

# City of Blue Ridge Comprehensive Plan



Townhall Public Input



**MHS**  
Planning & Design



# MHS

Planning & Design

**BLUE RIDGE'S  
PROJECT TEAM:**

**HUNTER RUSH**

Partner & Senior Planner  
Project Manager

**JOHN WALTZ**

Planner  
Production Manager

**ZACH CLARK**

Planner  
Plan Support

**TWO OFFICE LOCATIONS:**

Dallas, Texas  
Tyler, Texas

**REGISTRATION:**

TBPE #F-14571  
TBAE #BR4525

# What We Do

City & Land Planning  
Civil Engineering  
Landscape Architecture  
Grant Writing  
Construction Administration





# Project Purpose - What is a Comprehensive Plan?

The citizens of Blue Ridge requested for a long-range, comprehensive plan be created. The City has partnered with MHS to research & assemble the plan.

## An Opportunity

To refresh the vision, identity, and structure of the City

## A Process

To listen and understand citizens' needs and desires in an organized & strategic manner

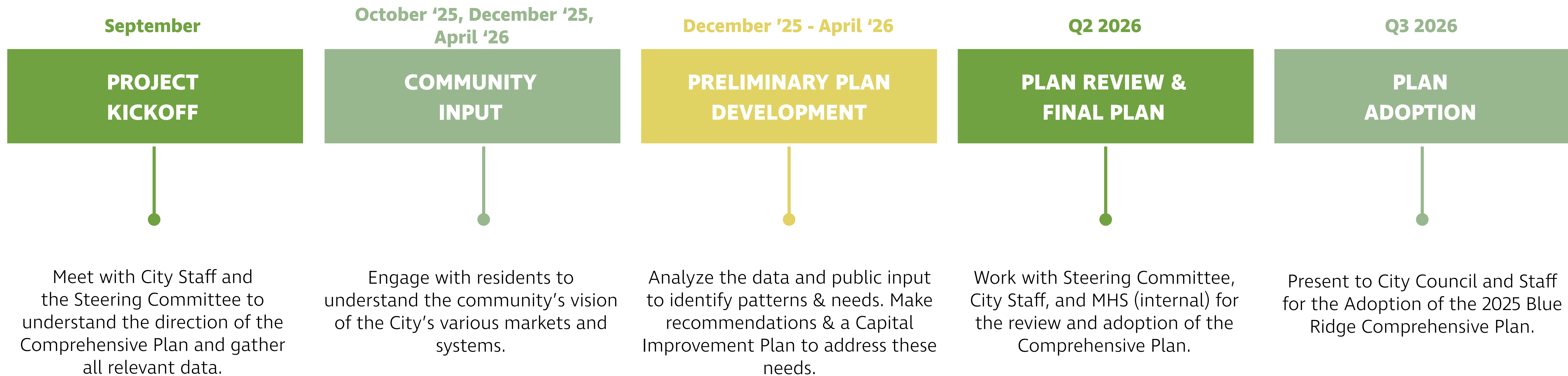
## A Multi-Subject, Interconnected Planning Document

- Data
- Analysis
- Recommendations
- Priorities
- Cost Estimates
- Implementation Schedule





# The Planning Process





# What Are We Planning?

**Housing  
Study**

**Land Use &  
Zoning**

**Economic  
Development**

**Infrastructure**

**Community Facilities**

**Transportation**

**Public Spaces**



# The City's Vision

---

Mission - **Who do you want Blue Ridge to be?**

Values - **What is important to you?**

Goals - **What do you want to achieve? Does it support the Values?**

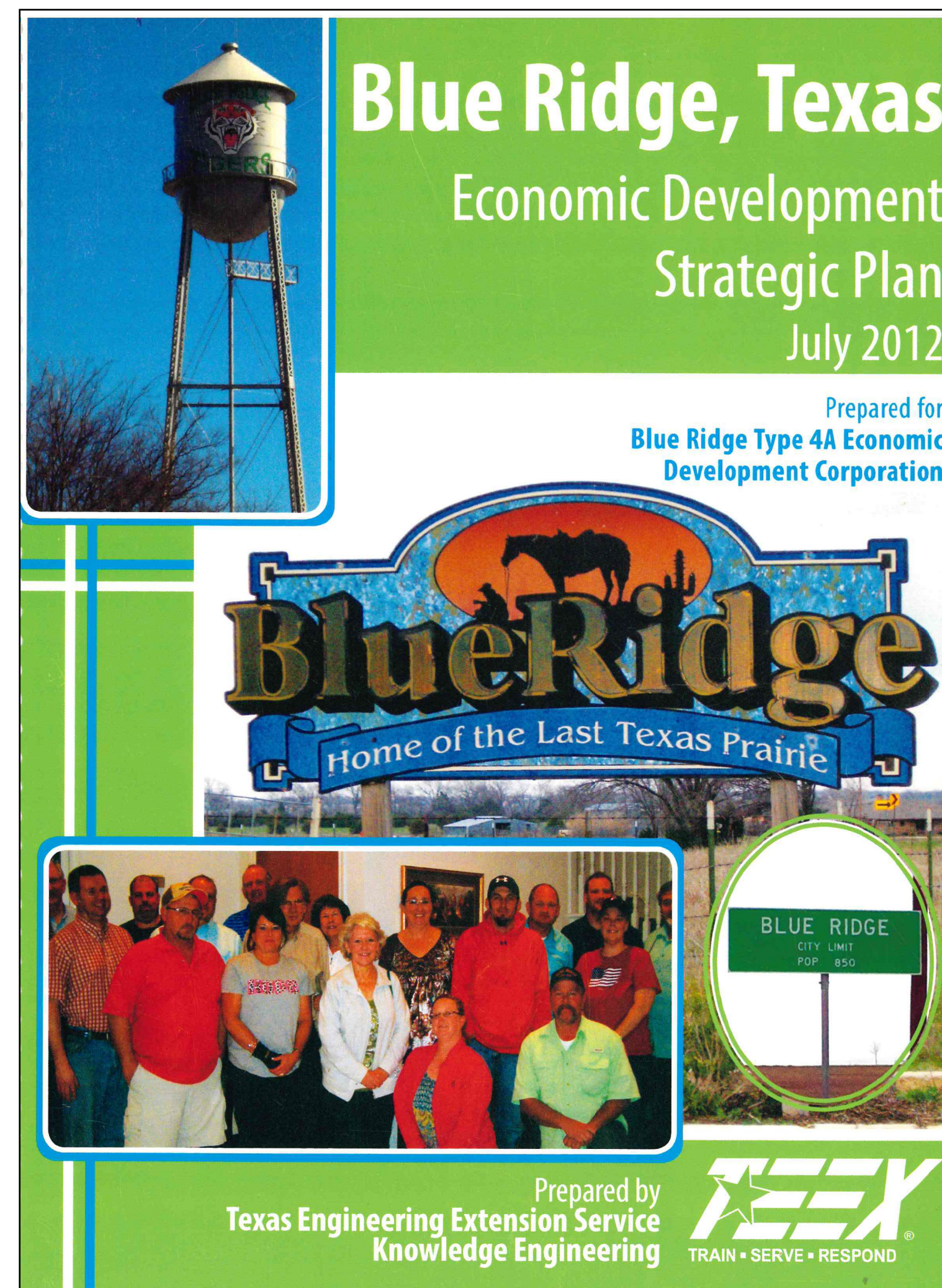
Strategies - **How do you think a Goal should be accomplished?**



# BLUE RIDGE ECONOMIC DEVELOPMENT STRATEGIC PLAN (2012)

## Purpose

A five-year growth strategy and roadmap.



## Key Findings

- » **Strengths:** Low crime rate & access to major medical centers.
- » **Weakenesses:** Younger residents (ages 20–44) were leaving the community
- » **Opportunities:** banking institutions
- » Community has strong sense of family, identity, and small-town values.
- » Population projection for 2016 ended up accurate.

## Plan Sections

- » Demographics
- » Infrastructure
- » Education & Workforce
- » Business Environment
- » Quality of Place
- » Goals & Objectives
- » Action Plan



# BLUE RIDGE ECONOMIC DEVELOPMENT STRATEGIC PLAN (2012)

---

## Strategic Goals & Objectives

- » **Infrastructure Development:** increase capacity for growth
  - » Identify Grant Funding
  - » Consider Industrial Office Complex
- » **Community Improvement:** enhance quality of place
  - » Develop Beautification and blight removal strategies
  - » Update & enforce zoning
- » **Business Development:** strengthen business environment
  - » Assess commercial property inventory
  - » Develop marketing incentives
  - » Coordinate with Workforce Commission for Employer Training
- » **Unified Community Vision:** ensure alignment and communication
  - » Adopt Economic Development Plan
  - » Create Networking Forums
  - » Hold Quarterly EDC Meetings
  - » Launch city website & newsletter

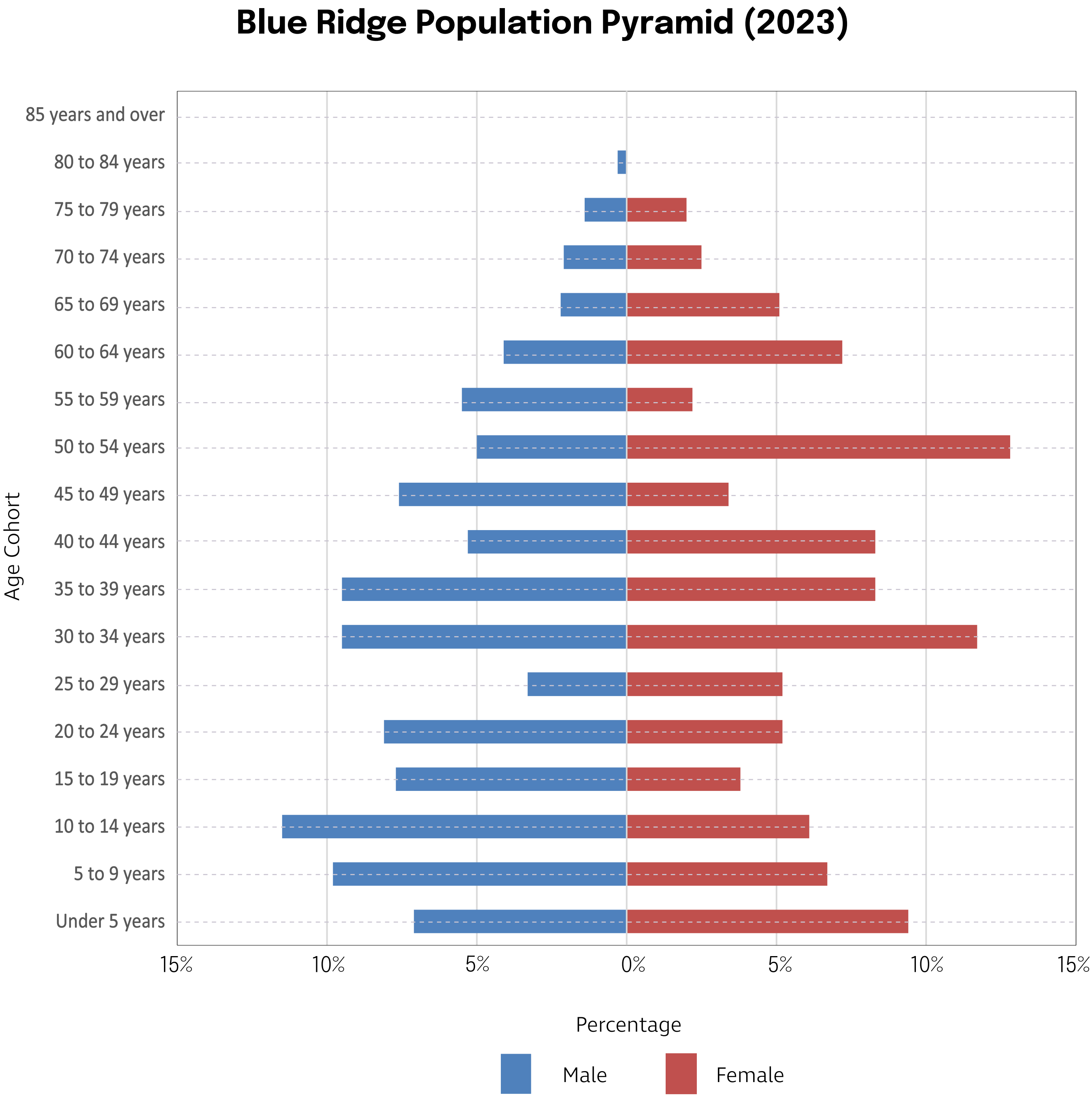
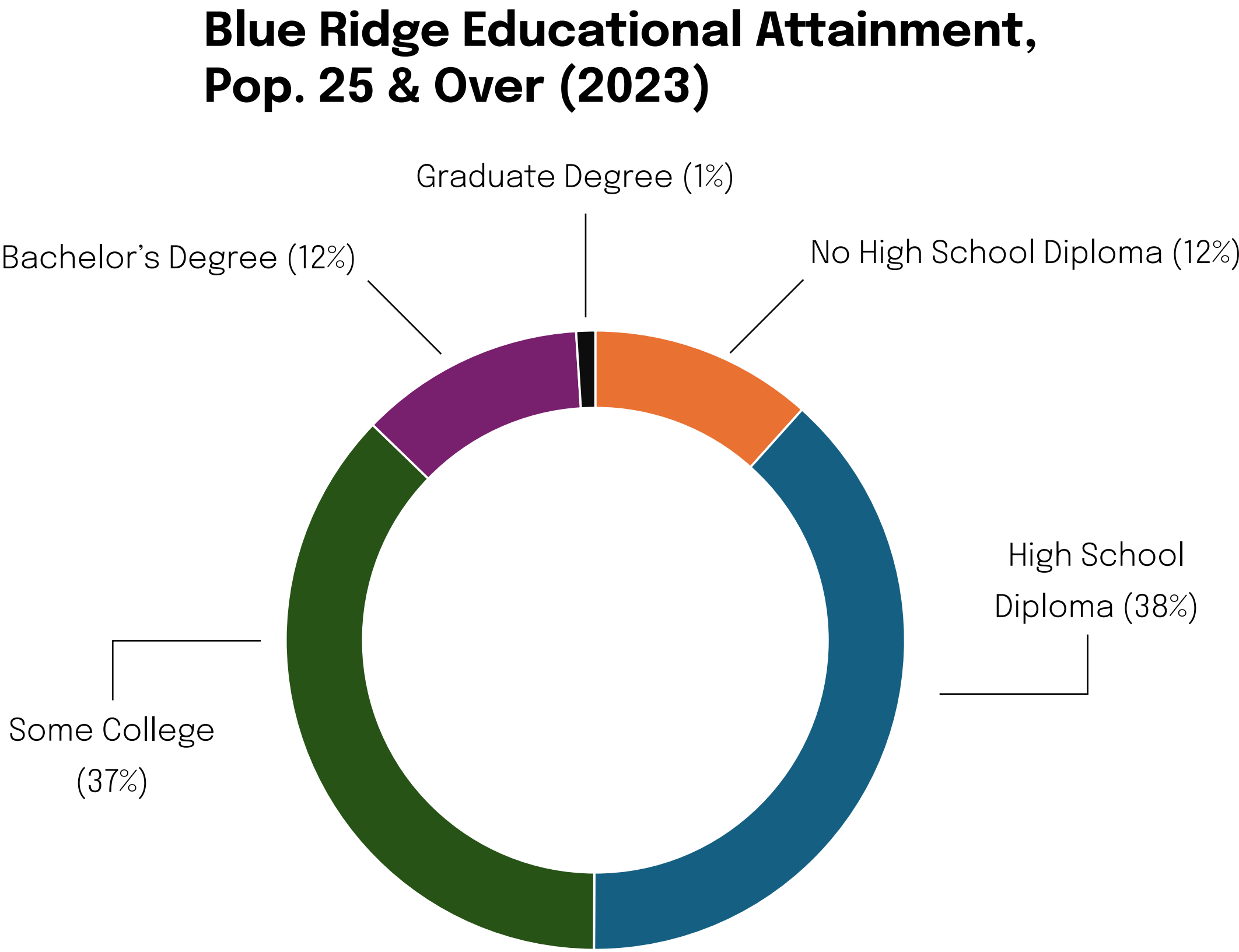


# Citizen Traits

- » **Median Household Income:** \$76,296
- » **Employment Rate:** 72% (approx. 600 citizens)
- » **Education:** 13% Bachelors Degree or higher (35% in Texas)
- » **Language:** 79% English Only, 21% Spanish

Blue Ridge is decreasing in age.

- » **2010 Median Age:** 34.4 years
- » **2023 Median Age:** 33.8 years
- » The 2023 median age is slightly younger than in Texas (35.9)



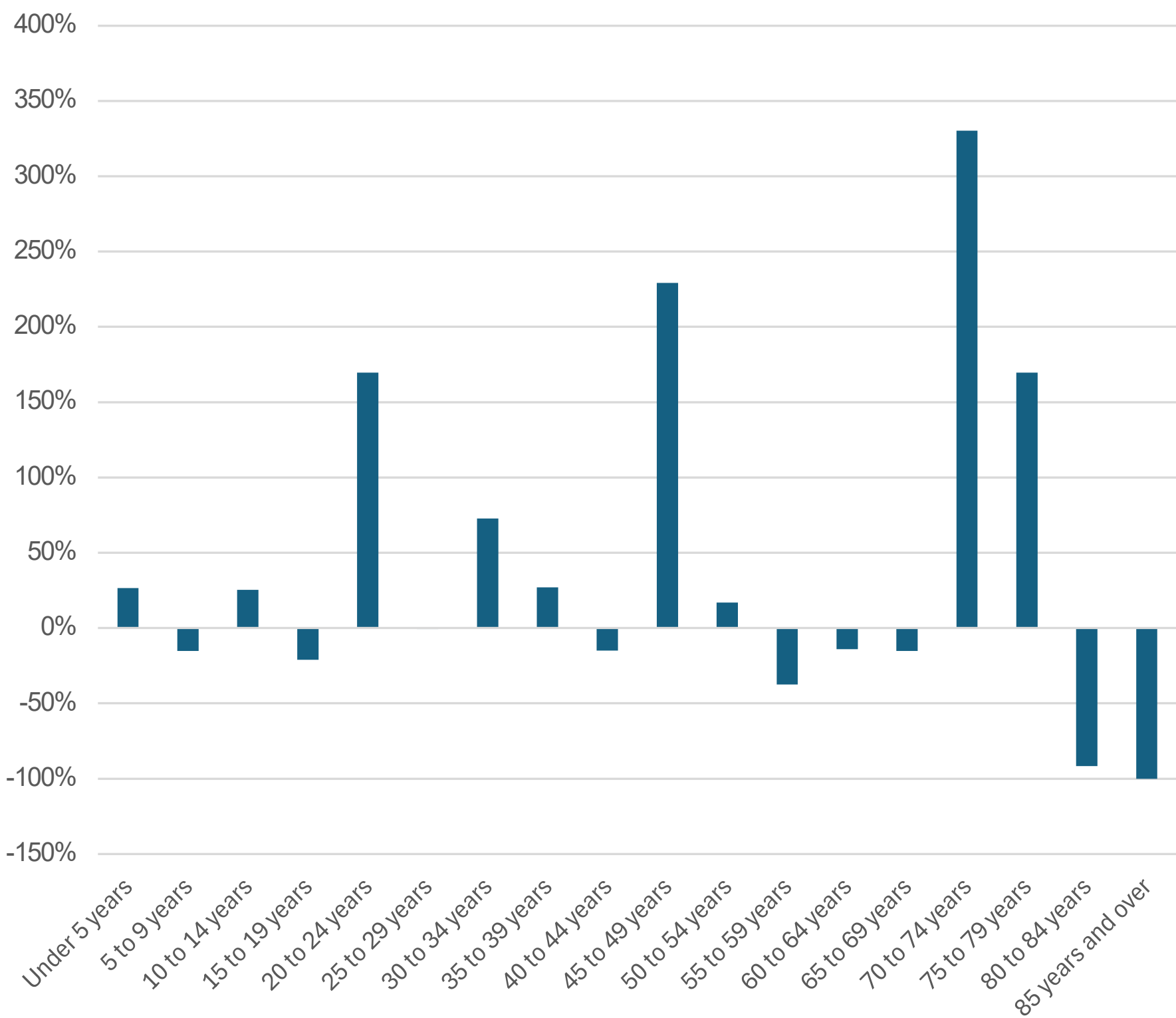


## Population Trends

Blue Ridge is experiencing an average annual growth rate of 3.2%.

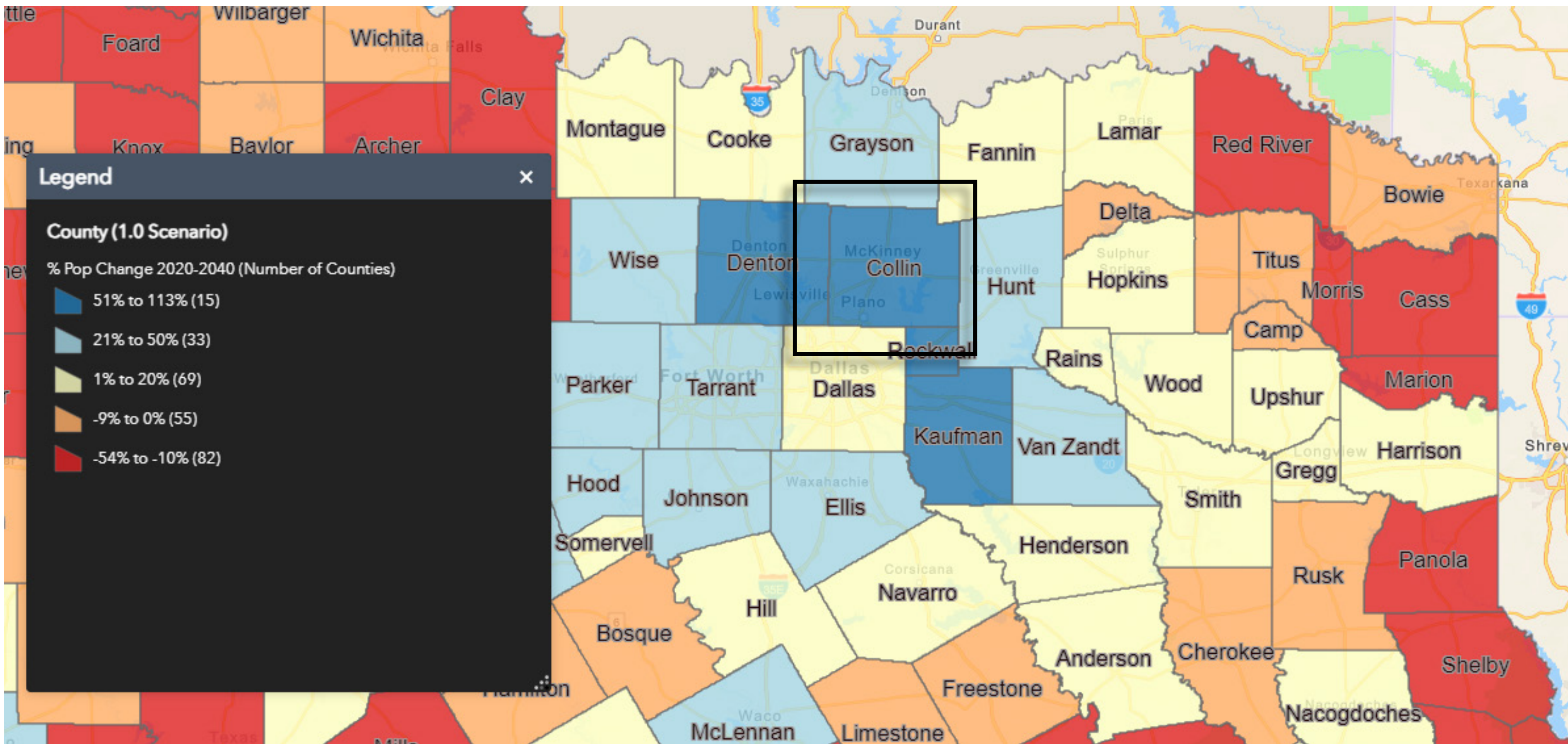
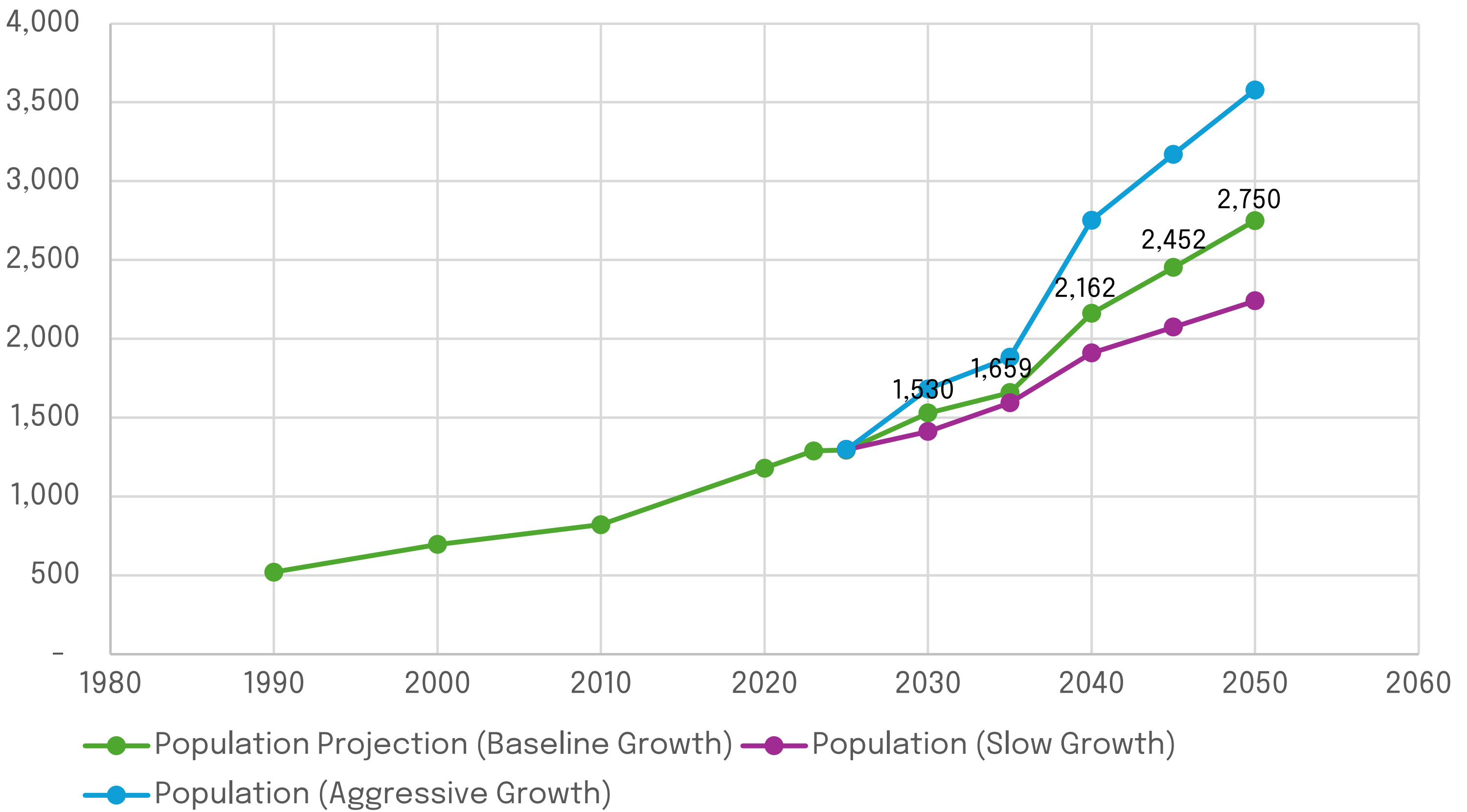
- » **2025 Population:** 1,295 (ESRI, TDC)
- » **1980 Population:** 442
- » **2035 Population:** ~1,659
- » The City is in one of the fastest growing Counties in the US.
- » 15% growth spike between 2022 & 2023.

Population Age Change, 2013 - 2023



- » **Greatest Increase % Change:** 70 to 74 (330%) & 45 to 49 (229%)
- » **Greatest Increase Count Change:** 30 to 34 (51) & 20 to 24 (48)
- » **Greatest Decrease % Change:** 85 and over (-100%) & 80 to 84 (-92%)
- » **Greatest Decrease Count Change:** 55 to 59 (-26) & 80 to 84 (-22)

Blue Ridge Population Projection, 1990 - 2050





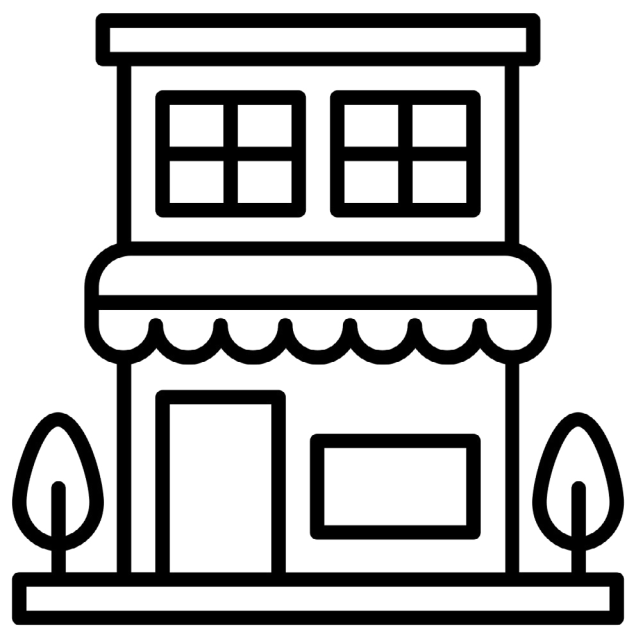
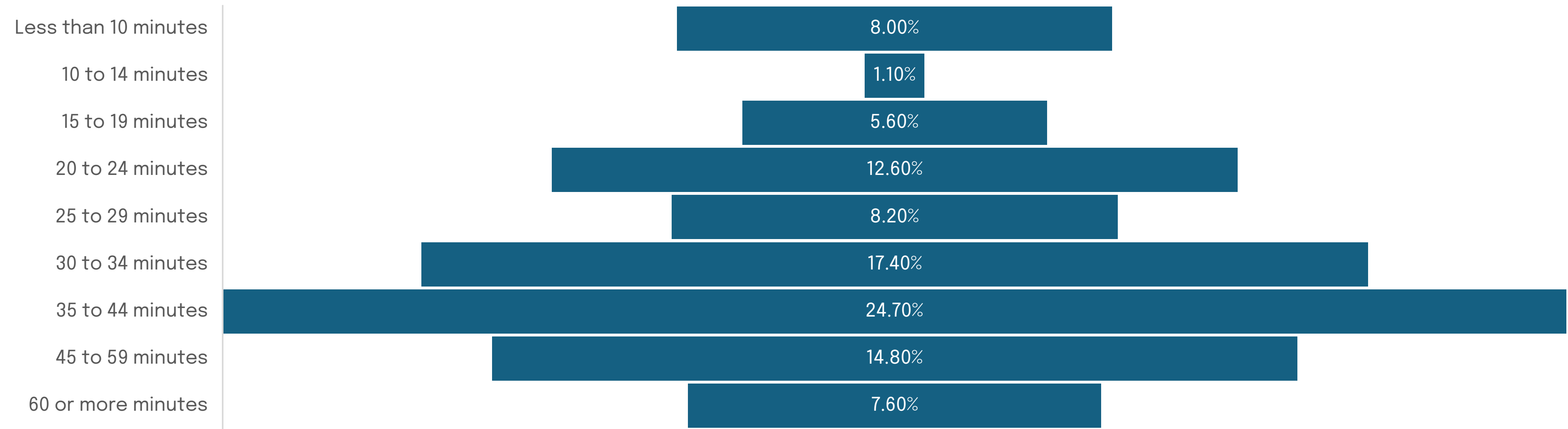
# Commuter Patterns

- » Majority of citizens commute >35 minutes & drive alone to work.
- » The daytime population (1,057) is less than the total population (1,295).
- » New commercial opportunities in the City could target commuters leaving town for work and increase the tax base.

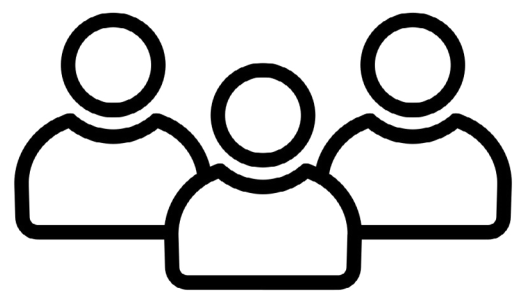
## Inflow/Outflow (2022)



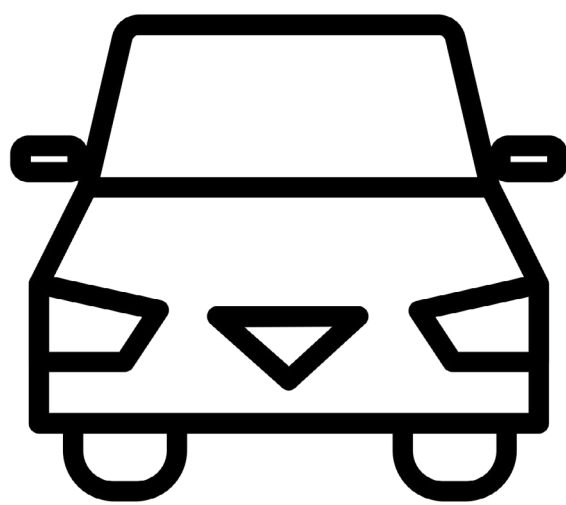
## Commuting Times (2022)



**37 Total Businesses**



**7.1 Avg. Number of Employees**



**Commuting Avg.**

Blue Ridge - 35 minutes to work  
Texas - 27 minutes to work

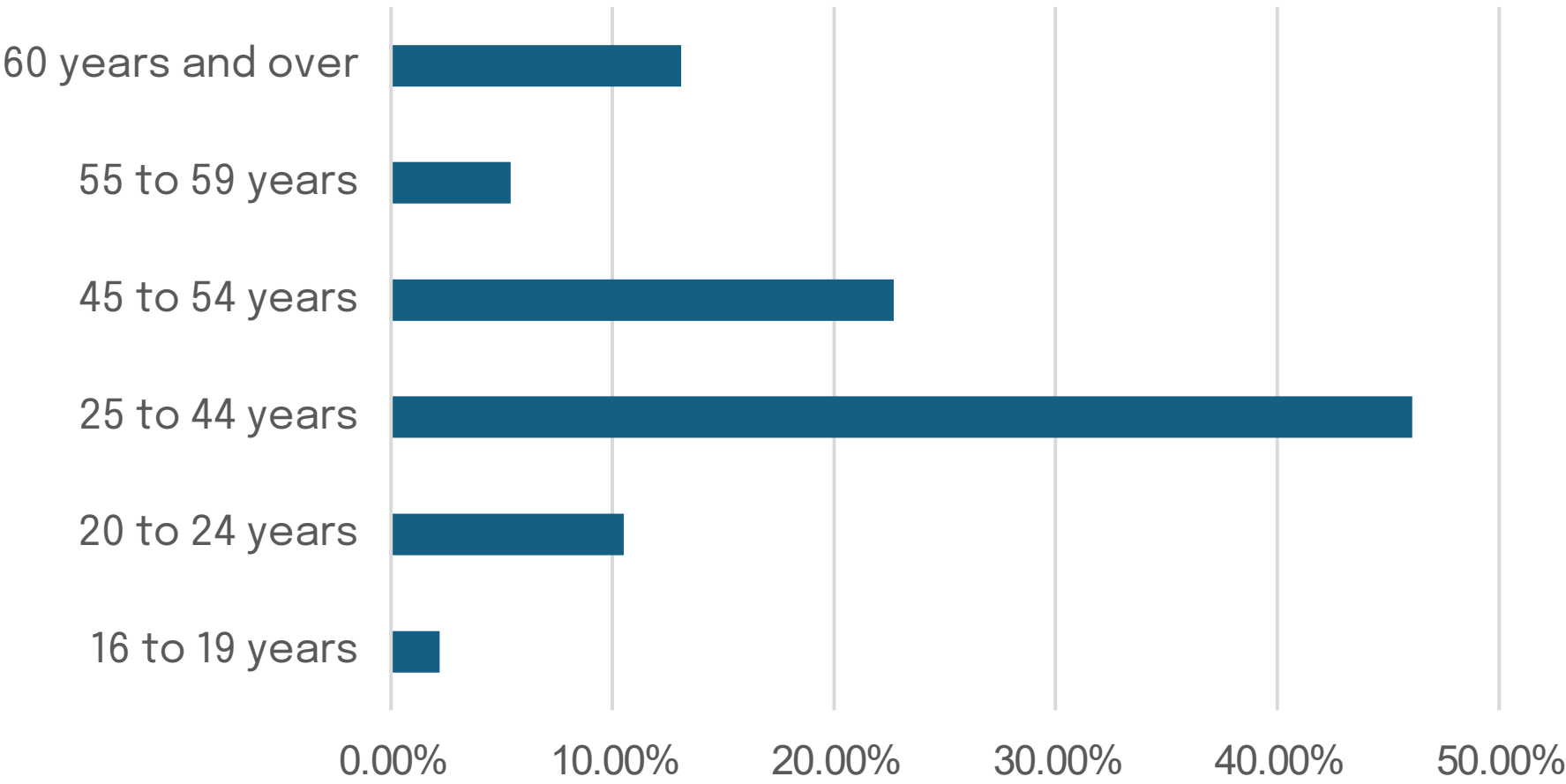


# Industry & Earnings

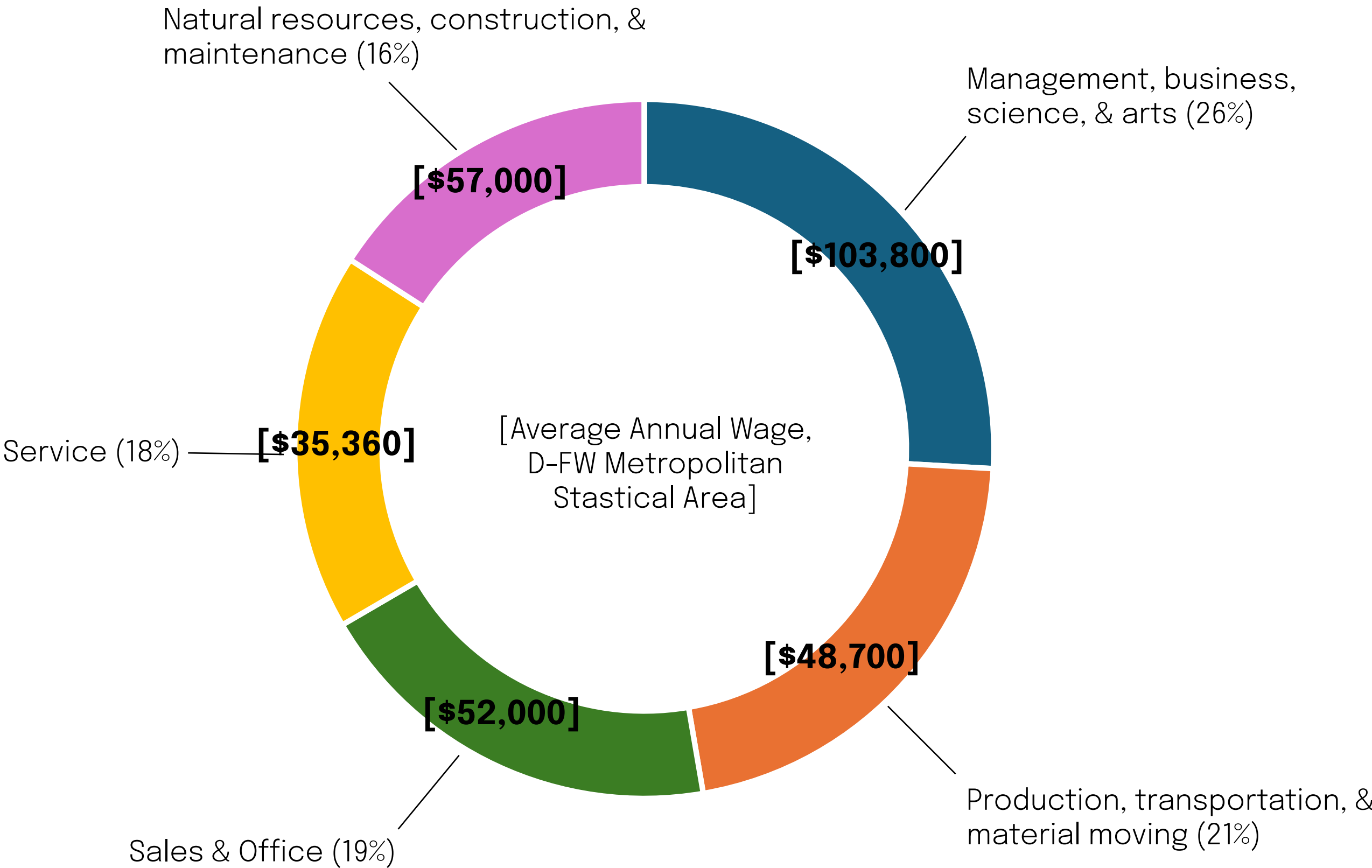
Population by Industry

Industry	Blue Ridge Percent
Educational services, health care & social assistance	18.1%
Construction	15.8%
Professional, scientific, & management, and administrative & waste management services	13.2%
Retail Trade	9.5%
Manufacturing	8.8%
Transportation and warehousing, and utilities	8.5%
Other service	7.1%
Public administration	5.9%
Arts, entertainment, & recreation, and accommodation & food services	5.8%
Information, finance, & insurance, and real estate, rental, & leasing	4.1%
Wholesale trade	2.8%
Agriculture, forestry, fishing & hunting, and mining	0.3%
Armed forces	0.1%

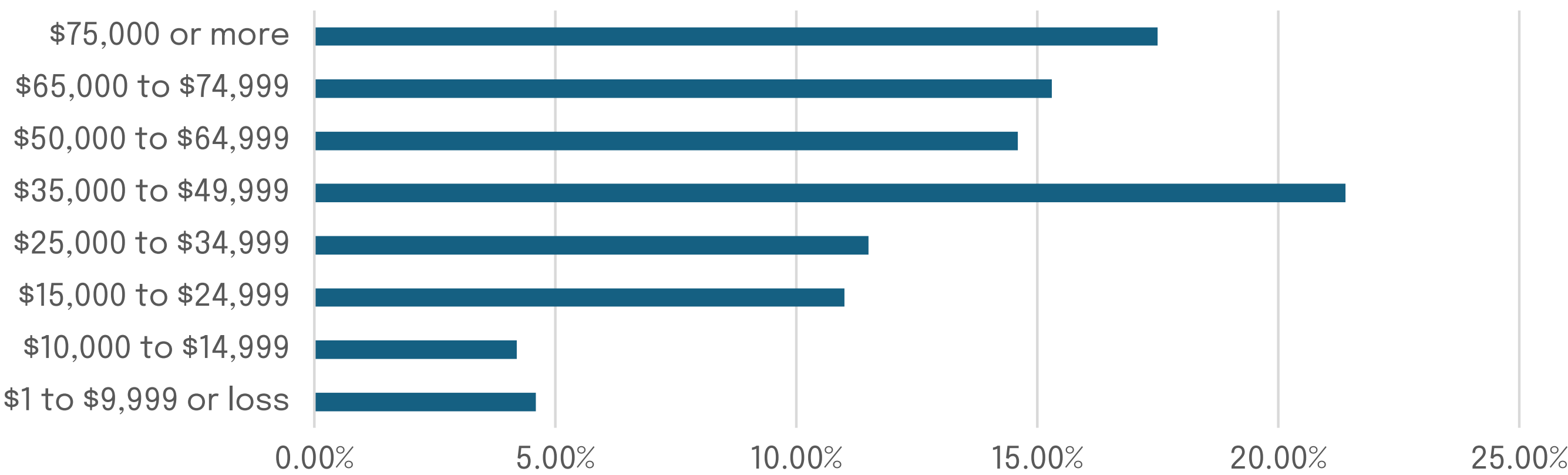
Workers Ages (16 Years & Over)



Population by Occupation



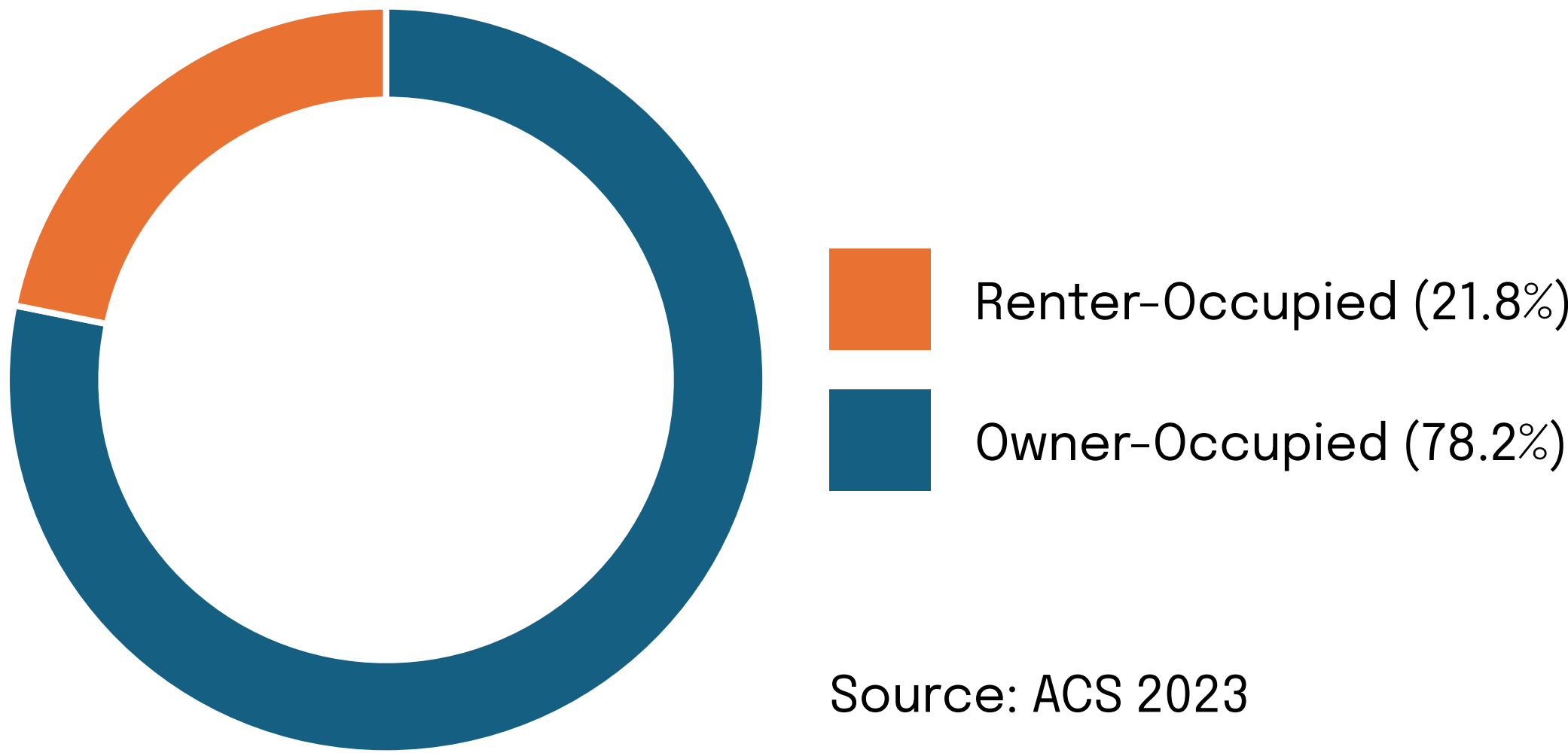
Workers' Earnings (16 Years & Over)



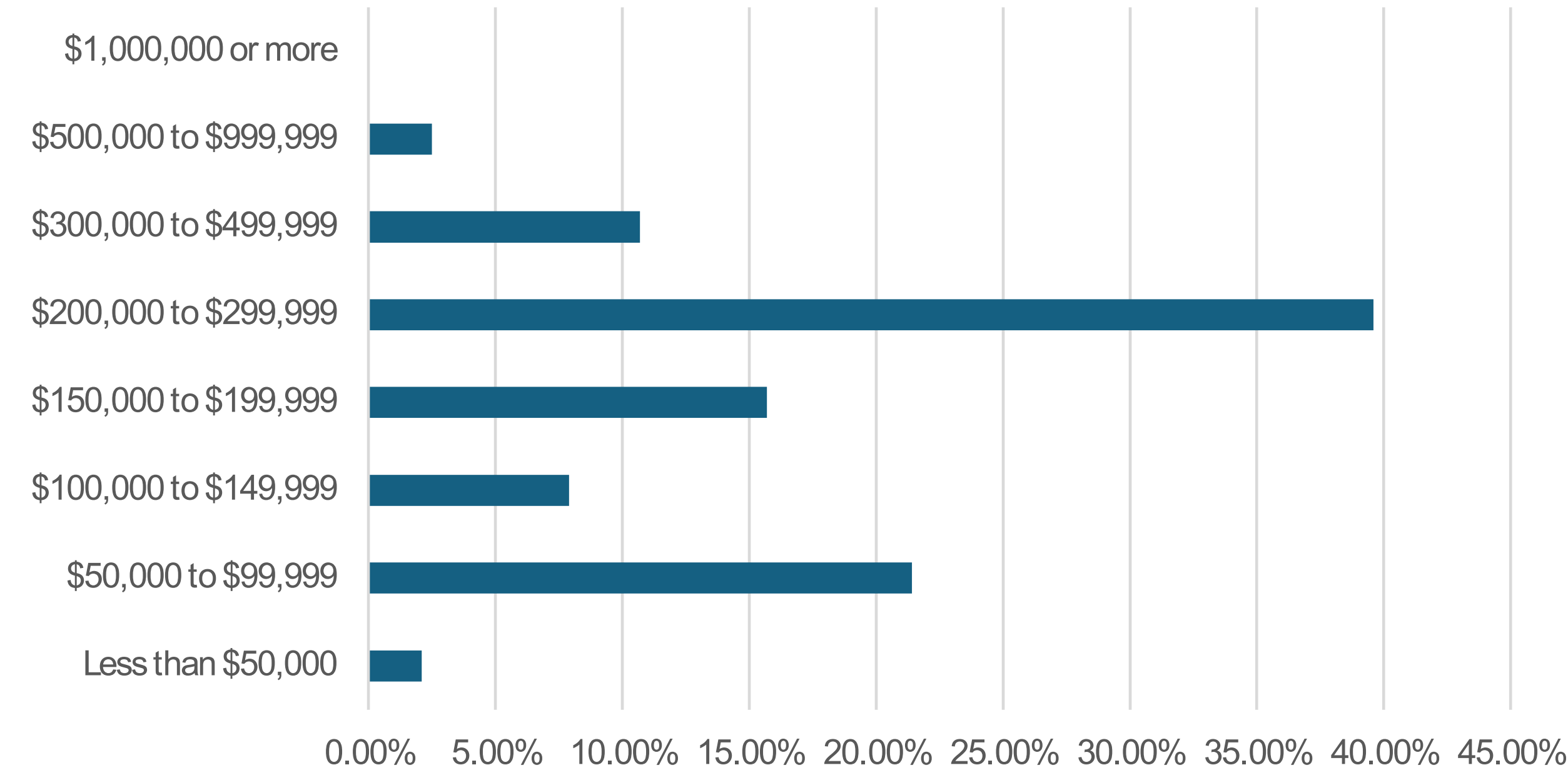


# Housing Stats

- » **Median Property Value:** \$216,818 (Texas - \$333,000)
- » **Median Gross Rent:** \$1,399 (Texas - \$1,475)
- » The City may have a concentration of older, dilapidated housing units being used for rental.



Housing Value



Housing Inventory, 2010 - 2040

Year	Total Housing Units	Single-Family Housing Units	Multi-Family Housing Units	Mobile Homes	Percent Occupied	Percent Vacant
2010	349	72%	5%	23%	77%	23%
2020	395	82%	3%	15%	91%	9%
2025	425	78%	8%	14%	-	-
2030	467	-	-	-	-	-

Source: U.S. Decennial Census, ACS (2023), ESRI (2025)

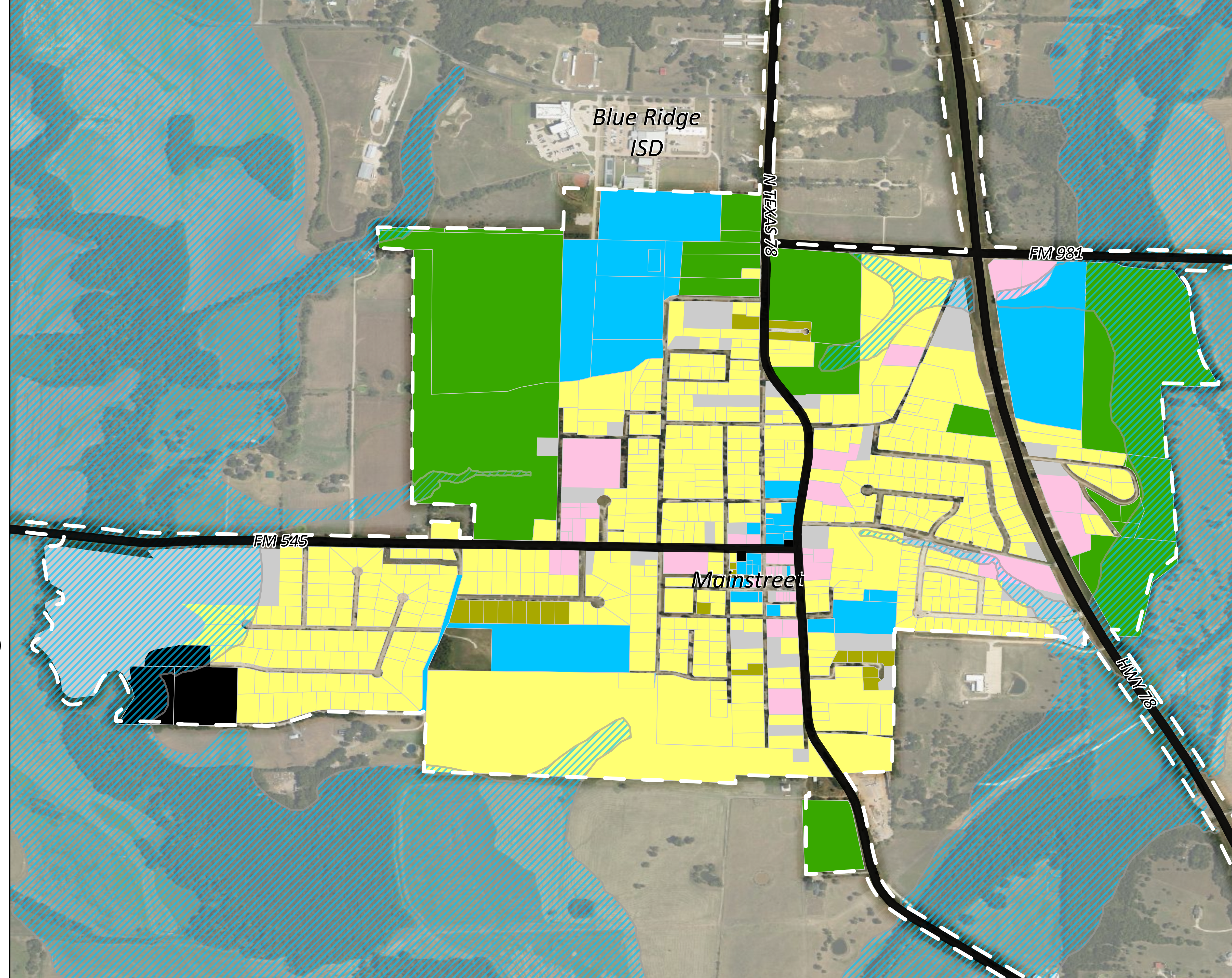
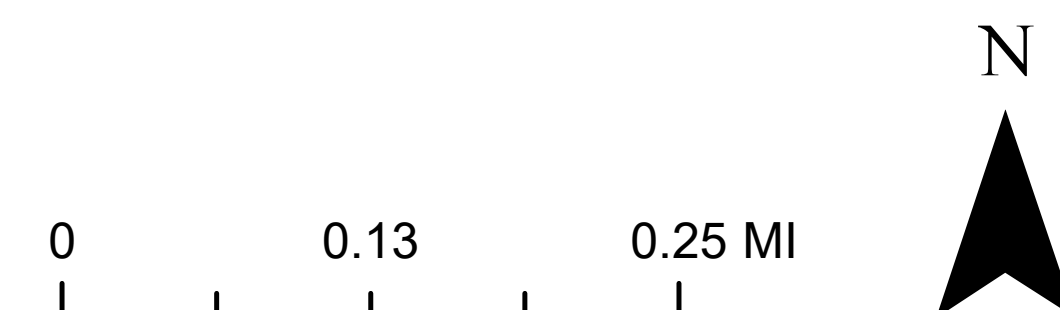
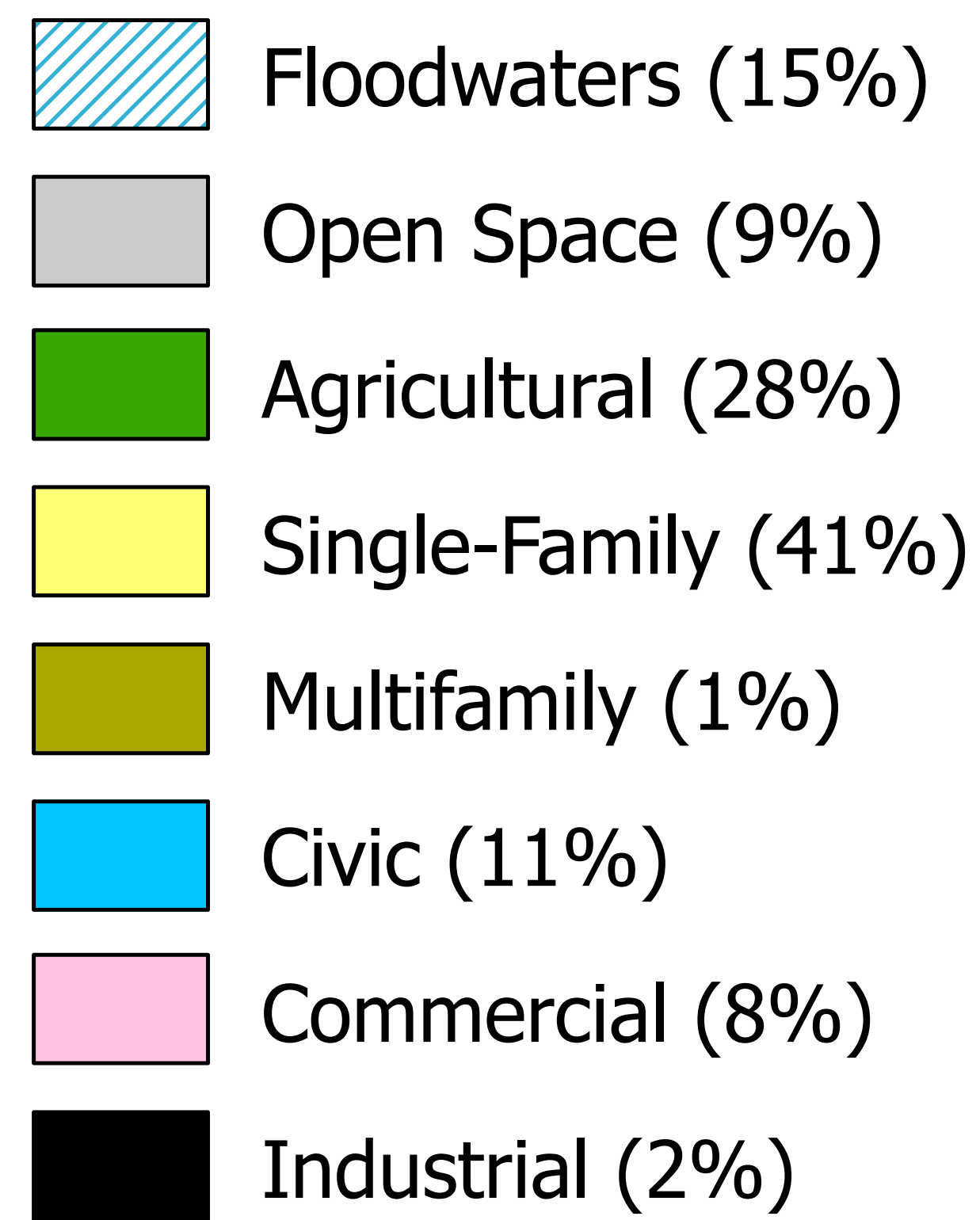


# LAND USE

## Observed Current Land Use Draft

City of Blue Ridge

**577 Acres**





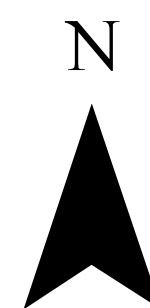
LAND USE

Observed  
Land Use Draft

City of Blue Ridge

140 Acres of Raw,  
Developable Land

0 0.13 0.25 MI

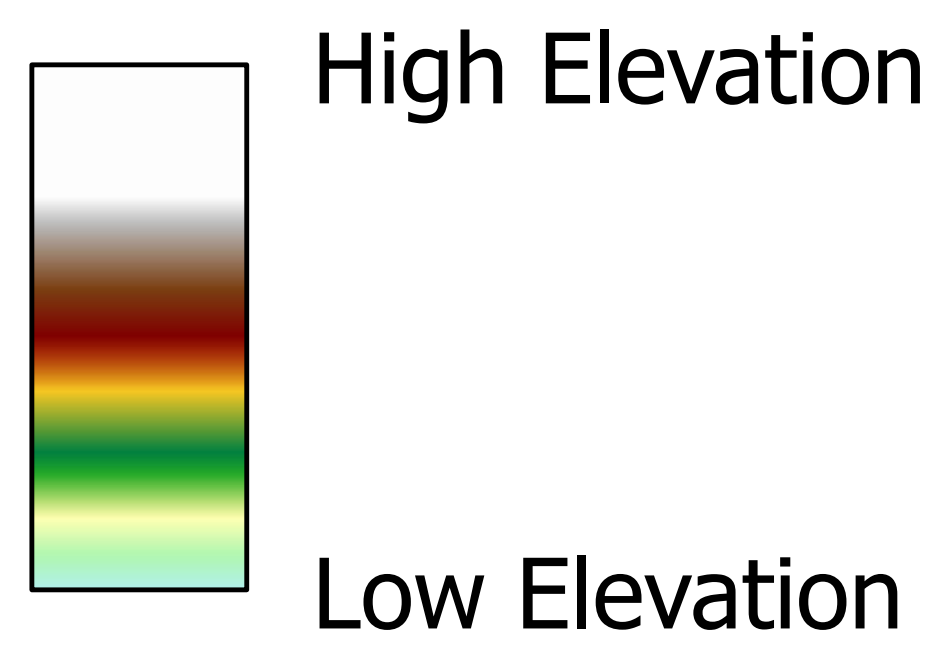




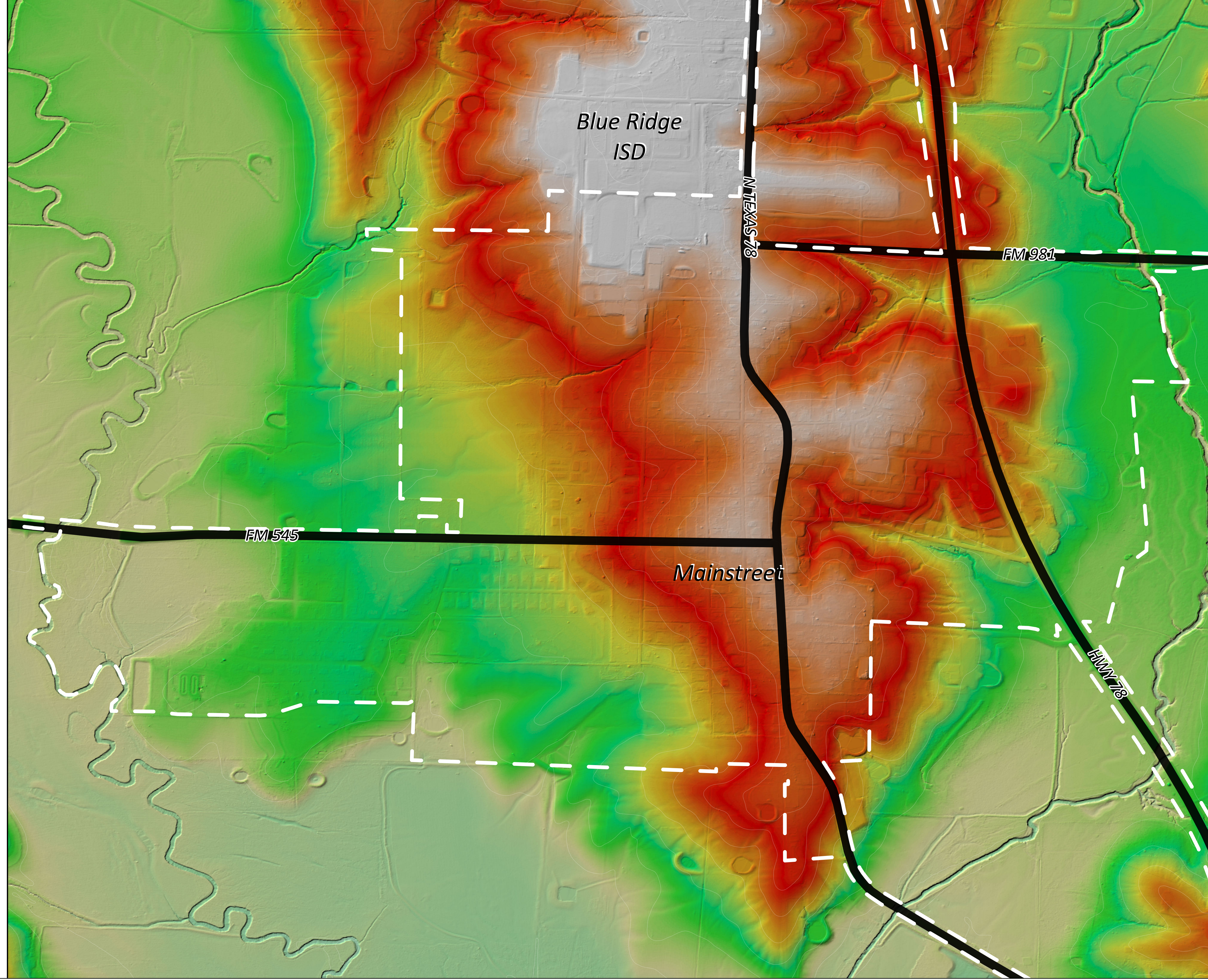
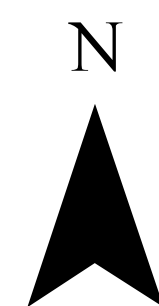
# LAND USE

## Elevation

City of Blue Ridge



0 0.13 0.25 MI





# Values Suggestions

---

‘I want Blue Ridge to be comfortable, clean, & authentic.’

‘I want Blue Ridge to honor the past & maintain its character.’

‘I want Blue Ridge to be approachable so my neighbors can thrive.’

‘I want the important places in Blue Ridge to be well-connected.’

‘When an emergency happens, I want Blue Ridge to recover quickly  
and reduce or avoid future issues.’



**We would love to talk to you about Blue Ridge.  
Please consider the following questions throughout the meeting:**

---

What do you love most about living in this community?

How would you like this community to look or feel in 10–20 years?

Are there areas that should be protected from development?

Where should new housing, businesses, or public facilities be located? Any specific neighborhoods that need revitalization?

What improvements in roads or sidewalks would make the biggest difference for you?



**We would love to talk to you about Blue Ridge.  
Please consider the following questions throughout the meeting:**

---

What types of housing are most needed in our community?

What businesses or services are missing that would improve life here? How can we better support local jobs and businesses?

Are there natural areas that need to be preserved or improved?

Which public services — school, healthcare, emergency services — need the most attention?



# Next Steps

**Take the Survey!**



**Visit the Website!**







**MHS**  
Planning & Design