



LET'S SHAPE OUR FUTURE  
TOGETHER



URBAN3





# FISCAL RESPONSIBILITY & SUSTAINABLE DEVELOPMENT





# GAINESVILLE'S FISCAL HEALTH

**WHAT DO YOU THINK IS  
GAINESVILLE'S LARGEST  
EXPENDITURE?**



## Budget

Your City by the Numbers

# 2024 Operating Budget: General Fund

Gainesville, TX

## Revenues

## Fund

## Expenditures

\$7.4M Property Taxes

\$6.3M Sales Taxes

\$3.0M Internal Transfers

\$1.2M Other Taxes

\$2.2M Fines, Fees, &amp; Misc. Revenues

\$0.8M Frank Buck Zoo

**\$20.96M**

General

Police &amp; Emergency Mgmt. \$6.8M

Fire \$5.5M

Government Administration \$4.0M

Frank Buck Zoo Operations \$1.6M

Parks \$1.4M

Streets \$1.0M

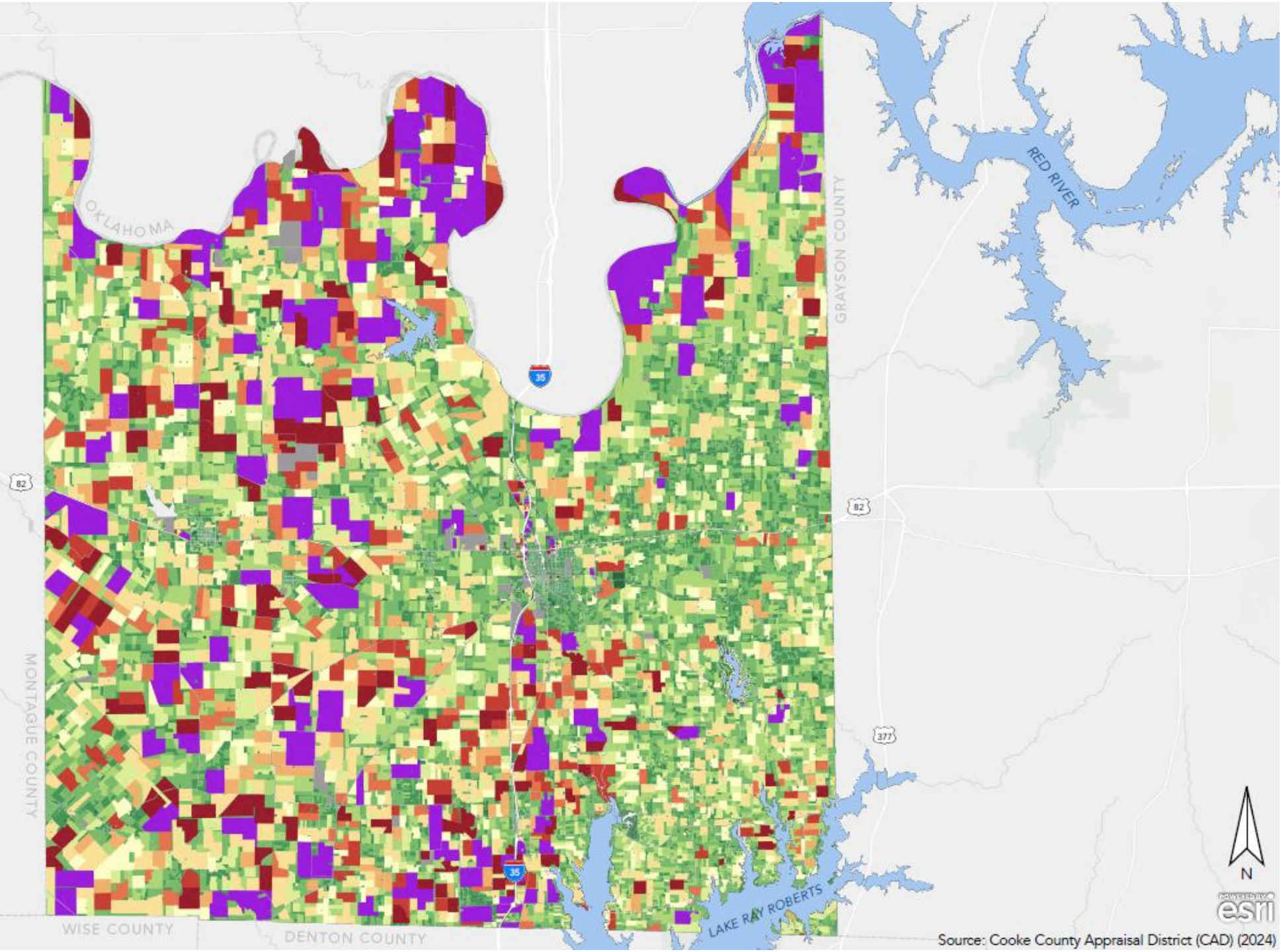
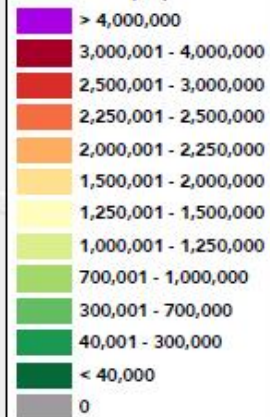
Planning \$0.7M

**\$20.91M**

# Total Market Value

Cooke County, TX

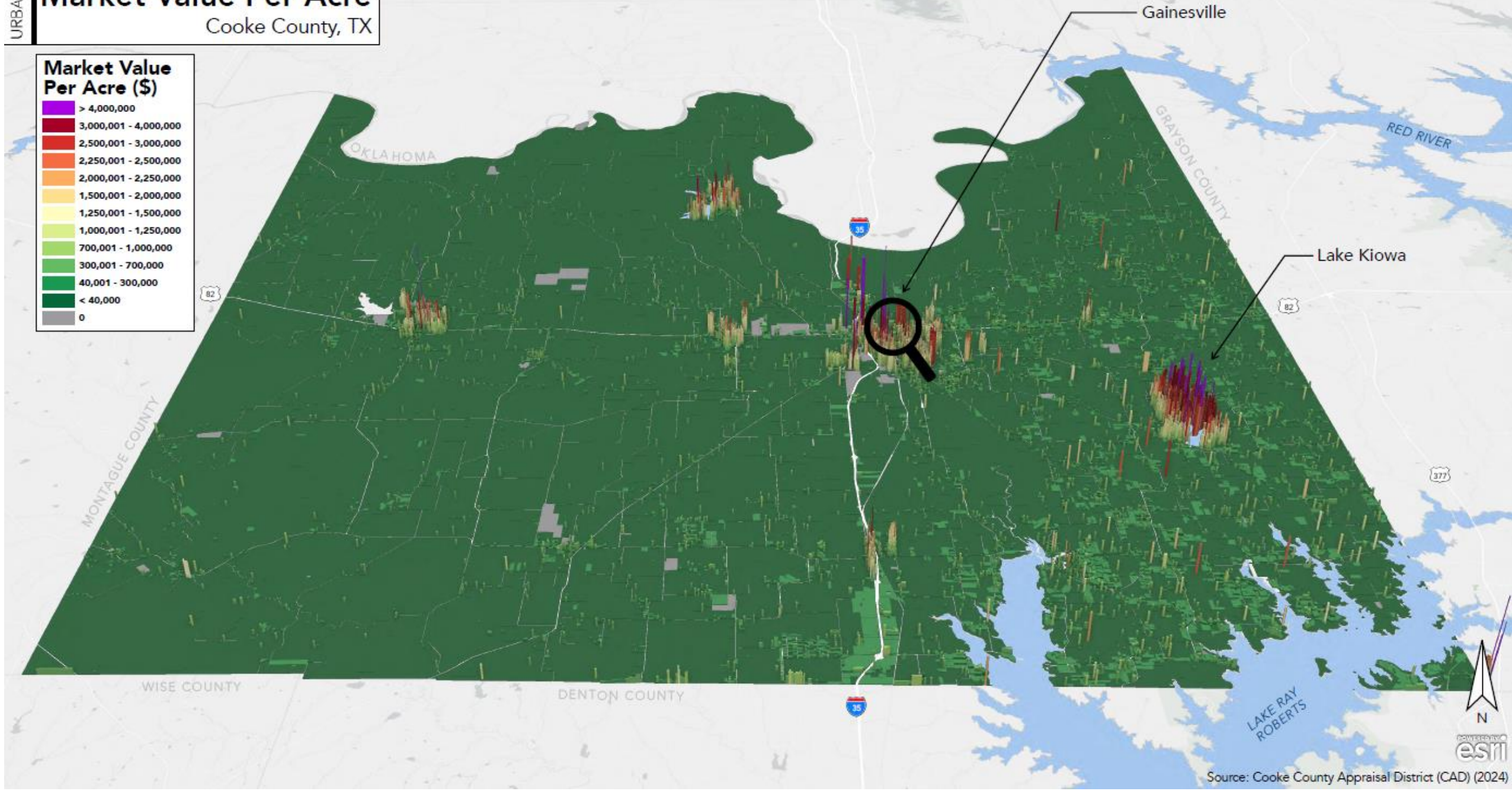
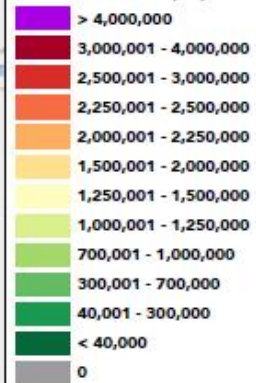
## Total Market Value (\$)



# Market Value Per Acre

Cooke County, TX

## Market Value Per Acre (\$)



# Total Market Value

Gainesville, TX

First State Bank

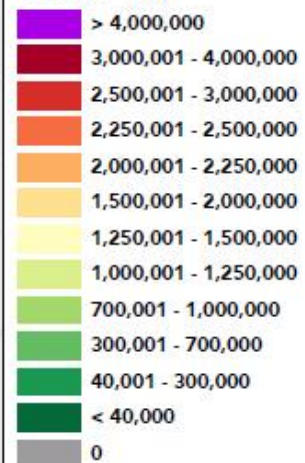
Walmart Supercenter

Lindsay

NCTC

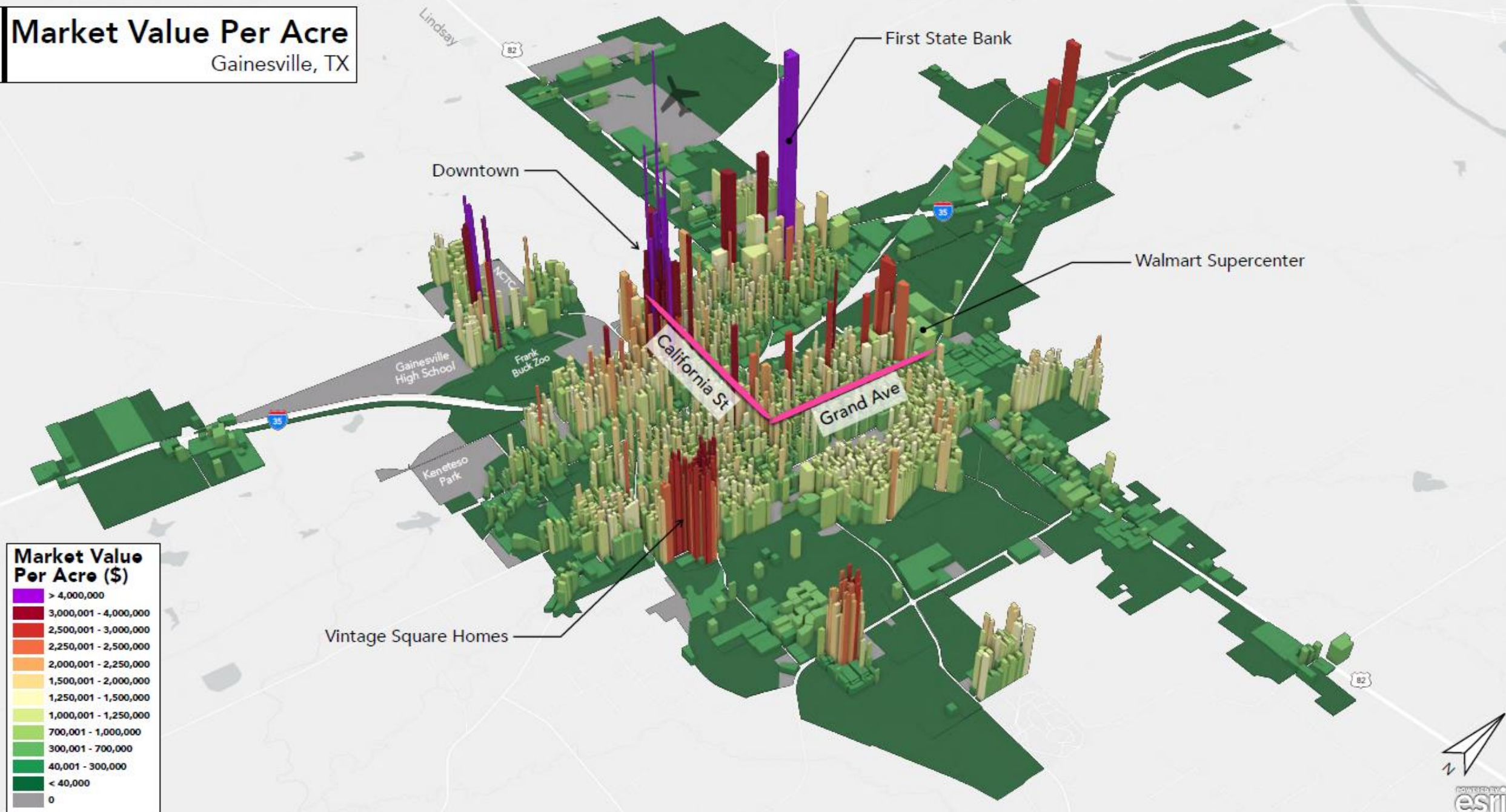
GHS

## Total Market Value (\$)



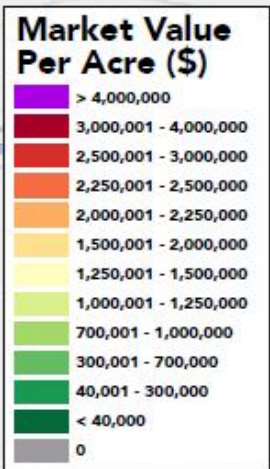
# Market Value Per Acre

Gainesville, TX



# Productivity Ratio

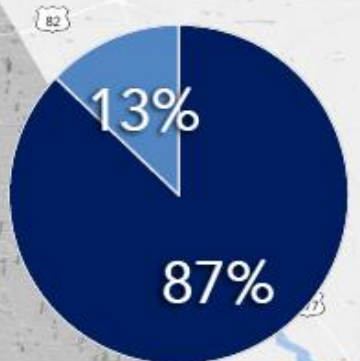
City of Gainesville to Cooke County, TX



## Taxable Acres



## Total Value



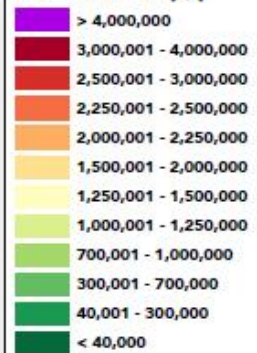
● County ● City

1:6.6

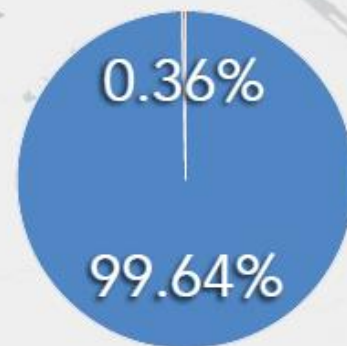
# Productivity Ratio

Downtown Gainesville to City of Gainesville, TX

## Market Value Per Acre (\$)



## Taxable Acres



## Total Value



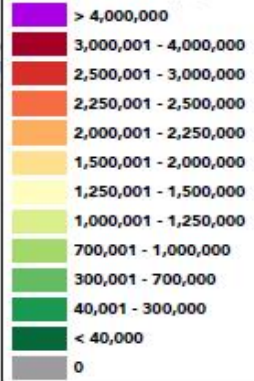
City Downtown

# 1:6.2

# Productivity Ratio

Downtown Gainesville to Cooke County, TX

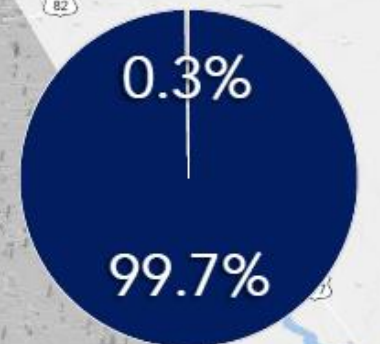
## Market Value Per Acre (\$)



## Taxable Acres



## Total Value



County Downtown

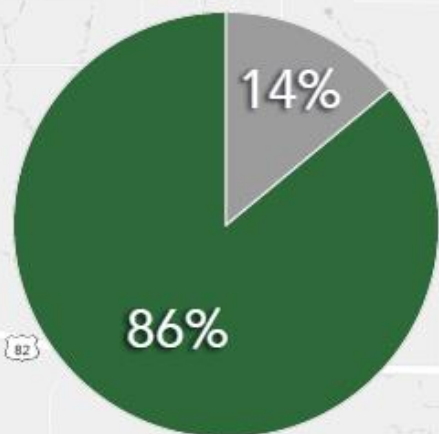
1:41.0



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# Taxable vs. Exempt

Gainesville, TX



● Taxable ● Exempt

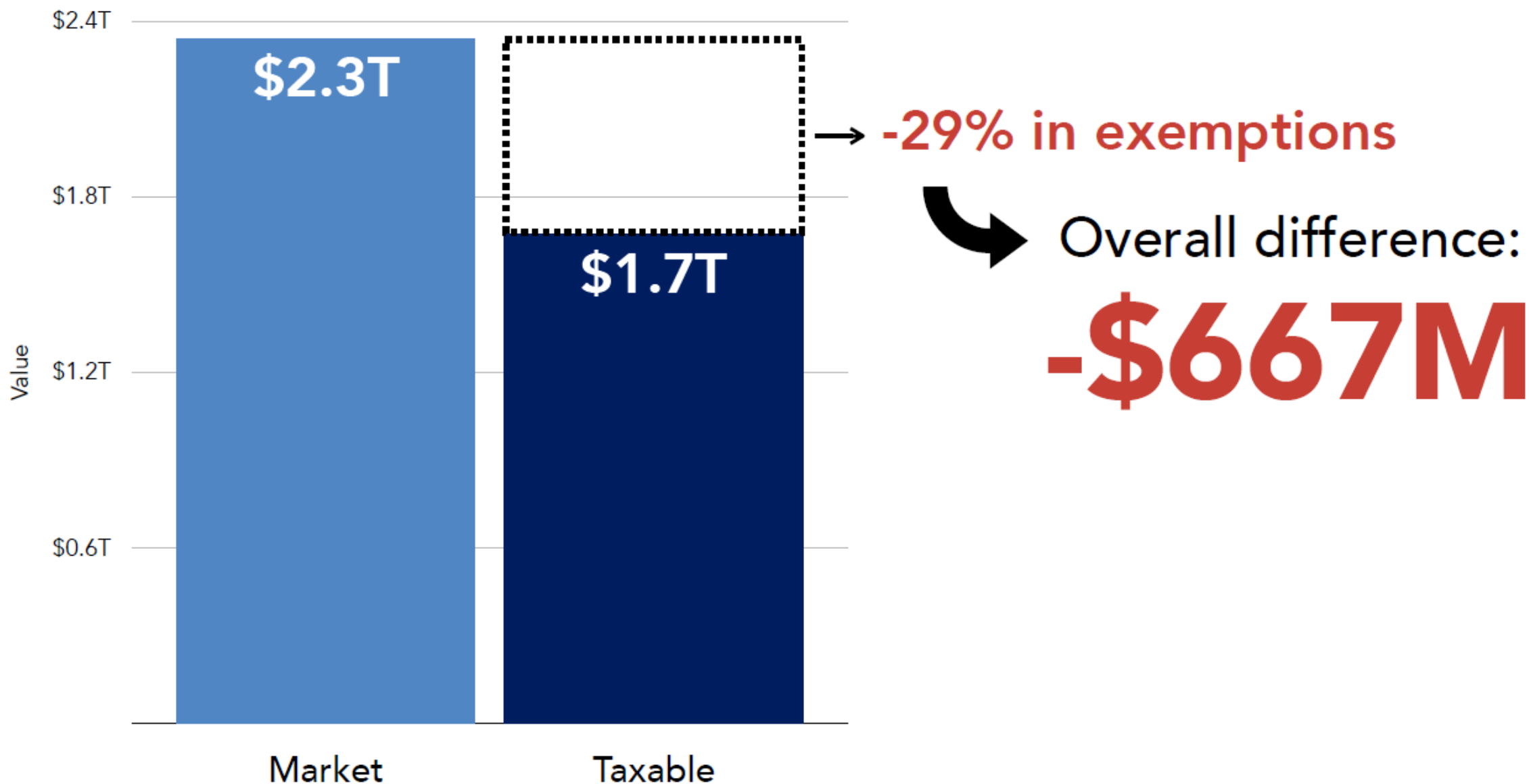
Lindsay

NCTC

GHS

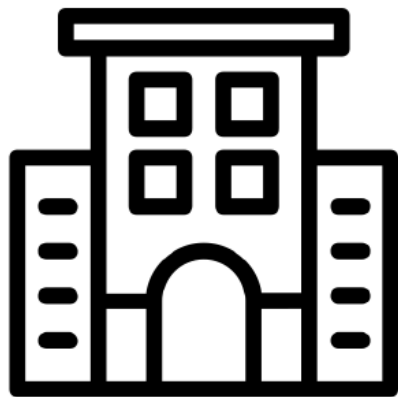
# Value of Taxable Properties

Gainesville, TX





# GAINESVILLE'S FISCAL HEALTH



## Land Use Types

Local Samples of Buildings and Developments



# Comparison of Average Value Per Acre for Residential Properties

Gainesville, TX



\$0.6M



\$1.6M



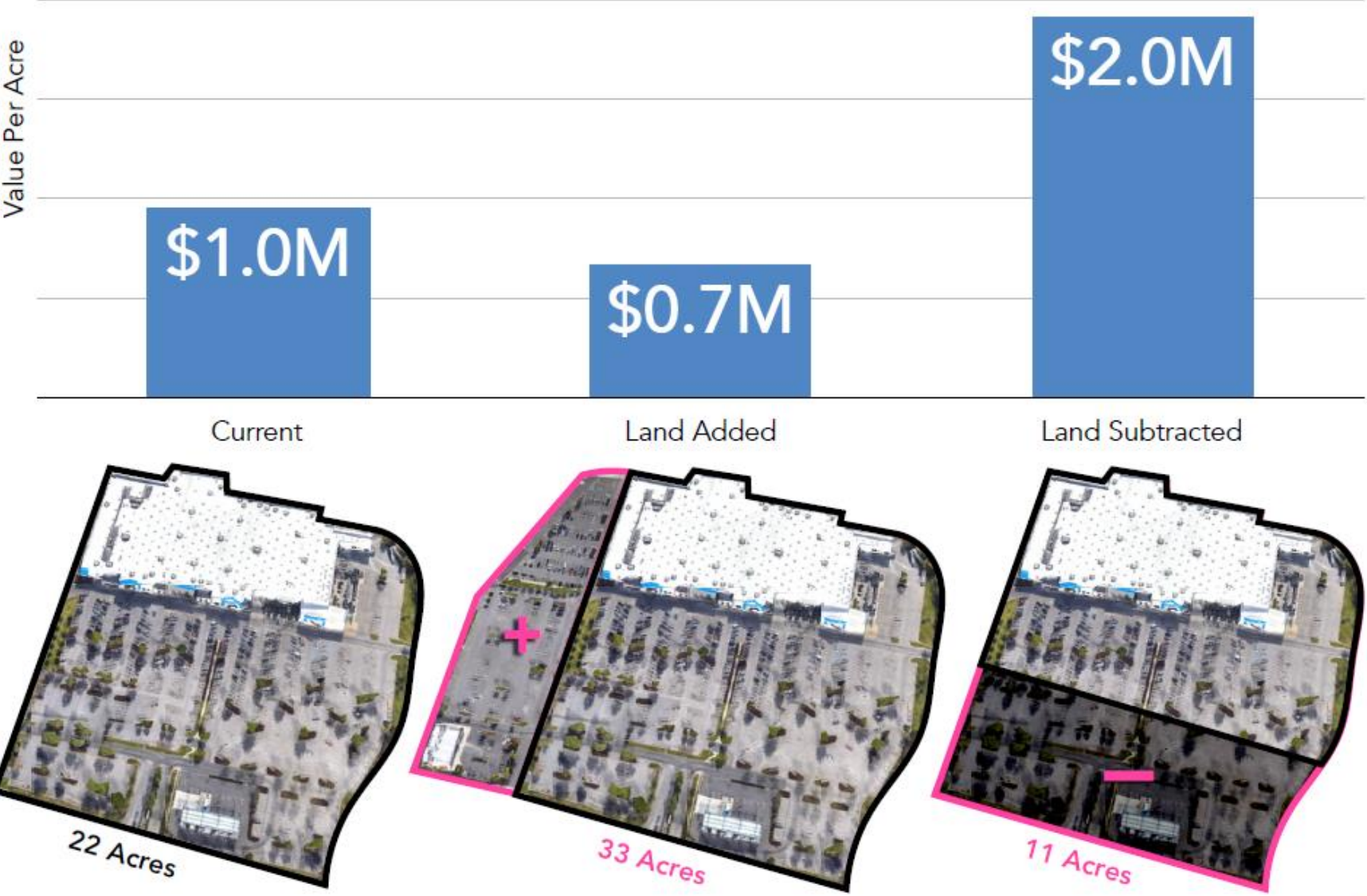
\$0.9M



\$2.0M

Big Box Average  
\$0.3M per acre

# Taxable Value Per Acre



# Value Per Acre: Big Box Stores

Cooke County, TX



Walmart (US-82)  
**\$303K per acre**



Home Depot (Lawrence St)  
**\$325K per acre**

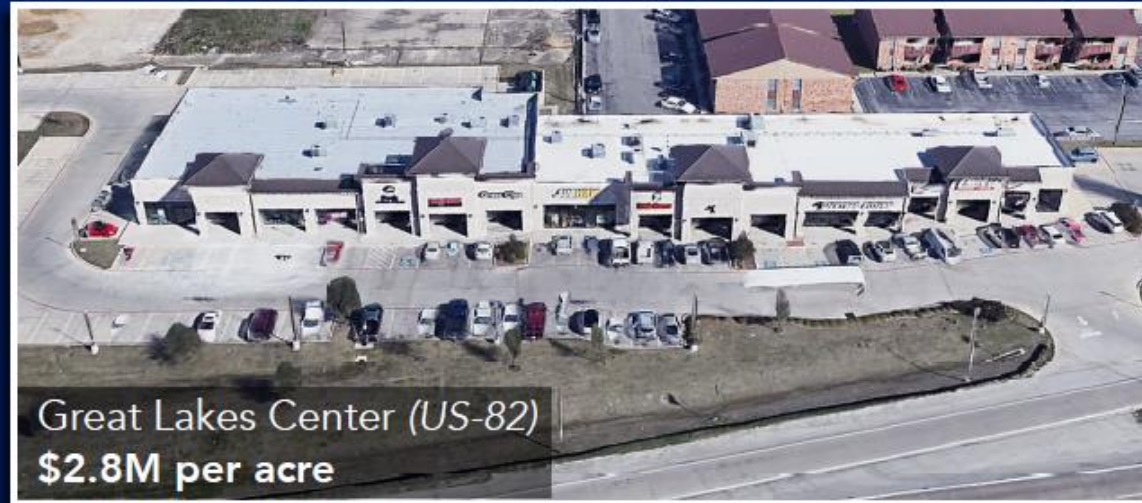
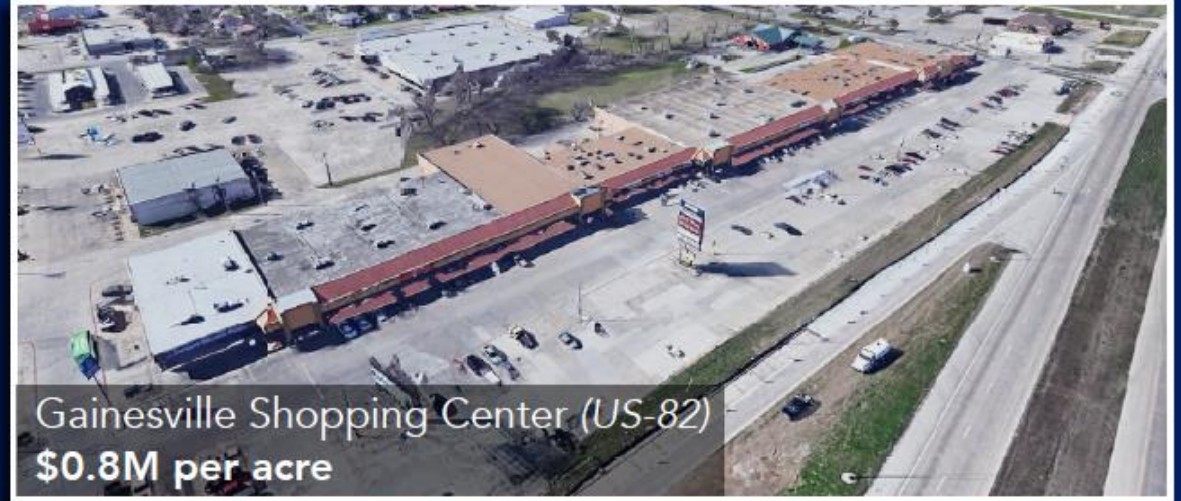


Atwoods (US-82)  
**\$326K per acre**

Big Box Average  
**\$0.3M per acre**

## Value Per Acre: Commercial Centers

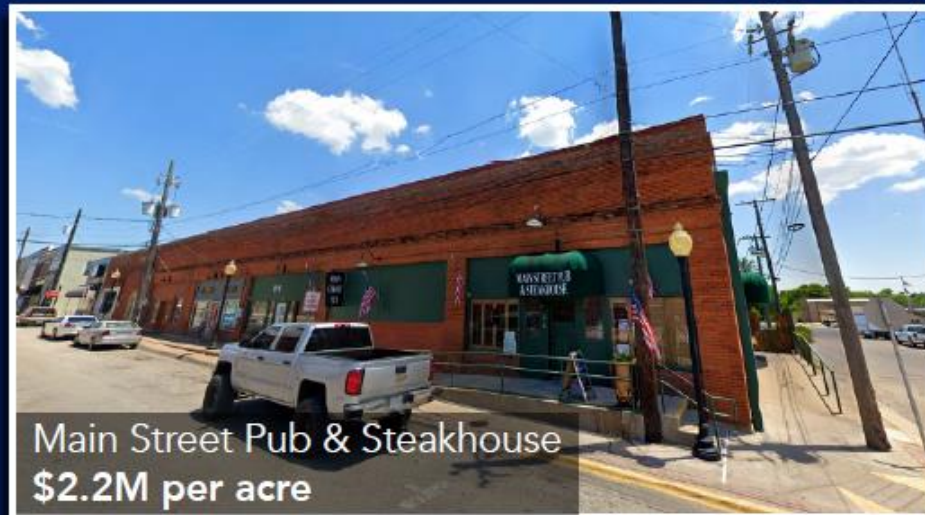
Cooke County, TX



Big Box Average  
**\$0.3M per acre**

# Value Per Acre: Main Street Commercial

Gainesville, TX



Big Box Average  
**\$0.3M per acre**

## Value Per Acre: High Density Commercial

Gainesville, TX



First State Bank (E California St)  
**\$1.0M per acre**



First State Bank (N I-35)  
**\$6.5M per acre**

Big Box Average  
**\$0.3M per acre**

## Value Per Acre: Mixed Use Buildings

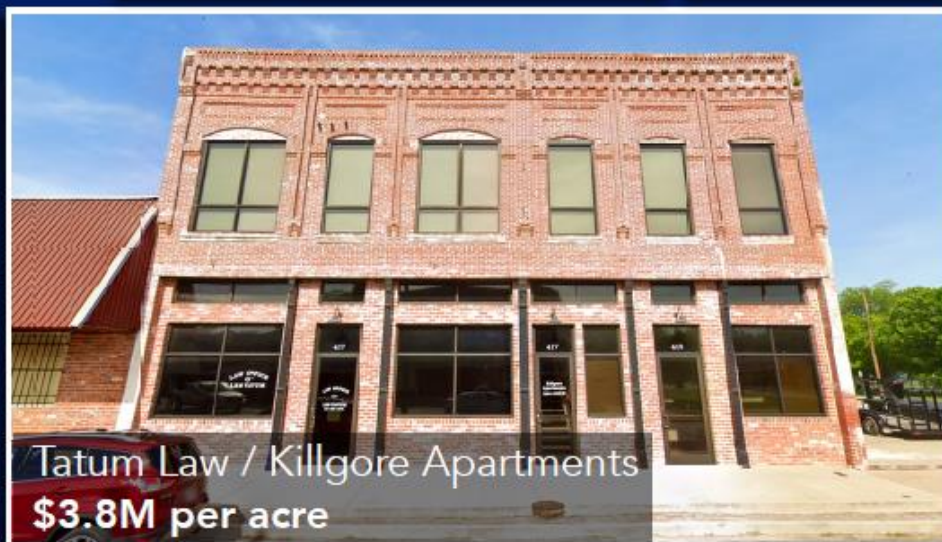
Gainesville, TX



The Real Estate Shoppe  
**\$2.6M per acre**



Grandma's House Bakery and Kitchen  
**\$3.4M per acre**



Tatum Law / Killgore Apartments  
**\$3.8M per acre**



Sarah's Restaurant / Shady Lady B&B  
**\$3.8M per acre**

Big Box Average  
**\$0.3M per acre**

## Value Per Acre: Mixed Use Buildings

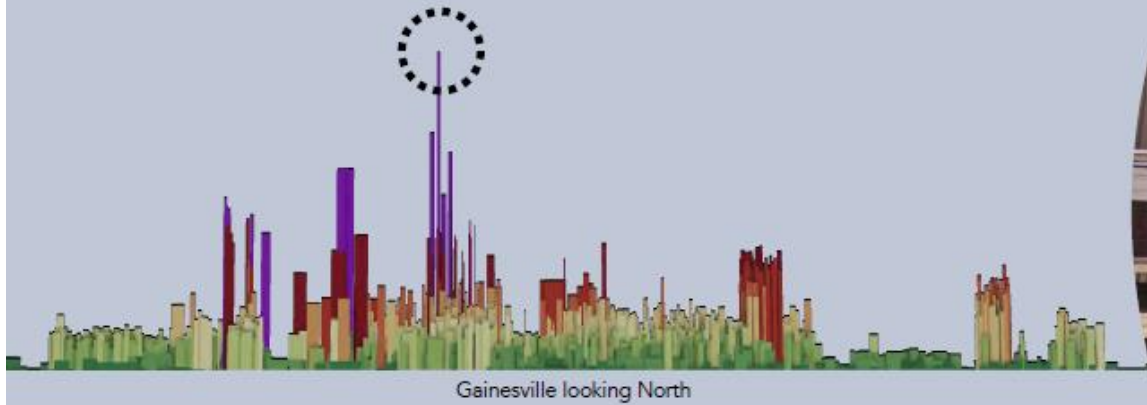
Gainesville, TX



Big Box Average  
\$0.3M per acre

# Value Per Acre: Peak Parcel

Gainesville, TX



Big Box Average  
\$0.3M per acre



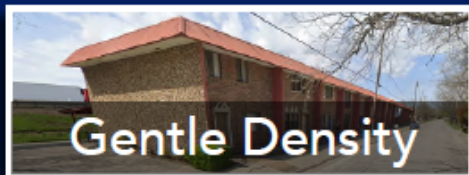
# Comparison of Average Value Per Acre for Residential Properties

Gainesville, TX



Low Density

**\$0.6M**



Gentle Density

**\$1.6M**



Medium Density

**\$0.9M**



High Density

**\$2.0M**



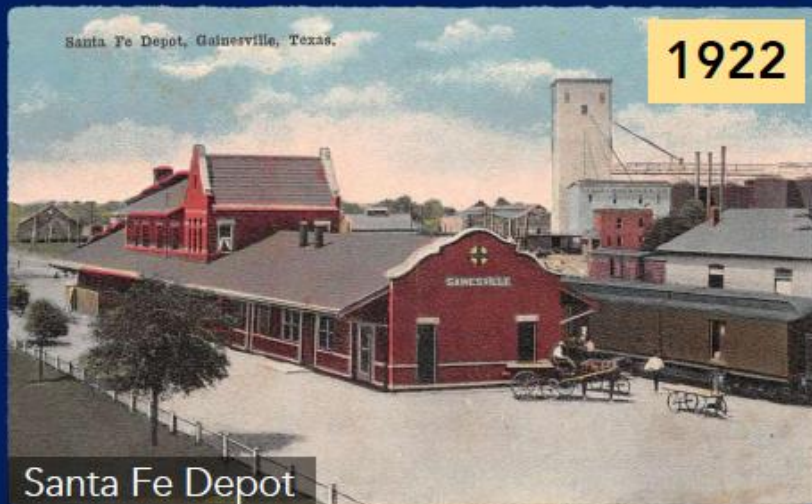
Mixed Use

**\$4.4M**

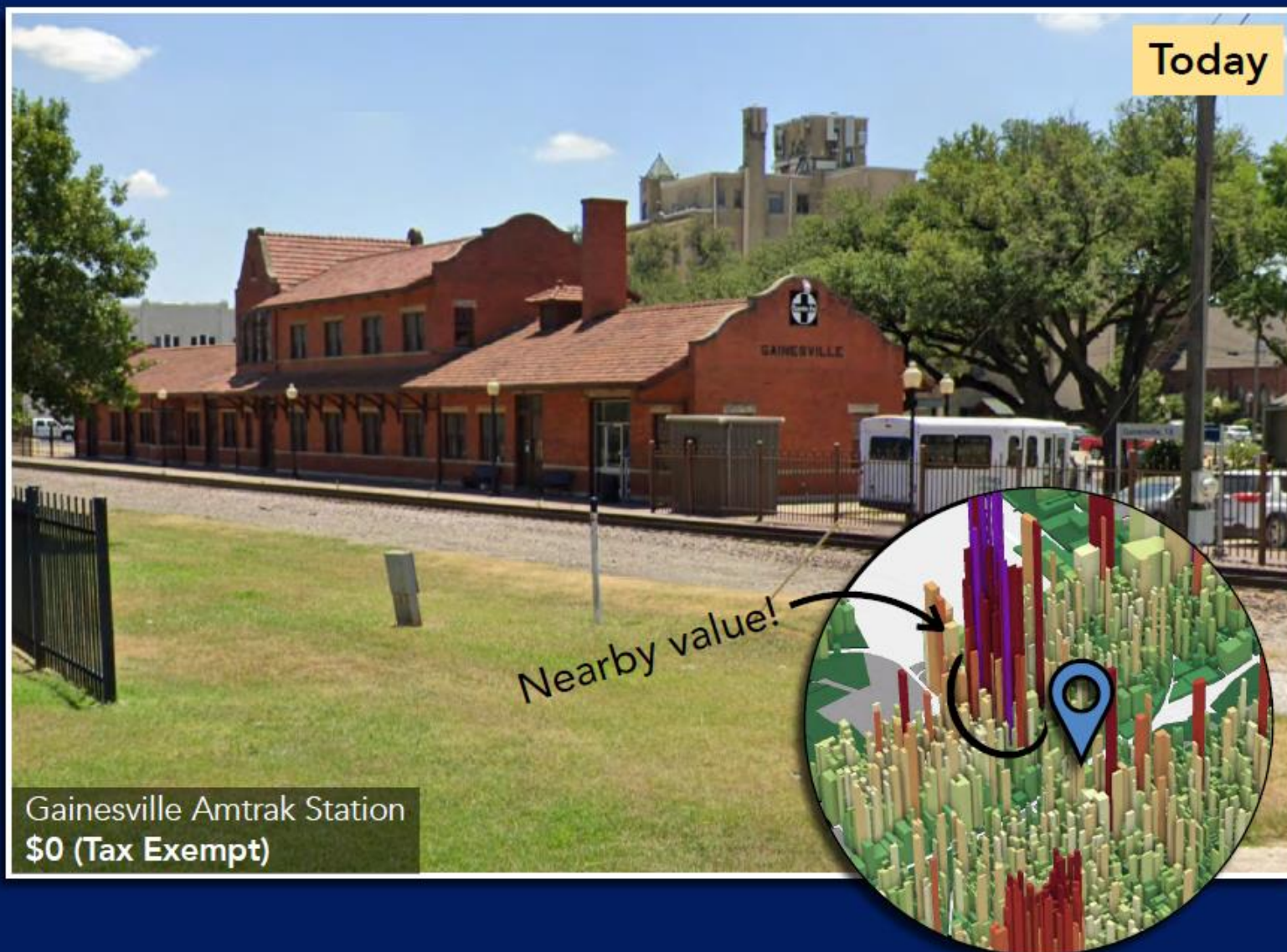
Big Box Average  
\$0.3M per acre

# Value Per Acre: Historic Buildings

Gainesville, TX

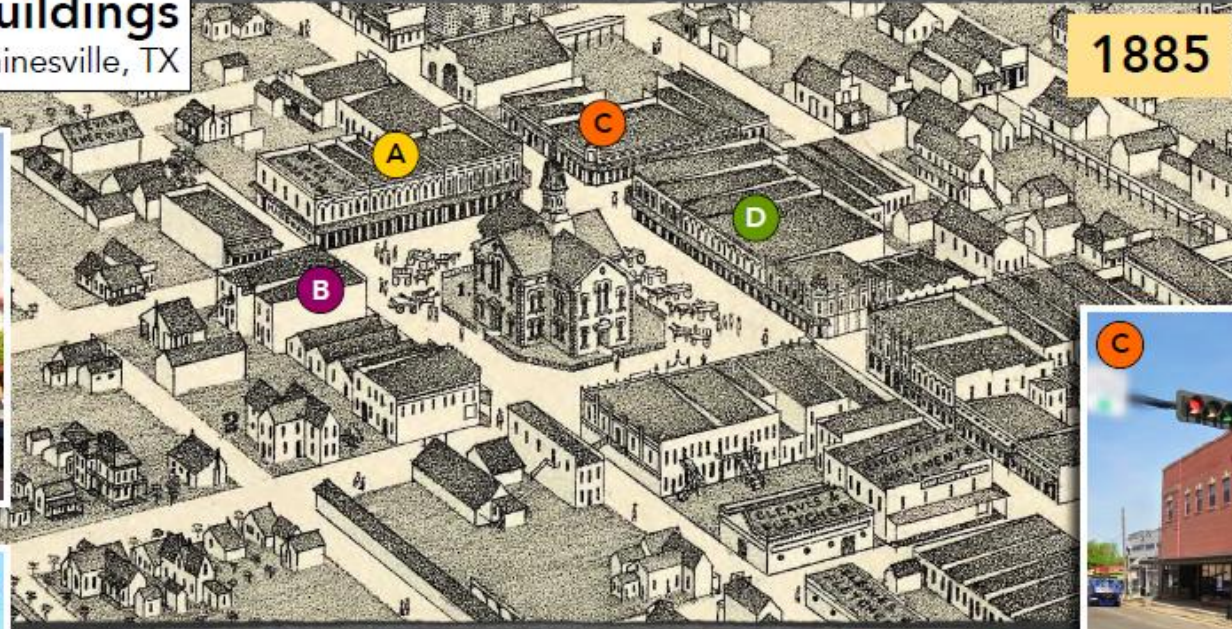


Big Box Average  
\$0.3M per acre



# Value Per Acre: Historic Buildings

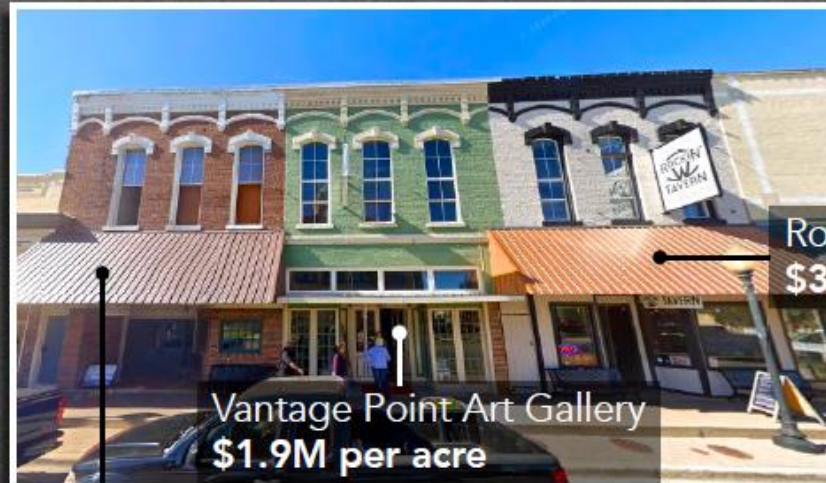
Gainesville, TX



Big Box Average  
\$0.3M per acre

# Value Per Acre: Historic Buildings

Gainesville, TX



109 W California St  
\$3.9M per acre

Big Box Average  
\$0.3M per acre

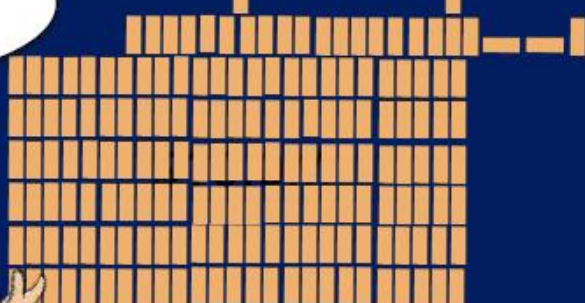
# Total Value: Scale & Use Comparison

Gainesville, TX



Same footprint,  
9x the value!

\$88.5M



33.6 acres

177 Grandma Houses

\$10.0M



33.6 acres

1 Walmart

# Gainesville, Texas: Value Per Acre Examples by Building Type

	LOWER DENSITY	MEDIUM DENSITY	HIGHER DENSITY
RESIDENTIAL	 <p>\$0.6M</p>	 <p>\$1.0M</p>	 <p>\$5.5M*</p>
COMMERCIAL	 <p>\$0.3M</p>	 <p>\$0.6M</p>	 <p>\$3.9M</p>
MIXED USE	 <p>\$2.5M</p>	 <p>\$3.8M</p>	 <p>\$4.0M</p>

\*Tax exempt

Source: Cooke County Appraisal District (CAD) (2024), Google Maps

## Gainesville, Texas: Value Per Acre Examples by Building Type

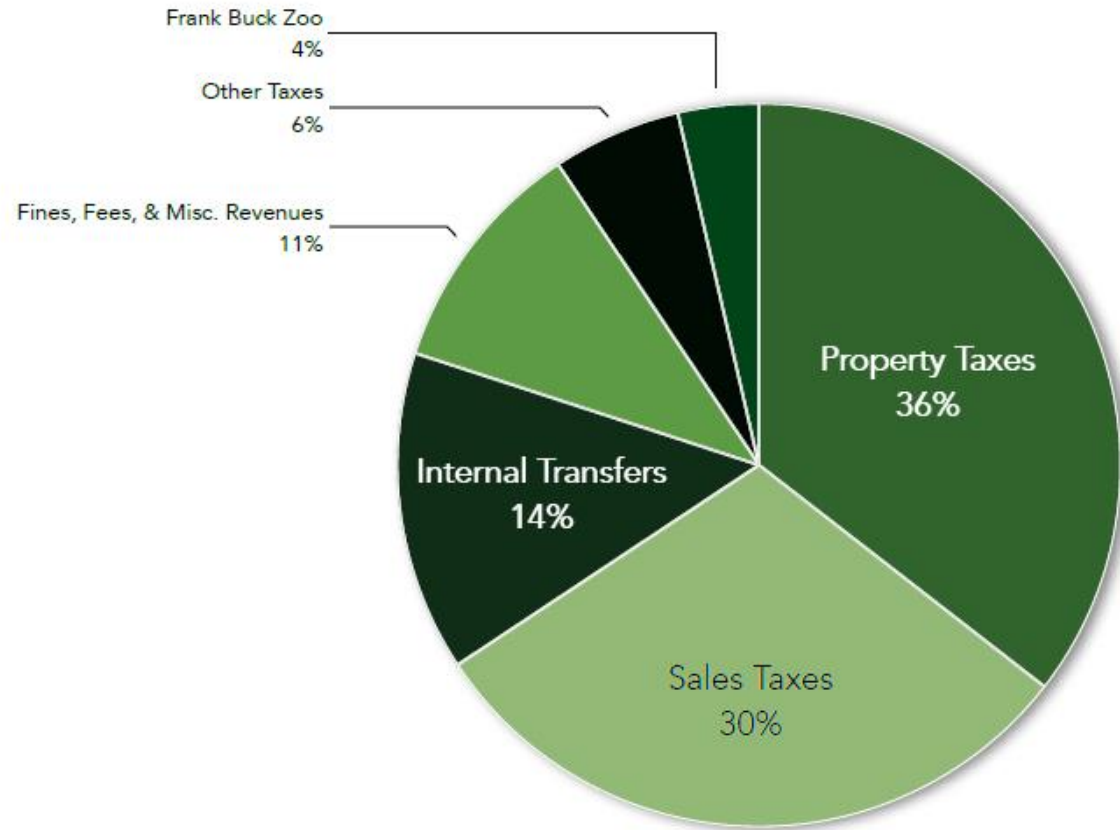


\*Tax exempt

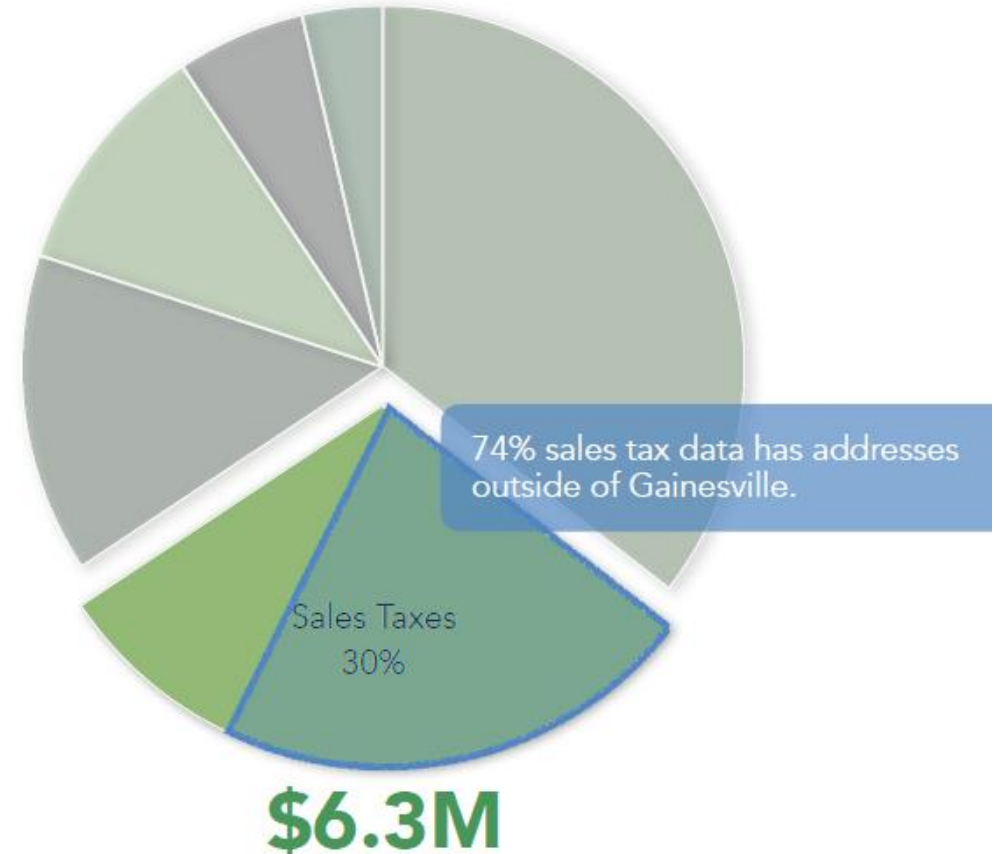
Source: Cooke County Appraisal District (CAD) (2024), Google Maps

## Budget Overview

Gainesville, TX



Revenues: **\$20.96M**

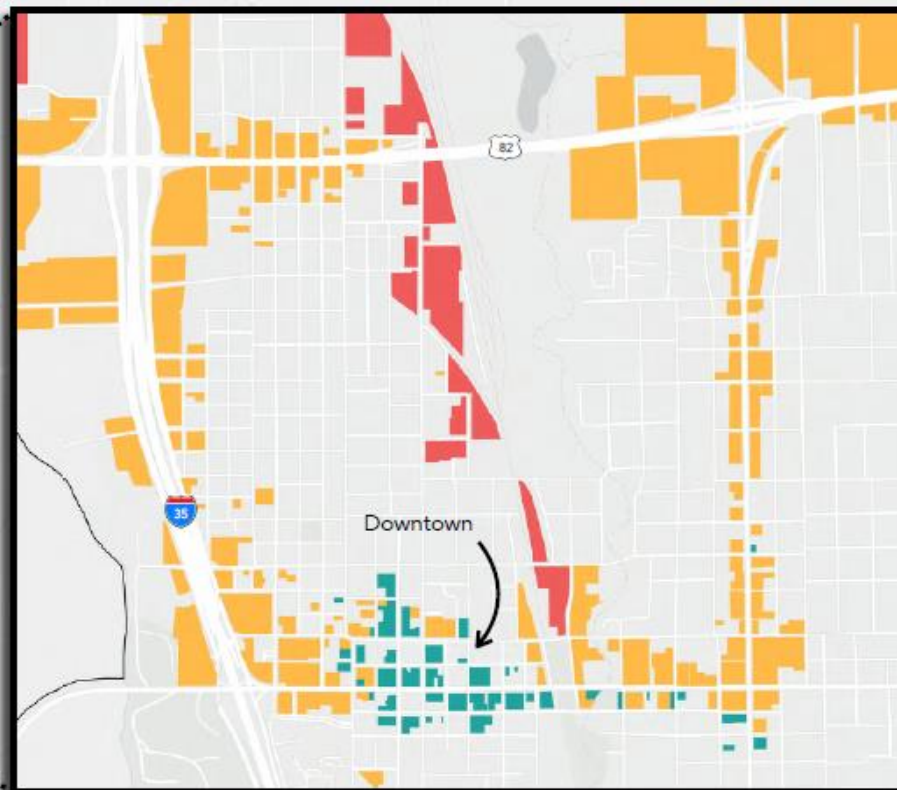


# Commercial Land Use

Gainesville, TX

## Development Type

- Industrial
- Auto-Oriented
- Core

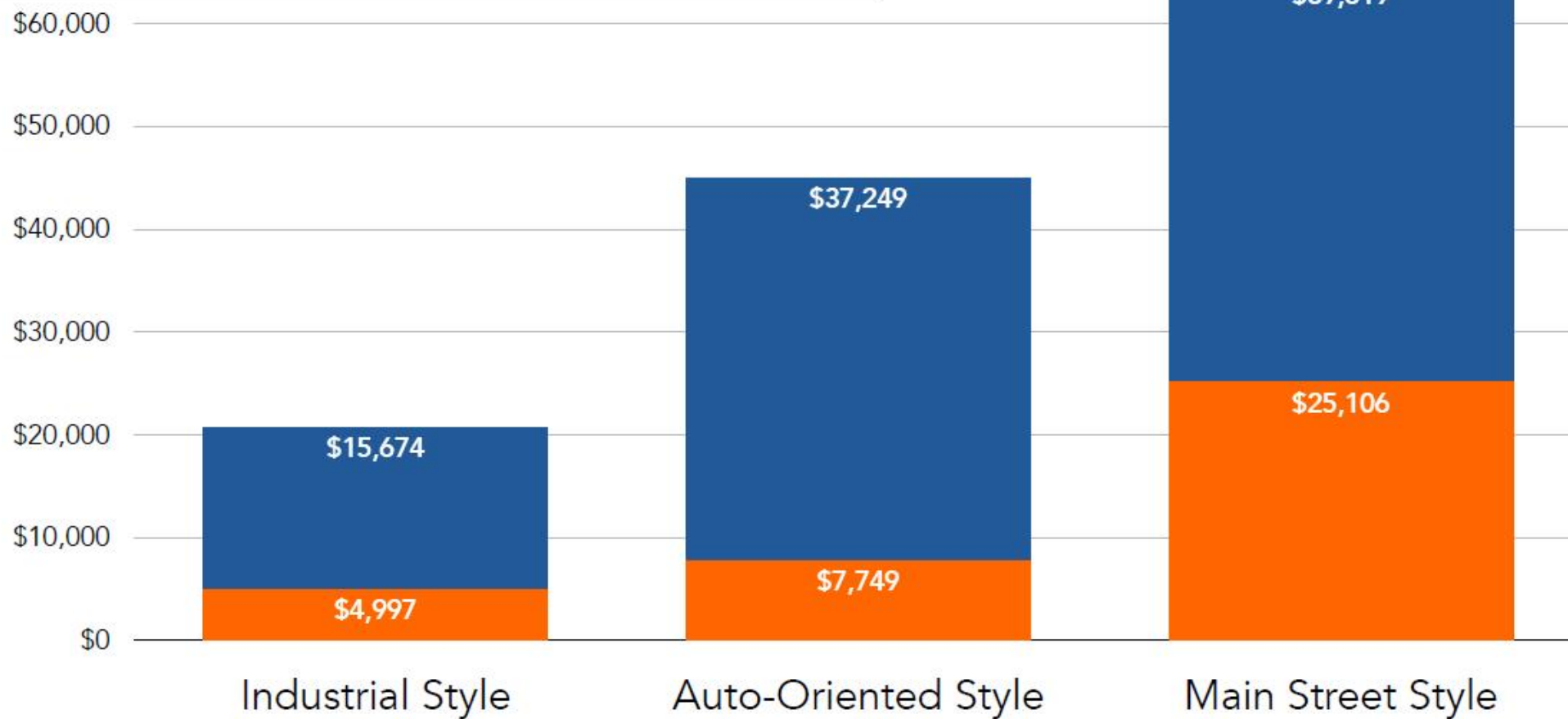


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# Local Tax Revenue: Property & Sales Tax Per Acre

Gainesville, TX

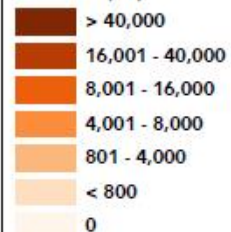
■ Sales Tax  
■ Property Tax



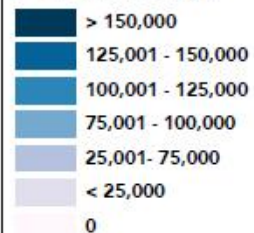
# Property & Sales Taxes Per Acre

Gainesville, TX

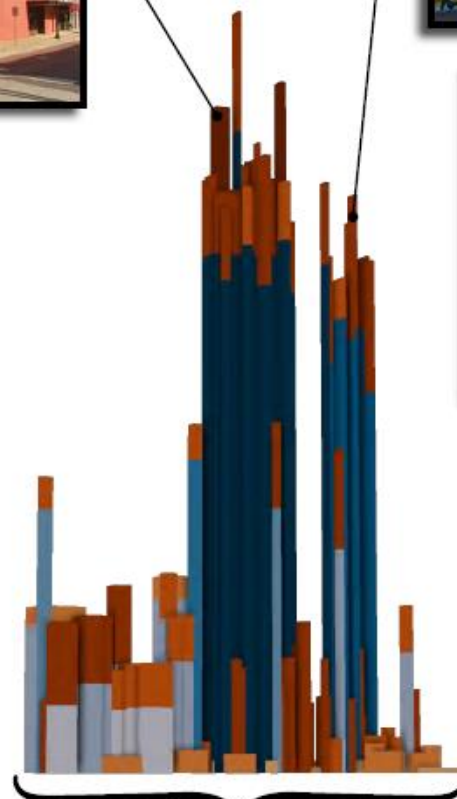
## Property Tax Revenue Per Acre (\$)



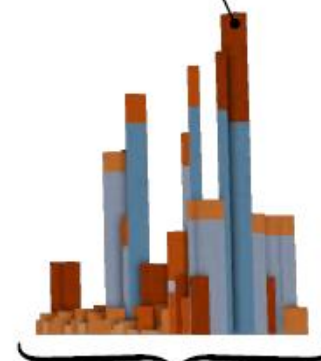
## Taxable Sales Per Acre (\$)



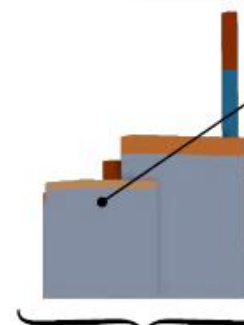
Interstate 35



California St



Grand Ave S



Grand Ave N



# PUBLIC INFRASTRUCTURE, STREET NETWORK, AND FACILITIES



## Infrastructure Types

Gainesville, TX

12,400 acres served

19.3 sq. mi

Roads  
223 lane miles

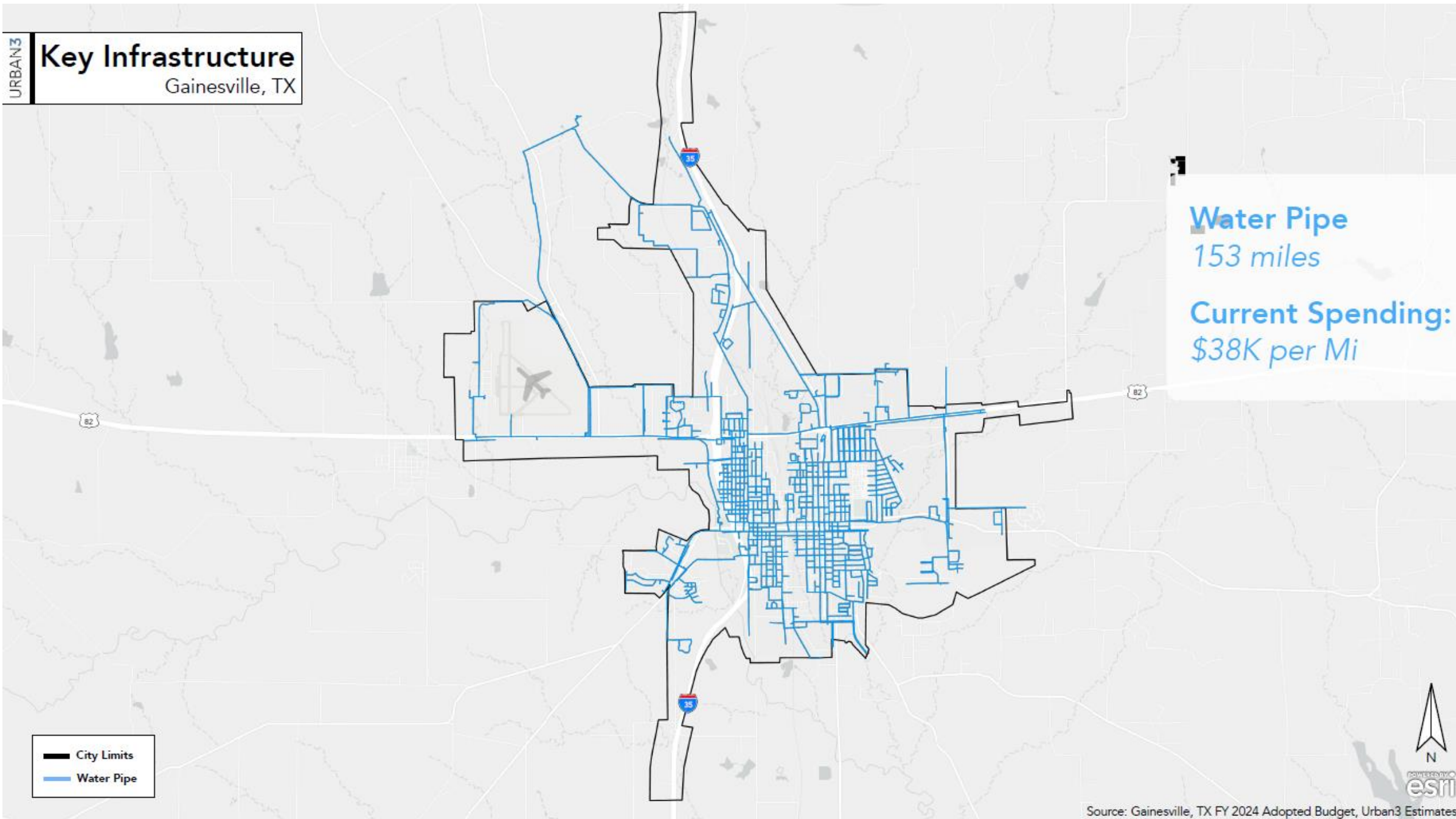
Water Pipe  
153 miles

Sewer Pipe  
122 miles

Stormwater Drain  
15 miles

# Key Infrastructure

Gainesville, TX



**Water Pipe**  
153 miles

**Current Spending:**  
\$38K per Mi

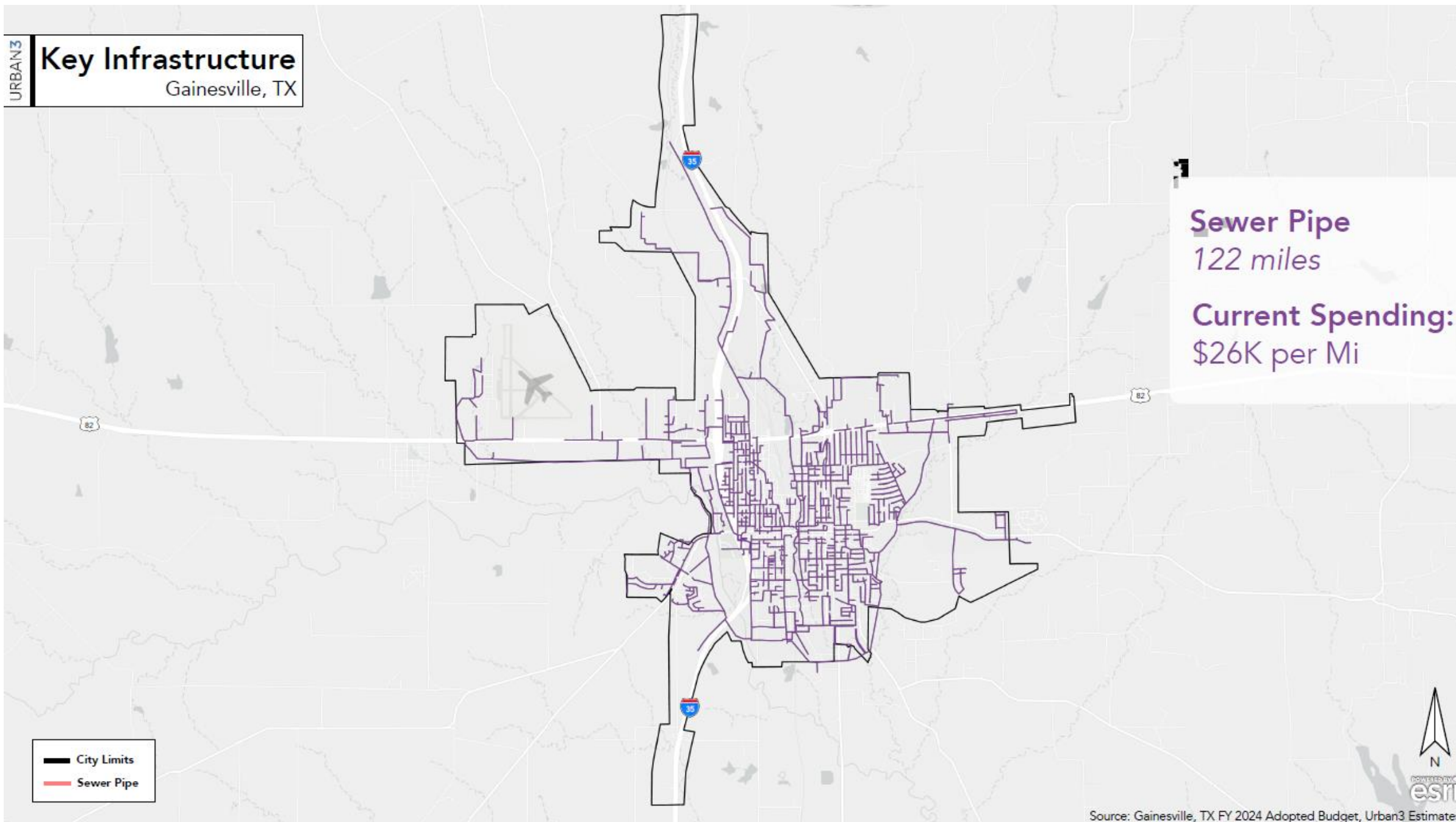
— City Limits  
— Water Pipe



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# Key Infrastructure

Gainesville, TX



# Key Infrastructure

Gainesville, TX

**Stormwater Drain**  
15 miles

**Current Spending:**  
\$96K per Mi

— City Limits  
— Stormwater Drain



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# Key Infrastructure

Gainesville, TX

**City Roads**  
223 lane miles

**Current Spending:**  
\$9K per Mi

— City Limits  
— Road



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# PUBLIC INFRASTRUCTURE AND STREETS

**WHICH OF THESE FOUR  
INFRASTRUCTURE  
TYPES DO YOU THINK  
GAINESVILLE SPENDS  
THE MOST ON?**

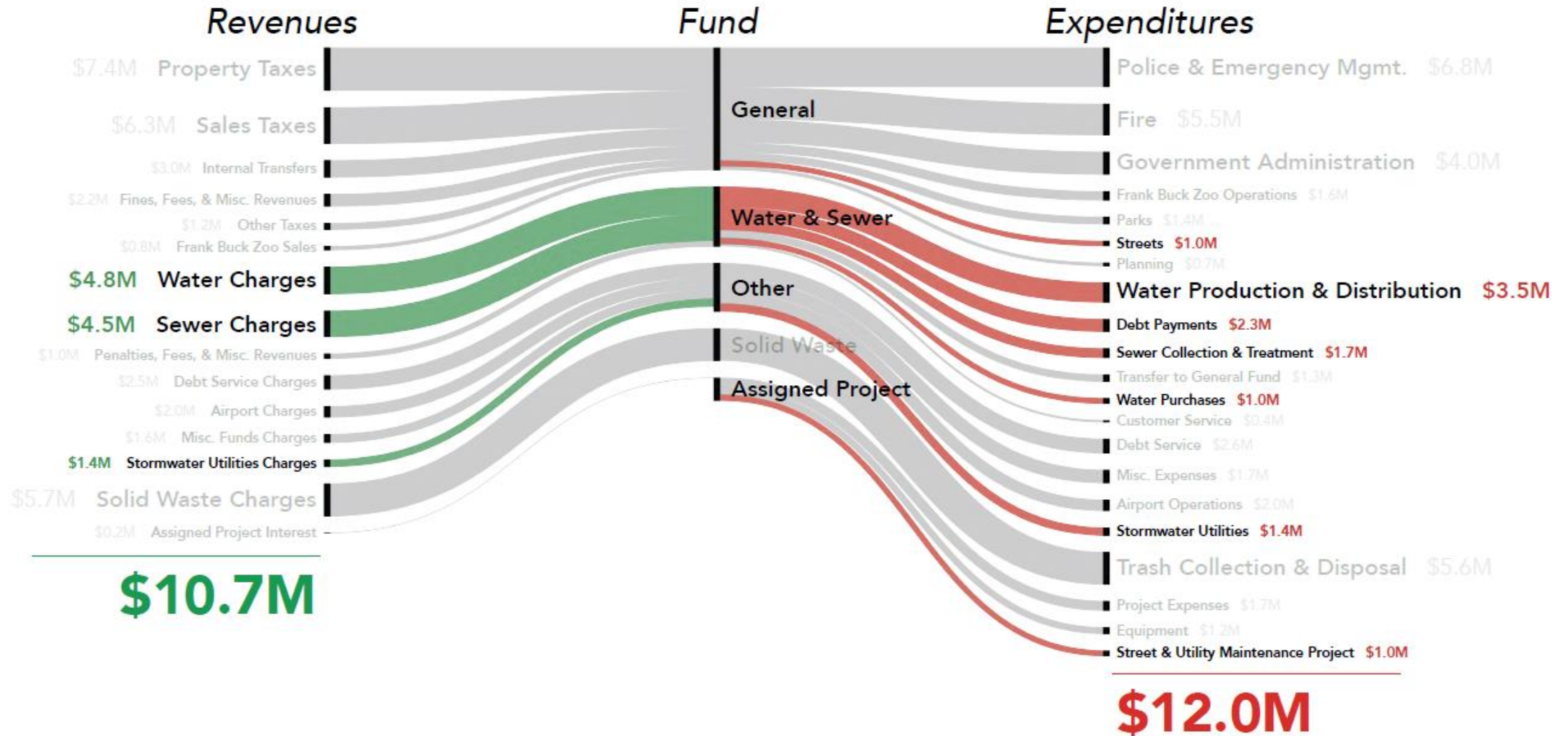


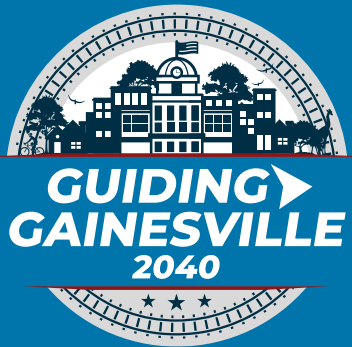
## Infrastructure Analysis

Roads, Water, Stormwater, and Sewer

# 2024 Operating Budget

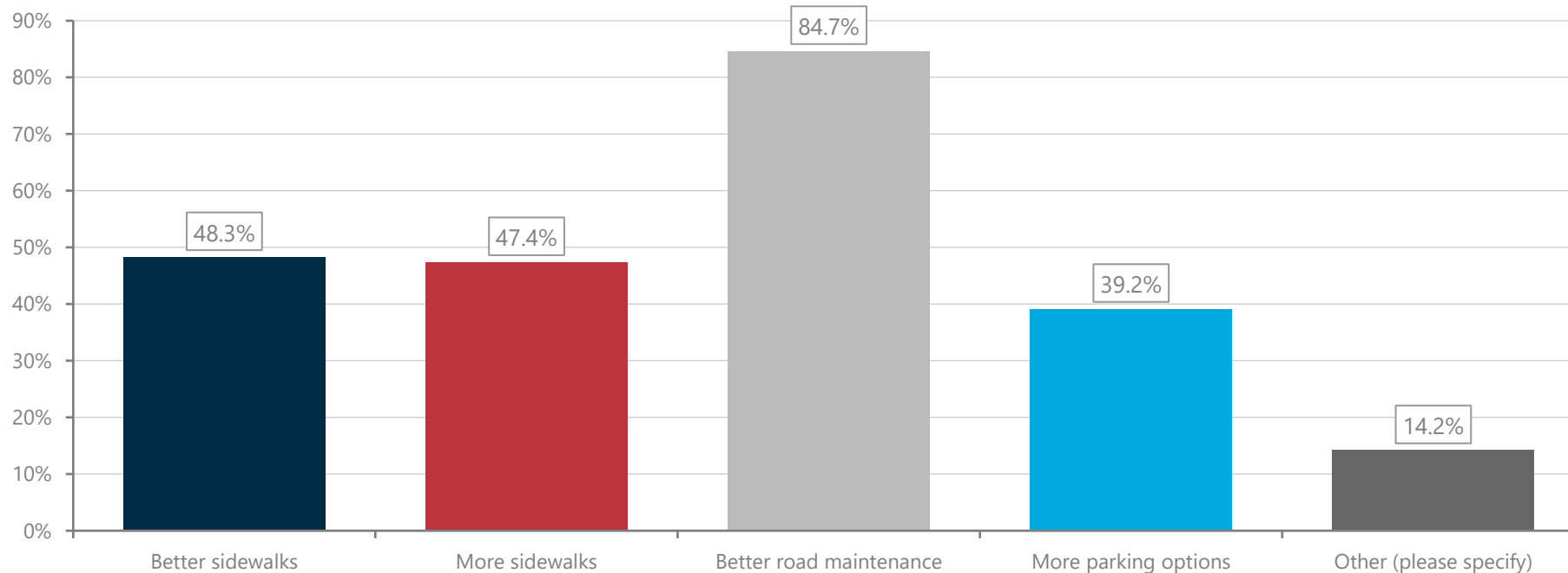
Gainesville, TX





# PUBLIC INFRASTRUCTURE AND STREETS

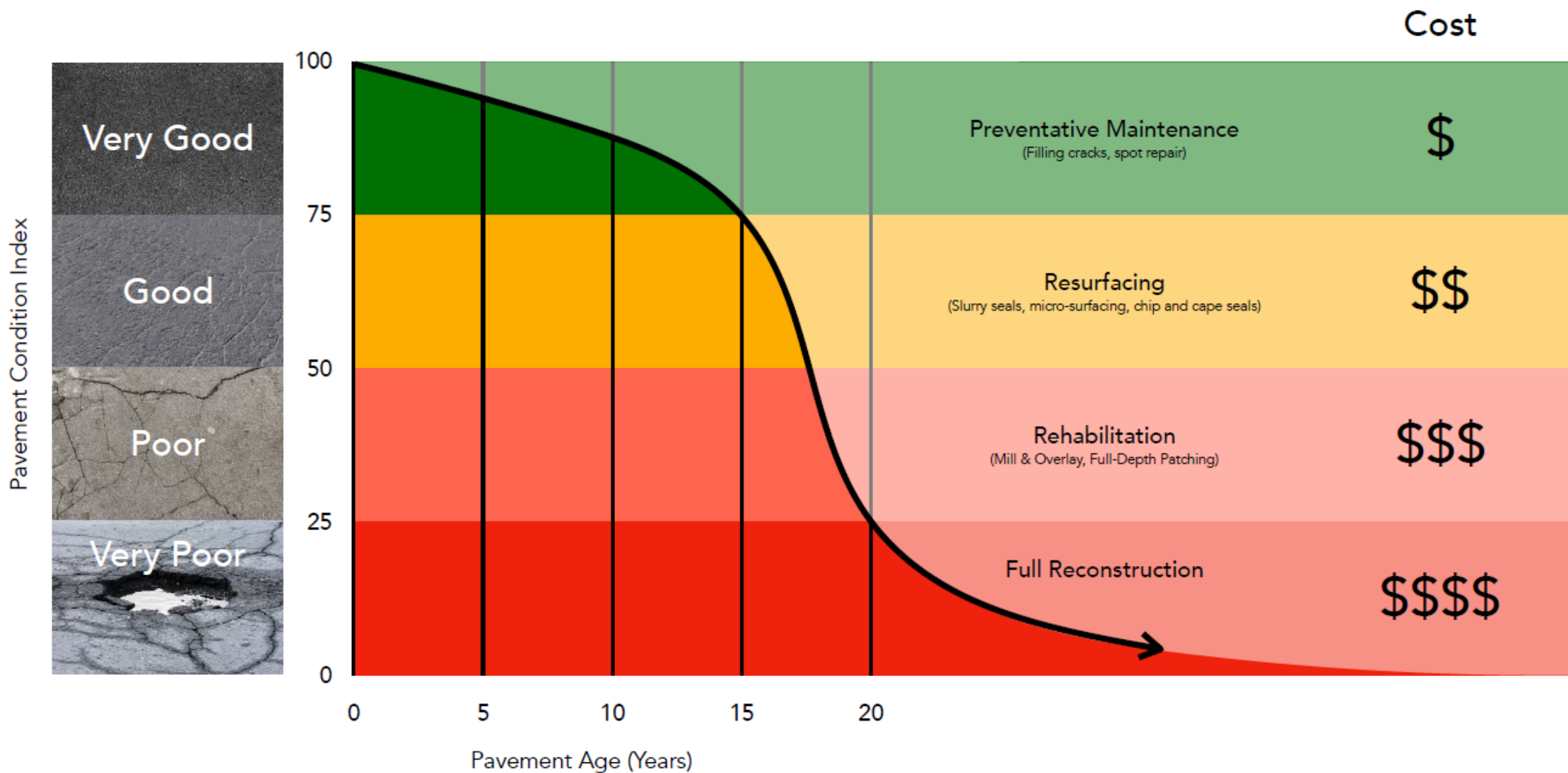
DESIRED TRANSPORTATION SYSTEM IMPROVEMENTS



**84.7% of  
survey  
respondents  
desire  
improved  
road  
conditions**

# Repairing Streets Before They Fail

Anywhere, USA



## Roads

Gainesville, TX

**City Roads**  
223 lane miles

## Road Condition



# Road Length & Condition

Gainesville, TX

**City Roads**  
223 lane miles

Gainesville

Denton

Fort Worth

Dallas

Burleson

Alvarado

Waco

College Station

Austin

Houston

San Antonio

## Road Condition

No Maintenance

**30 miles**

13%

Crack Sealing

**46 miles**

21%

Resurfacing

12 miles

5%

Rehabilitation

**52 miles**

23%

Reconstruction

**83 miles**

37%

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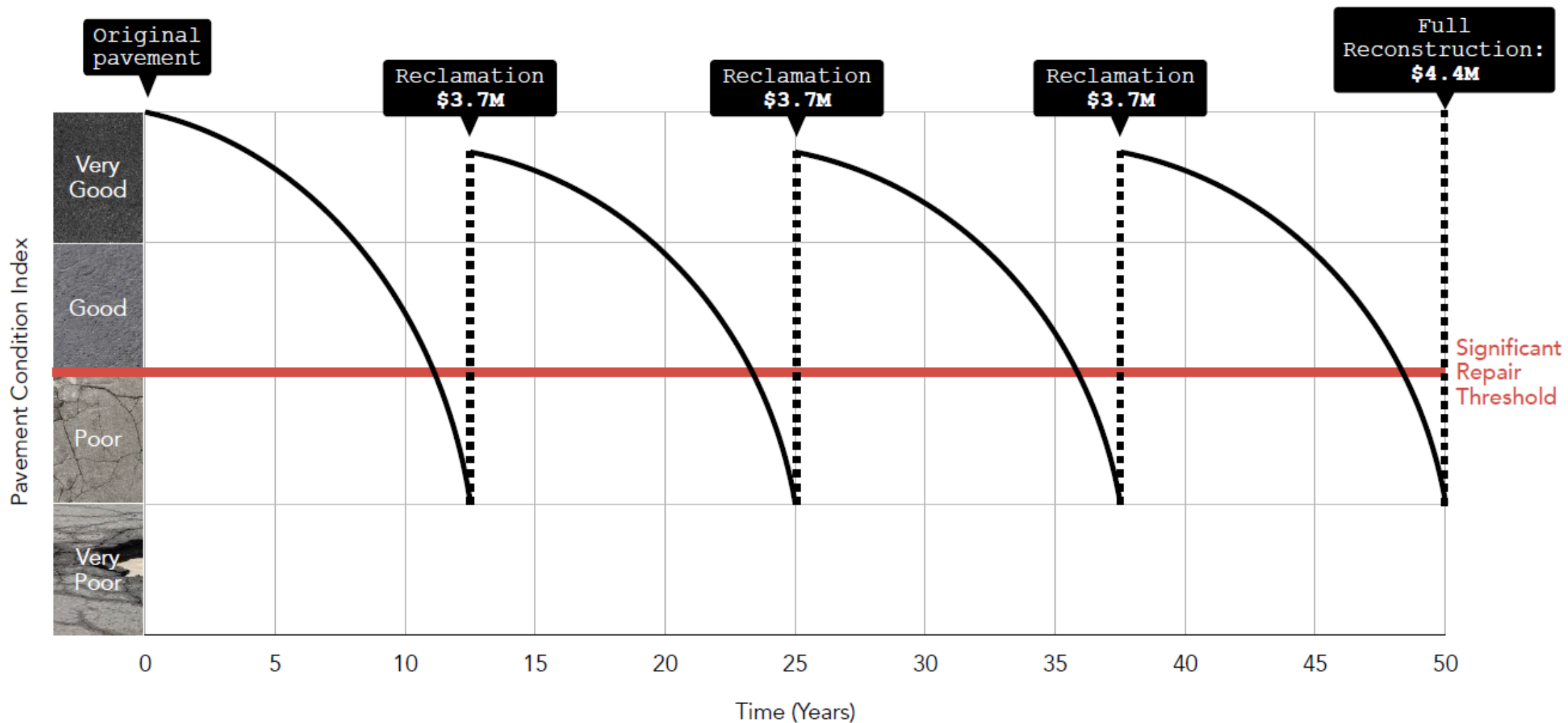
Source: Gainesville, TX FY 2024 Adopted Budget, Urban3 Estimates

# Road Maintenance Scenarios

New Hampshire

Annualized Cost:  
**\$15M**

## Option 1: Rehabilitation

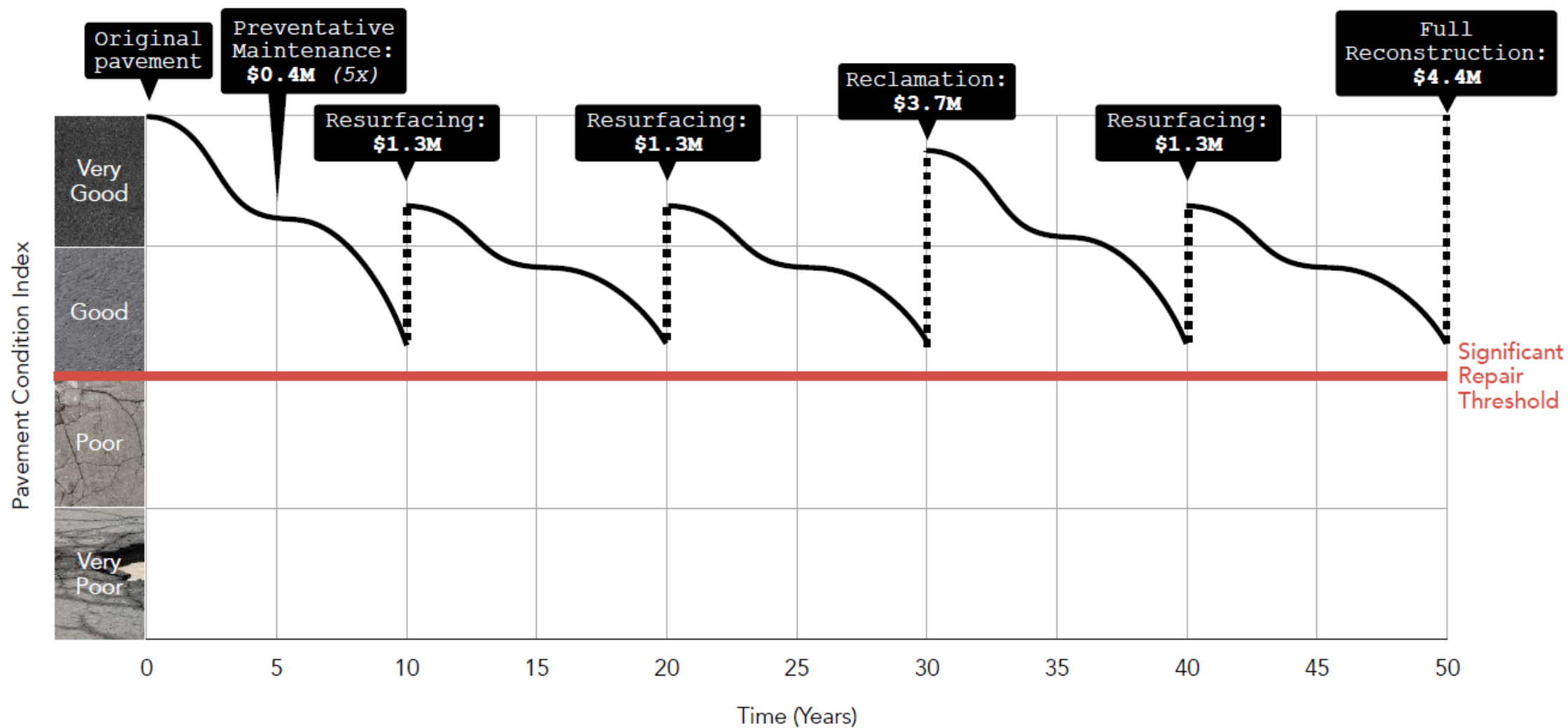


# Road Maintenance Scenarios

New Hampshire

Annualized Cost:  
**\$12M**

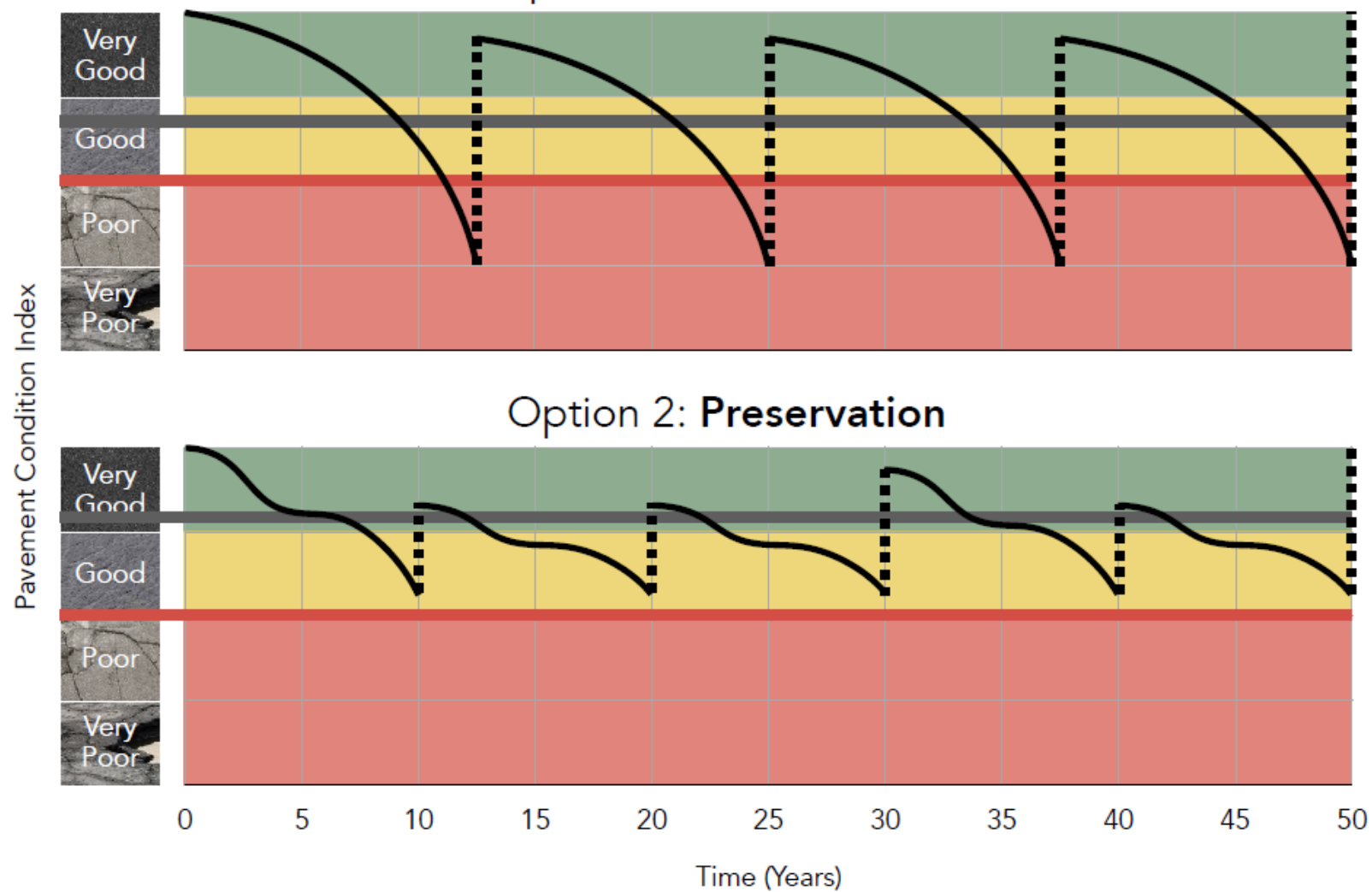
## Option 2: Preservation



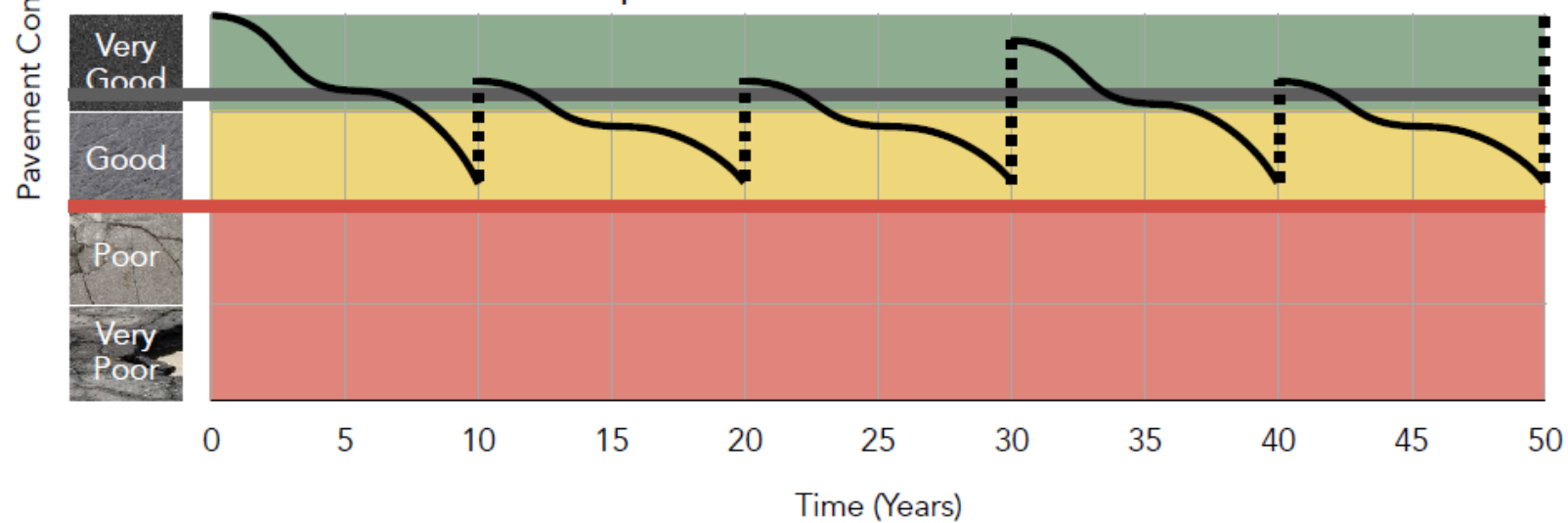
# Road Maintenance Scenarios

New Hampshire

## Option 1: Rehabilitation



## Option 2: Preservation



Cost per 100 lane miles

Average Road Quality

Significant Repair Threshold

\$15M

\$12M

Rehabilitation

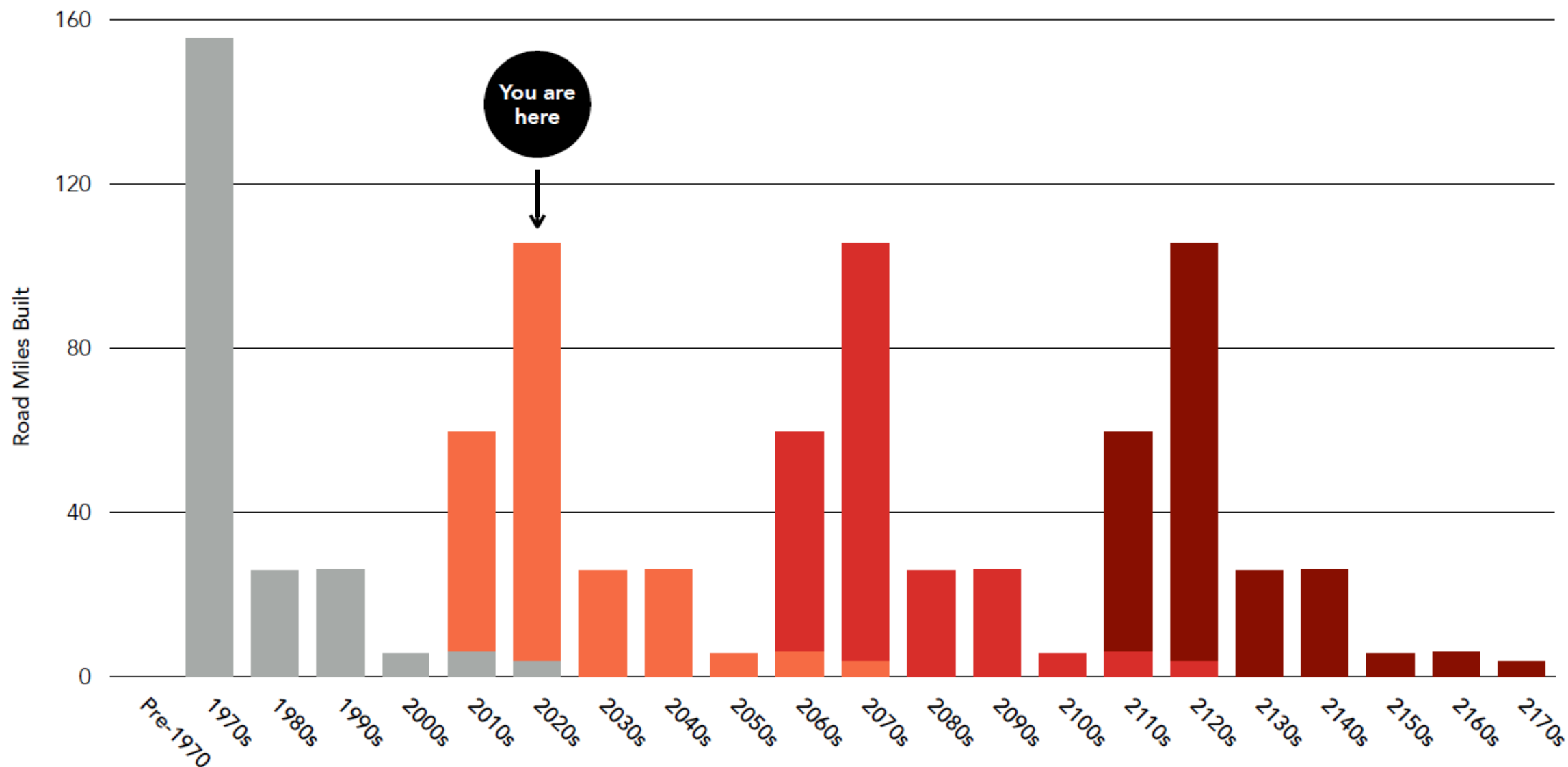
Preservation

Source: [indusinc.com](http://indusinc.com)

# Road Maintenance Load and Rebuild Schedule\*

Gainesville, TX

Initial Build Rebuild 1 Rebuild 2 Rebuild 3

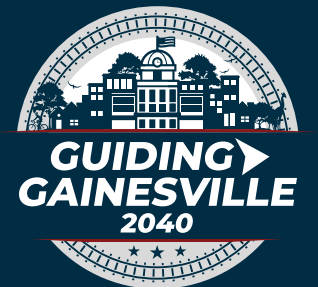


\*Conceptualized chart

Source: Urban3 Estimates



# RECOMMENDATIONS



# FISCAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT

## ASPIRATION X.1: ENSURE FISCALLY PRODUCTIVE GROWTH

*Objective: Evaluate the long-term financial impact of every new development proposal on City services.*

- X.1.1 Implement a Gainesville Development Evaluation Tool as a standard part of the development review process.

# FISCAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT

## ASPIRATION X.2: BUILD A RESILIENT AND DIVERSE LOCAL ECONOMY

*Objective: Expand local employment opportunities and strengthen job security by attracting new types of industries.*

- X.2.1 Develop and implement an economic development strategy to attract and retain businesses in target industries (e.g., advanced manufacturing, logistics, etc.).

# FISCAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT

## ASPIRATION X.3: FOSTER A THRIVING SMALL BUSINESS ECOSYSTEM

*Objective: Improve access to resources, education, and support local entrepreneurs.*

- X.3.1 Launch a small business support program, in partnership with the Chamber of Commerce, that offers workshops, networking events, and guidance on navigating city processes.

# FISCAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT

## ASPIRATION X.4: DEVELOP A HOMEGROWN WORKFORCE

*Objective: Create a direct pipeline from local education to local employment.*

- X.4.1 Establish formal partnerships with GISD, NCTC, and key local industries to develop local workforce training and career placement programs.

# PUBLIC INFRASTRUCTURE AND STREET NETWORK

## ASPIRATION X.1: ENSURE A SAFE AND RELIABLE WATER SUPPLY FOR THE FUTURE

*Objective: Increase water system capacity and resilience to accommodate projected community growth through 2040.*

- X.1.1 Implement the priority capital projects identified in the City's Water Master Plan.

# PUBLIC INFRASTRUCTURE AND STREET NETWORK

## ASPIRATION X.2: PROTECT THE COMMUNITY FROM FLOOD RISK

*Objective: Reduce the impact of major storm events in historically flood-prone areas of the city.*

- X.2.1 Prioritize and fund the replacement and upgrading of critical stormwater drainage infrastructure based on the Cooke County Hazard Mitigation Action Plan.

# PUBLIC INFRASTRUCTURE AND STREET NETWORK

## ASPIRATION X.3: CREATE A SAFE AND EFFICIENT STREET NETWORK

*Objective: Systematically improve the condition of city streets to enhance safety, reduce vehicle damage, and improve connectivity.*

- X.3.1 Develop and fund a multi-year road maintenance and reconstruction program based on the City's Pavement Condition Index and the Master Thoroughfare Plan.

# PUBLIC INFRASTRUCTURE AND STREET NETWORK

## ASPIRATION X.4: ENHANCE THE CHARACTER AND RESILIENCE OF KEY CORRIDORS

*Objective: Improve streetscape aesthetics, enhance public safety, and reduce the risk of weather-related power outages in critical areas.*

- X.4.1 Develop a phased plan to strategically bury overhead utility lines, prioritizing historic downtown and major commercial corridors.

# PUBLIC INFRASTRUCTURE AND STREET NETWORK

## ASPIRATION X.5: CREATE A SAFE AND ACCESSIBLE PEDESTRIAN NETWORK

*Objective: Ensure all residents, regardless of age or mobility, can safely and easily walk to key destinations like parks, schools, and downtown.*

- X.5.1 Systematically identify and close all priority sidewalk gaps throughout the city, guided by the Master Thoroughfare and Sidewalk Plan and Downtown Master Plan.

# PUBLIC INFRASTRUCTURE AND STREET NETWORK

## ASPIRATION X.6: CREATE A STRESS-FREE DOWNTOWN PARKING EXPERIENCE

*Objective: Make it easier for residents and visitors to find and use available public parking.*

- X.6.1 Implement a comprehensive downtown parking management strategy that includes clear wayfinding signage, a digital map of public lots, and partnerships with private property owners to share parking during off-peak hours.

**QUESTIONS,  
COMMENTS?**



# RECOMMENDATIONS

## FISCAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT



**ESPAÑOL**



**ENGLISH**

## INFRASTRUCTURE RECOMMENDATIONS FEEDBACK



**ESPAÑOL**



**ENGLISH**

