uses include automobile-related services, manufactured home sales, self-storage units, welding shops, and pawn shops.

Commercial uses often locate along major thoroughfares not because they need the same level of visibility as retail uses do, but because they need the accessibility. The key difference is that commercial uses generally have a greater need for outside storage areas, and these areas tend to reduce the aesthetic quality of major thoroughfares.

INDUSTRIAL

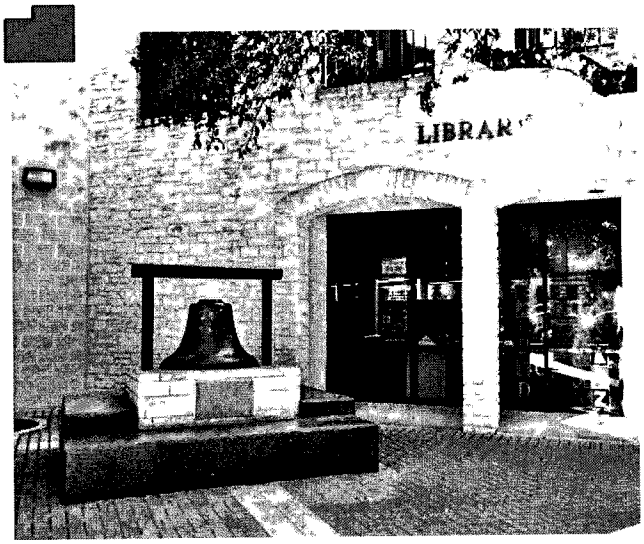
The Eagle Ford phenomenon has given rise to a variety of oil and gas field service-related operations. These users need large, flexible space and large unimpeded outdoor storage area for supplies and equipment which is easily accessible by large and oversize vehicles. Because this use will continue to be critical to the economic vitality of the city, ample industrial space is envisioned. Careful, proactive encouragement is required, and land is sought to be suitable for industrial land use based on the following criteria:

- Access to an existing or proposed major arterial;
- Access to a railroad;
- Relatively flat or gently sloping site
- The site will not negatively impact the existing or proposed residential areas;
- A relatively large amount of land can be assembled in one area; and

General planning criteria for industrial uses suggests that the minimum size requirements for preplanned industrial parks area about 200 to 300 acres. Approximately three to five percent of a city's land (0.2 to 0.3 acres per 100 persons) is often allocated to industrial uses. In the case of Pleasanton, due to the importance of industrial use mentioned above, a larger percentage has been allocated on the Future Land Use Map.

CIVIC AND INSTITUTIONAL

Binding the residential and commercial uses together are the civic and institutional uses that support public space, public administration, utilities, and schools. These uses often have very specific land use requirements. For example, schools must manage large populations, peak traffic flows, and indoor and outdoor activities. A wastewater plant is strategically located with respect to topography, as is an elevated storage tank that provides drinking water at a higher pressure. Land must be reserved for these types of facilities throughout the community.



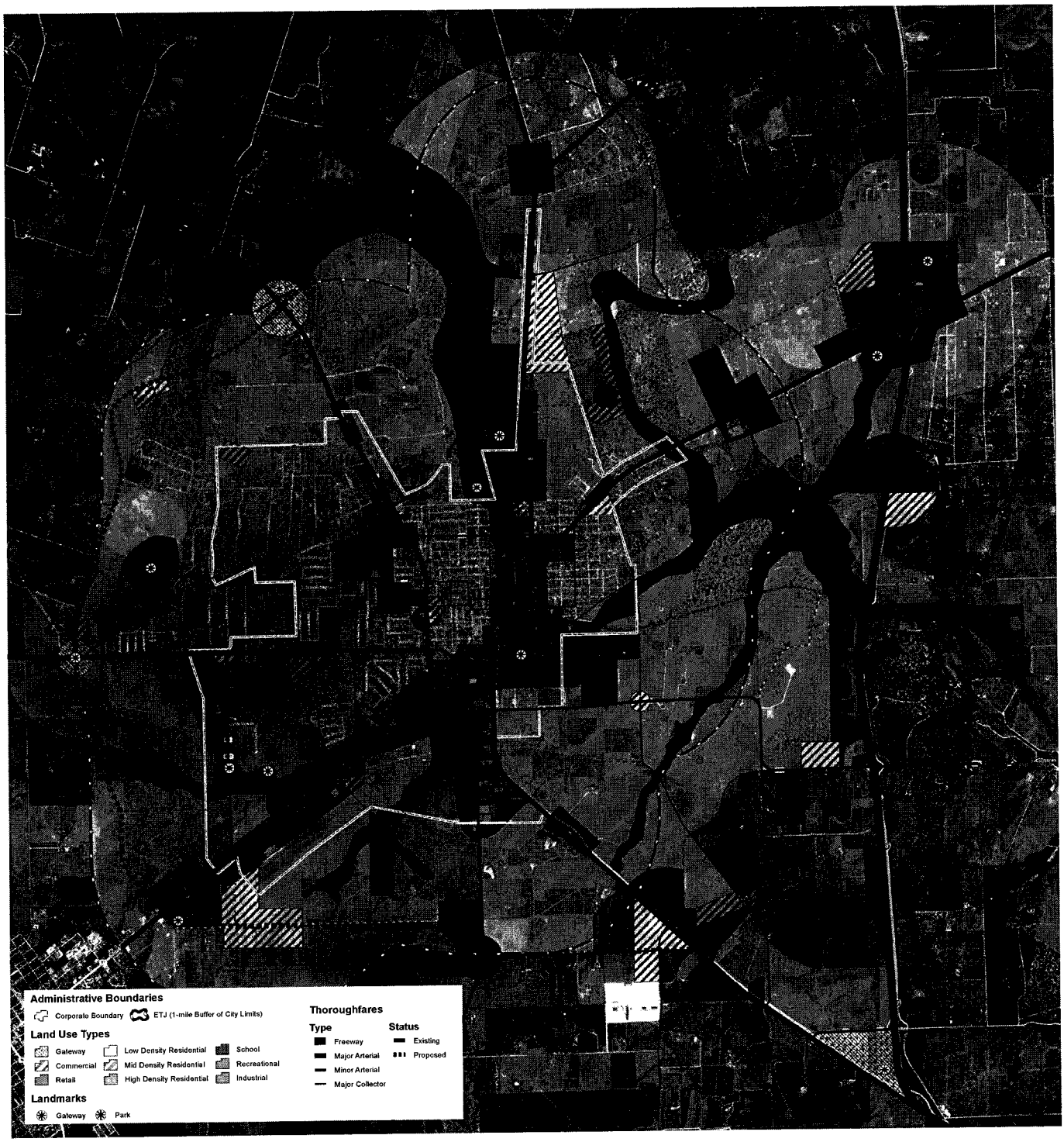
PARK AND OPEN SPACE

There are numerous benefits associated with keeping open, green space in the community, both for the active and passive use of residents and visitors. Indeed, access to even modestly-developed parks has been shown to further "active living". Many of the best areas for active recreation are also subject to flooding, and therefore not suitable for residential or commercial use. A greenbelt park system can be developed that provides further linkages across the community, located along floodplains. The City's existing Atascosa River Park is a central building block to this strategy.

Open space is also an important land use technique to further the goal of compatibility. Uses which are specifically intense, such as an airport or industrial operation, should be buffered along the perimeter with open space.

Using The Map

The following exhibit is the Future Land Use Map, which has been prepared from the community-wide direction and the advice of the Planning and Zoning Commission, and reflects the anticipated balance of land uses necessary to meet Pleasanton's needs until 2025. It has been prepared to meet the objectives of Texas Local Government Code §§213 and 395, as they relate to comprehensive planning and assumptions of land use. This map incorporates the goals, policies, and actions presented in this chapter. From time to time, the city may consider revising the plan (consistent with the goal of flexibility), based on changes to the growth and development of the city. At a minimum, the Planning and Zoning Commission should review the plan annually to ensure that it tracks and reflects the desired growth pattern of the city, and the external forces operating upon the city.



THE FUTURE LAND USE MAP IS AMENDED FROM TIME TO TIME. IT IS INCLUDED IN LARGE FORMAT AS APPENDIX C.

Water System

"Always drink upstream from the herd."

-Cowboy wisdom

Existing Water System

There are currently five active groundwater wells that supply the City of Pleasanton. The water system operators specify which well or combinations of wells are operating at any given time. The City's water treatment facilities at each Carrizo well site are equipped with a coagulation filtration system for iron and manganese treatment. There are approximately 4,300 water service connections in the City's service area. A map showing the City's current water infrastructure is provided in Appendix C.

SOURCE

Five groundwater wells currently supply the City of Pleasanton; information regarding the capacity of each well, associated aquifer formation, and total well depth is provided below:

- Woodland (650 GPM; Queen City Aquifer; 750 ft. deep)
- Goodwin (1200 GPM; Carrizo Aquifer; 1751 ft. deep)
- Main Yard (1040 GPM; Carrizo Aquifer; 1710 ft. deep)
- Halpin (1340 GPM; Carrizo Aquifer; 1584 ft. deep)
- North Town (650 GPM; Queen City Aquifer; 790 ft. deep)

In the South Central Texas Region, the primary water source for the City of Pleasanton is the Carrizo Aquifer (major aquifer) and the Queen City Aquifer (minor aquifer). The Carrizo Aquifer is predominantly composed of sand, as well as gravel, silt, clay and lignite. The thickness of the water bearing portion of the aquifer ranges from 200 feet in Dimmit County to more than 1,500 feet in the downdip artesian strata in Atascosa County; water from the Carrizo Aquifer is fresh to slightly saline. In the outcrop of the formation, the water is hard yet usually low in dissolved solids; however, the water is softer, has a higher temperature and contains more dissolved solids in the downdip strata. The water quality that a few adjacent counties have pumped from the aquifer contains high concentrations of iron and manganese, similar to the City of Pleasanton (located in the downdip strata). In addition, some sampled wells were found to contain high concentrations of dissolved solids, chloride and/or sulfate. Localized contamination of the aquifer has been attributed to direct infiltration of oil field brines on the surface and to downward leakage of saline water from the overlying Bigford Formation.

The Queen City Aquifer extends across Texas and underlies six counties, including Atascosa County in the South Central Texas Region. The formation of the aquifer is comprised of sand, loosely cemented sandstone and clay. The total aquifer thickness is usually less than 500 feet; however in the outcrop area, the water is under artesian conditions in the downdip subsurface. The yield of individual wells is typically low, but a few wells exceed yields of 400 GPM.

SUPPLY

One important observation during the evaluation of the City's existing water system addresses the relative amount of groundwater, treatment, storage, and distribution capacity available, relative to the current water demands. The average day demand and peak day demand in 2012 was 1.5 MGD and 3.7 MGD, respectively; the total groundwater well production capacity is approximately 8.0 MGD (assuming all wells are available). Peak day and peak hour demands, especially during the summer months, increase the need for additional treated water supplies.

As the City continues to develop, the City should plan to drill more production wells to support the increased population demands, as well as provide system redundancy; however, the City will need to factor in the regulations and permitted withdrawal limits established by the Evergreen Underground Water Conservation District (EUWCD) on pumping groundwater. The EUWCD was created in 1965 in accordance with Section 59, Article 16 of the Constitution of the State of Texas, and encompasses all of Atascosa, Frio, Wilson and Karnes Counties. The purpose of the EUWCD is to manage well production and groundwater supplies in their jurisdictional area.

The EUWCD guidelines state that each well, unless exempted, has a production limit of up to two acre-feet (652,000 gallons) of water per acre of water rights per calendar year; however, the allowance cannot exceed 75 percent of the annual production capability of the well based on the acres of groundwater rights owned or leased by the applicant at the time the permit application is filed. Entities that use groundwater for municipal supply to the public may claim acreage within their CCN or service area if:

- The well is located or to be located within their CCN or service area;
- The well satisfies EUWCD spacing requirements (wells cannot be drilled within 100 feet of any property line; new wells must be spaced a minimum of one foot for each gallon per minute of production capability from existing wells producing from the same aquifer); and,
- There are no other wells located within the 'claimed acreage' and none of the water rights within the claimed area is leased to another permittee, or the total annual production of all wells within the CCN or service area plus all the leased water rights within the claimed acreage do not exceed the maximum production limitation.

As a result, the City will need to submit a permit application to the EUWCD for the drilling of any new municipal water wells; the application fee for each well is $25.00 for a five year period. Also, the City may need to account for the cost associated with leasing and/or purchasing property in order to obtain the necessary water rights based on the design capacity of the new well. For example, a new well with a design capacity of 1,500 GPM would require approximately 900 acres of leased and/or purchased property for necessary water rights according to the EUWCD guidelines.

TREATMENT

Treatment at the three Carrizo wells (located at Goodwin, Halpin and Main Yard) consists of coagulation filtration systems for iron and manganese removal and disinfection using chlorine gas. Chlorine cylinders (150 lbs) are delivered to each of the well sites, stored, and supply each well site through the use of a chlorinator. The chlorinator feed system is generally operated automatically, and chlorine residual is monitored using an in-line chlorine residual analyzer. The chlorinator feed system varies the chlorine dose based on the measured residual and operator-entered residual setpoint.

The major components of the coagulation filtration system include pressure filter vessels, sludge mates for residuals thickening, and chemical storage and feed systems. The spent filter backwash water from this filtration process is disposed of through the sanitary sewer. The iron and manganese residuals are then thickened in a sludge mate system and then hauled to a landfill for disposal.

STORAGE AND DISTRIBUTION

Based on the information presented in the CEC 2008 Water and Wastewater Master Plan, the City has a total ground storage capacity of 1.9 MG, excluding the Industrial tank (used only for fire protection supply). The total elevated storage capacity is 600,000 gallons if the elevated tanks are operated at full capacity. A summary of the storage tanks located at each of the well sites is provided below in Table 2.1:

TABLE 2.1 SUMMARY OF STORAGE TANK CAPACITIES

WELL SITE	GROUND STORAGE CAPACITY (GALLONS)	YEAR BUILT	ELEVATED STORAGE CAPACITY (GALLONS)	YEAR BUILT
Woodland	300,000	2008	N/A	
Goodwin	200,000		250,000	1975
Main Yard	500,000	1990	250,000	1990
Halpin	500,000		100,000	1975
North Town	400,000	2000	N/A	
Industrial Park	300,000		N/A	

In order to verify the hydraulics of the overall water system, our team recommends that the City use WaterCAD to model the latest and projected water demands, as well as verify the hydraulic pressure planes in the system. Construction of additional ground storage and elevated storage tanks has been identified based on the drilling of new water wells to support population growth and water demands. Based on TCEQ regulations, the following system capacity requirements need to be accounted for:

- Production Well Capacity (GPM): 0.6 x No. of Water Connections

- Total Ground, Elevated and Hydro Tank Storage (Gallons): 200 X No. of Water Connections

- Elevated Storage (Gallons): 100 X No. of Water Connections

- Pump Capacity (GPM): (Maximum Day Demand)/1440*1.25

The distribution system is comprised of pipeline sizes ranging from 2 to 12 inch in diameter. The City has reported that approximately 25% of the system contains small diameter pipe (2-in, 3-in, 4-in) and has experienced low water pressures in the northern and western quadrants of their service area based on City staff feedback. TCEQ recommends a minimum pressure of 35 psi. In addition, the National Fire Protection Agency (NFPA) recommends using a pipe diameter of 6-in or greater in order to provide fire protection.

Each should also be equipped with an emergency power generator to maintain water production capacity in case of utility grid power outages.

PUMP STATIONS

Pump stations are located at each of the well sites with the exception of Industrial Park. Each pump station is comprised to two or three pumps of various sizes. Based on feedback from City staff, the pumps at both Woodland and Halpin operate almost continuously throughout the day and have experienced motor outages due to constant use.

In addition to transporting water through the system, pump applications include chemical feed systems, sludge removal, air compression, and sampling. For a given application, there could be several viable pumping options. However, there are typically usually only one or two types of pumps that are the best fit for the intended use.

WATER SYSTEM – IDENTIFIED CIP PROJECTS

1 Based on feedback received from City staff, eleven CIP projects have been identified and documented on initial data summary sheets in Appendix D. A few of these projects include drilling new groundwater wells (gravel packed design recommendation to filter out sand). Note that the cost estimates listed in these summary sheets are conservative estimates for planning purposes only. These projects should be included in the scoring and ranking process of developing the final CIP.

2 Continue to upgrade existing, small diameter waterlines (2-in., 3-in., 4-in.) to larger diameter pipes (6-in. or 8-in.) in order to maintain adequate water pressures in the system during peak demand and fire flow conditions. TCEQ requires that waterline pressure be maintained above 35 psi during peak daily demands and above 20 psi during fire flow conditions.

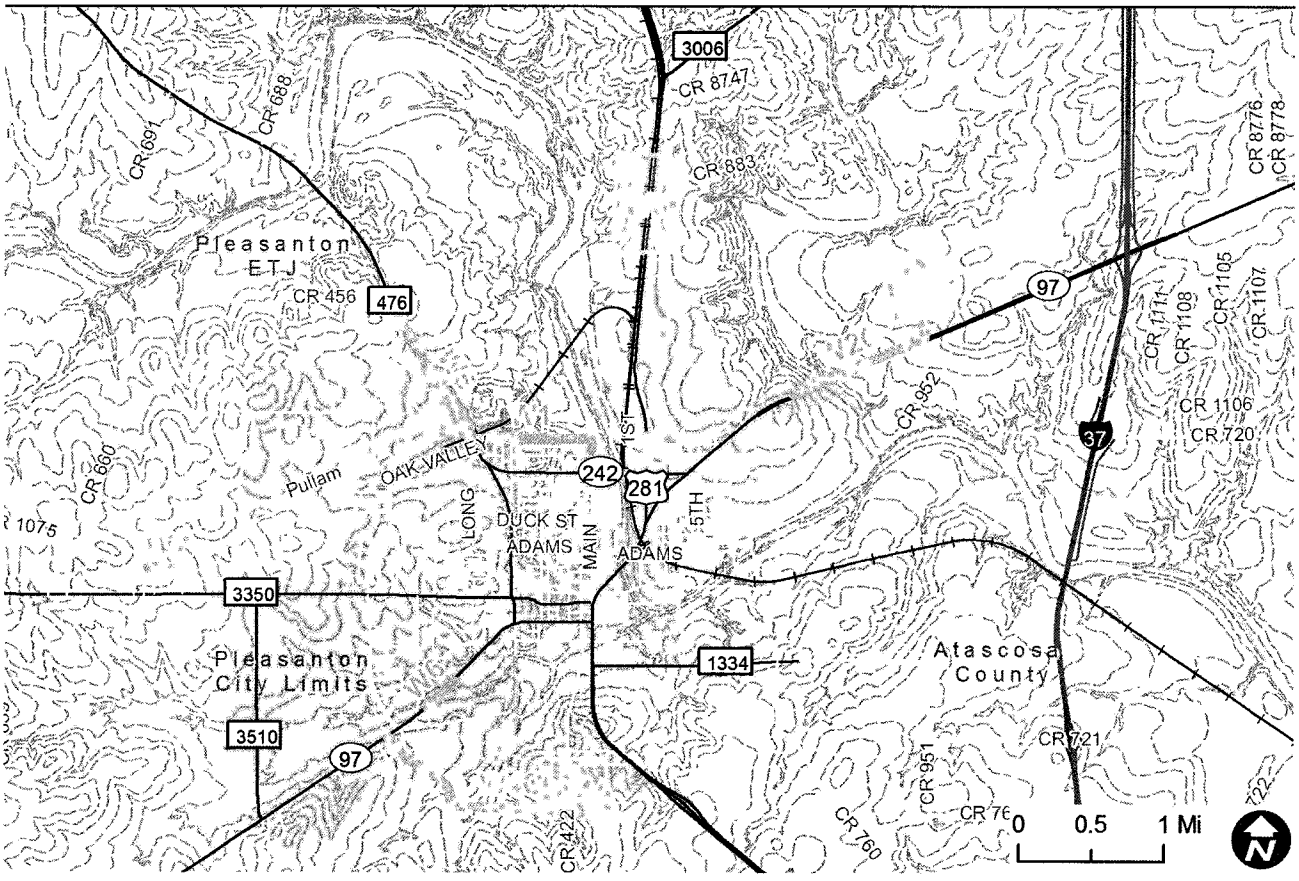
3 Install larger pumps (3-30 Hp) at the Woodland Pump Station. (CEC 2008 Water & Wastewater Master Plan)

4 Install new water distribution pump station at Deer Run; project includes a 250,000 gallon elevated storage tank, new 200,000 gallon ground storage tank and new well with production capacity of 1500 GPM. (CEC 2008 Water & Wastewater Master Plan)

5 Install variable speed pumps at locations where the pump stations pump directly into the existing system (i.e. Halpin and Woodland Pump Stations) in order to reduce operation costs. (CEC 2008 Water & Wastewater Master Plan)

6 Provide back-up electrical generators at all pump stations to have the ability to supply adequate pressures in the distribution system in case of utility grid power outages.

RECOMMENDED WATER C.I.P. PROJECTS



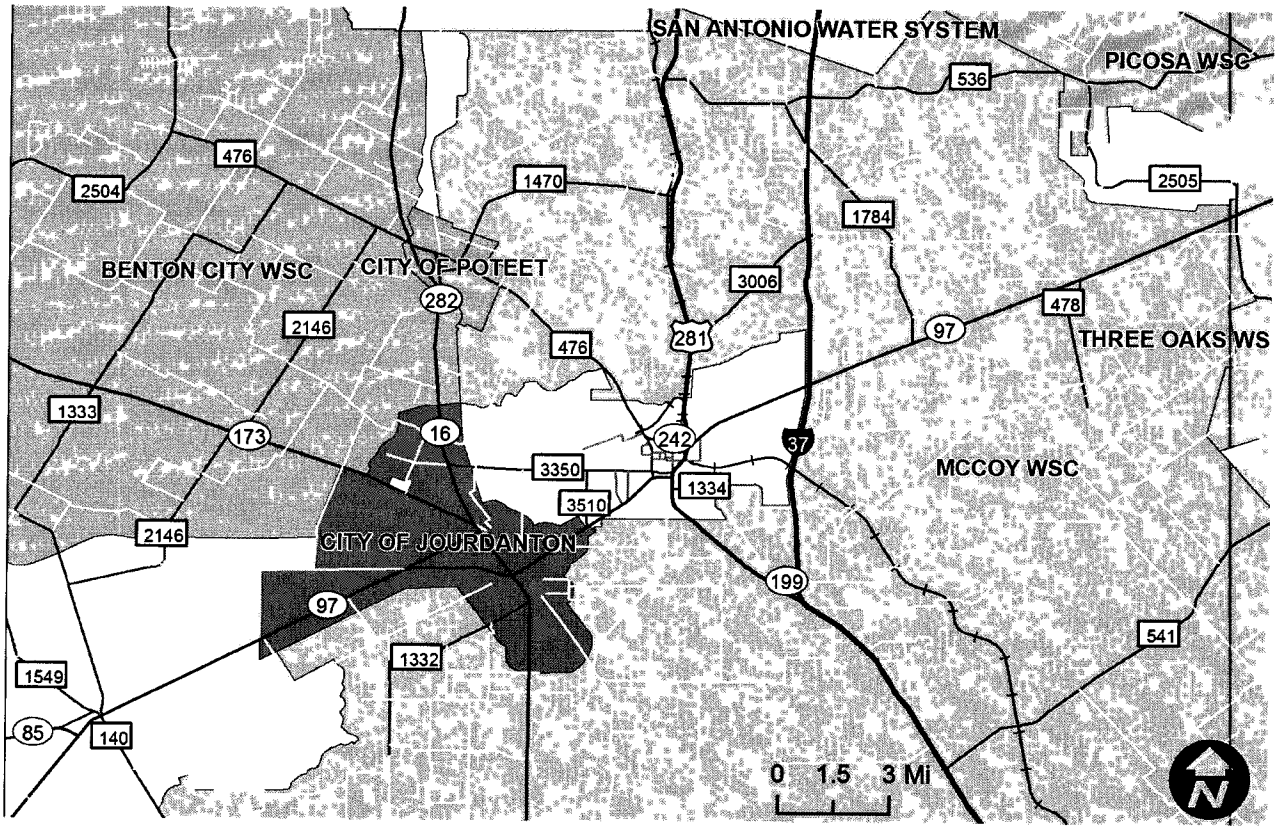
ADDITIONAL RECOMMENDATIONS

1 Apply for a Certificate of Convenience and Necessity (CCN) for the City's existing water service area in order to secure the City's existing customer base for repayment of debt service and protect water infrastructure assets. The City should expand their CCN boundary to align with the City's ETJ and annexation plans if the proposed area is not already served by another CCN holder. As a result, the City will be able to expand their water customer base and receive additional revenue.

For example, the City has identified serving the future growth planned along US-281N corridor (CIP Item W3 in Appendix D). Although this area is located within the City's ETJ, a good percentage of the area lies within the McCoy WSC's Water CCN for water service.

2 Confirm proposed CIP water projects by having Klein Engineering model the future water demands in WaterCAD; also confirm hydraulic pressure planes during modeling efforts. Future water demands have been calculated for the City's service area and are based on future growth projec-

MAP SHOWING SURROUNDING CERTIFICATED PROVIDERS. PLEASANTON DOES NOT CURRENTLY HAVE A CCN.

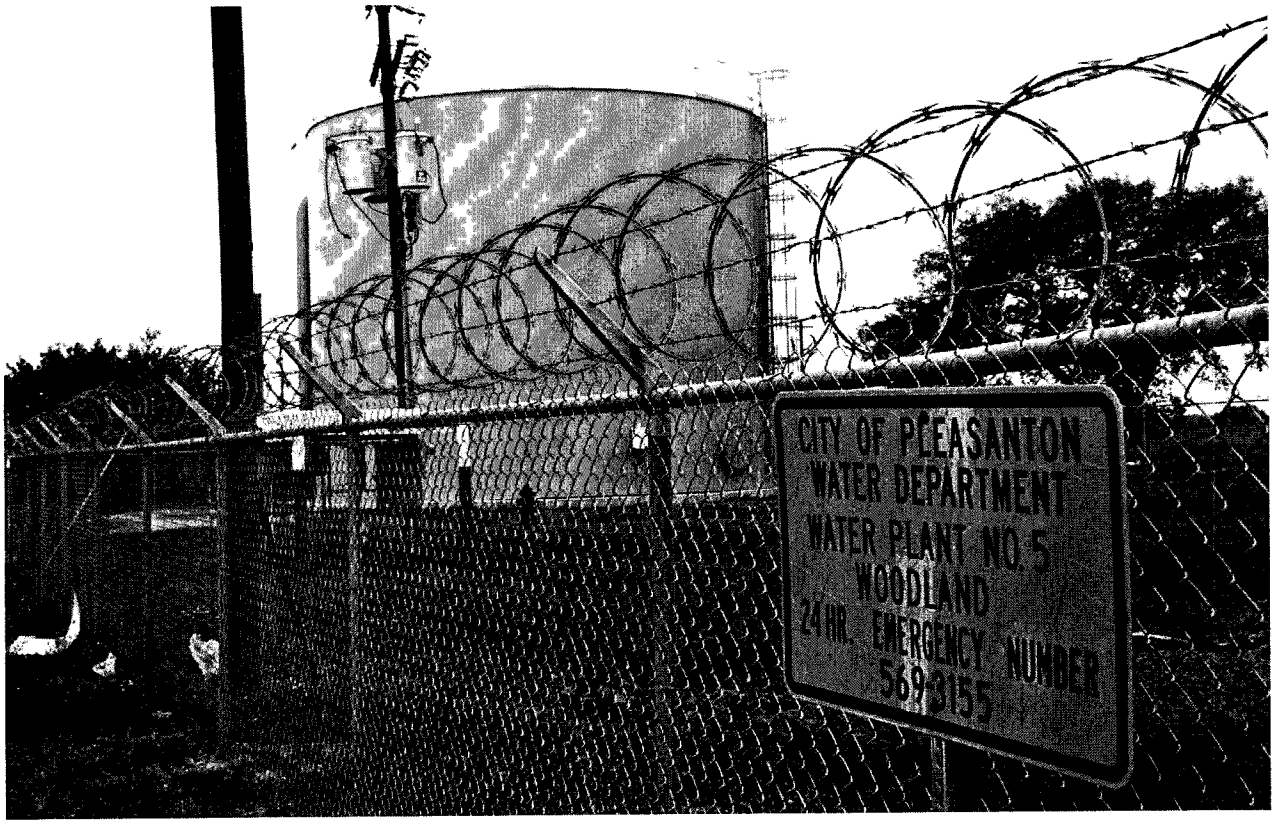


tions, new subdivisions/developments identified for construction, and TCEQ's maximum day requirements of 0.6 GPM per connection.

3 Monitor water quality from Carrizo well sites for direct infiltration of oil field brine (shows up as high concentrations of dissolved solids, chloride and/or sulfate). Suggest monitoring the Main Yard well site (due to its close proximity to the oil field production in the area) initially on a monthly basis to develop a baseline for tracking purposes and then monitoring on a quarterly basis depending on the water quality results.

4 Develop and implement an asset management plan that considers risks and alternatives as a basis for developing a strategic CIP and budget. This plan should be used to make informed decisions regarding maintenance, repair, and replacement of facilities. It should also be used to prioritize upgrades and additions to the system, considering multiple alternatives to select functional and cost-effective options.

5 Complete and maintain an infrastructure inventory and system map for use in developing an asset management plan. Also, develop and implement a work order system to allow City staff to properly track operations and maintenance.



SPECIAL SECTION: WATER UTILITY FINANCIAL ASSESSMENT

The financial viability of a water utility is a major factor that affects the successful performance of a PWS to continually supply safe drinking water. For this portion of the master plan, a number of EPA utility guidance documents suggest reviewing the budget and rate structure in determining if a water system is a self-supporting utility. A self-supporting utility is defined as "the revenues are such that all budgetary needs are met, with some excess reserves remaining for future improvements or emergencies". These reserves would normally stay within the utility budget and not subsidize other departments within the City.

Quantitative and qualitative measures were used to effectively evaluate the financial viability of the City. These measures provide an assessment of the core business processes and outline the framework of recommended improvements.

QUANTITATIVE BUDGET ANALYSIS

In order to conduct a quantitative analysis of budget expenditures, the following financial data was obtained from the City of Pleasanton – 2011 Comprehensive Annual Financial Report (CAFR):

- Operating Revenue
- Operating Expenses
- Total Liabilities
- Total Assets
- Total Debt Service
- Total Expenses
- Total Revenue

This information represented both the water and wastewater utilities and was used to calculate the operating ratio, debt ratio, debt service coverage, expense ratio and revenue per connection; reference the summary table below.

BUDGET ANALYSIS: CITY OF PLEASANTON

Operating Ratio	1.1
Debt Ratio	0.53
Debt Service Coverage	4.71
Expense Ratio	0.93
Revenue per Connection	$1,312
Expense per Connection	$1,259

OPERATING RATIO

The operating ratio demonstrates the relationship between operating revenues and operating expenses. A ratio of less than 1.0 indicates there is insufficient revenue to meet current expenses. The City of Pleasanton has an operating ratio that is slightly greater than 1.0. This organization will operate efficiently by keeping expenses low relative to revenue.

DEBT RATIO

The debt ratio (total liabilities divided by total assets) measures the amount of debt being carried by the organization. The City's debt ratio of 0.53 represents 53 percent of operations have been financed with debt and the remaining 47 percent has been financed by equity. This higher debt ratio is most likely due to water and sewer expenditures outpacing revenue in 2011. Based on the auditor's summary in the City's 2011 CAFR, the charges for services income increased by $1,275,972 from the prior year, interest income decreased by $250 and expenses increased by $823,180.

DEBT SERVICE COVERAGE

Debt service coverage refers to the ratio of net operating income to total debt service. Many successful water utilities have debt service coverage ratios much greater than 1.0. It is recommended to have more money budgeted than required for operating expenses for cash management purposes. The debt service coverage shown by the City of Pleasanton demonstrates the importance of having additional funds for management purposes by having ratios of greater than 1.0. The City's debt service coverage is high due to the minimal amount of debt incurred in relation to the revenue received for the water and wastewater utilities.

EXPENSE RATIO

The expense ratio measures the amount of operating expenses compared to total expenses. A ratio greater than 0.5 indicates that most expenditures are for operations, which leaves the remaining balance for non-operating costs (i.e. debt service, capital improvements, etc.). The City has an expense ratios greater than 0.5.

REVENUE PER CONNECTION

The amount of revenue the entity receives per person should be tracked over time. If this ratio is steadily increasing, then the entity's customer base will have to spend an increasingly higher percent of their income for water service. The ratio also reflects the need for operating and capital revenue. If the ratio increases over time, the utility might need to reduce revenue requirements, such as operating more efficiently, outsourcing and contracting and receiving contributed capital.

EXPENSE PER CONNECTION

The amount of expense the entity incurs per person should be tracked over time. If this ratio is steadily increasing, then the entity may be required to increase rates to its customer base. In addition, the utility might need to reduce expenses by operating more efficiently or limiting expansions into low density areas.

QUALITATIVE BUDGET ANALYSIS

It's highly recommended for the City to conduct a thorough review and input process for adopting a CIP for both the current fiscal year and subsequent five years on the planning horizon. This planning process is important for the City to follow on a consistent and objective basis in order to allocate funding for future capital improvement needs. The update process for the CIP takes place annually along with the development of the City's annual budget. In addition to the CIP information presented in Chapter 1.0 of this report, proposed projects for the CIP should also be evaluated according to three funding categories:

- Prioritized Funding: Projects competing for general fund and certain dedicated funding sources; majority of projects fall under this category.

- Enterprise Fund: Utility projects funded from a dedicated funding source and are not eligible to compete for the general fund.

- Developer Funded: Projects funded and constructed by developers that do not compete for the general fund. These projects are included in the 5-year CIP to recognize that the vast amount of infrastructure that the City will assume responsibility for upon completion of construction.

The City of Pleasanton needs to establish a project list for FY2014 that is prioritized based on reason for improvement (i.e., regulation, upgrade, growth, relocation, and rehabilitation). By further refining their CIP, the City can identify ways to balance the necessary capital improvements with appropriate debt levels. Currently, the City has identified approximately $1 million of improvements for the water and wastewater utility for this fiscal year and $0.425 million for FY 13-14.

A copy of a CIP budget from Aqua Water Supply Corporation (WSC) is provided in Appendix C as an example for the City to reference. Aqua WSC is located in Bastrop, Texas; they serve a growing suburban area of approximately 17,000 water connections and have 25 groundwater wells scattered throughout their service area.

Aqua WSC color-coded their CIP items to track when a project is deferred, under construction or complete. This organization actively seeks out opportunities to receive grant funds and low-interest loans for infrastructure improvements. Aqua WSC also introduces small rate increases (approximately 5 percent) every other year or as needed to maintain the budget.

It is a balancing act to complete projects while minimizing the amount of loans and system debt. Aqua WSC has a rule of thumb for capital projects: one-third of project costs are covered through capitalized depreciation, one-third are covered through the collection of impact fees, and the remaining amount is financed. These approaches may be useful for the City to consider as part of their future infrastructure and CIP planning.