THE STATE OF THE COMMUNITY
League City, TX

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League City is located near the southeastern part of Texas, and belongs to a metropolitan area called the Houston-Sugar Land-Baytown Metropolitan Area. This report is a comprehensive understanding of the city, including the existing and emerging conditions of its population, economy and land use. Its main purpose is to serve as a basic foundation to make forecasts and prepare for future developments of the community.

For the analysis, we collected data from various sources, including U.S. Census data, U.S. Bureau of Labor Statistics, the city and other related websites. The data collected has also been summarized using tables, charts, and maps. Through these analyses, we evaluated the S.W.O.Ts (Strengths, Weaknesses, Opportunities, and Threats) of the city and presented meaningful interpretations necessary for making better future plans.
The Population of League City is currently 83,560; in 2000 it was 45,444 according to 2000 and 2010 census count. The population in League City has almost doubled in the past ten years, most likely due to its proximity to Houston. The ethnic composition of the city is predominantly white with 65.7% of the population which is 20% significantly higher than the state of Texas and 2% higher than the national average. The second highest ethnic population is Hispanic at 17.3%, which is relatively low in comparison to the state average of 37.6%, but is higher than the national average of 16.3%. The African American population is 7.1%, significantly lower than the state and national average 11.8% and 12.6%, respectively. In contrast to the Hispanic and African American populations, the Asian population is considerably high at 5.4% in comparison to the state’s 3.2% and national average of 4.8%. All other ethnicities such as American Indian, Alaska Native, Native Hawaiian, and other Pacific Islander are considerably low in League City, only 1.2% of the total population (U. S Census Bureau 2010). To better visualize the demographics of League City please see table 1.

The median age is 34.2 with just a slight decrease from 34.4 in 2000 (U.S Census Bureau 2000/2010). Both the median age for male and females are incredibly close, with the male median age of 35.12 and female age of 36.2 (League City Economic Development). Presently the largest age group according to the U.S Census is 0-19 year range and the second
largest is the 35-44 year range. The third largest age group is the 19-34 year range at 20.4%. The elderly age group is very low in League City; the 65-84 year range is only 5.9% and 85 years and above is even lower at 0.6%. A dramatic change occurs in the age distribution in the ten years between the census counts of 2000-2010. A contributing factor may be the movement of young professionals from Houston to League City. The availability of single-family housing in a smaller community is especially attractive to this age group that is typically interested in starting a family. Another factor could be League City’s proximity to the coast; people seeking to live near water could be choosing to buy homes in League City.

The high middle aged population explains the large number of youths within the city. According to U.S. Census Bureau, 74% of households are family households with the average household size of 2.74. To further quantify the vast amount of children within League City, 42.1% of the households were married-couples with children (League City Economic Development 2010). Male householder with children was 2.6% and female householder with children was 8.0%. In terms of League City as a whole it is a youthful city, with the majority of its population under 40 years old.
Currently, League City’s top industries are meeting local demand and the economy could be characterized as relatively strong. However, with the population growth trend (increase of 83.9% since 2000, U.S. Census Bureau), more needs to be accomplished to sustain or surpass the current economic situation. This section of the report aims to describe the current conditions of the economy in League City. If the community’s goal is to transform League City from its current Bedroom Community status to a self-sustained community, changes must be made to the economy. League City’s local economy could benefit greatly from such a transformation. Some notable changes would include a decrease in commute time, increase in air quality, increase in the local job market, and more leisure time for its residents.

When an economic analysis was completed on the major trades/industries only 5 out of 23 trades were not meeting local demand, 12 were meeting local demand, and 6 others had the potential to be exporters. The top five industries account for 51% of the total economic base. The other trades account for 49% (see figure 2).

Table 2 presents the results of the economic analysis for the top five industries. All of these industries increased during the 10 year span as did the population. They are all currently meeting local demand, but as the population continues to grow, League City will be challenged with a disproportionate amount of jobs to people. The local quotient is the ratio comparing the percentage of employment locally to the percentage of that industry in the state. When comparing the state share (number of jobs that would have had to been created if the industry sector had grown at the same rate as the
There are some additional existing conditions that indicate a strong economy in League City. One is the low unemployment rate. The unemployment rate for those over 25 years of age was found to be only 4.0% (City-data.com). Compared to the national average of 8.3% and it is considerably low (U.S. Census Bureau, 2010). Another indicator is the high property values. In 2009, the median value was $177,900. Compare that to the Texas average of $125,800 and it certainly stacks up as one of the highest in the state. Also, comparing it to the 2000 housing costs, it has risen from $109,200. Finally, the last indicator is the high estimated household income. League City’s average is $86,085 compared to the state’s average of $48,259. This average has increased by $20,000 since 2000 (City-data.com).

### EXISTING CONDITIONS

#### 2-3. Land Use

League City is a growing city that belongs to the Houston-Sugar Land-Baytown metropolitan area and is also a part of the Texas Gulf Coast non-metropolitan area. The exponential growth that has occurred in League City from 2000-2010 has major impacts on land development, land availability, and land use decisions. The type of households, proportion of home owners versus renters, number of jobs, level of retail and commercial demand also shapes the way in which the

<table>
<thead>
<tr>
<th>Rank</th>
<th>Industry</th>
<th>2000</th>
<th>2010</th>
<th>Local Quotient</th>
<th>State Share</th>
<th>Change from 2000-2010</th>
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<tr>
<td>1</td>
<td>Office and Administrative Support Occupations</td>
<td>13230</td>
<td>18650</td>
<td>0.92</td>
<td>1168.06</td>
<td>5420</td>
</tr>
<tr>
<td>2</td>
<td>Education, Training, and Library Occupations</td>
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<td>1.43</td>
<td>612.72</td>
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<td>3</td>
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<td>10730</td>
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<td>4</td>
<td>Sales and Related Occupations</td>
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<td>8150</td>
<td>1.12</td>
<td>290.47</td>
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Table 2 Top Five Industries
land is currently used. In order to formulate a clear understanding of League City’s future landscape, existing conditions of the major land use types must be evaluated.

**Single-Family**

According to the U.S. Census of 2010, 74.5% of occupied units are owner-occupied and 25.5% are renter-occupied. As stated earlier of the total households in League City, 74% are family households (consist of householder and at least one other person related by birth marriage or adoption) and 60% are Husband-wife families (U.S. Census Bureau, 2010). These statistics have a large impact of the emphasis on single-family housing in comparison to multi-family housing units. Currently, most of the Southeastern part of the city is zoned for single family housing in addition to a PUD zoning district covering about half of the area (see Figure 3). According to the land suitability analysis, this land is suitable for this type of land use.

**Multi-Family**

Currently, the zoning map illustrates the dispersed nature of residential multi-family housing throughout the city (see Figure 3). In 2010, the industry with the highest number of employees was the Office and Administrative Support Occupations (U.S. Bureau of Labor Statistics). The median salary for an Administrative assistant is $34,852 and supervisors in this field make a median income of $52,947 (Salary.com). From this statistic, it can be deduced that affordable multi-family units, affordable single-family housing, apartments and rental units should be made available for the working class in League City that may not be able to afford the current asking price for single-family housing.

**Commercial**

There is land suitable for this type of land use toward the center and the northeastern section of the city (see Figure 4).

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**Figure 3** Zoning Map of League City
Currently, the zoning map has identified some of the area with high suitability as a Planned Unit Development (PUD) zoning district. This will allow for large lots in the area to be developed in a more flexible manner (Nolan and Salkin, 2006). Developers will be given the option to mix land uses, such as residential and commercial and to develop at greater densities (Nolan and Salkin, 2006). Under this zoning, parcels that are highly suitable for commercial but are not zoned accordingly can be still be developed as commercial. The north-eastern section of the city also has more areas zoned as PUD. Despite these alternative zoning strategies, the current zoning does not take full advantage of the land that is suitable for commercial uses (see Figure 3). There are very small sections on the northern border of the city that are zoned as Commercial Revitalization Districts (see Figure 3).

**Industrial**

The total number of employees in all of the industries in League City nearly doubled from 2000-2010 (U.S. Bureau of Labor Statistics, 2010). However, the land that is zoned for industrial use is small and only located toward the middle of the city (see Figure 3). The center of the city has the land that is most suitable for this type of land use but the current zoning does not take full advantage of this. The production industry is the occupation that is most likely to need industrial land use. This industry is currently meeting local demands ($LQ=1.12$). There is an opportunity to make this industry stronger and provide more jobs by encouraging production employers to move to League City. In order for this to occur there needs to be an increase in industrial zoning or alternatives such as floating zone permit uses.

**Farmlands and Open Space**

According to the land suitability analysis for farmland and open space, the area toward the center of the city is most suitable. The city has zoned areas for open space throughout the city except in the Southwestern corner where all of the land is zoned as single family residential. The community should consider zoning for open space within the current single family residential zone to lower environmental impacts and pro-

![Figure 4 Land Suitability of League City](image_url)
Although League City is currently struggling with lack of diversity, the city has increased in almost all races since the 2000 U.S Census count. The Hispanic and Asian minorities are experiencing the greatest increase in population. If trends continue in this direction the city should expect the minority populations to continue to rise. The increase in minority population will cause a need for additional low income and affordable housing. The housing market has been consistent in League City despite the recession. There has only been a slight decrease in renter occupied units, and a slight increase in homeowner vacancy rate. The total housing units increased from 17,280 in 2000 to 29,406 in 2010, a significant amount, but still not enough to meet the needs of the rapid population growth. At present, the housing demand is very high, and so are the prices (Areavibes). In addition the median home price in League City is 110% higher than the state average and 26.8% than the National. In regards to rentals, the price is comparatively not affordable, still considerably higher than the state average, 85% higher, and 50.6% higher than the national average. Vacancy rates were 13.8% in 2000 and 11.2% in 2010. Please view table3 for further understanding of the housing costs.

<table>
<thead>
<tr>
<th>Statistic</th>
<th>League City</th>
<th>Texas</th>
<th>National</th>
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<tr>
<td>Median value owner occupied home</td>
<td>$191,100</td>
<td>$129,558</td>
<td>$216,578</td>
</tr>
<tr>
<td>Median asking price for home</td>
<td>$244,125</td>
<td>$116,255</td>
<td>$192,591</td>
</tr>
<tr>
<td>Median rent asked</td>
<td>$1,204</td>
<td>$651</td>
<td>$799</td>
</tr>
</tbody>
</table>

Table 3
According to the National Low Income Housing Coalition (NLIHC) over 53% of people in League City are paying over 30% - 50% over their income on rent, not to mention over 52% of people looking for housing cannot even afford fair market value. As seen above the average rent increased $436 from 2000 to 2010. With the rapidly growing population in League City the primary area of concern is lack of housing and affordable housing. Primarily there needs to be an emphasis on low to moderate priced housing due to increases in the ethnic populations and young working class families. There should be a focus on increasing the number of town homes, condos, duplexes and other multi-family housing. In addition, there is an immediate need for new schools and parks because of the overwhelming large young population. League City has experienced rapid growth over the past ten years, and like any city that deals with increased growth in a short period it is enduring growing pains, but with careful planning for the future they will be able to persevere through the present challenges with an even more desirable community.

EMERGING CONDITIONS

3-2. Economy

Now that the existing conditions have been identified, how will the economy conditions change over time? First, the job market must increase not only locally, but also in the surrounding areas. Also, more jobs must be created in the sectors that declined (shown in the economic analysis) from 2000 to 2010. Non-coincidentally, the trades that are in the greatest decline are commercial/industrial jobs. An alternative scenario to the current trend is an emphasis on reviving these declining industries. The trades that need to be re-established in League City include Business and Financial Operation Occupations, Computer and Mathematical Occupations, Architecture and Engineering Occupations, Legal Occupations, and finally Arts, Design, Entertainment, Sports, and Media Occupations.

League City is doing very well when compared with the rest of the state and country. However, to sustain and keep this growth, more job opportunities must be created in order to retain its current population and support more growth. One
Strategy that could be implemented is a mixed use of the land with a greater focus on industry and commercial. The main reason for this focus would be to change League City from a bedroom community to a self-sustaining one. That way all of the industries that have been identified in the economic analysis can become re-established, strong industries could become stronger and the economy could continue to thrive.

**EMERGING CONDITIONS**

3-3. Land Use

In the previous analysis, we evaluated the suitability of five different types of land use by overlaying weighted factors. In order to have a comprehensive understanding of the best potential development locations for all land use, figure 4 represents an overlay of the best locations for each land use. Outskirts on the northern boundary, the northeast, and the southwest, and the center of the city are suitable for all five types of land use. Besides, the upper northeastern corner shows good potential for single family development.

Figure 5 clearly displays current situation of available land, where it is apparent that every side of League City is adjacent to another city except the southwest. League City borders the city of Alvin on the southwest and therefore the prime location for development in this area cannot be taken into account. Similarly, the upper northeastern corner and parts of the northern outskirts must be ruled out of the best location list. Therefore, overall, League City should follow the principal of compact development, while actively pursuing opportunities to develop land in the southwest.

Based on the above analysis, the center of the city, where transportation is efficient is a suitable to area to redevelop as a mixed-use urban center. The proximity to Highway 45, will further attract a working population or a shopping population. The addition of multi-family housing could also increase the diversity of communities around this area.
In the southwestern part of League City, most land is undeveloped and displays a view of the countryside. This land could be proposed for light industrial development. In an effort to achieve more mixed use, townhouses, single family houses, multi-family houses and neighborhood commercial could also be constructed in this area. In order to maintain some of the country character, open space and parks should be preserved. To achieve this plan, one or two major roads must be introduced to increase mobility and accessibility.

For the northeastern corner, where the Galveston Bay is located, natural seascapes provided an opportunity to introduce some commercial land uses, for example hotels and restaurants. In term of the land suitability analysis, industrial land uses are suitable to develop here too. However, considering environment issues, industrial must be limited here.

Farm lands could be encouraged in the northern edge of the city, where an existing gap is available between the City of Friendswood and the City of Webster. This location is near a river, which guarantees a good water supply. The city of Houston could be a big consumer of agricultural products with minimal transportation costs and ensuring fresher products than international competitive markets.

Figure 5 Available Land of League City
REFERENCES


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http://factfinder2.census.gov/faces/tablesservices/jsf/pages/productviewsrc=bkm

http://areavibes.com/league+city-tx/