

# Urban centers of Texas keep packing them in



2010 CENSUS

BY ELAINE AYALA  
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Texas' population — which swelled 20.6 percent to 25.1 million over the past decade — grew faster in major urban centers and in the Rio Grande Valley while slowing significantly in rural areas of West Texas, according to the first census of the 21st century.

The state's population increase accounted for nearly 25 percent of the nation's total growth in population over the decade, 2010 census data released Thursday showed.

The explosive growth in the state's Latino population, as well as in other ethnic groups, accounted for much of the state-wide increase.

"Texas growth is due to Hispanics," said Steve Murdock, former state demographer and former director of the U.S. Census Bureau. "We're seeing this very marked slowdown in the Anglo population, and the marked increase of the non-Anglo population."

"I don't think most of us expected the absolute amount of Anglo growth would be so low," he said.

While four state population centers — Dallas-Fort Worth,

See CENSUS/6A



mySA.com

Go online to see an interactive graphic.

## By the numbers

U.S. census numbers released Thursday show steady growth for Texas. Population increased by more than 20 percent, with most of the change affecting four parts of the state.

### County population change

#### GROWTH

- 40% to 82%
- 30% to 40%
- 20% to 30%
- 10% to 20%
- 0% to 10%

#### LOSS

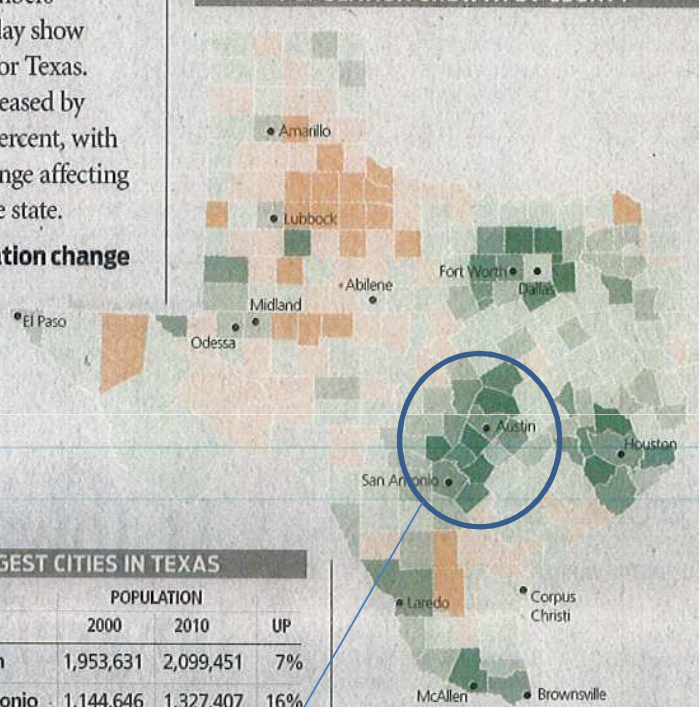
- 0% to -10%
- 10% to -21%

### 10 LARGEST CITIES IN TEXAS

RANK	RANK		CITY	POPULATION		UP
	2010	2000		2000	2010	
1	1		Houston	1,953,631	2,099,451	7%
2	3		San Antonio	1,144,646	1,327,407	16%
3	2		Dallas	1,188,580	1,197,816	1%
4	4		Austin	656,562	790,390	20%
5	6		Fort Worth	534,694	741,206	39%
6	5		El Paso	563,662	649,121	15%
7	7		Arlington	332,969	365,438	10%
8	8		Corpus Christi	277,454	305,215	10%
9	9		Plano	222,030	259,841	17%
10	13		Laredo	176,576	236,091	34%

Data and mapping analysis by Database Editor KELLY GUCKIAN  
SOURCE: U.S. CENSUS

### POPULATION GROWTH BY COUNTY



### RACE AND ETHNICITY IN TEXAS

ETHNICITY	YEAR	
	2000	2010
Hispanic	32%	38%
White, non-Hispanic	53%	45%
African American, non-Hispanic	11%	12%
Other, non-Hispanic	4%	6%

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**New Braunfels is at the heart of the Austin-San Antonio I-35 corridor, which is one of the fastest growing regions in the United States.**



FRIDAY, FEBRUARY 18, 2011

Texas **AP** Newspaper of the Year

# HERALD-ZEITUNG

Serving New Braunfels and Comal County since 1852.

CENSUS: NEW BRAUNFELS UP 58%; COMAL UP 39%

# 57,740!

City adds  
21,246  
residents  
in 10 years

**RELATED:** New Braunfels-area House and Senate districts in the Texas Legislature could see different borders under the just-released 2010 Census information. Page 5

By **Greg Bowen**  
The Herald-Zeitung

Population figures for New Braunfels and Comal County jumped a whopping 58 percent and 39 percent, respectively, over the last decade, according to 2010 Census data released Thursday by the U.S. Census Bureau.



**Meek**

The number of New Braunfels residents grew by 21,246 to 57,740 from the 2000 population of 36,494. Comal County's population grew by 30,451, from 78,021 in 2000 to 108,472 in 2010.

"That's good news," said Mike Meek, president of Greater New Braunfels Chamber of Commerce.

He said the growth in New Braunfels was pretty much what was expected. "We've

See **CENSUS**, Page 5



Herald-Zeitung file photo

New Braunfels' placement along the booming Interstate 35 corridor between San Antonio and Austin contributed to its whopping 58 percent growth during the first decade of the 21st century. One benefit of that surge: the San Antonio Standard Metropolitan Statistical Area (SMSA) will now be known as the San Antonio-New Braunfels SMSA. New Braunfels Chamber president Mike Meek said officials are "really going to be promoting that. It will help us with economic development prospects. It's just free advertising for us."



# CENSUS

CONTINUED FROM Page 1

been forecasting 57,000 for quite a while," Meek said.

On the other hand, the 2010 Comal County population figure is less than what had been anticipated. He said some local forecasters were expecting the county's numbers to be in the 120,000 range. But anticipation of numbers that high might have been due to the fact Texas and the fast-growing I-35 corridor have become accustomed to big growth numbers — both from births and from in-migration for employment reasons.

Another reason might be that New Braunfels is an established employment center.

"It will take time for Bulverde, Spring Branch, Canyon Lake and those areas to provide employment closer to where people live," he said.

Meek said the factual information provided by the Census Bureau will allow local leaders to "dig down into the figures and look at commuting patterns, employment, age, ethnicity and those sort of things. The better you understand your community and your county, the better you can serve it and target programs to the population in a more effective manner."

## THE TOP 5

Data for Texas show the five most populous incorporated places and their 2010 Census counts are:

1. Houston, 2,099,451
2. San Antonio, 1,327,407
3. Dallas, 1,197,816
4. Austin, 790,390
5. Fort Worth, 741,206.

The official 2010 Census data will be used to redraw federal, state and local legislative districts. The census data are used by state officials to realign congressional and state legislative districts, taking into account population shifts since the 2000 Census.

One local impact of the new population figures in New Braunfels is that the city will now have to meet tougher federal requirements for stormwater-runoff quality. City council has been anticipating that and is already taking steps toward complying with the federal regulations.

Another thing that will come from the higher population figures: The San Antonio Standard Metropolitan Statistical Area (SMSA) will now be known as the San Antonio-New Braunfels SMSA, Meek said.

"When you get to a certain size, they tie in the large population area to the name of the SMSA," he said. "We are now really going to be promoting

that. It will help us with economic development prospects. It's just free advertising for us."

In a news release, the Census Bureau said the new data provide the first look at population counts for small areas and race, Hispanic origin, voting age and housing unit data released from the 2010 Census.

Data for Texas show the five most populous incorporated places and their 2010 Census counts are Houston, 2,099,451; San Antonio, 1,327,407; Dallas, 1,197,816; Austin, 790,390; and Fort Worth, 741,206.

Houston grew by 7.5 percent since the 2000 Census. San Antonio grew by 16 percent, Dallas grew by 0.8 percent, Austin grew by 20.4 percent, and Fort Worth grew by 38.6 percent.

The largest county is Harris, with a population of 4,092,459. Its population grew by 20.3 percent since 2000.

The other counties in the top five include Dallas, with a population of 2,368,139 (increase of 6.7 percent); Tarrant, 1,809,034 (increase of 25.1 percent); Bexar, 1,714,773 (increase of 23.1 percent); and Travis, 1,024,266 (increase of 26.1 percent).

The data will be available by this afternoon at <http://factfinder2.census.gov>.



## GROWTH

CONTINUED FROM Page 1A

### Location factors in population boom

"It's the kind of place people want to come to and make home."

Brockman said the city is in the middle of the I-35 corridor, which has its own strong growth projections. It also benefits from being situated between San Antonio and Austin, which makes it attractive to people who work in those big cities but don't want to live in them.

Another reason for New Braunfels' growth, Brockman said, has been the development of a "nice diverse job market" locally, which means families can both work and live here.

Paula Wright, an information specialist with the Dallas regional office of the

Census Bureau, said the just-released figures are population estimates released annually each June. The estimates are used for such things as federal funding allocations and monitoring demographic changes.

The figures will be the last estimates to use 2000 Census results as a base.

"These are not the official numbers from Census 2010," Wright said Friday.

Census 2010 — the constitutionally required decennial census — is under way. In December, the 2010 Census state population counts — used to apportion seats in the U.S. House of Representatives — will be delivered to the president.

New population numbers for New Braunfels and Comal County are expected to be available in March 2011, Wright said.



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"Our roots in this community run deep, and we are committed to developing a quality project that will be in the best interest of New Braunfels as it continues to grow. We want to enhance New Braunfels by offering elements that are lacking or not in balance or accessible well in the current city."

— Dean Word III, in announcing plans to turn his family's ranch into a major planned development

## 2,400-ACRE WORD-BORCHERS RANCH TO BE DEVELOPED

### Family partners with Australian planners; project will add at least 30 percent to physical size of New Braunfels

By Greg Bowen  
The Herald-Zeitung

A leading New Braunfels family has announced plans to turn its 2,400-acre cattle ranch along the Guadalupe River into a master-planned development over the next 15 to 20 years.

"This development is going to play a big part in New Braunfels' success over the next 20 years and much further into the future," said Dean Word III, whose grandfather, Dean Word Sr., purchased the Word-Borchers Ranch in 1941.

The project will add at least 30 percent to the physical size of New Braunfels, he said.

"Everything's on the table"

The family's ideas for transforming the ranch, which lies along Loop 337 across from New Braunfels High School, include the construction of homes, stores, parks, schools, recreational and tourism-related businesses, job-producing corporate offices, and possibly a town-center type development.

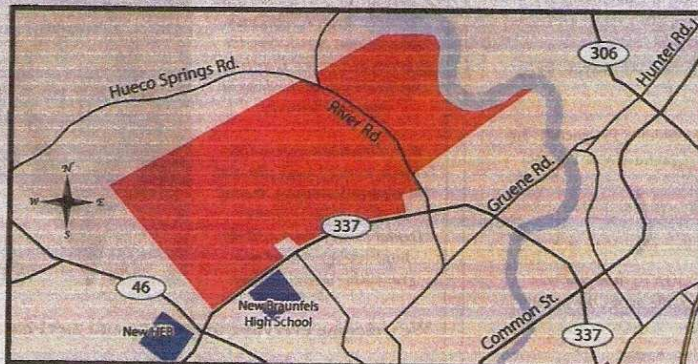
"Our roots in this community run deep, and we are committed to developing a quality project that will be in the best interest of New Braunfels as it continues to grow," Word III said. "We want to enhance New Braunfels by offering elements that are lacking or not in balance or accessible well in the current city."

Plans for the development are just in the "envisioning stage," said Tiffany Lacey, an urban planner for ASA Properties, a firm comprised predominately of Australian property developers and consultants that will partner with the Word-Borchers family on the



LAURA MCKENZIE/Herald-Zeitung

Dean Word III, left, Timothy D. Word Jr., William Borchers and Marcia McGlothlin gather Friday for a photo at Word-Borchers Ranch. The owners of the 2,400-acre ranch have signed an agreement with ASA Properties, LLC to turn their property into a master-planned development.



This map shows the expanse of the 2,400-Word-Borchers Ranch off Loop 337. The family-owned property will become a master-planned development.

Herald-Zeitung graphic

See **RANCH**, Page 10



# RANCH

CONTINUED FROM Page 1

## Family impressed with ASAs efforts

project, sharing costs and profits.

"Nothings locked in. Everything's on the table," Lacey said.

"The family has ideas, but we're not experts,"

### ONLINE EXTRA

Read more of this story online at [www.herald-zelting.com](http://www.herald-zelting.com).

Word III said. "That's why we've chosen to partner up with people who are most capable. It's not often that you'll see such a big blank slate to work with, with relatively few constraints and in a prime location."

He said the project will be done in phases, "with extreme planning" and with water conservation and environmental sensitivity in mind.

### "Nobody can do it better"

Instrumental in the project's development will be "a lot of interplay and partnership" with the community, the City of New Braunfels, Comal County, New Braunfels Independent School District, New Braunfels Utilities and state agencies, Word III said.

"The city and county will have to approve our overall master plan. We're going to have to better explain and exactly define what we would like — and then balance that with what community needs

are," he said.

Word III said the development will integrate with existing streets and utilities — and traffic impact studies and other analyses will be done.

Word III — who, along with his father, Timothy D. Word Jr., are partners in the New Braunfels-based Dean Word Co., a highway and street construction firm — said he's determined the development will feature the "easy movement of people and goods."

He said the family road construction firm looks forward to playing a part in the building of streets and civil works at the development.

"Nobody can do it better than we can or with as much concern for what we're building on."

The Word-Borchers family will retain ownership of the land and continue to operate the non-developed portion as a working cattle ranch, said family member William H. Borchers, a New Braunfels attorney.

### The Australians

Word III said the family had spoken to a dozen or more "developer/sutors" over the years, most of which wanted to focus mainly on developing the ranch's long stretch of Guadalupe River frontage and weren't too interested in developing the balance of the property — except for perhaps building "tract homes."

"The family members have a much greater vision for the property than that," Word III

said.

Then two local real estate agents, Craig Hall and Mike Ybarra, introduced the family to ASA.

Family members, after 18 months of sit-down discussions with ASA, recently toured and were greatly impressed with ASAs developments in Australia, a country that, like Central Texas, suffers from drought.

Urban planner Lacey said the firm employs "water-sensitive urban design."

Word III described ASA — which stands for Australia, San Antonio, Austin — as "broadly accomplished," specialists in commercial and residential development, urban planning, water-resource conservation and environmentally sensitive projects.

"They design self-contained neighborhoods with parks and walking trails and playgrounds and community centers in the middle," said family member Marcia McGlothlin of New Braunfels.

"The idea is that everyone should be within 400 meters of a park," Lacey said.

McGlothlin said she was impressed that the firm uses a process to move air to cool homes and offices without air conditioning. They also transform engineering requirements for such things as stormwater management into fountains and other esthetically pleasing water features.

"We liked what we saw," Word III said. "They bring all of those elements together in an

extremely well-planned and thought-out fashion. People want to live there."

Lacey said the immediate plans are for the firm to work with the Word-Borchers family to "determine what they'd like to see on the ranch — and then we'll go investigate those possibilities."

She said ASA is already working on an environmental survey of the property to determine infrastructure requirements.

"We'll combine all those together and come up with a broad structure we'll start using as a base," she said.

Mitch Nielsen, president of ASA Properties, said his firm has been looking for opportunities to build "green sustainable developments" in the corridor between Austin and San Antonio for five years.

On the Word-Borchers Ranch, he said, ASA will ensure "a premier project that maintains and integrates the small-town feel of New Braunfels while delivering the highest standard when it comes to an environmentally sensitive project for the community and the region."

### In this economy?

While acknowledging the current economy makes for a challenging time to undertake a development of this size, Word III said the family is looking at the "bright side of opportunity."

"You look at Central Texas and the Hill Country and we are squarely in the crosshairs

for growth. It has all the right things going for it long-term. The Word-Borchers family has decided that it's time to be a part of that — and we want to nurture it," Word III said.

Texas economy "beats the hell" out of other states, said Timothy D. Word Jr. "Texas is the beneficiary of more moves than any other state."

To ensure the success of the project, Word III said, "it has to be well planned and you have to look at market forces and demand and you have to try to generate some demand with unique features that nobody else has."

Borchers said the economy will dictate to some extent just how the property is developed.

"With any development, especially one of this magnitude, what is originally planned may not be what you finally accomplish, because demands change over time and you have to be flexible," Borchers said.

### On the table

The family's basic ideas for the development include:

- Homes, including high-density residential, medium-density and low-density traditional neighborhoods.
- Shops. "There are a lot of convenient, small shops that can be done," Word III said.
- Schools. "When you bring rooftops in, you're going to have to have schools," he said, adding that the family has vis-

ited with NBISD about the project.

- Parks. "There are beautiful areas of the ranch we want to preserve and work them into a very well-balanced master plan," he said.
- Recreation and tourism-related businesses.
- Corporate — perhaps high-tech — campuses. Part of having a well-planned community "is having the opportunity to pick the kinds of industry and organizations that we would like to develop on the ranch," Lacey said.

Word III said there isn't any major corporation already signed on and driving the development.

"We hope to entice that," he said.

The corporations would act as "employment centers" to bring jobs to the community. "We don't want our development to be just a bunch of bedrooms that feed San Antonio and Austin," Word III said. "We want it to become an employment magnet as well for the community."

### The ranch

Word III said the family has been maintaining the ranch as grazing land, but has found it becoming surrounded by development over the years. "When we work cattle or ride motorcycles or hunt, we have to pay more and more attention to our neighbors," he said.



# **Baptist Health System facility will be more than just another local hospital**

**Saturday, April 2, 2011**

**By J. Louise Larson New Braunfels Herald-Zeitung,**

NEW BRAUNFELS — With a 55-acre campus at the corner of Farm-to-Market 1101 and FM 306, the new Baptist Health System hospital is projected to be more than a hospital.

The preliminary schematic includes water features, a community gardening area, a ring of a 1.15-mile walking trail around the outer rectangular perimeter — as well as retail shopping and dining, ancillary health services and even a school of nursing.

“We’re approaching this development opportunity as an extension of the Main Street concept. There will be opportunities to learn, improve your health, get well, communicate with fellow community members and to be entertained on this proposed campus,” said Tess Coody Anders, CEO of the Vanguard Health Systems project dubbed the Central Texas Hospital Corridor.

The particulars are still “in the works” — but current specs call for 130 beds or more in the hospital, with the ability to expand to 300 beds.

The campus would lead to sizable job creation, with 600-700 jobs.

A groundbreaking is expected in late May or early June, but while it’s too early to publish images pending the final design and board approval of the campus, Anders talked about what she believes will be a prototype that could gain national attention.

“We spent a lot of time visioning where health and health care were headed ... Things are changing,” she said. “What we’re focusing on now is being more of a health and health care enterprise — not just a hospital-specific company,” she said.

“In the future, it will be our responsibility as a health system to ensure that people get well and/or that people stay well. We’ll be responsible for the health of the people we serve, not just their health care. We want to create an environment with this proposed project that enhances our ability to do that.”

While hospitals remain an important part of care delivery, physicians and ancillary providers of imaging, laboratory and rehab services are also critical parts, as well as the patient-consumer, Anders said.

“What we see is a future where everyone in the health care chain works together — that we become more integrated, more connected in the way care is delivered and the way information flows across the system,” she said.

“Baptist and its parent company, Vanguard, are really becoming more of a health and wellness enterprise, which has among its assets hospitals.”

When Vanguard sought a place to build a prototype for what an intersection of health, wellness and prevention could look like in the future, what it found was the niche on I-35 where Comal, Guadalupe and Hays counties meet.

“This is an area experiencing explosive, double-digit growth in population ... and a community with a robust employer base that would like to see the health of its employees improve. This is a community that would like to continue to be a progressive, attractive place for employers to locate their businesses and bring new jobs,” she said.

“That’s a wonderful place for us to try this prototype.”

There’s a proposed learning and conference center — and a school to train future healthcare givers.

“We’d like to attract a school of health professions to the campus with a school of nursing,” Anders said.

The Baptist School of Health Professions in San Antonio enrolls about 400 students in RN nursing, radiology tech and surgery tech programs. The New Braunfels satellite program would begin with an RN program, Anders said.



“We’re calling New Braunfels our green field — it’s a clean slate, an opportunity to do things in an exceptional way from the ground up. For a project like this, that means finding ways to work with the physician community.

“We believe mightily in the primary care physician,” Anders said, adding the company will be listening to both local physicians and consumers. A standing consumer panel is planned for the project, and Anders said she welcomes community members interested in providing their feedback.

BHS has a development office on the ground in New Braunfels. Nashville-based Earl Swenson Associates has been named the project’s architectural firm.

The site plan is being completed. The project is expected to take between 18-20 months.

Baptist Health System is an investor-owned entity with a five-hospital network in San Antonio. Parent company Vanguard Health Systems, founded in 1997, is publicly traded.