



DECATUR 2050 COMPREHENSIVE PLAN

VOLUME 1

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EXECUTIVE SUMMARY

1



EXECUTIVE SUMMARY

INTRODUCTION

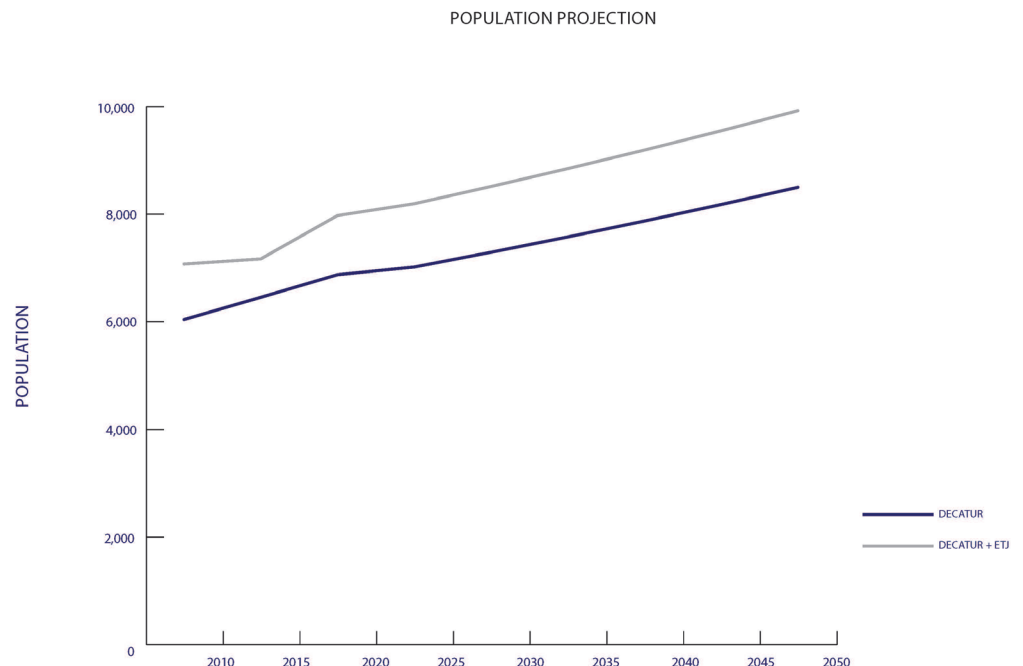
Decatur is a growing community that is home to the Wise County Courthouse, Waggoner Mansion, and the Decatur Campus of Wise Health System. It serves as a gateway to the surrounding Lyndon B Johnson National Grasslands, and its historic character and community pride appeals to both long-time residents and new arrivals. As Decatur is only 25 miles northwest of Fort Worth and 45 miles northwest of Dallas, it offers small town charm while still being easily connected to larger urban areas. If current growth and migration rates continue, the City of Decatur and its one-mile extra-territorial jurisdiction (ETJ) will be home to approximately 10,000 people by 2050. Due to its location and status as the Wise County Seat, Decatur has the potential to establish an even more prominent role in the future. To prepare for this level of growth, preparedness and a willingness to adapt are crucial. The Decatur 2050 Comprehensive Plan provides the foundational tool for managing that upcoming growth.

PLANNING PROCESS

This document details the processes and results of the Decatur 2050 comprehensive planning effort. It was created through extensive public participation and input along with city guidance. The process brought together a diverse team of residents, experts, administrators, and other members of the Decatur community. This executive summary provides an overview of the plan, trends in population growth, and its key elements. Individual sections offer a detailed look into each of the topics referenced in this summary.

GROWTH TRENDS

The population of Decatur has experienced steady growth throughout its history. However, this growth has been accelerating in recent years, due in part to its location in the Dallas-Fort Worth Metropolitan Area. Between 2000 and 2017, the population of Decatur grew by 30%. In 2018, the population of Decatur was 6,989 as determined by the United States Census Bureau. By 2050, Decatur is expected to reach a residential population of approximately 10,000. This rapid increase in growth highlights the need for the comprehensive plan update. The Decatur 2050 Comprehensive Plan will help the City plan for and encourage development that accommodates the anticipated population growth.



NEW CONCEPTS/KEY COMPREHENSIVE PLAN TERMS

The Decatur 2050 Comprehensive Plan introduces a number of new concepts to the city's existing planning framework and builds upon previous plans and their objectives. These concepts are listed below and discussed in greater detail in subsequent sections:

- **Action Items:** Tangible steps that are derived from the Guiding Principles and should be completed by the city to fulfill the goals of this plan.
- **Alternative Land Use Scenarios:** As part of the Visioning process, the Alternative Scenarios are visioning tool generated by the workshop to provide guidance on what the future development scenario will be.
- **Bicycle Master Plan:** A plan that identifies and describes the core bicycle network for both on and off-street facilities and captures cross section standards for bicycle facilities city wide.
- **Capital Improvement Plan (CIP):** A tool used by communities to plan the location, timing, and financing of capital improvement projects
- **City Infrastructure:** Refers to the physical network of public utilities and roadways and their supporting facilities that support the city with those essential services.
- **Community Charrette:** The Community Charrette is a hands-on workshop, conducted within the comprehensive plan process, that serves as a brainstorming and visioning tool to generate a vision statement and future development scenario for the city.
- **Community Open House:** Held at the Decatur Visitor Center, the Community Open House was a public engagement opportunity conducted for residents to provide feedback related to the Vision Statement, Preferred Development Scenario, Mobility, and Strategic Investment Areas.
- **Complete Streets:** The concept of Complete Streets focuses on creating a roadway design for all modes of transportation including cars, cyclists, and pedestrian activity, and is intended to help reduce vehicular-related emissions, increase economic activity, and reduce congestion.
- **Comprehensive Plan Advisory Committee (CPAC):** The Comprehensive Plan's primary guiding body, appointed by City Council, to serve as a conduit to recommend input from a diverse range of community groups and interests.
- **Context Sensitive Design:** The careful analysis of a project to maximize the level of service and comfort for non-motorized modes of transportation, incorporating parking, pedestrian and bicycle access, shopping access, circulation and other factors to create a walkable environment.
- **Crash Analysis:** A citywide study conducted to analyze locations where automobile accidents have occurred with the intent of understanding potential areas of concern that may need to be addressed.
- **Development Capacity Table:** An estimate of the capacity for certain types of development in each Place Type.
- **Economic Development Objectives:** A list of desired outcomes that reflect the community's vision for the future of its workforce and businesses, forming the basis for the Economic Development Strategy.
- **Educational System Overview:** A review of education data for Decatur Independent School District (ISD), its existing facilities, and its plans for expansion.

- **Existing Conditions Maps:** Individual maps of the city’s development, educational facilities, land uses, outdoor warning system, parks, proposed parks, public facilities, wastewater system, and water system.
- **Extraterritorial Jurisdiction (ETJ):** The unincorporated and designated buffer area that is adjacent to the corporate boundaries of the city and identified for the purposes of defining potential growth and future service boundaries.
- **Future Land Use Plan:** A high-level overview that maps the ideal mix of Place Types around the city in the year 2050, forming the basis for the city’s future Land Use Strategy.
- **Focus Group Interviews:** As part of the Public Engagement process, focus groups are comprised of certain individuals and stakeholders who represent the larger community or demographic group, and are interviewed to gain further insight on their position as it relates to the future of the city.
- **Greenfield Development:** Development that occurs on undeveloped, raw land.
- **Growth Projections:** Projections of residential population growth in Decatur between 2018 and 2050.
- **Guiding Principles:** A set of overarching goals that, while less abstract than the Vision Statement, are aspirational in nature.
- **Horizontal and Vertical Mixed-Use Developments:** The mixing of uses within a development that may happen side by side, or within a building from floor to floor respectively.
- **Implementation Matrix:** A table that summarizes the Action Items outlined in this plan and their associated strategies, lead entities, recommended partnerships, and financial costs.
- **Infrastructure Plan Review:** A summary and synthesis of existing infrastructure plans, such as those for the city’s drainage and wastewater systems, that forms the basis for the Development, Infrastructure, and Public Services Strategy.
- **Library Standards Chart:** A table comparing the Decatur Public Library with the basic, enhanced, and exemplary levels of service described by the Texas Legislature and the Texas Public Library Standards manual
- **Market Opportunities:** An original analysis of key statistics and metrics for the residential and non-residential markets in Decatur.
- **Municipal Building Inventory:** A list of major buildings owned, operated, or leased by the city in the execution of its municipal activities and recommendations that relate to the future of those facilities
- **Preferred Development Scenario:** Also referred to as a Future Land Use Plan, the Preferred Development Scenario is the guiding tool that describes a citywide development pattern that is informed by all the input of the comprehensive plan’s multifaceted analysis.
- **Place Types:** Broad categories of places intended to describe rather than dictate the ideal land use pattern in a given area.
- **Safe Routes to School:** The Safe Routes to School (SRTS) program is a federal program that provides funds to local communities to increase the safety and service level of non-motorized modes of transportation for school-aged children.
- **Sidepath:** A shared use path, typically adjacent to a roadway, intended for pedestrians and bicyclists
- **Sidewalk Rehabilitation Program:** A tool used to ensure a sidewalk network that remains interconnected and well maintained.

- **Strategic Investment Areas:** Areas throughout the city with a high concentration of potential sites for catalytic opportunities for growth, enhancement, and preservation.
- **Future Thoroughfare Plan:** The master plan of citywide road networks that identify the future right of way widths, and their respective road sections and classifications.
- **Thoroughfare Plan Update:** An update to the city’s existing thoroughfare plan that takes new mobility data into account, reviews past objectives, and sets new goals for the city’s transportation network to achieve by the year 2050.
- **Urban Design:** A methodology that is focused on the design of the public realm, through placemaking and prioritization of walkability, and multi-modal function and its supporting environment.
- **Vision Statement:** A shared vision for the future of the community that serves as the foundation for all subsequent components of the plan.

PLAN SUMMARY

The processes and strategies that were crucial to the development of the comprehensive plan and the eventual execution of the plan have been included as individual sections. The sections in this comprehensive plan are listed below:

- Section 1: Executive Summary
- Section 2: Public Involvement
- Section 3: Vision Statement and Guiding Principles
- Section 4: Land Use Strategy
- Section 5: Development, Infrastructure, and Public Services
- Section 6: Economic and Fiscal Strategy
- Section 7: Mobility Strategy
- Section 8: Strategic Investment Areas
- Section 9: Implementation

OVERALL VISION FOR 2050

The vision statement is the overall declaration of what Decatur desires to be in the year 2050. Future policy and decision-making should be compatible with this statement:

In 2050, Decatur will be a safe, diverse, and fiscally sound community that is open to change; embraces and plans for growth; and empowers citizens by providing recreational, educational, medical, and economic opportunities for people of all ages, all while preserving its small-town feel, historic identity, and community pride.

To support this vision statement, the Comprehensive Plan also includes 38 guiding principles, arranged by plan topic, that should be considered by city officials as future policy decisions are made. The full list of the plans’ guiding principles can be found in Section 3.

LAND USE STRATEGY

One of the most important elements of the Decatur 2050 Comprehensive Plan is the Future Land Use Plan, which serves as the foundation for guiding future land use in the City. The Future Land Use Plan identifies nine unique place types for the city which describe the character and mix of market supported land uses that are desired by the community for future development. For each Place Type, there is a corresponding description of intent, character and appropriate land uses. As the Future Land Use Plan is intended to provide policy direction related to future zoning decisions it is important that each place types' intent and character statements be considered in conjunction with land use direction as future decisions are made. The detailed Land Use Strategy can be found in Section 4.

IMPLEMENTATION

The implementation of the Decatur 2050 Comprehensive Plan requires the identification of key steps and actions required to further the City of Decatur's priorities for the future. It prioritizes implementation strategies according to the substantive elements within the plan and identifies a time frame for undertaking the strategy and the parties and partners responsible for moving the plan ahead. Input from the focus groups and Comprehensive Plan Advisory Committee (CPAC), along with input from the public and city staff, played a crucial role in the development of the Implementation Strategy. Through the planning process, they helped draft and refine the Guiding Principles and Action Items. As the plan comes to fruition, implementation will be the key to its success.

The Implementation Strategies matrix in Section 9 provides a list of action items organized by category. Approximate timing is established to better schedule particular actions since not all strategies can be implemented at once, or because the actions need to occur in a certain order to achieve efficiency and success. Timing in the matrix have been generalized into four groups subject to workload and budget:

- **S:** This is a short-term Action Item that should be completed in the first five years (i.e., before 2025).
- **M:** This is a medium-term Action Item that should be completed in the first fifteen years (i.e., before 2035).
- **L:** This is a long-term Action Item that should be completed before the plan horizon (i.e., before 2050).
- **O:** This is an ongoing Action Item that should be maintained between 2020 and 2050.

The implementation strategy establishes a means of linking the plans needs and opportunities to specific actions, programs and policies that the City should undertake to address them. The following highlights key implementation action items being recommended as a part of the Comprehensive Plan's short-term (before 2025) work program. The short-term action items broken-out by each plan component include:

LAND USE STRATEGY:

- Review current policies to support development and redevelopment
- Create and promote more recreational events, activities, and social opportunities for people of all ages
- Ensure zoning classifications allow for a range of housing types that meet the needs of all ages, abilities, and income levels
- Encourage rezoning to expand downtown to support a mix of uses

DEVELOPMENT, INFRASTRUCTURE AND PUBLIC SERVICES STRATEGY:

- Encourage installation of fiber optic internet to support existing businesses and attract prospective businesses in Decatur
- Encourage new developments to incorporate alternative energy technology such as electric car charging outlets and low impact development (LID)
- Encourage ratification of Water and Wastewater Master Plans

ECONOMIC/FISCAL STRATEGY:

- Develop a schedule for capital improvements and funding
- Create an identity for Decatur as a destination
- Encourage Decatur's EDC to work with other Wise County EDC's to promote the region as a destination for shopping and food
- Publish an easy-to-understand report regarding the impact of tourism for Decatur citizens and the local economy

MOBILITY STRATEGY:

- Encourage construction of service roads to promote new developments
- Place a high priority on the maintenance of existing streets
- Perform a feasibility study of making traffic around the courthouse square one-way
- Adopt the street design cross-sections in this plan when constructing improvements to existing or future thoroughfares

STRATEGIC INVESTMENT AREAS:

- Encourage development of mixed-use districts with a pedestrian-friendly scale in Downtown
- Encourage mixed-use developments with a variety of retail/food opportunities to support the Hospital and Conference Center Districts
- Promote additional hangar space at the Airport to increase property tax revenues from personal property taxes
- Encourage development of restaurants and hotels to support the Airport District
- Consider hosting an Airport Open House/Aviation Day to connect citizens with the Airport

The Decatur 2050 Comprehensive Plan will evolve alongside the city over the next three decades, with succeeding generations of citizens, policymakers, and community leaders reassessing it with a fresh perspective and an eye to changing conditions and community desires. The goal of this document is not to prescribe Decatur's future, but to provide a means by which it can be framed, understood, and planned.

**PUBLIC
INVOLVEMENT**

2



PUBLIC INVOLVEMENT

INTRODUCTION

City Council and staff desired that public involvement and community-wide engagement be the foundation of the planning process for the Decatur 2050 Comprehensive Plan. Throughout the process, Decatur residents responded as active and involved participants, staying informed and continually contributing to the plan. The emphasis on public input was key in creating a plan that accurately reflects the overall vision of the community and outlines the future of Decatur.

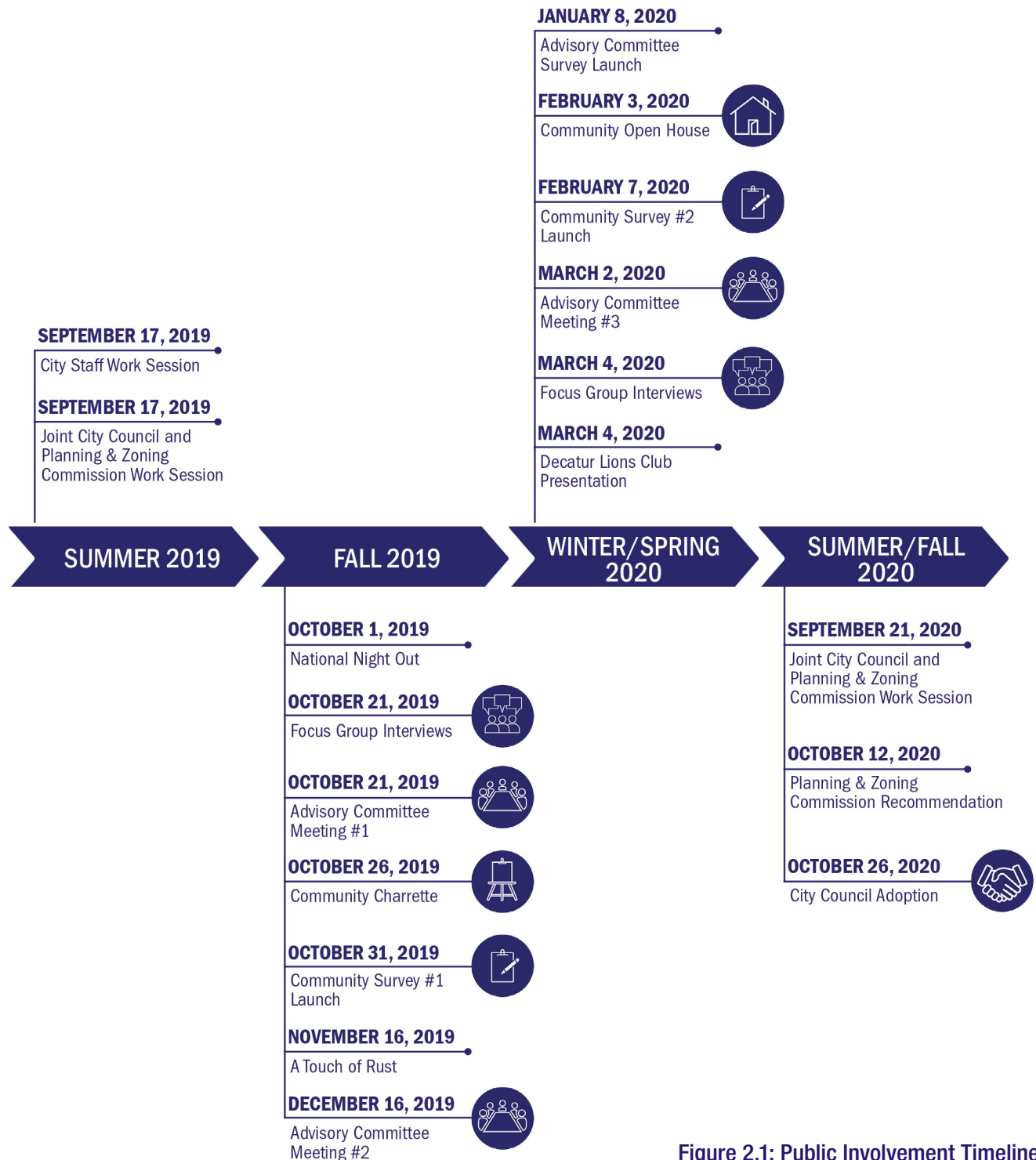


Figure 2.1: Public Involvement Timeline

One of the first steps in the overall process was to develop a detailed Public Involvement Plan, designed to accomplish the following:

1. **Provide information** about the Plan and the process to the community of Decatur.
2. **Offer diverse outreach venues**, so that interested persons and organizations could optimally obtain information, provide input during the creation of the Plan and remain informed along the way.
3. **Secure Support** for the Plan and implementation strategy.
4. **Make participation:**
 - a. **Meaningful** (understandable, impactful, relatable, and a process that demonstrated that the input would be used to prepare the Plan)
 - b. **Interesting** (using a variety of engaging tools and techniques)
 - c. **Convenient** (with opportunities for both in-person and online participation)
 - d. **Timely** (with activities occurring at critical points in the overall process and findings being reported out soon after)
 - e. **Continuous** (running from the beginning of the process to the end)
 - f. **Efficient** (respectful of participants' time)

A combination of techniques and technologies were used throughout the planning process to appeal to citizens, property owners/business owners, institutions, organizations, and other stakeholders, all with varying degrees of interest, available time, and technological proficiency. There were opportunities to serve on CPAC, provide input in focus group interview settings, participate in online surveys, take part in community events, follow along on the project website and social media, and ultimately-to express opinions of the recommended plan at public hearings before the Planning and Zoning Commission and City Council.

COMPREHENSIVE PLAN ADVISORY COMMITTEE (CPAC)

CPAC was the plan's primary guiding body, appointed by City Council, to serve as a conduit to recommend input from a diverse range of community groups and interests. The 19-member group represented a wide range of backgrounds aimed at providing a broad perspective and comprehensive input. CPAC met three times between October 2019 and March 2020 to receive information on the plan's progress, discuss issues that would influence the direction of the Comprehensive Plan, and to provide feedback on the preferred plan direction to the consultant team. They worked through and finalized the Vision Statement, helped refine the Alternative Land Use Scenarios, and provided significant input related to each plan component including the Guiding Principles and resulting Implementation Strategies. Additional notes from the CPAC meetings can be found in Volume Two in Appendices H through J.



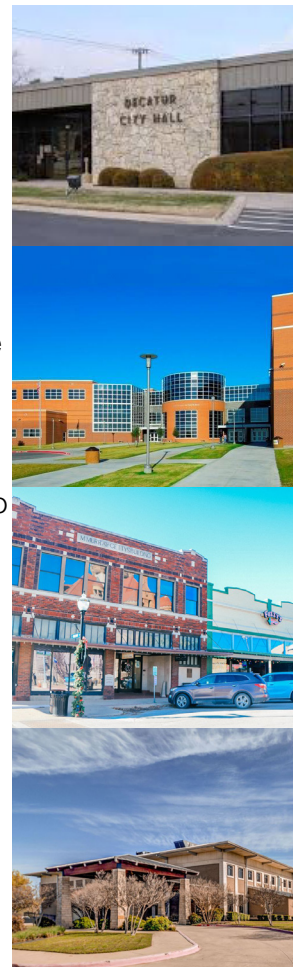
FOCUS GROUP INTERVIEWS

A key component of public outreach included obtaining input from key individuals in the community who offered a diverse perspective and a comprehensive knowledge of opportunities, assets, and challenges that make Decatur unique. To ensure a variety of backgrounds and perspectives were represented, the Planning and Zoning Commission recommended participants for the focus group interviews. On October 21, 2019, two focus groups comprised of representatives from the community (business and industry, educational institutions, newspaper, housing authority, development, and key property owners) met to discuss a number of topics including existing and future community character, transportation and infrastructure, physical development, open space, real estate market and economics, existing partner organizations and their roles in supporting the Decatur community. The participants provided their feedback on what they believe to be the biggest opportunities and challenges that Decatur will face in the future. The feedback from these focus group interviews, along with other input from the community, was used to advise the development of the Guiding Principles. The notes from these interviews can be found in Appendix A.

These interactions contributed to the plan by identifying unique issues that might not have arisen without these targeted conversations. They also provided opinions that were considered in the drafting of the preliminary list of potential Community Priorities and in the Guiding Principles and Action Items.

On March 4, 2020, two more focus group meetings were conducted with leadership from Wise Health System and Decatur Independent School District. The focus of the meeting with Wise Health System was on their future plans for facilities and programs in the community, as well as their thoughts related to supporting uses that could be established around the existing facilities in Decatur to form a vibrant, mixed-use medical district.

The focus of the meeting with Decatur Independent School District was on the demographic make-up of their students and staff, their plans for upgrading existing facilities, and plans for additional future facilities that could be supported by the Future Land Use Plan.



WORK SESSIONS

JOINT CITY COUNCIL & PLANNING AND ZONING COMMISSION WORK SESSION

On September 17, 2019, a joint work session was held at the Decatur City Hall for City Council and the Planning and Zoning Commission. The purpose of this work session was to introduce the consultant team, discuss the anticipated outcome of the comprehensive planning process, and outline the roles of various stakeholder groups including appointed and elected officials, city staff, and city management.

During this work session, councilmembers and commissioners were asked about their vision for the best possible Decatur in 2050 and what would be necessary to achieve that vision. The overall vision was to have a thriving community that provides great opportunities for people to live and work. To achieve this vision they said it was important to remain open to change, encourage development, and support the existing community and local businesses. These ideas were also supported throughout the planning process by community stakeholders.



CITY STAFF WORK SESSIONS

A key aspect of comprehensive planning involves working closely with city staff to gain and build upon their extensive knowledge related to the existing conditions of all city infrastructure. On September 17, 2019, a work session was held at the Decatur City Hall, with city staff and department heads, to review and provide updates to the existing condition maps for transportation, infrastructure, public facilities, parks, and open space. Following that review, a mapping exercise was conducted to gather additional input related to major future opportunity areas in Decatur, areas of the community that are currently functioning well on their own, and areas of the community that are in need of additional focus and/or investment. The results of that mapping exercise were verified in the community throughout the comprehensive planning process and formed a basis for establishing the Future Land Use Plan and Strategic Opportunity Areas.

On February 26, 2020, a second work session was held with city staff and department heads, at the Development Services Offices, to discuss mobility as it relates to transportation and safety citywide. Discussions on existing versus proposed conditions were conducted for the Thoroughfare Plan and Bicycle Plan, and safety improvements were discussed regarding critical intersections of concern. The work session established consensus and provided critical information that formed the basis of the Future Thoroughfare Plan.

COMMUNITY CHARRETTE

An effective planning method used to gather community wide, face-to-face, and interactive input for specific items related to the comprehensive plan was done through a Community Charrette held on October 26, 2019. Over 60 attendees from the city and its surrounding extraterritorial jurisdiction (ETJ) took part in the event, which included residents, business owners, employees, students, and other interested stakeholders.

The Charrette commenced with an overview presentation by the consultant team of the comprehensive planning process and existing conditions in Decatur, and then attendees broke-out into 10 separate teams where they participated in brainstorming and visioning exercises which led to the establishment of each team's vision statement for Decatur in 2050. Attendees were then asked to share their individual opinions at five stations set up to gather input on key topics that pertain to the desired future of Decatur. Finally, the participants returned to their groups where they analyzed and discussed the potential for alternative growth scenarios and engaged in an exercise to identify key growth patterns by arranging future land uses on a map of the city. Once the participants finished generating this information, all 10 teams reported back to the entire group their team's consensus on a Vision Statement and Future Development Scenario for Decatur. The culmination of the Vision Statement and Development Scenario exercises are reflected in the new Vision Statement and the Future Land Use Plan.



COMMUNITY EVENTS

A TOUCH OF RUST

The Touch of Rust event on November 16, 2019, held at the Wise County Fairgrounds/Joe Wheeler Park, presented an opportunity for attendees at that event to comment on the desired future of Decatur. A station was set up to survey participants on what they would like to see for Decatur's future as it relates to open spaces, building types, and amenities. In addition, community members were also asked to describe their vision of the best possible future Decatur in one word. The ultimate goal was to meet the community where they were and obtain important feedback for the future. The feedback from this station can be found in Appendix C.

COMMUNITY OPEN HOUSE

On February 3, 2020, a Community Open House was held at the Decatur Visitor Center. The open house was designed to offer a thorough, in—depth look at every aspect of the comprehensive planning process. There was information presented on the project background and overview followed by stations providing topical information for feedback related to the Vision Statement (Section 3), Preferred Development Scenario (Future Land Use Plan – Section 4), Mobility (Thoroughfare Plan – Section 7), and Strategic Investment Areas (Section 8). Decatur residents, business owners, employees, students, and other interested stakeholders were invited to attend the event. The resulting feedback indicated that the attendees were generally in agreement with the Draft Vision Statement with minor edits. At the Draft Future Land Use Map, participants noted that residential land uses near the airport should be re-evaluated, and they proposed a number of supporting uses that should be considered to strengthen the vision for the five Strategic Investment Areas. Finally, additional connections were proposed on the Thoroughfare Plan and the downtown was noted as an area that should be expanded upon. More than 42 attendees participated in the open house activities and offered their thoughts and suggestions related to the potential draft plan refinements to city staff and the consultant team.



WEBSITE AND SOCIAL MEDIA

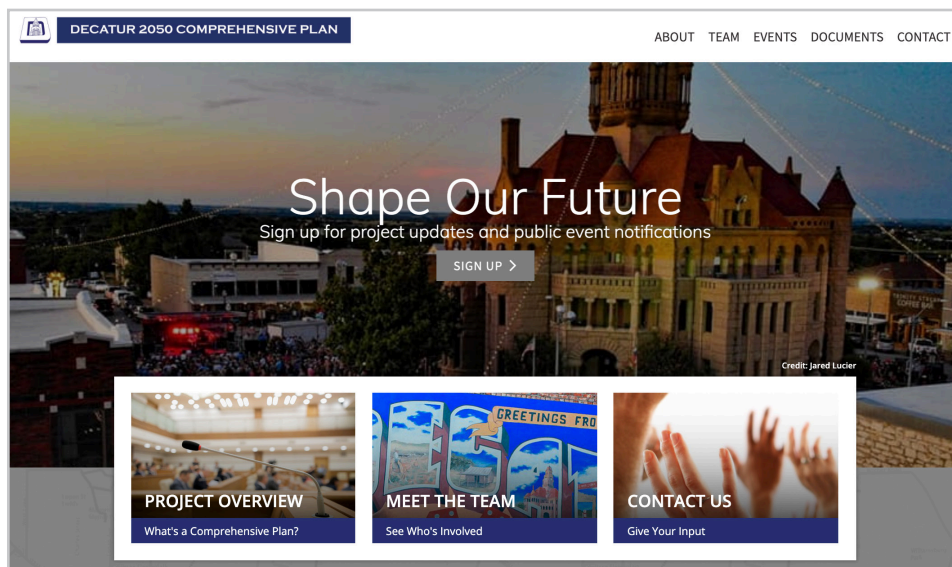


Figure 2.2:
Decatur 2050
Website

Social Media was an important tool used by the consultant team in the plan’s public outreach efforts. CPAC was instrumental in getting notifications out to the community via organization social media platforms. Social media pages were used to promote events and encourage participation in the community-wide comprehensive plan survey.

The City’s website provided a link on the homepage to the Decatur 2050 Plan website which provided readers with periodic updates on the plan’s status, and opportunities for involvement. The plan website was also a resource used to provide the community with an overview of the project’s background, photos from community events, documents and drafts of parts of the plan, and other miscellaneous resources available to the public. It also provided an online venue for the submission of comments and feedback on the plan. Additional detail related to the feedback received from all the plan’s public involvement activities can be found in the appendices of this document and in Volume Two.

PUBLIC HEARINGS AND ADOPTION

On September 21, 2020, a joint Planning and Zoning Commission and City Council Workshop was conducted to discuss and provide comments on the Draft Decatur 2050 Comprehensive Plan. The entire planning process concluded with additional opportunities for the community to be heard through public hearings and the final plan adoption. The first public hearing was held before the Planning and Zoning Commission on October 12, 2020. The P&Z recommended approval of the Decatur 2050 Comprehensive Plan as it was brought forward by CPAC. On October 26, 2020, the City Council conducted a second public hearing, ultimately voting that day to adopt the plan upon second reading of the ordinance. Public comments at both hearings indicated overall support for the final plan.

SUMMARY

Throughout the public involvement process, stakeholders expressed a desire to preserve Decatur's small-town character, while positioning itself for optimal management of anticipated growth. City staff went to great length to facilitate development of a Comprehensive Plan built upon the community's desired vision for the future for Decatur, and Decatur citizens and stakeholders overwhelmingly responded. In this Comprehensive Plan, the community's feedback has been incorporated into guiding principles, future plans, and action items. In the years ahead, the community must be encouraged to maintain their interest in the implementation of the plan so that it does not lose momentum as time passes. The Comprehensive Plan should be reviewed on a regular basis to address changes and adjust to emerging trends as the community grows. As implementation occurs and continual support and input is maintained, Decatur will be uniquely positioned to become what it has envisioned and will ultimately realize its vision for 2050.

VISION STATEMENT & GUIDING PRINCIPLES

3



VISION STATEMENT & GUIDING PRINCIPLES

INTRODUCTION

The overall policy direction for Decatur’s comprehensive plan includes two important, overriding components:

1. A Vision Statement

In 2050, Decatur will be a safe, diverse, and fiscally sound community that is open to change; embraces and plans for growth; and empowers citizens by providing recreational, educational, medical, and economic opportunities for people of all ages, all while preserving its small-town feel, historic identity, and community pride.

2. Guiding Principles



Figure 3.1: Community Vision Venn Diagram

The Vision Statement is intended to portray the future physical, social, and economic conditions of Decatur in 2050. It describes and summarizes the collective vision of the residents, business owners, families, students, employees, retirees, and other individuals who call Decatur home. This statement is designed to endorse the aspirations of the community as a guiding mechanism to realize the future of Decatur.

As community stakeholders were asked to contribute ideas that were used to formulate the Vision Statement, they were also tasked to provide feedback that:

- Describes where the community wants to go (i.e., the result, not the process to get there)
- Is succinct and memorable
- Reflects a cohesive set of community goals and interests (Statement should emphasize positive rather than a negative.)



Guiding Principles provide overall guidance across all plan components. They explain the most important general principles that should be followed to achieve the Vision. While the Vision Statement seeks to portray the ultimate condition of Decatur in 2050, the Guiding Principles are the key factors to consider as the city builds out to realize the Vision. The Guiding Principles in this plan apply to both citywide and Strategic Investment Area levels, and they shape the more detailed principles that apply to each topical area, such as mobility or infrastructure.

VISION STATEMENT

The process of establishing a Vision Statement for Decatur began at the Community Charrette in October of 2019. As a starting point, the members were tasked to build on completed research from the consultant, city staff and initial stakeholder input. Participants in the charrette were divided into ten (10) groups, with each group asked to develop consensus on their vision for Decatur in 2050. Through these brainstorming and visioning exercises, key themes were developed by each group containing overarching concepts that linked to community, historic identity, diversity, small town feel, and the desire to embrace growth. The key themes from the different groups were analyzed for common trends. The key themes that were repeated across groups were then condensed into a draft statement as the foundational language to be vetted throughout the public engagement process moving forward.

“Maintain ‘Small Town’ sense of community as we grow.”
- Community Charrette

Because the Vision Statement is intended to represent the collective vision of the community, several opportunities were presented for key stakeholders and community members to provide their feedback and evaluation. Following the community charrette, an initial Draft Vision Statement was developed based on input that was gathered through the focus group interviews, the first CPAC meeting, and community charrette activities. The Draft Vision Statement was presented to CPAC at the second meeting and their input was also requested in an online survey. After gathering feedback from CPAC, a second draft of the statement was presented to the community at the open house. The community members were asked to provide additional feedback on the Draft Vision Statement. This feedback was incorporated into another version of the statement, and after much discussion, CPAC recommended the Vision Statement for Decatur be articulated as follows:



In 2050, Decatur will be a safe, diverse, and fiscally sound community that is open to change; embraces and plans for growth; and empowers citizens by providing recreational, educational, medical, and economic opportunities for people of all ages, all while preserving its small-town feel, historic identity, and community pride.

GUIDING PRINCIPLES

As noted previously, Guiding Principles provide overall policy direction that applies to many or all of the plan’s individual topical areas. They establish a basis for major decisions made now and in the future, that will shape the Decatur community of 2050. Their broad statements of principle and direction are applied and detailed in each of the topical elements, so they can be considered as the City reviews individual decisions on development, capital investments and programs. The community was asked to weigh in on the importance of the following Guiding Principles through an online survey:

A. LAND USE

1. Promote quality residential and nonresidential development that meets the needs of the growing community and provides a diverse economic base.
2. Expand Decatur's housing stock to provide people with options to live in Decatur at all stages of their lives.
3. Promote responsible growth patterns that preserve rural character in long-term growth areas and along some of the City's natural and floodplain areas.
4. Promote appropriate location, design, and connectivity of new neighborhoods, encouraging developments to tie into the existing Decatur community.
5. Promote a high quality of life and a more livable city through proactive planning, development, and urban design practices.
6. Respect the city's history and heritage as it grows while embracing a bright future for the growing community.
7. Encourage the most desirable, efficient use of land while maintaining and enhancing the current community spirit and character
8. Encourage land use recommendations for development and redevelopment that respect environmental factors and support innovative design.
9. Establish specific land use and infrastructure policies that support Downtown Revitalization.
10. Preserve and support historical structures and landmarks.

B. DEVELOPMENT, INFRASTRUCTURE, AND PUBLIC SERVICES

1. Create recreational connections across the city with linear parks and trails.
2. Encourage the development of park land and trails connections within new neighborhoods.
3. Continue to prioritize education and promote the reputation of Decatur Independent School District (ISD).
4. Ensure necessary coverage and capacity of public services, amenities, and utilities for anticipated future growth.
5. Coordinate infrastructure investments to guide the desired locations and types of new development.
6. Ensure that adequate municipal services and libraries, schools, and parks and recreation facilities are distributed equitably throughout the city to meet the needs of the community.
7. Maintain and promote a community identity rooted in the city's small-town appeal.
8. Give the same level of importance and attention to the maintenance of infrastructure as to the construction of new facilities.
9. Prioritize infrastructure improvements and maintenance projects to provide the best economic return to the tax base.
10. Consider policies that encourage development and redevelopment.

C. ECONOMIC/FISCAL STRATEGY

1. Encourage more local choices for entertainment, dining, and public social spaces.
2. Encourage non-residential development that diversifies the Decatur's tax base by attracting new industry and professional services.
3. Promote the city as a destination for office space, in addition to retail and industrial uses.
4. Invest in physical infrastructure to support economic development and job growth.
5. Create quality working environments that foster an attractive sense of place.
6. Encourage dialogue between Decatur ISD, private sector businesses and the city's partner agencies to create programs that will develop a high-quality workforce by making opportunities for life-long learning accessible.
7. Encourage investment in public facilities, services and infrastructure that are located, timed and sized to meet the expected needs of current and future residents and businesses, and that have life-cycle benefits that outweigh their life-cycle costs.
8. Continue to support the Economic Development Corporation's (EDC) efforts with the Eagles Landing Business Park to insure the development's future success.

D. MOBILITY STRATEGY

1. Modernize and maintain the quality of existing transportation infrastructure and preserve the necessary right-of-way for future connectivity and expansion.
2. Encourage more transportation options in the city, to include walking and biking, and explore new transportation strategies to reduce vehicle trips.
3. Implement street design that supports a walkable and bikeable community, including the establishment and implementation of a Master Sidewalk Plan to support a contiguous, walkable and bikeable pedestrian network
4. Coordinate with Wise County, the Texas Department of Transportation, the North Central Texas Council of Governments, and neighboring communities to support the regional transportation needs of Decatur residents and visitors.
5. Pursue strategies with TxDOT to promote efficient and safe travel along TxDOT Corridors.
6. Establish a mobility network – highways, streets, trails and transportation options – that meets the needs of residents and businesses without substantially reducing quality of life or community character.

E. STRATEGIC INVESTMENT AREAS STRATEGY

1. Develop strategies that support the continued revitalization of Downtown Decatur as a thriving, walkable community centerpiece that conveys the city's history and charm, creating an attractive space for residents and visitors.
2. Pursue opportunities to create mixed-use developments that support the success of the Decatur Conference Center and the Hospital and take advantage of those strategic assets to provide surrounding districts for people to live, work and shop.
3. Create a strong and resilient local economy with a diverse tax base by promoting economic growth in strategic areas such as the Airport District and Industrial Park District to provide additional jobs and tax base for the community.
4. Consider expanding the footprint of the Downtown District to provide new opportunities for supporting horizontal and vertical mixed-use developments.

There were more than 250 people that participated in this survey. The Guiding Principles that have been included as a part of the Decatur 2050 Comprehensive Plan were deemed "Very Important" or "Somewhat Important" by 75% or more of survey participants. The complete results of this survey can be found in Volume Two, Appendix N.

**LAND USE
STRATEGY**

4



LAND USE STRATEGY

INTRODUCTION

This Land Use Strategy is one of many important tools for identifying a path forward to achieve the desired future vision for the city. The land use plan is the basic framework that a city develops to guide growth towards that intended vision. It describes the intended character, quality, mix of uses, and Strategic Investment Areas throughout the community. It determines the types of homes, businesses, institutions, and amenities the city has, the form they take, and where they are located relative to each other. Land use is a key component in establishing a sense of place and helps define the unique character of the community. The Future Land Use Plan will allow Decatur to maintain its small-town feel and historical character while embracing the growth that the future will bring.

This section addresses the variety of land uses that are anticipated to exist between now and the plan horizon in 2050 and establishes the framework for the physical infrastructure to accommodate anticipated growth. It also sets the foundation for future land use-related decisions within the Decatur city limits and its extraterritorial jurisdiction (ETJ). While the Comprehensive Plan is a visioning tool that (through its Future Land Use Plan) projects anticipated Place Types intended to describe the character, quality, and mix of uses, it does not establish specific zoning boundaries or impose any zoning regulations. Decisions on specific zoning regulations would be vetted through a separate public hearing process and considered on a case by case basis. The Future Land Use Plan serves to inform those decisions by providing consensus and guidance as it relates to the desired vision of the community.

EXISTING LAND USE PATTERNS

The City of Decatur has primarily developed as a traditional small town. It features a historic square surrounded by the downtown core. The older residential neighborhoods are located around this downtown core. In contrast to this are the areas that have developed along highway corridors. The land use along United States Highway (US) 87 is primarily commercial and serves not only the regional Decatur market, but also state-wide markets for travelers passing through Decatur on this major route that connects North Texas to the Texas Panhandle and beyond. Major retailers such as Wal-Mart and Lowes are located along the United States Highway (US) 287 corridor. Along United States Highway (US) 380 and Business 81, the primary land use type is industrial with commercial land uses interspersed. Along this corridor is the location of the Economic Development Corporation's (EDC) Eagle Landing Business Park. Due to Decatur's existing commercial and employment centers, the daytime population of the city is significantly larger than its resident population.

There is a growing segment of local retail in the Downtown District that is along and branching out from Main Street. This is where public facilities such as the Wise County Courthouse, Wise County Clerk, and Decatur City Hall are located. The downtown area is surrounded by single-family homes and has also seen new infill developments of small-lot single family homes in the area. The historical character of downtown and the desirability of small-lot homes makes downtown Decatur an interesting opportunity for the future. Expanding the downtown footprint will reinforce Decatur's unique history while providing a broader mix of development opportunities desired by stakeholders.

Due in part to its proximity to Fort Worth and that community's expansion along US 287, the focus of new residential neighborhoods has been in the southern portion of the city and the ETJ. In addition to growth coming from the south, there is also growth approaching Decatur from the east, with growth from Denton spreading west to Decatur, and particularly in the ETJ. These growth patterns are expected to be the primary patterns within the 2050 horizon.

Existing Land Use

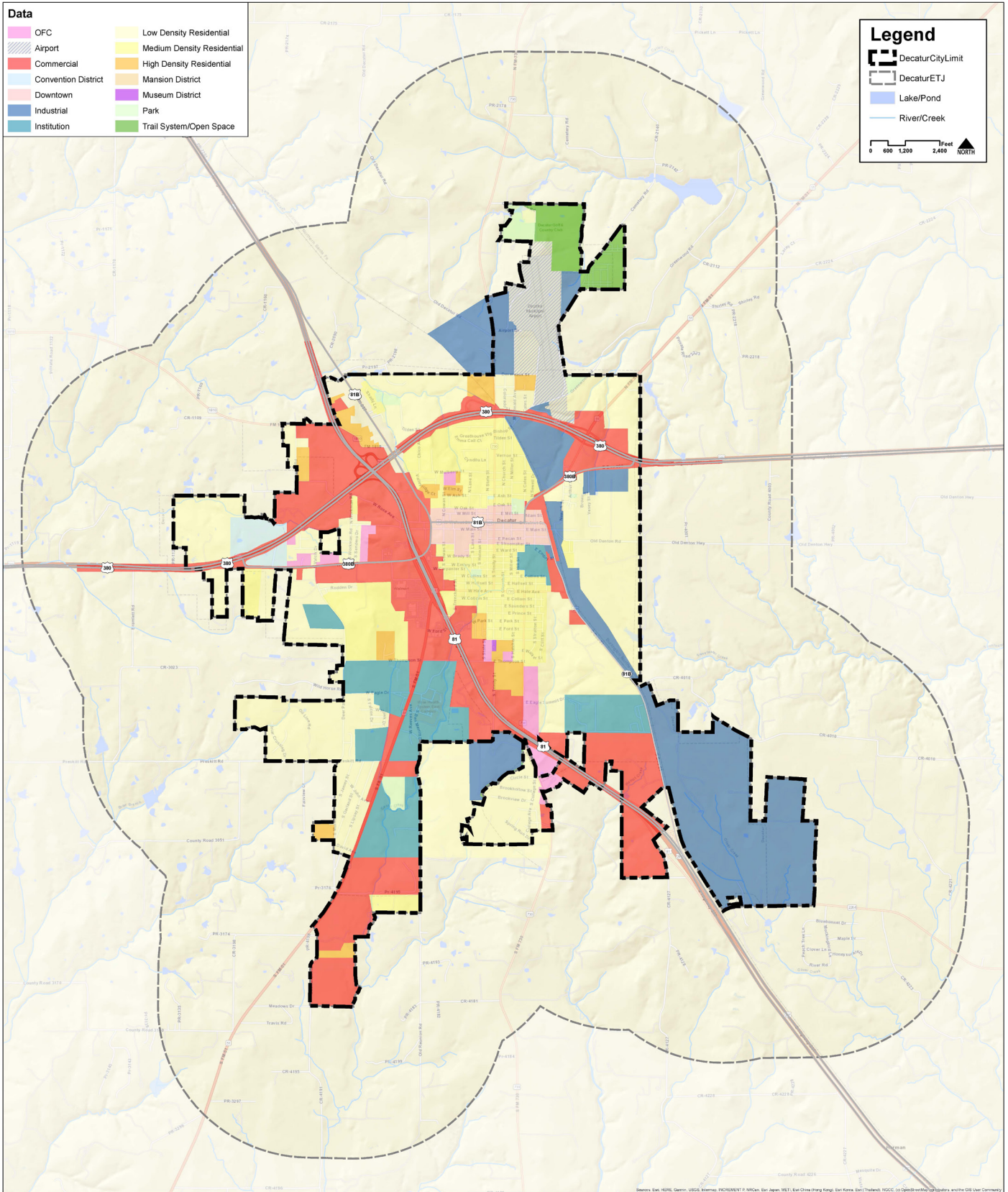


Figure 4.1: Existing Land Use Diagram

GENERAL GROWTH TRENDS

Decatur shows time-tested and stable growth in its population and households. There has been a general shift in price points for homes, as more families and industries move from the center of the growing DFW Metroplex, into the surrounding rural cities, like Decatur. Even with the encroaching growth patterns of Fort Worth and Denton, Decatur has remained a stable community in the region.

There are general desires in the community for maintaining quality of life and shifting choices for residents as development occurs. Living closer to work and maintaining the average commute of 21 minutes or less will be important, in conjunction with also looking at ways to decrease cost of living as wage increases grow at a lower rate. Exploration of housing options that reduce these regular housing costs, supplying alternative choices of housing and transportation, and building new development as infill, rather than expanding further into the unincorporated county, will be explored through the Decatur 2050 Comprehensive Plan.

As the population grows, both through natural family growth and individuals relocating to Decatur, there are certain trends that are of note for the community:

- Similar to the rest of the state, Hispanic populations and other minority populations continue to grow faster within the community;
- The median age is growing higher, reaching 40.6 as an average age in Wise County by 2024;
- The average household size is stable in the county at 2.77 persons per household;
- The average house value has a greater percentage distribution of homes valued between \$150,000 and \$200,000 (18% greater) than the average in DFW;
- Home values and cost of construction will continue to grow, so the existing home context will limit the options for affordable and workforce housing for the average household income in Decatur; and
- Age distribution projections show that younger families will likely decline, most due to income disparity and rising housing costs in Decatur, forcing these families to live in the unincorporated county or other cities.
- For expanded evaluation of growth trends, see Appendix F.

PLACE TYPES

In order to support Decatur's vision for the future, a set of Place Types has been developed and vetted with the community through the public engagement process. These Place Types describe the character and mix of market supported land uses that are desired by the community for future development. As Decatur grows, the development types and community demographics will continue to diversify. The following Place Types cover a range of development types that vary from scale to use. Unlike zoning, these Place Types do not dictate specific allowed uses or other development standards of any one development, but rather provide guidance for the intended scale, intensity of development, and land use character that is expected in the future. Place Types are general, flexible categories that describe the city's ideal physical and geographic future from a high level to guide new development and redevelopment decisions throughout the community.

AGRICULTURE & RURAL LIVING (AR)



Agriculture and Rural Living areas characterized by very large tracts of undeveloped land that are utilized for agricultural production, ranch wildlife management, camping, hunting and other outdoor activities. These tracts provide much of the open space character in the community and on its edges. It also includes opportunities for additional uses that support the character and economic viability of agriculture and outdoor tourism.

Primary Land Use: Farming, ranching, wildlife management, hunting, camping

Secondary Land Use: Single-family detached homes and supporting structures. Outdoor-related tourism, local food production, distributed energy generation

Indicators and Assumptions: Typically utilize private well water and septic system. Lot size (range) is typically greater than 5 acres

ESTATE LIVING (EL)



Estate Living is predominantly single-family housing on large lots, located on the outskirts of the community or enclaves within the city. Home sites are generally located in platted subdivisions. Residential uses are oriented to the interior of the site and may or may not include farm and livestock restrictions.

Primary Land Use: Single-family detached homes

Secondary Land Use: Civic and institutional uses, parks, open space

Indicators and Assumptions: May utilize a mix of public or private utilities. Lot size (range) minimum 2 acres

TRADITIONAL NEIGHBORHOOD (TN)



Traditional Neighborhood is predominately single-family housing on detached lots. Homes are generally located in platted subdivisions containing utilities, residential streets, and sidewalks. May contain a small number of convenience commercial businesses to support the neighborhood.

Primary Land Use: Single-family detached homes

Secondary Land Use: Civic and institutional uses, parks and open space, small amounts of neighborhood-serving retail and office in strategic locations where single-family neighborhoods adjoin with areas of increased activity and density

Indicators and Assumptions: Lot size (range) typically less than 2 acres, and connected to public utilities

COMPACT NEIGHBORHOOD (CN)



Compact Neighborhood can support a variety of housing types, including small-lot single family detached, patio homes, townhomes, and duplexes in a compact network of complete, walkable streets that are easy to navigate by car, bicycle, or foot. It may contain a small number of commercial businesses to support the neighborhood.

Primary Land Use: Small-lot single-family detached, patio homes, town homes, duplexes

Secondary Land Use: Civic and institutional uses, parks and open space, small amounts of neighborhood-serving retail and commercial in specific locations that are central to the residential areas and within walking distance

Indicators and Assumptions: Lot size (range) typically less than 1/2 acre, preferred maximum block size 700-1200 feet in depth and 300 feet in width, and connected to public utilities

COMMUNITY COMMERCIAL (CC)



Community Commercial development is characterized by small, free standing buildings containing one or more businesses. Unlike larger shopping centers that may attract regional customers, Community Commercial primarily provides services for the surrounding neighborhoods and city. Business types may include restaurants, local retail, medical offices, banks, and other retail and service uses.

Primary Land Use: Retail and Commercial

Secondary Land Use: Civic and Institutional Uses

Indicators and Assumptions: Preferred maximum block size range from 500-800 feet, and connected to public utilities

ACTIVITY CENTER (AC)



Activity Centers offer the ability to live, work, and play in one geographically compact area, with a high intensity of uses organized around nodes of activity. This Place Type includes a mixture of different housing options within close proximity to the goods and services that residents use on a daily basis and may serve as an employment center and shopping destination for adjacent neighborhoods as well. Buildings typically stand two or more stories, with residences or offices located above street level storefronts. The design and scale of development in a mixed-use center encourages active living through a comprehensive network of walkable, Complete Streets.

Primary Land Use: Retail, commercial, condominiums, apartments, offices, hotels, entertainment centers, service and office uses

Secondary Land Use: Civic and Institutional uses

Indicators and Assumptions: Preferred maximum block size range from 400-600 feet, and connected to public utilities

DOWNTOWN (DT)



The Downtown area is the traditional core of a community and a center of economic, entertainment, and civic activity. This area could serve as an employment and shopping destination for the community, with a comprehensive and interconnected network of walkable streets. The historic character of the area would typically be preserved, with new infill designed to complement existing historic structures.

Primary Land Use: Retail, commercial, single-family residential townhomes, condominiums, urban style apartments, offices, and service and office uses in existing structures (adaptive reuse) or new buildings conforming to the character of the area

Secondary Land Use: Civic and institutional uses, parks and open space

Indicators and Assumptions: Preferred maximum block size range from 400-600 feet, and connected to public utilities

PROFESSIONAL SERVICES AND LIGHT INDUSTRIAL (PSLI)



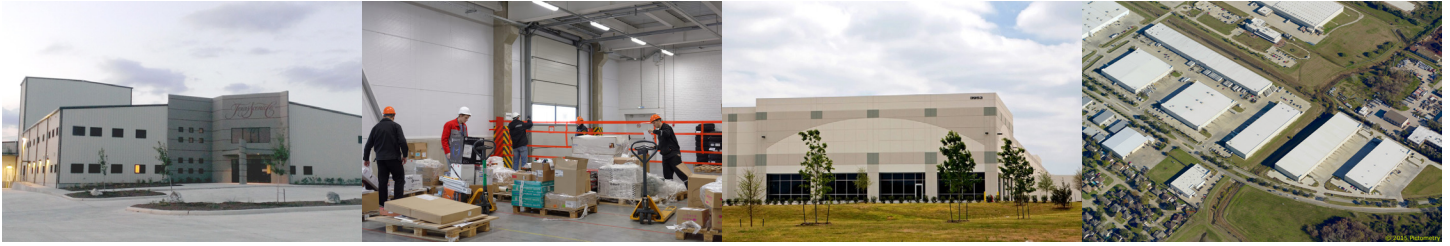
This area is characterized by free standing buildings containing uses such as professional services or office jobs. Buildings may be of varying sizes but are typically set back from the road and the uses do not rely on pedestrian traffic, thus there is generally little or no connectivity between adjacent businesses. Uses in this place type may not be compatible with residential and may require some level of transitional area or screening from the surrounding community.

Primary Land Use: Higher education, research and development, technology, professional offices, medical services, light manufacturing, research and development activities, flex industrial/office, and service uses

Secondary Land Use: Trails, sports fields

Indicators and Assumptions: Preferred maximum block size range from 600-800 feet, and connected to public utilities

MANUFACTURING AND DISTRIBUTION (MD)



Manufacturing and Distribution areas provide jobs for citizens of the city and attract people from outside the community. The employee per square foot of building space is usually low due to the large buildings that are typically needed for storage and logistics. This Place Type is generally found near major transportation corridors (e.g., highways and railways) and may include manufacturing centers, warehousing, or logistics hubs.

Primary Land Use: Manufacturing, distribution centers, technology/data centers, flex office

Secondary Land Use: Logistics, retail and office uses, training facilities, civic and institutional uses, parks and open space

Indicators and Assumptions: Preferred maximum block size range from 600-800 feet and connected to public utilities

FUTURE LAND USE PLAN

The Future Land Use Plan is used to show the preferred distribution of Place Types throughout Decatur and its ETJ to guide the development of land that may occur through 2050. Additionally, it is a visualization of the desired land uses. The development of the Future Land Use Plan was guided by property owners, residents, and local stakeholders. The result of this combined effort is outlined below:

DEVELOPING THE FUTURE LAND USE PLAN

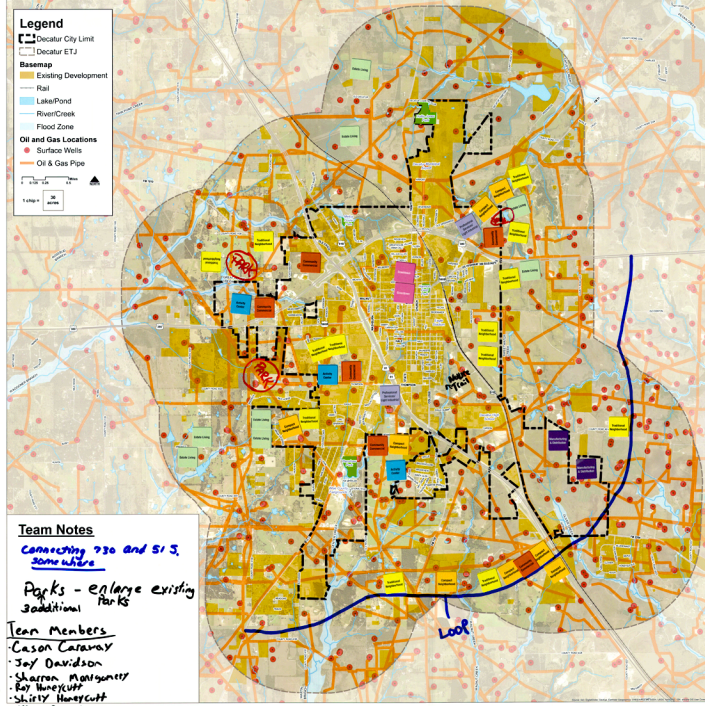
The development of the Future Land Use Plan was a process that required careful evaluation of existing land uses and anticipation of the needs that might arise if growth continues as forecasted. It also incorporates the feedback from various community outreach events and online participation through surveys. When developing the plan, locations of public facilities, historical features, parks, and regional assets such as the hospital and airport, were also considered.

With the existing conditions and future growth in mind, the community of Decatur participated in a mapping exercise at the Community Charrette in October of 2019. Ten (10) teams made up of community members were provided chips (square, color-coded stickers) that represented each of the previously described Place Types with quantities that would accommodate the preliminary projected population and employment in Decatur by 2050. The preliminary projections showed a population growth of 10,000 and an employment growth of 9,000 new jobs in Decatur. Throughout the comprehensive plan process these projections were refined. Additional information on growth projections for Decatur in 2050 can be found in the Executive Summary section. Each team placed the chips on a map of Decatur where they believed there were strong opportunities for future development or redevelopment. Through this exercise, the participants were able to convey their preferred future land use patterns.

Figure 4.2: Community Charrette Table Map Exercises

Alternative Future Exercise

Table # 1

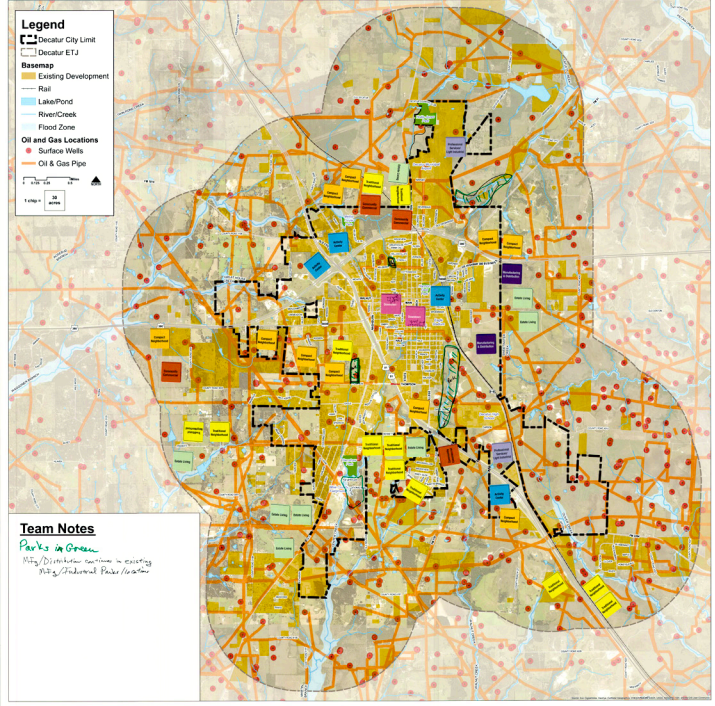


City of DECATUR 2050 Comprehensive Plan

October 2019
 Kimley+Horn

Alternative Future Exercise

Table # 5

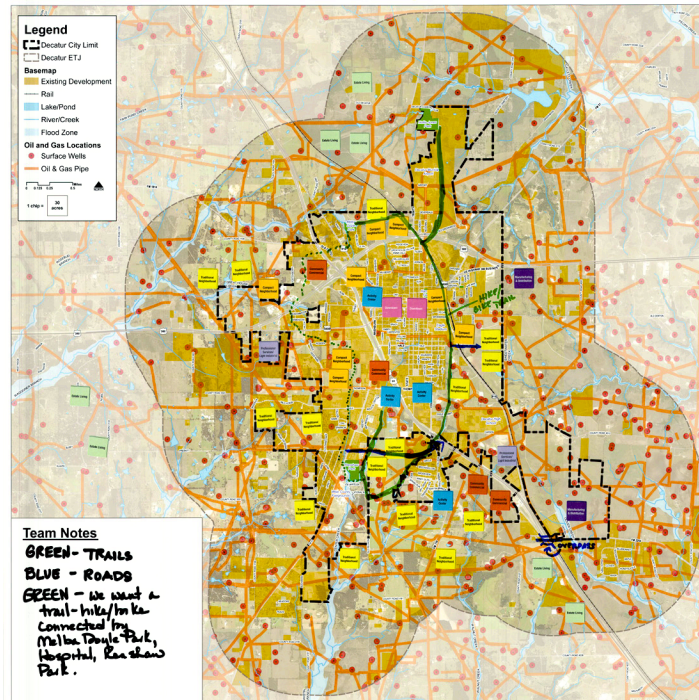


City of DECATUR 2050 Comprehensive Plan

October 2019
 Kimley+Horn

Alternative Future Exercise

Table # 10



City of DECATUR 2050 Comprehensive Plan

October 2019
 Kimley+Horn

Each of the ten chip exercise maps were then merged into three maps based on common trends. These trends formed the framework for the establishment of three alternative scenarios for future growth in Decatur. These scenario maps highlighted several trends, including the following:

- Growth primarily within the city limits, focusing on infill and redevelopment, especially in the downtown area
- Clustered growth along major highway intersections that provide mixed-use opportunities
- Growth beyond the city limits and developing more land in the ETJ
- Strategic development in opportunity areas, such as the hospital, downtown, and conference center
- Connect community parks using a trail system
- Increased residential in the southern part of the city to support the perceived growth from Fort Worth

The trends that were used to develop the three scenario maps were growth within city limits (City Center Growth), growth that occurred along major nodes (Clustered Growth), and growth that occurred primarily in the ETJ (Distributed Growth).

The City Center Growth Scenario focused on growth within the city limits with very little growth occurring in the ETJ. This would be accomplished with infill development on vacant lots and redevelopment where possible. The Downtown District would expand in this scenario to encourage more mixed-use developments that would support reinvestment in Downtown. In this scenario, there was also an increase in residential developments surrounding the hospital to support that workforce. The pedestrian-scaled development that would occur, especially in the downtown area, would encourage walking and biking as means for transportation.

The Clustered Growth Scenario focused on mixed-use developments along major highway intersections, such as US 81, US 287, and US 380. These developments would have a variety of employment types, including retail and office, and supporting residential types nearby. These development types would encourage alternative modes of transportation such as walking and biking because necessary amenities would be located in closer proximity to residential areas.

The Distributed Growth Scenario envisioned very little new growth occurring within the city limits, and with the majority of new developments occurring in the ETJ. This included Estate Living north of the current city limits and a mix of Traditional Neighborhood, Community Commercial, and Manufacturing and Distribution to the south. The southern distribution of these place types supported the expectation that significant future growth would be coming from Fort Worth. In the distributed growth scenario there would be an increased reliance on cars because future developments would be separated from each other and the core of the city.

City Center Scenario - DRAFT

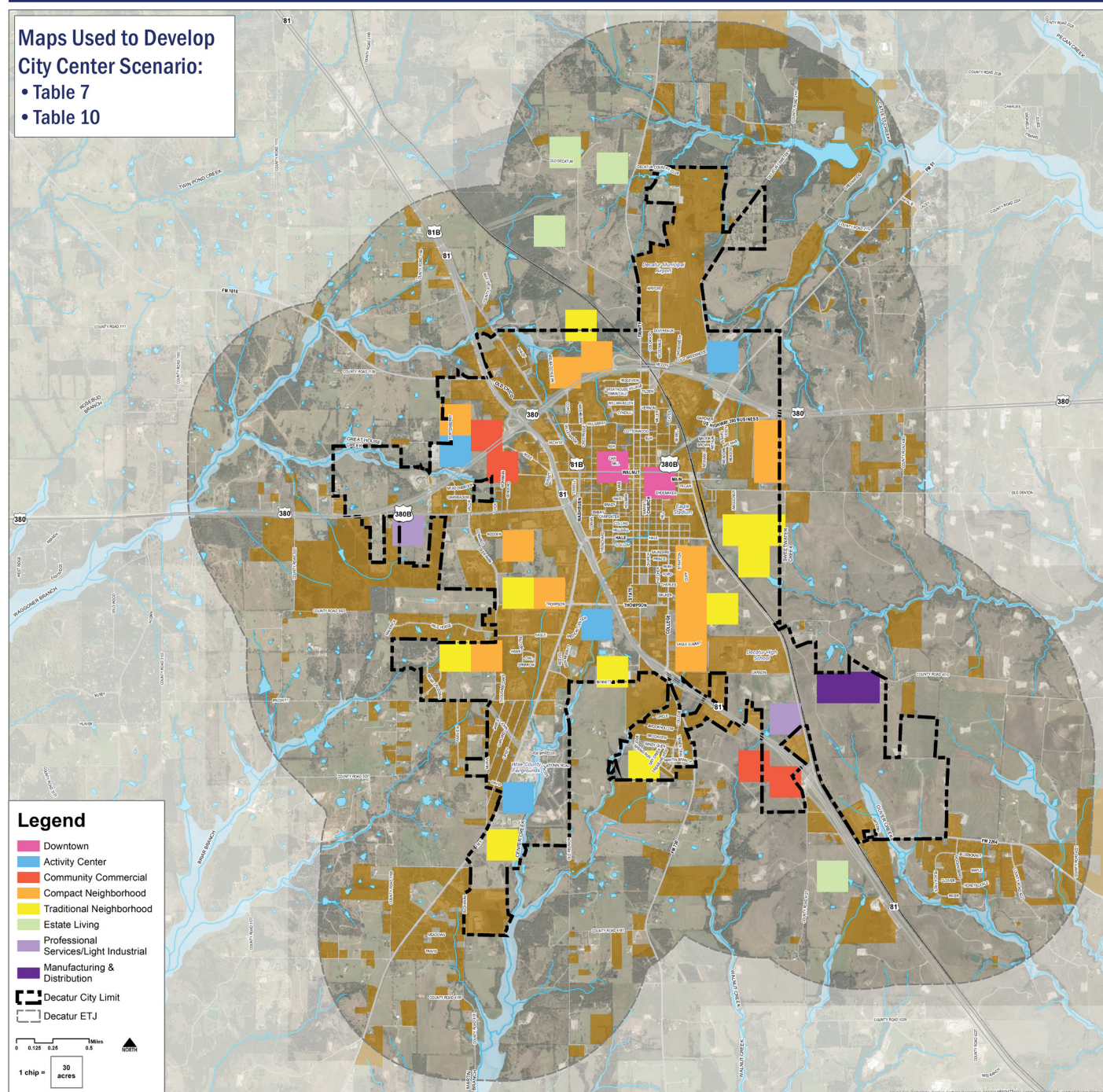


Figure 4.3: City Center Growth Map

Clustered Scenario - DRAFT

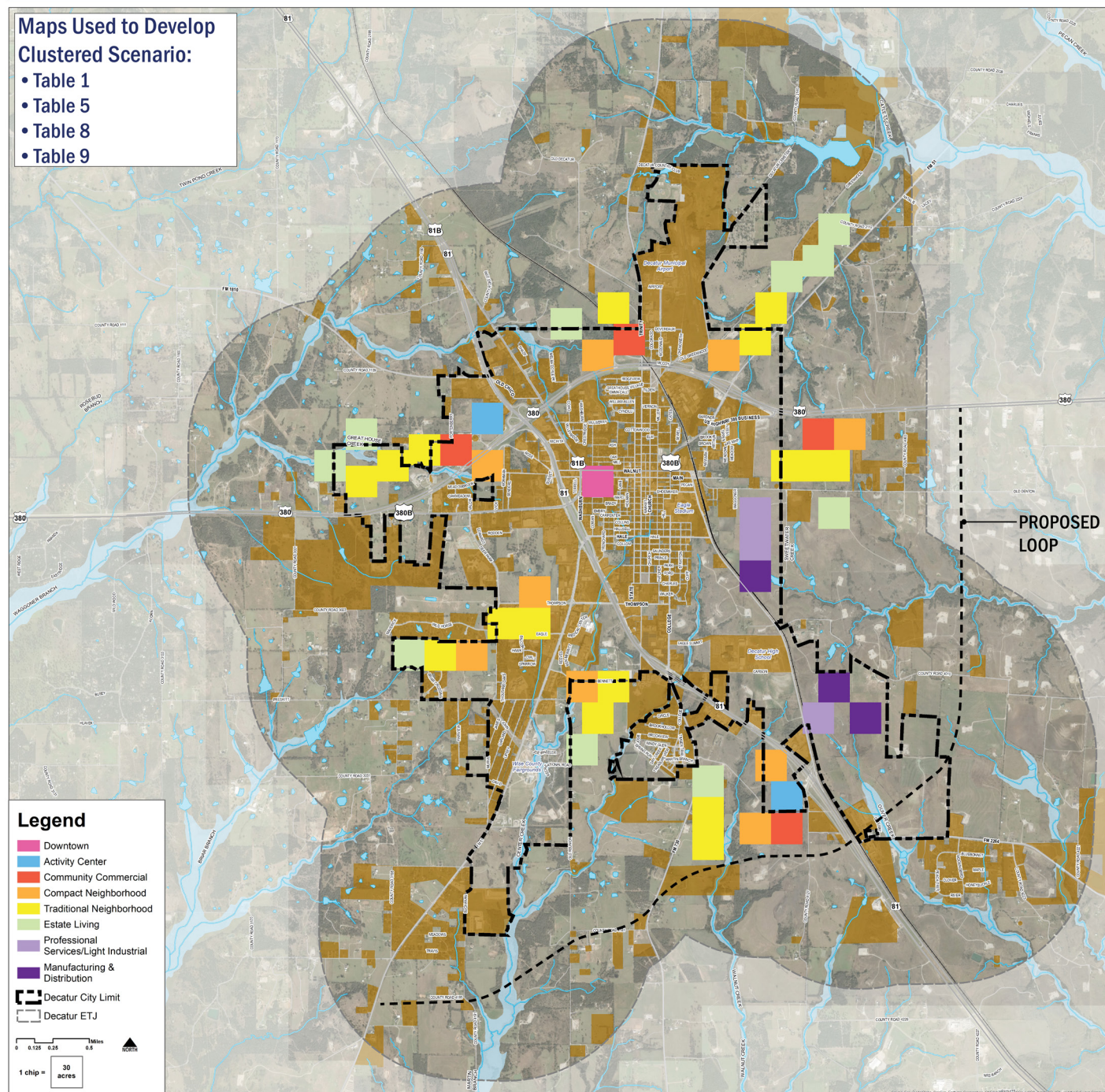


Figure 4.4: Clustered Growth Map

Distributed Scenario - DRAFT

Maps Used to Develop Distributed Scenario:

- Table 2
- Table 3
- Table 4
- Table 6

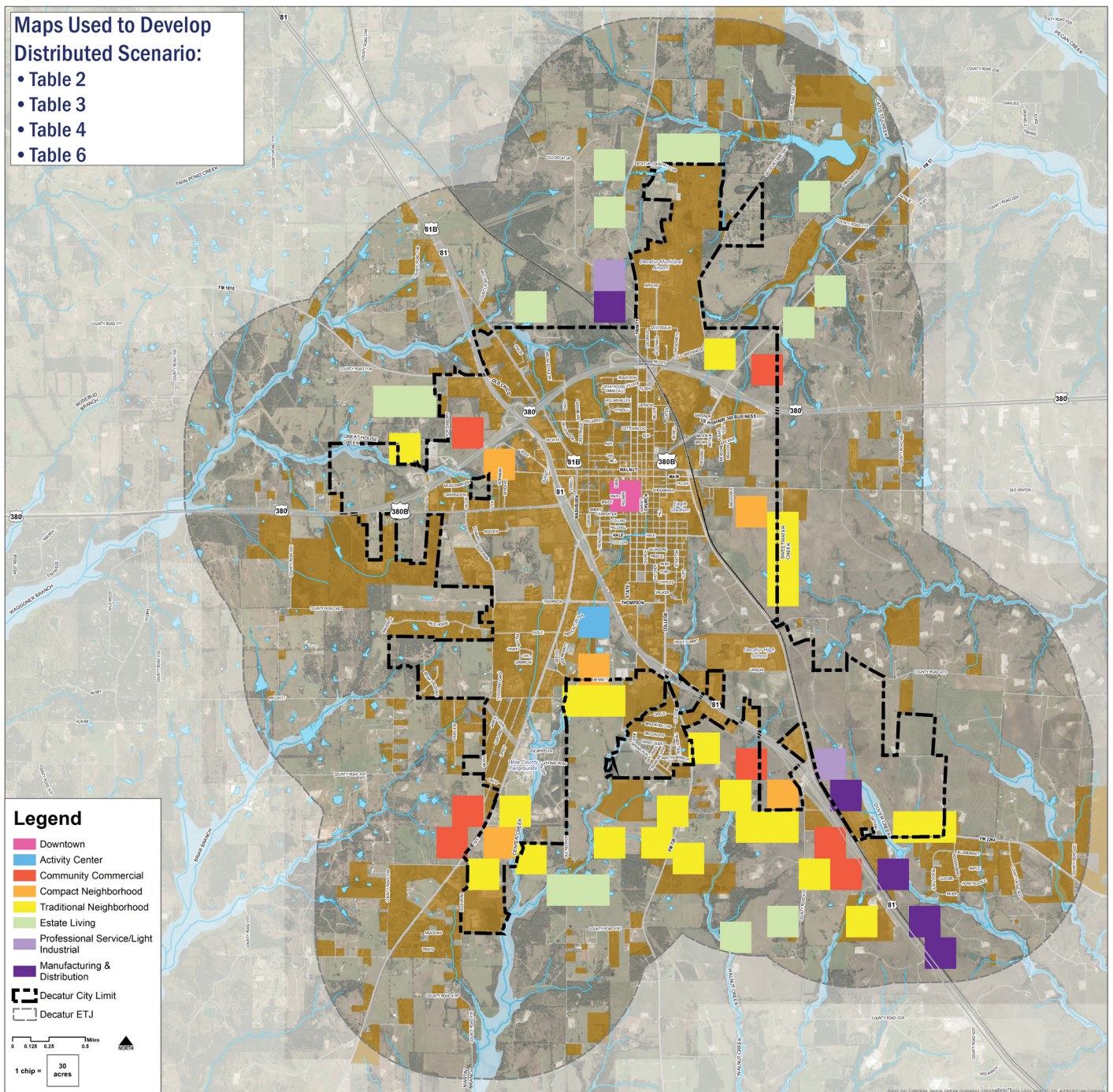


Figure 4.5: Distributed Growth Map

To help the community better understand the ramifications of each scenario, several implications were evaluated that showed how each scenario would affect Decatur and its residents in 2050. These analyses were population, employment, housing units by type, jobs by sector, total annual water use, total annual energy use, and average annual residential vehicle miles traveled per person. These implications can be found in Appendix E and are summarized below:


 Decatur Scenario Matrix Implications - December 2019			
	Focus on City Center	Clusters (Corridor or Nodes)	Distributed Outside
Chlp Mix	Diverse Mix (greatest mix of housing types)	Moderate Mix (More traditional and compact neighborhood mix)	Current Mix (more single-family and rural estate living)
Growth Distribution	Development focused within city limits and centered around Downtown; limited outward development	Development/redevelopment in key strategic opportunity areas along corridors within City Limits and ETJ	Development focused in ETJ with limited infill within city limits
Focus Areas	Infill of undeveloped/underdeveloped areas; Downtown; Undeveloped land west of US-287/US-81	Focused on strategic assets along corridors; Undeveloped land west of US-287/US-81; US-81 Business; FM 51; US-380 at US-287	ETJ and undeveloped areas of the City; US-81 Business; FM 51; US-380 at US-288
Infrastructure (Water, Wastewater, Drainage)	Limited expansion/improvements to existing infrastructure (all types); focus on maintenance of existing systems	Existing/targeted rebuilding of infrastructure (all types) due to age or capacity limitations	Significant expansion of water/possibly wastewater (if not septic)
Mobility/Transportation	Improvements focused on maintaining or upgrading existing internal network; greatest opportunity for multi-modal improvements (cars, bikes, pedestrians); targeted traffic operations improvements; fill in sidewalk gaps. Pedestrian-scaled infill development to promote shorter vehicle trips and non-vehicle travel options.	Multi-modal trip choices (short vehicle, bike, pedestrian trips) within nodes; targeted traffic operations improvements; targeted network expansions connecting nodes; fill in sidewalk gaps; expand/extend trails to connect activity centers	Greater extension of roadway network; Car-oriented development pattern likely resulting in longer trip lengths; opportunity-driven multi-modal improvements (strategic trail connections/extensions)
Quality of Life (Community / Neighborhoods)	Higher level of reinvestment in existing neighborhoods	Maintain current levels of investment in existing neighborhoods	Maintain current levels of investment in existing neighborhoods
Parks/Open Space/Trails	Existing downtown development and new infill development connected by sidewalks and trails; improve existing parks; reinvestment in existing parks to support local community needs; more diversity in park types	New park investments focused on strategic nodes or along corridors; type of parks based on development context (more diversity/new park types); new parks focused on local community and visitors	New park investments focused on new neighborhood developments; new parks focused on local community needs/ growth
Housing	Denser housing options focused around strategic assets	Denser housing options at nodes or along corridors; additional housing types including smaller senior units, workforce housing	Continue current housing mix
Jobs (Economic Development)	Downtown; Hospital District; support new employment activity at existing centers and corridors within City Limits	Along US-81 Business; along US-287; at US-380 and US-287; new employment activity centers at strategic nodes	Along US-81 Business; along US-287; at US-380 and US-288; distributed employment activity in expansion areas
Public Facilities (Police, Fire, Historic)	Some new sub-facilities to support infill growth areas; potential expansion of existing facilities at current locations	Some new sub-facilities to locate in strategic catalyst areas; potential expansion of existing facilities at current locations	New sub-facilities to locate in new growth areas (away from center of city)
Downtown	Strategic infill/expansion; diverse product mix including housing	Approach Downtown Core as one of several strategic areas (less downtown focus than compact growth)	Maintain existing Downtown strategy

Figure 4.6: Scenario Implication Matrix

The Future Land Use Plan builds on the community’s existing assets while also portraying their goals for development and growth in the future. Based on the community exercise and input, as well as contributions from CPAC, the Future Land Use Plan combines the clustered developments along major thoroughfares from the Clustered Growth Scenario and infill development within the city with a focus on revitalizing and expanding the downtown area from the City Center Scenario.

To provide further detail to the Future Land Use Plan, Strategic Investment Areas have been identified based upon the early feedback from city staff, elected officials and CPAC related to the community’s greatest opportunities. These areas typically surround existing community assets. Five Strategic Investment Areas that have been identified for Decatur include the Conference Center District, Downtown District, Hospital District, Airport District, and Industrial Park District (collectively “Strategic Investment Areas”). Section 8 provides greater detail related to the opportunity, existing assets, vision and place types envisioned for each of the Strategic Investment Areas.

Decatur 2050 Future Land Use Plan

1. The information depicted on this Plan illustrates generalized future land uses and their relationships and is not intended to reflect precise densities or property dimensions. A Land Use Plan does not constitute zoning regulations or establish zoning district boundaries.

2. Parks and open spaces and public/semi-public uses, including civic and institutional uses, such as schools, police and fire stations, libraries, etc. are intended to be developed throughout the City, and may be part of any land use category.

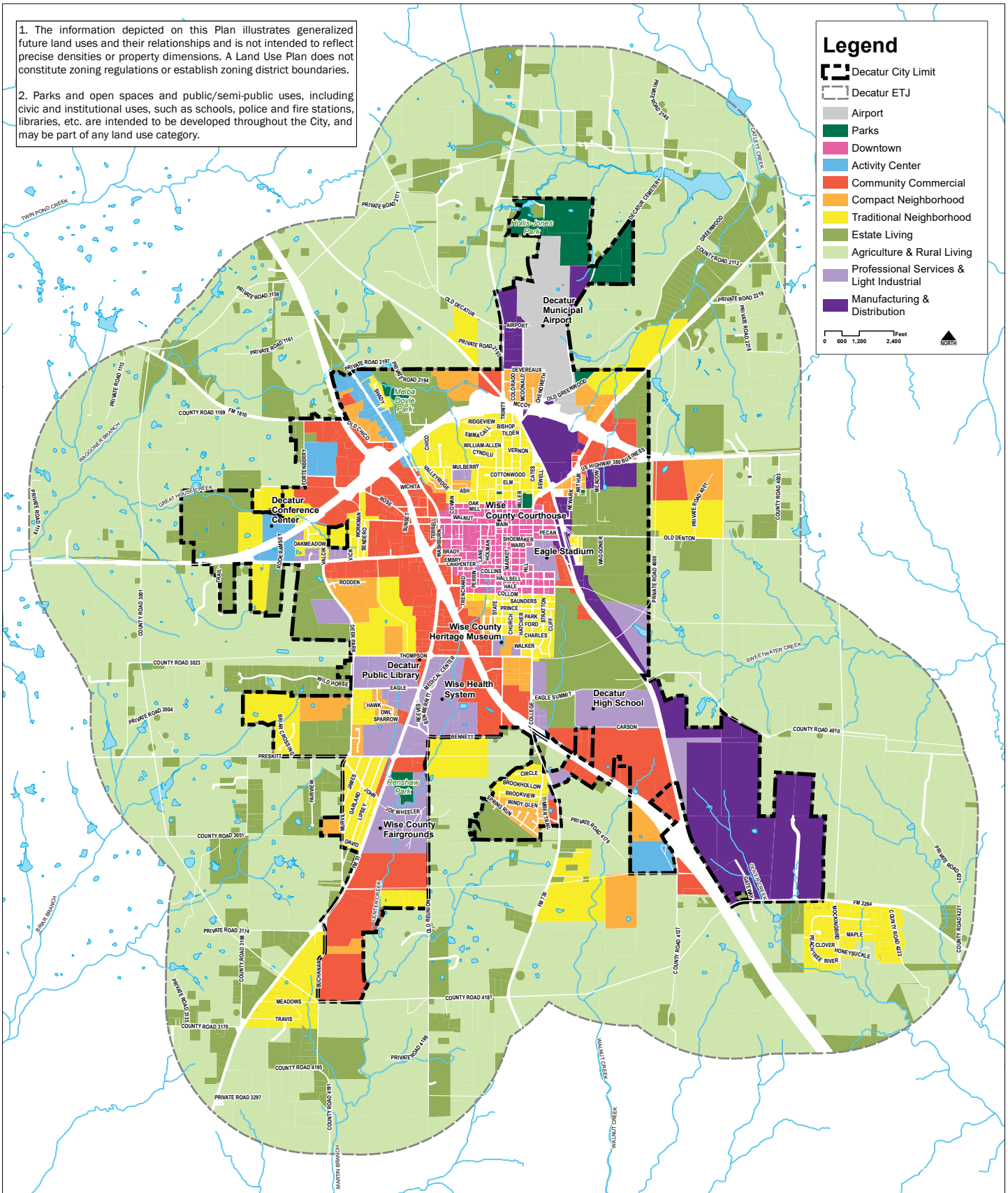


Figure 4.7: Future Land Use Plan

DEVELOPMENT,
INFRASTRUCTURE, & PUBLIC
SERVICES STRATEGY

5



DEVELOPMENT, INFRASTRUCTURE, AND PUBLIC SERVICES STRATEGY

INTRODUCTION

Over the past 20 years, the City of Decatur has experienced rapid growth. Because of its desirable location in Wise County, adjacency to major transportation networks, robust daytime population, abundance of undeveloped land, high-quality medical facilities, and great education system, Decatur has seen a more than 30% increase in population since the year 2000 and is projected to continue the trend of increased growth as a robust and vibrant city.

Good public infrastructure, high-quality public services, and the municipal facilities necessary to provide those services are all critical to Decatur's long-term success. As the community grows, the City should employ several strategies to make the most of limited public dollars:

“It should be a Big Small town. Small town feel and big town infrastructure.”

- Community Charrette

- **Maintain existing facilities:** The maintenance of existing infrastructure and facilities should remain a top priority for the city. Existing public facilities are the foundation from which municipal services are provided. Due to its unique position as the county seat, daytime activity is diverse and robust, making proper maintenance critical to the existing community and its regional users. Proper maintenance will ensure public facilities can continue to be used as efficiently and effectively as possible. Long term, it is generally more cost-effective to keep municipal facilities and infrastructure in good repair through proactive monitoring and regular maintenance than it is to fix problems after a failure occurs.
- **Construct new facilities and infrastructure:** Based on the population growth projections outlined in this plan, new infrastructure and public facilities will be necessary to continue providing quality municipal services to the community. The development of new facilities and provision of new services is an expensive endeavor; as such, new projects should take population projections into consideration and carefully plan to accommodate future growth making the best use of limited funds. Partnerships and collaboration with other entities may also be a cost-effective approach when providing new services and infrastructure, and opportunities should be explored whenever possible.
- **Guide future growth:** New public infrastructure and municipal facilities can be important tools to guide development patterns within the community. They can function as incubators for activity and neighborhood anchors within a given district. Providing new infrastructure to keep up with rapid population growth can put a strain on community resources. When growth does not occur in a planned manner, a city can become financially over-extended due to a need to provide services to discontinuous developments. Decatur should utilize new infrastructure investments to guide development to areas that are cost effective to service or that already have some services present. Upgrades to utilities and roadways can also be used to guide development, while the construction of new parks, trails or public safety buildings can make surrounding areas more appealing for residential development. The City should continue to develop site-specific plans for facilities to encourage new and unique developments around them.

Decatur is a rapidly growing city, and new infrastructure and services to support future development will play an important role in determining its future between now and 2050. This chapter will discuss these topics, providing recommendations based on industry best practices.

PUBLIC FACILITIES

Decatur has a number of municipal facilities that provide services to the community. As Decatur continues to grow, the City will need to invest in new facilities or facility expansions to ensure that they can continue to adequately meet the needs of the community. This growth could also create demand for new services and facilities that are not currently offered by the city, such as senior or recreation centers. When considering investments in new facilities, the City will work to ensure that these facilities and services are distributed appropriately throughout the city, ensuring that all citizens have access to them.

MUNICIPAL BUILDINGS

The City of Decatur owns or leases several buildings to support city staff which includes the Police Department, Fire Department, Public Works Department, Planning and Development Department, Parks and Recreation Department, and other departments in the administration of local public services. These facilities allow the city to provide essential services for the community. As Decatur builds out, there will be an increased need for protecting and expanding city facilities in order to continue providing the highest possible level of service. The following list is an inventory of the primary municipal buildings utilized by the City of Decatur in the execution of its daily operations:

- **City Hall:** City Hall is located at the heart of the city, in Downtown Decatur, at 201 E Walnut Street. It currently houses multiple departments and administrative positions including:

- Accounting
- City Council
- City Manager
- City Secretary
- Municipal Court
- Human Resources
- Information Technology
- Utility Billing



City Hall is also home to the City's Veterans Memorial, that was dedicated in 1982. The memorial commemorates the country's major wars from the Civil War to the Vietnam War. As an anchor of the Downtown District, City Hall provides essential administrative services for the community.

- **Future Home of Planning and Development and Public Works:** The Planning and Development Department, along with Public Works, will eventually be relocated to 203 E Walnut Street.
- **Police Department and Development Services Complex:** The Police Department and Development Services consists of several buildings located at 1601 S State Street. The James "Poncho" Bennett Public Safety Complex houses the current police station as its primary facility. Other buildings located within the complex serve the Public Works functions, and the Planning and Development, Building Inspections and Geographic Information Systems offices. Once Planning and Development and Public Works relocated to 203 E Walnut Street, the additional space will be utilized by the Police Department. Along with the adjacent Fire Station, this complex serves as a central hub for essential city services.

- **Central Fire Station:** Located at 1705 S. State Street, the Fire Department, which houses the facility offices, fire station 1 and the Office of Emergency Management and Development, together serves the city and surrounding community with a combination of both paid and volunteer firefighter services.
- **Municipal Airport:** The Decatur Municipal Airport, located at 351 Airport Road, is a public-use general aviation airport that occupies more than 205 acres of land situated on the north side of Decatur. This historic facility was founded in 1915 as the first airport in the state of Texas. The airport operates on an asphalt runway measuring 4,200 feet in length and 60 feet in width. General aviation tenants and visitors at the airport are responsible for over \$9.9 million in total economic output, 100 jobs, and more than \$3.5 million in payroll. Functioning as the oldest non-contiguous airport in Texas, the airport houses several key facilities including a new terminal building, aircraft hangers, an automated weather observing system, the Animal Shelter, and the Parks and Recreation Office. In addition, the Decatur Jet Center, a fixed base operator (FBO), houses a flight school on site.
- **Decatur Conference Center:** This 27,000 square foot Conference Center, located at 1910 W US 380, accommodates multiple venues from professional to personal gathering events and is a community anchor that attracts many guests.
- **Decatur Public Library:** The Decatur Public Library serves the community from its location at 1700 S Highway 51. The Library has in-person resources as well as digital resources that can be accessed through the Library's website. Additional information on the Decatur Public Library can be found in the pages below.

Because Decatur has stood as county seat since its founding, many other county and regional facilities of importance are located throughout the city, bolstering its position in the region, and enlivening the city with vibrant activity. While these facilities are not maintained or operated by the City of Decatur, these essential administrative functions should be highlighted, as they are valued assets of the city:

- **County Administrative Facilities:** There are a multitude of County offices in Decatur. These include: Wise County Appraisal District Offices, Sheriff's Office Complex, Adult and Juvenile Probation Offices, Public Works, Animal Shelter, Treasurer, Clerk, Child Support Office, The 271st District Court, 1st Precinct Justice-of-the Peace Court, Vehicle Registration, Election Office, Vehicle Registration, Impound Lot, Dump, County Fairgrounds, Heritage Museum, EMS Facility, and Extension Agent.
- **State Administrative Facilities:** The Texas Department of Public Safety is the only State Administrative Facility in Decatur.
- **Federal Administrative Facilities:** There are several Federal facilities in Decatur consisting of the Texas Army National Guard, Caddo-LBJ National Grasslands, and United States Postal Service.

SCHOOLS

All public schools in the City of Decatur fall under the jurisdiction of the Decatur Independent School District (ISD). In addition to the City of Decatur, Decatur ISD serves portions of New Fairview and Rhome and unincorporated portions of Wise County. The following schools are part of the Decatur ISD:

- Decatur High School
- McCarroll Middle School
- Decatur Intermediate School
- Rann Elementary School
- Carson Elementary School
- Young Elementary School

Decatur High School is the sole secondary institution in the district. McCarroll Middle School serves students in grades 7-8 while Decatur Intermediate serves students in grades 5-6. There are three elementary schools including Rann Elementary School, which serves children in the northwest region, Carson Elementary School, which serves most of the northeast region, and Young Elementary, which primarily serves the southern region.

During the comprehensive planning process, Decatur's schools were continually identified as one of the community's greatest assets, a fact highlighted by the data. Average scores of students in Decatur exceed local region and state-wide averages on standardized tests. In 2016-17 the State of Texas Assessments of Academic Readiness (STAAR) results found that 79% of students in Decatur met grade level or above standards, compared with 77% in Education service Center Region 11, of which the City of Decatur is included, and 75% in the state of Texas.

Decatur High School currently has a student to teacher ratio of 17:1. As the City of Decatur looks to a future where it may grow to be much larger, industry best practices suggest that it should maintain a student to teacher ratio below 20 and a school size smaller than 2,500. In order to maintain that ratio, school staff as well as facilities in proportion to that growth will need to be added to meet additional demand. In addition to maintaining educational quality, small class sizes and schools retain the feel of small-town life that many in the community feel should be a high priority in the comprehensive planning process. Preserving this quality of Decatur schools will be important to the city and this plan in the coming years.

Tertiary and secondary public education in the Decatur area is provided by the Weatherford College Wise County. Originally serving as a branch campus in Decatur, the college now resides seven miles west in the unincorporated area of Wise County in Bridgeport. Built in partnership with the county, Weatherford College Wise County opened in 2012 as a full-fledged campus, offering the traditional core academic transfer courses, as well as a wide variety of electives, workforce-ready and vocational training, as well as Associate's and Bachelor's Degrees.

Partnerships and regular communication should be maintained with Weatherford College Wise County. As the sole provider of tertiary education in the Decatur area, the City has an interest in partnering with Weatherford College to expand the availability of opportunities for graduating high school seniors. Additionally, the City is interested in encouraging new opportunities for residents who are seeking continuing education classes, college credit, or a GED. Greater on-campus opportunities at Decatur High School will enhance academic outcomes by affording students a higher education without the challenges of community. As the population grows and reaches the projections of this plan, the city should strengthen its relationship with Weatherford College to help the district provide new opportunities to all members of the community.

Existing Educational Facilities

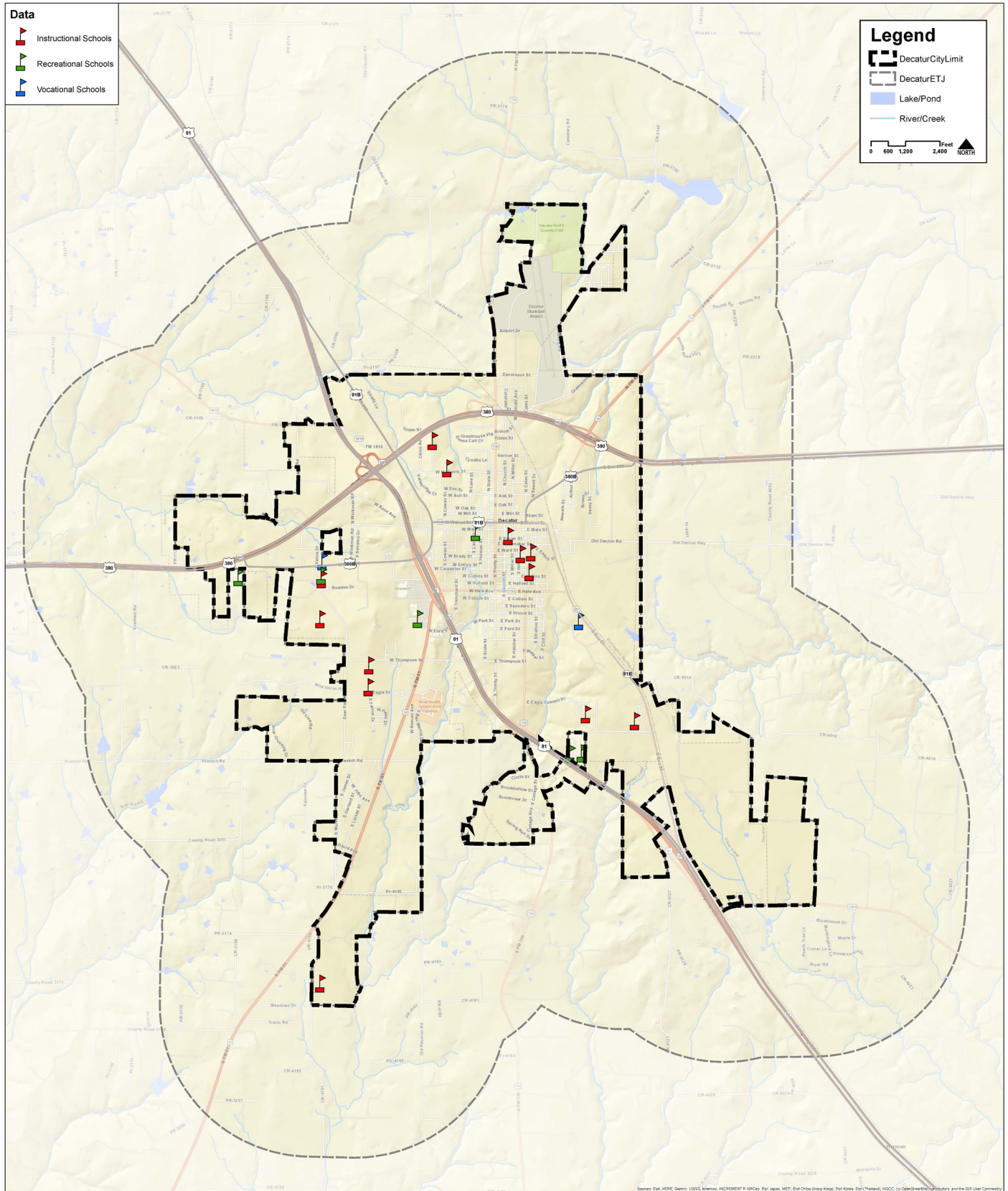


Figure 5.1: Existing Educational Facilities Map

LIBRARIES

The Decatur Public Library provides a gathering place for all citizens of the community to come for information, education, entertainment, and socialization. While its physical address is at 1700 S Highway 51, many services are available online including its catalog of books, media and additional resources. As the population of Decatur increases, additional support and resources to maintain the Library’s current level of service will become increasingly necessary.

PARKS

When asked to list some of the defining qualities of the city, community members frequently mentioned the network of parks, open space, recreation, and wide-open “rural” land that exists in Decatur today. As Decatur develops much of its greenfield space, it should do so with the consideration of the impact that such development has on the character of the community that residents desire. Parks, recreation, open space, and natural amenities are all part of a network of services and facilities that significantly enhance the quality of life in Decatur.

The City of Decatur manages two community parks: the Hollis & Sue Jones Park and Kenny Renshaw Park. A “community park” is defined as a green space that the public can make use of for a wide variety of purposes. They typically vary in size from 16 to 99 acres and usually offer a wider range and greater number of amenities than neighborhood parks.

Neighborhood parks” are smaller than community parks, and they typically range between 1 and 15 acres in size. They may offer fewer amenities, but their proximity to neighborhoods is ideal for convenient access for neighboring residents. Parking is often more limited in neighborhood parks than community parks. Melba Doyle Park, Harmon Field Park, and Louida “Big Mama” Willis Park are the three existing neighborhood parks in Decatur.

Decatur is also home to the Wise County Veterans Park. The Wise County Veterans Park is located on the corner of E. Ash Street and N. Trinity Street. It was constructed as a joint venture between the Wise County Veterans Group and the City of Decatur. Veterans from the Revolutionary War through the present day are honored at this park.

In addition to the city parks mentioned, the Lyndon B. Johnson National Grasslands north of Decatur, with a land area of 20,309 acres, serves as a regional draw to Decatur and the surrounding area. The LBJ Grasslands are primarily located in Wise County, and are managed by the United States Forest Service, and are primarily used for recreation such as hiking, camping, horseback riding, fishing and hunting.

In order to tie together the various parks located throughout Decatur, a network of connected sidewalks should be utilized. Implementing a sidewalk plan in high traffic areas, such as downtown, is an important step in establishing these connections. Trails can also be developed as on-street bicycle facilities or off-street shared paths. Additional information on bicycle and pedestrian accommodations can be found in the Mobility Strategy section.



Existing Parks

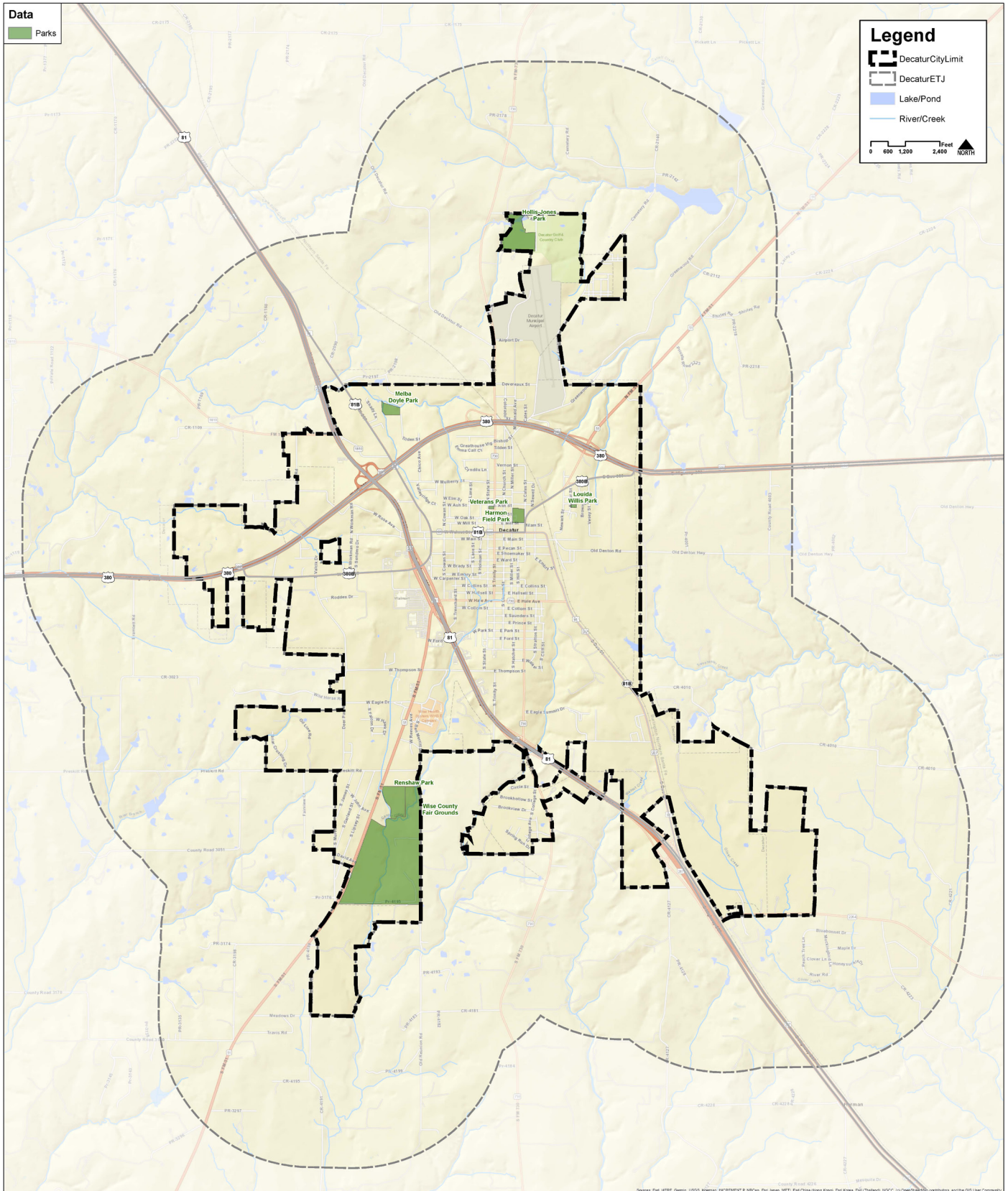


Figure 5.2: Existing Parks Map

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PUBLIC SERVICES

Public services are municipal functions that enhance the quality of life in Decatur. The City delivers or facilitates the delivery of services related to public safety, utilities, and emergency communication. As Decatur grows in residential population and geographic size, the City will likely assume additional responsibilities that may require additional staffing and coverage. While not covered in the sections below, it should be noted that the City recently completed a Water and Wastewater Master Plan for implementation to meet Decatur’s infrastructure needs for the future. This Plan, once ratified by the Decatur City Council, will be instrumental in achieving a number of the implementation strategies related to adequate provision of water and wastewater services.

POLICE AND FIRE SERVICES

Policing and firefighting are two of the most important services that a municipality provides for its citizenry. The Police Department currently employs officers and investigators in addition to the Chief of Police and his administrative staff. The department’s central location provides it with quick and convenient access to the city’s neighborhoods and communities. The Fire Department is located adjacent to the Police Department Complex. Paid and volunteer firefighters serve on staff, responding to emergency calls from the community throughout the year.

Maintaining quick response times, especially as the municipal service area expands through voluntary annexation, will likely be a key metric to measure the effectiveness of public services in a growing Decatur. Industry best practices suggest that local governments should maintain corps of police officers and firefighters in excess of 1 first responder per 1,000 residents served for each department. To meet this standard, additional staffing should be considered with the adoption of the Decatur 2050 Comprehensive Plan. The Fire Department has also completed studies on where to best locate new substations should the need for them arise.

Existing Service Facilities

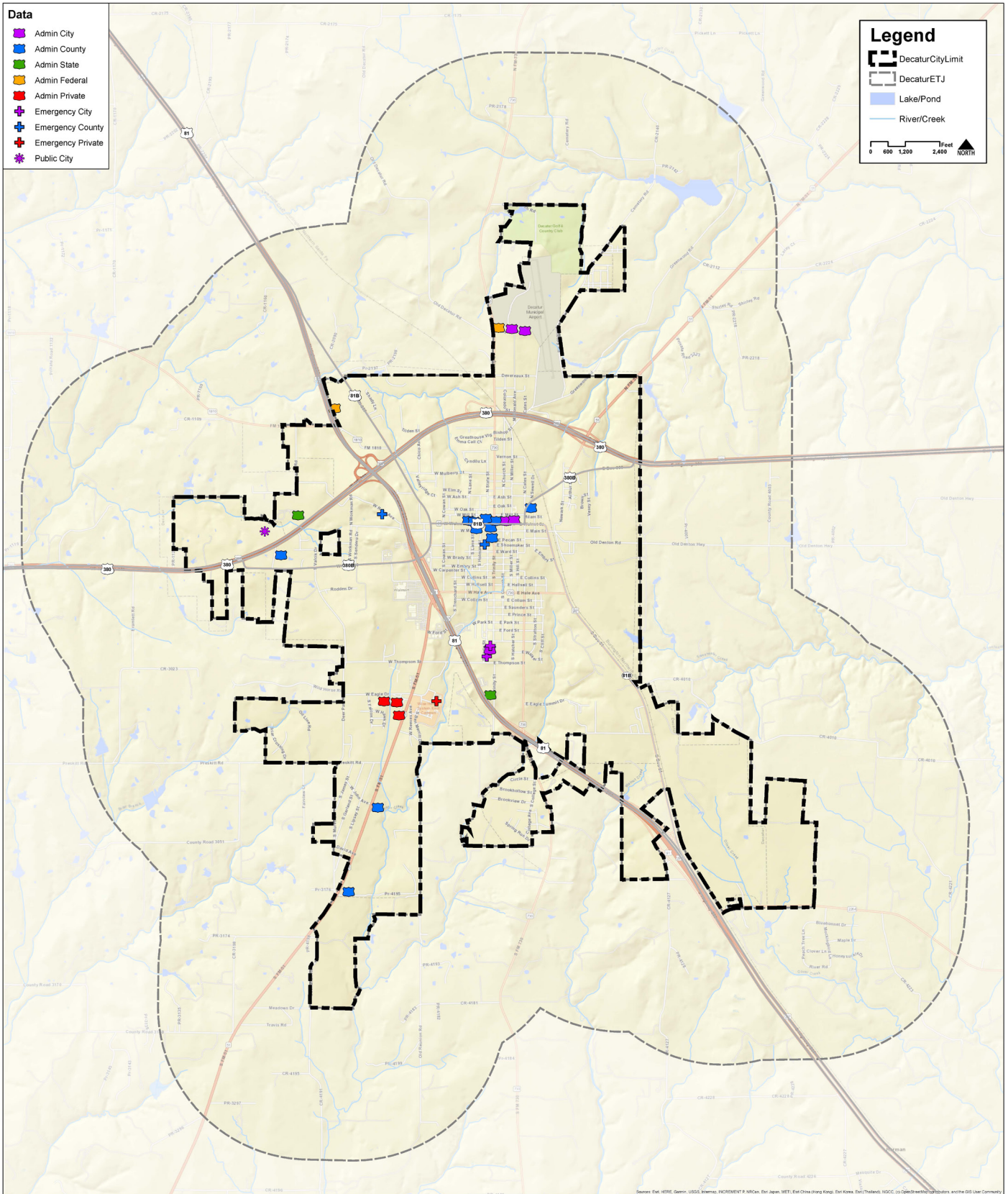


Figure 5.3: Existing Service Facilities Map

WATER AND WASTEWATER SERVICES

The City of Decatur provides municipal water and wastewater services for residential and non-residential customers in its service areas.

The City receives its raw water supply from Lake Bridgeport, approximately 12 miles west of Decatur, through a pumping and raw water distribution system to the Royce W. Simpson Water Treatment Plant site in Decatur. From the water treatment plant, the City distributes its supply through a system comprised of two pump stations, three ground storage tanks, two elevated storage tanks, and water main lines. Currently, the City of Decatur operates in a single pressure plane, exceeding the industry standard for pressure head ranges. Continuing to operate at pressure head ranges of this magnitude may cause problems within the distribution system, especially in areas with older infrastructure.

In addition to the water treatment plant, Decatur currently owns and operates a wastewater treatment plant. The existing infrastructure components include approximately 49 miles of gravity sewer line, 22 lift station facilities, and force mains ranging in size from 2 inches to 12 inches. The City of Decatur has historically been challenged by wastewater collection due to its topography, being comprised of nine drainage basins created by the following tributaries: Briar Branch, Catlett Creek, Martin Branch, East Walnut Creek, Oliver Creek, Split Briar Branch, Sweetwater Creek, Waggoner Branch, and West Walnut Creek.

The City of Decatur's Capital Improvements Plan (CIP) strategically locates additional elevated storage tanks, ground storage tanks, water distribution lines, sanitary sewer interceptor lines, and lift stations around the city and its ETJ in anticipation of growth. These improvements have been organized into two groups; those that should be completed in the next ten years and those that should be completed at the buildout population. This division of work will help the City organize and prioritize projects.

In order to address Decatur's changing needs as it grows, the City has developed Water and Wastewater Master Plans. Once these plans have been ratified by City Council, they will be used to help address needs and provide guidance and recommendations for prioritization. These master plans are important tools to guide the growth of the community and ensure the availability of water infrastructure. Planning for future utility improvements also ensures that extensions are completed methodically, and with public finance in mind.

“Plan now and acquire land for future needs - streets, R.O.W., water, sewer, parks.”
- Community Charrette

EMERGENCY WARNING SYSTEM

The City of Decatur has invested in an emergency warning system capable of alerting the community during severe weather, civil emergencies, or other impending hazards. There are currently nine sirens in strategic locations throughout the city, and Decatur is currently evaluating additional sites for new emergency sirens to serve the community as it grows. The emergency warning system is administered by the Fire Department and they are responsible for its proper functioning.

Existing Water System

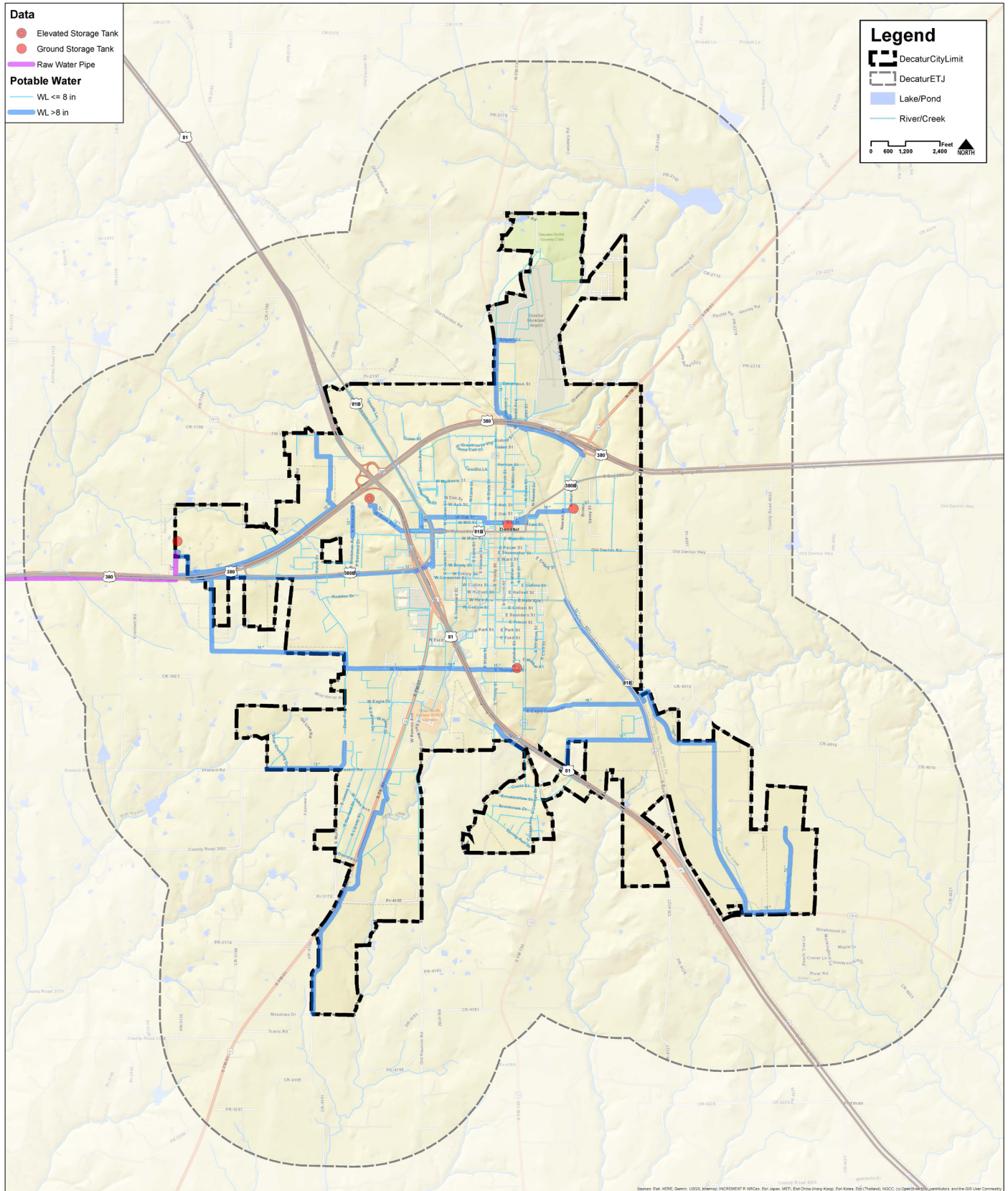


Figure 5.4: Existing Water System Map

Existing Wastewater System

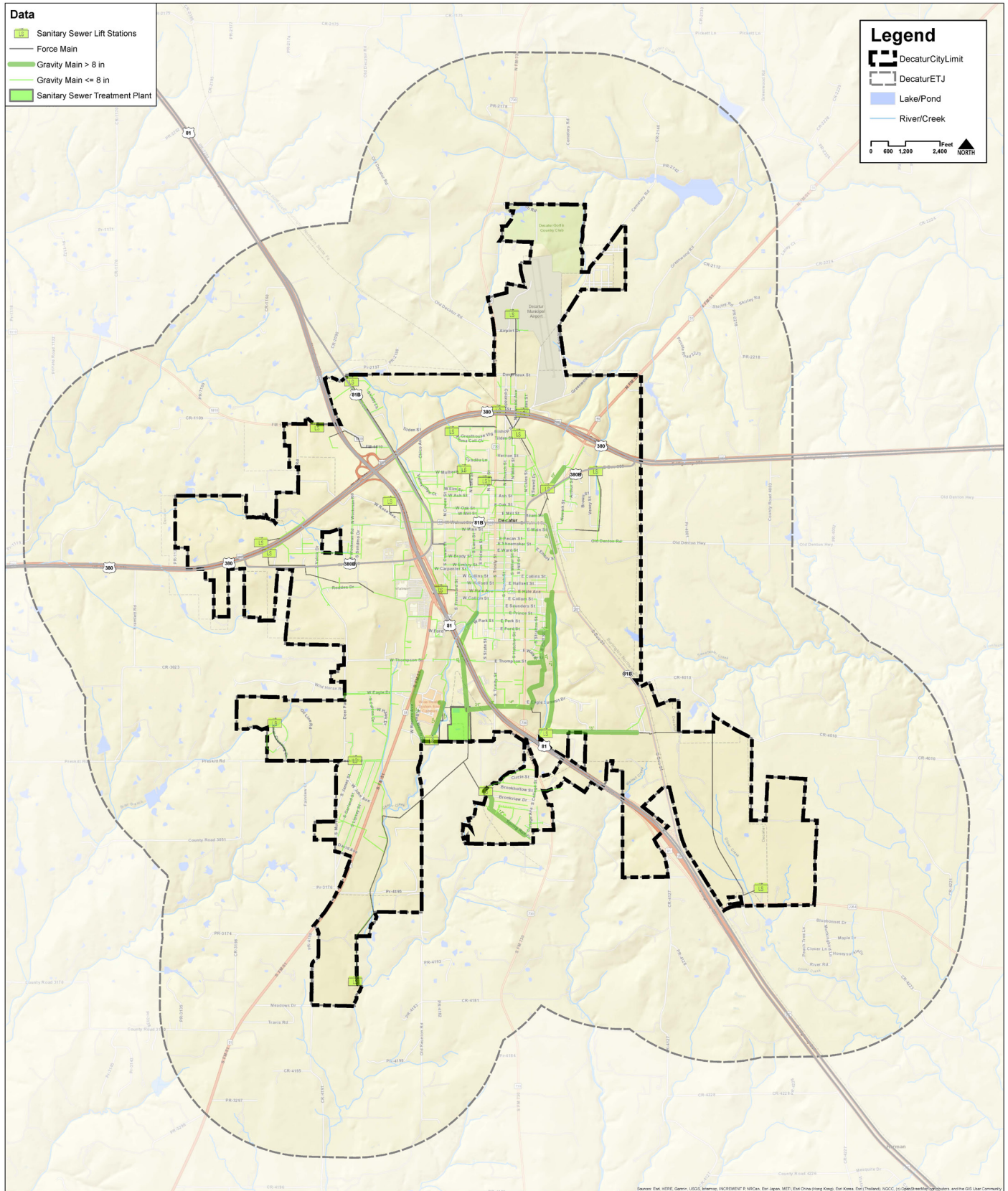


Figure 5.5: Existing Wastewater System Map

ECONOMIC AND FISCAL STRATEGY

6



ECONOMIC AND FISCAL STRATEGY

INTRODUCTION

The Economic and Fiscal Strategy engages municipal economics from the standpoint of being sustainable and balanced. As part of the overall vision of Decatur, the City must embrace and plan for growth in an economically and fiscally sustainable way. Part of this strategy will be to emphasize a greater variety in residential and commercial options that accommodates people of all ages. This approach is intended to build a balanced portfolio of uses for jobs and housing that will help Decatur remain resilient.

The strategies for this Economic and Fiscal Strategy section are assimilated through both external and internal perspectives. External perspectives happen at a regional level but often have impacts within the internal structure of the city. Internal perspectives are much more micro in level and reside within the economic perimeters of the city limits. Having these different perspectives will benefit the plan by providing a series of views from different angles and making sure nothing is missed from the analysis.

Decatur has developed in a traditional manner, primarily through the construction of single-family housing. The objective of this section will be to shed some light on different strategies that will preserve the city's small-town feel and identity while providing a stable and resilient tax base economy. Providing a stable and resilient tax base economy should also extend to any potential new growth areas; developments should be looked at in these areas from a long-term, fiscally responsible perspective.

In light of the current COVID-19 health pandemic, there should be an added focus on creating flexibility in uses that will shift with the market and allow for quick adaptive reuse of spaces that could evolve to a more virtual dependent environment.

ECONOMIC DEVELOPMENT OBJECTIVES

Intended outcomes are identified based on public input and the themes listed in the Vision Statement and Guiding Principles. These objectives reflect the ideas heard throughout the planning process relating to the community's vision for economic and fiscal development in Decatur leading up to 2050.

1. **Effective public-private partnerships:** Encourage dialogue between Decatur ISD, private sector businesses and the city's partner agencies to create programs that will develop a high-quality workforce and leverage public and private investments in order to realize development goals.
2. **Proactive provision of public infrastructure:** Invest in physical public infrastructure to support and facilitate economic development, job and commercial/retail growth.
3. **Incentivize local businesses:** Encourage more local choices for entertainment, dining, and public social spaces.
4. **Balanced economic growth:** Encourage non-residential development that diversifies the city's tax base by attracting new industry and professional services.
5. **Efficiently invest in public amenities:** Encourage investment in public facilities, services and infrastructure that are located, timed and sized to meet the expected needs of current and future residents and businesses, and that have life-cycle benefits that outweigh their life-cycle costs.

6. **Designed sense of place for businesses:** Create quality working environments that foster an attractive sense of place. This also encompasses mixing of uses where appropriate to enhance the sense of place which increases activity.
7. **Expand the office industry:** Promote the city as a destination for “office ready” space, in addition to retail and industrial uses. During pandemic situations it is vitally important to create spaces that are flexible enough to shift with the market but also provide for possible expansions of industries. The key for office is to place them in activity centers so that they are resilient throughout market cycles.
8. **Partner on existing economic development endeavors:** Continue to support the Economic Development Corporation’s (EDC) efforts with the Eagles Landing Business Park to ensure that development’s future success.

MARKET OPPORTUNITIES

Opportunities for future growth can be understood through the potential for development, industry trends and spending habits of Decatur. Many of the materials outlined come from generalized understandings of the region, its population, workforce and their environment. Considering the public input and public engagement throughout the comprehensive plan process, the following recommendations for market opportunities align with direct responses for how the opportunities can be implemented in the preferred scenario of this Decatur 2050 Comprehensive Plan.

TAPESTRY SEGMENTS

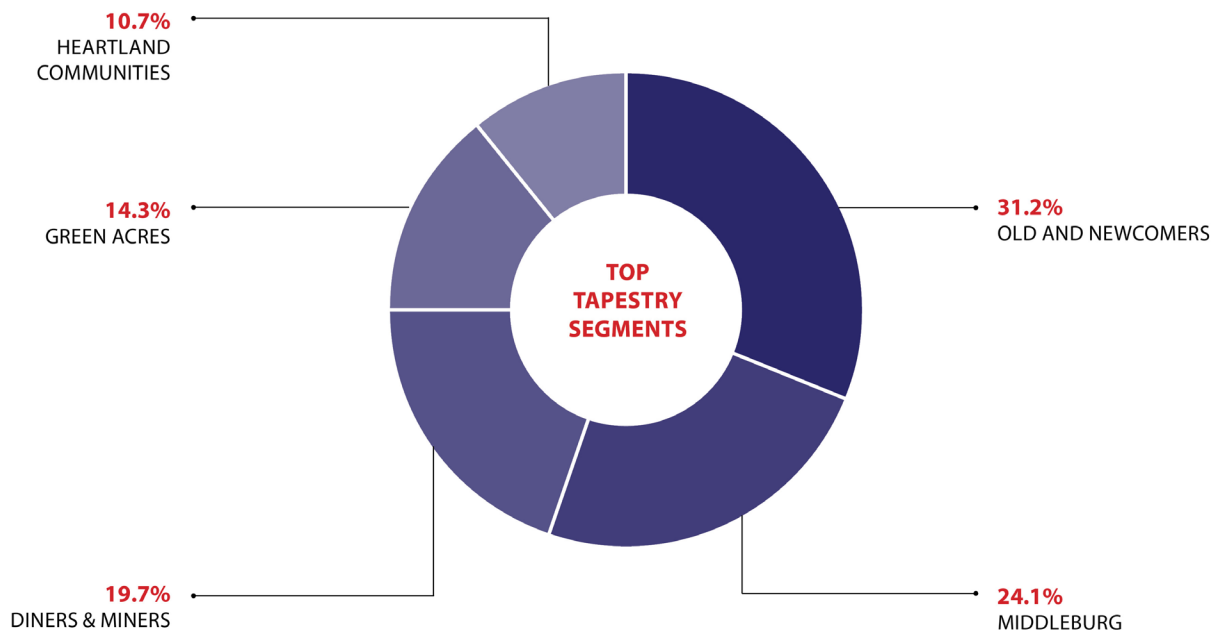


Figure 6.1: Top Tapestry Segments

Variables in supply and demand come from the drivers of a community and their general lifestyles. These lifestyles have been categorized into cohorts known as tapestry segments through the Environmental Systems Research Institute’s (ESRI) research. These tapestry segments outline general characteristics of spending priorities, traits on preferences and overall expectations on community members quality of life.

The top five tapestry segments in Decatur are ranked based on population. The chart details the largest segment as ‘Old and Newcomers’ (31.2%) with ‘Middleburgs’ (24.1%) behind them. These two groups make up the primary labor force in Decatur, typically mid to late 30’s in age and some with small children.

The tapestry segment, 'Old and Newcomers,' is characterized by budget conscious people that are at varying points in their lives, education, and careers. Many in this segment choose to rent rather than own a home as they may just be starting their career or retiring. Due to this variation in life stages, the median age of this group is 39.4, above the United States median age of 38.2. This differs from 'Middleburgs' which has a median age of 36.1. This segment may prefer living in semirural areas and the majority own their home. They are family-oriented and many in this group have children. The 'Diners and Miners' segment also consists of primarily homeowners with a median age of 41.3. Over 75% of this group own their home and many work in agriculture or the industrial sector, such as mining. They have strong ties to their community and will likely stay in that community for the entirety of their life. The 'Green Acres' segment is primarily married couples with no children. They enjoy rural living and owning and taking care of their own home. This tapestry segment has the highest median age in Decatur at 43.9. 'Heartland' is also an older segment with a median age of 42.3. People in this segment are semiretired and enjoy living in a semirural community. They own their homes and their children have likely moved out. They also take pride in their community and enjoy supporting it. Additional definitions for all five tapestry segments can be found in Appendix G.

OPPORTUNITY ZONES AND OTHER INCENTIVE ALIGNMENT

A current benefit to the development community is the current establishment of an Opportunity Zone for the City of Decatur. This financial incentive tool can be used to attract investors for shovel-ready, income generating projects. This would include development of commercial, industrial and multi-family or mixed-use developments. This would not be appropriate for the single-family home development or infrastructure development. The basis for this tool is that individuals or entities with capital gains tax eligible income can reinvest these dollars into a project, collect income on the investment over a period and will receive capital gains tax reduction based on level of investment and time of investment. This is not eligible to reduce income tax or corporate tax obligations. Investment must be made within an eligible Opportunity Zone area.

As reported in the Decatur Economic Development: Opportunity Zone Prospectus 2019, there are a number of other incentives that can be combined with an Opportunity Zone investment tool to support other needs outside of the capital investment need. This includes:

- Build to suit lease back in conjunction with third party developer
- Cash grants based on job creation
- Chapter 380 financing
- Expedited development process
- Fee waivers or reductions
- Infrastructure

On more complicated projects, specifically mixed-use activity centers, a compilation of many of these techniques should be used to achieve goals. In addition, higher expectations of community values (design, community assets, city facility land allocation) should be programmed to justify the incentives. Fiscal analysis of the proposed development, its 20-year return on investment and the total population and job creation should be analyzed to determine the holistic value of an incentivized development.

INDUSTRY TRENDS

The trends expanded in this section are in direct relation to the base conditions of demographics and potential development today. With the implementation of the Decatur 2050 Comprehensive Plan, specifically towards strategies to improve the quality of life and businesses in the community, Decatur can grow beyond these base figures seen below¹.

CATEGORY	DECATUR				DECATUR + ETJ			
	2019 CONSUMER SPENDING	2024 FORE-CASTED DEMAND	PROJECTED SPENDING GROWTH	PROJECTED NEW SQ. FT.	2019 CONSUMER SPENDING	2024 FORE-CASTED DEMAND	PROJECTED SPENDING GROWTH	PROJECTED NEW SQ. FT.
APPAREL & SERVICES	\$4,311,405	\$5,108,252	\$796,847	2,898	\$5,038,435	\$5,993,780	\$955,345	3,474
COMPUTER	\$378,978	\$448,704	\$69,726	158	\$443,547	\$527,521	\$83,974	191
ENTERTAINMENT & RECREATION	\$6,841,692	\$8,107,062	\$1,265,370	3,615	\$8,005,647	\$9,525,946	\$1,520,299	4,344
FOOD	\$18,413,578	\$21,815,689	\$3,402,111	8,875	\$21,489,149	\$25,560,387	\$4,071,238	10,622
GROCERY	\$10,935,739	\$12,958,335	\$2,022,596	4,933	\$12,750,217	\$15,166,721	\$2,416,504	5,894
RESTAURANT	\$7,477,839	\$8,857,354	\$1,379,515	3,941	\$8,738,932	\$10,393,666	\$1,654,734	4,728
ALCOHOLIC BEVERAGES	\$1,059,346	\$1,253,876	\$194,530	707	\$1,245,047	\$1,481,034	\$235,987	858
HEALTH	\$1,387,822	\$1,645,008	\$257,186	857	\$1,620,487	\$1,928,300	\$307,813	1,026
HOME	\$15,907,378	\$18,849,268	\$2,941,890	11,315	\$18,641,974	\$22,182,786	\$3,540,812	13,619
HOUSEHOLD FURNISHINGS & EQUIPMENT	\$2,755,640	\$3,264,105	\$508,465	1,994	\$3,228,939	\$3,841,468	\$612,529	2,402
HOUSEHOLD OPERATIONS	\$2,054,771	\$2,430,281	\$375,510	1,473	\$2,413,654	\$2,868,549	\$454,895	1,784
HOUSEKEEPING SUPPLIES (17)	\$1,638,196	\$1,941,421	\$303,225	1,189	\$1,910,923	\$2,273,306	\$362,383	1,421
PERSONAL CARE PRODUCTS (18)	\$1,036,491	\$1,227,826	\$191,335	638	\$1,211,130	\$1,440,575	\$229,445	765
SCHOOL BOOKS AND SUPPLIES (19)	\$311,922	\$369,414	\$57,492	411	\$363,783	\$432,551	\$68,768	491
SMOKING PRODUCTS	\$1,036,469	\$1,230,622	\$194,153	844	\$1,197,327	\$1,425,330	\$228,003	991
				39,974				41,987

Figure 6.2: Retail Projections

RETAIL

Forecasted trends for new retail development is limited due to the current population figures in the area. Past retail trends studies from The Retail Connection reflected a larger area to denote a greater trade area for current spending as of 2019. Though there is a strong relationship to the rest of Wise County in Decatur, there are growing activity centers along the Interstate 35W corridor that will begin pulling on retail sales potential. This analysis focuses strictly on the purchasing power of the current City of Decatur city limits and this area combined with the ETJ. Currently in Decatur, there is demand for about 40,000 SF of new retail over the next five years. Combined with the ETJ population, there is demand for about 42,000 SF of new retail over the next five years. (ESRI, Kimley-Horn)

As employment and respective residential development occurs, retail demand will increase. With the anticipation of continued demand for unique dining and entertainment venues, additional support should be given to those businesses owned by local residents, such as those in areas like Downtown Decatur and the Medical District.

Traditional retail has experienced a paradigm shift. While historical factors included access to large parking fields and proximity to other peer retailers; today, physical stores are now just a part of the equation. A retailer's network must also cover three important elements: experience, design, and location (Cushman & Wakefield).

- Experiences:** While the millennials are responsible for driving change towards a desirable experience over a product, Baby Boomers are still responsible for the majority of consumer spending. Creating innovative ways of interacting with consumers is key in the new age of retail. Experiential retail and dining such as in food halls, entertainment, interactive space, and activated open space are now critical in capturing foot traffic.

¹Collection of these figures were obtained prior to the COVID-19 outbreak and the resulting mandatory closures of non-essential businesses. While the anticipated impact and recovery of Decatur will most likely last several years, the 2050 plan seeks to project the continued economic growth pattern of a longer horizon. In addition, while certain businesses are impacted, many of the primary industries in Decatur are considered essential businesses and continue to operate.

- **Design:** Retail must captivate the customer’s attention through physical store design to remain relevant and resilient. Designs should seek to be engaging with experiences, and attractive in presentation. Several examples include open kitchen concepts, interactive art installations, augmented wayfinding, or opportunities to capture the experience and share through social media, such as wall murals, “Instagrammable” destinations, or original tag locations. Common or shared spaces create opportunities to implement urban design concepts that showcase new technology and engage visitors. Dog parks, Wi-Fi enabled spaces, and play areas all serve as examples. The space should serve as more than a retail destination, but as a gathering place that generates a sense of authenticity for the community.
- **Location:** While technology continues to create new methods of facilitating the retail experience, the culmination of technology, transportation, and logistics are the crossroads. Technology continues to innovate and create new options for facilitating purchases (last-mile delivery, in-store pick up). Increased transportation options can help generate foot traffic, while creating a sense of gathering place.

OFFICE

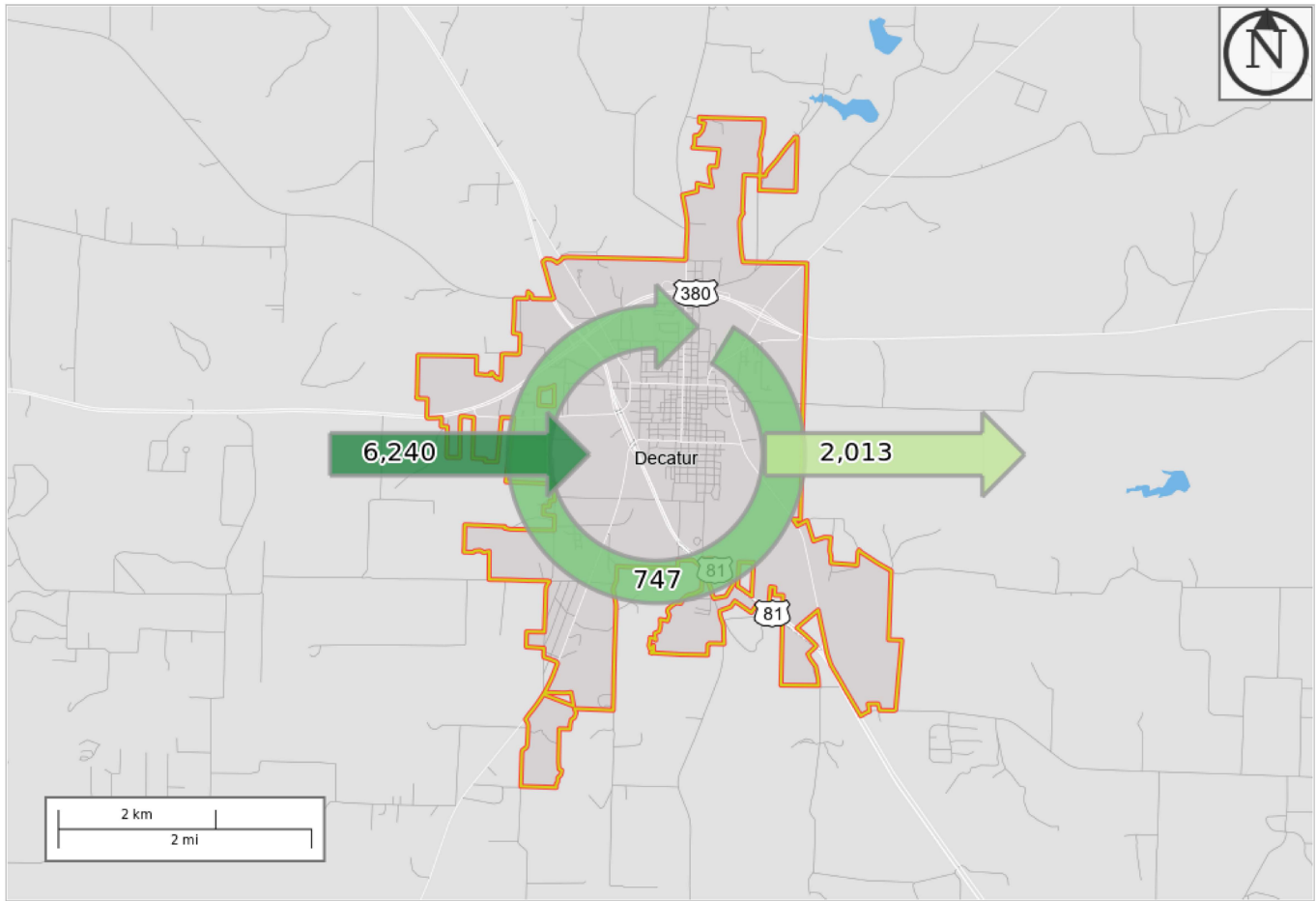
As the Dallas/Fort Worth market continues to expand, Decatur can attract corporate opportunities through its skilled young workforce, access to several Universities, competitive real estate costs, regional accessibility to quality workforce clusters, and most importantly a favorable regulatory environment which encourages quality development to attract and retain knowledge workers.

Daily Talent Gain

Of the existing Decatur workforce, 2,013 residents live in Decatur but commute outside the city for work each day, while 6,240 residents living outside of Decatur commute into the city for work each day. Only 747 residents are employed and live within the city, which represents a strong opportunity for Decatur to create jobs and employment rather than export its skilled labor force to neighboring communities, as well as additional housing options to bring those living outside the city to become residents.

Inflow/Outflow Counts of All Jobs for Selection Area in 2017

All Workers



Map Legend

Selection Areas

- Analysis Selection

Inflow/Outflow

- Employed and Live in Selection Area, Live Outside
- Live in Selection Area, Employed Outside

Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.



Figure 6.3: Inflow/Outflow Report

INDUSTRIAL

EMPLOYMENT BY OCCUPATIONS- 2017

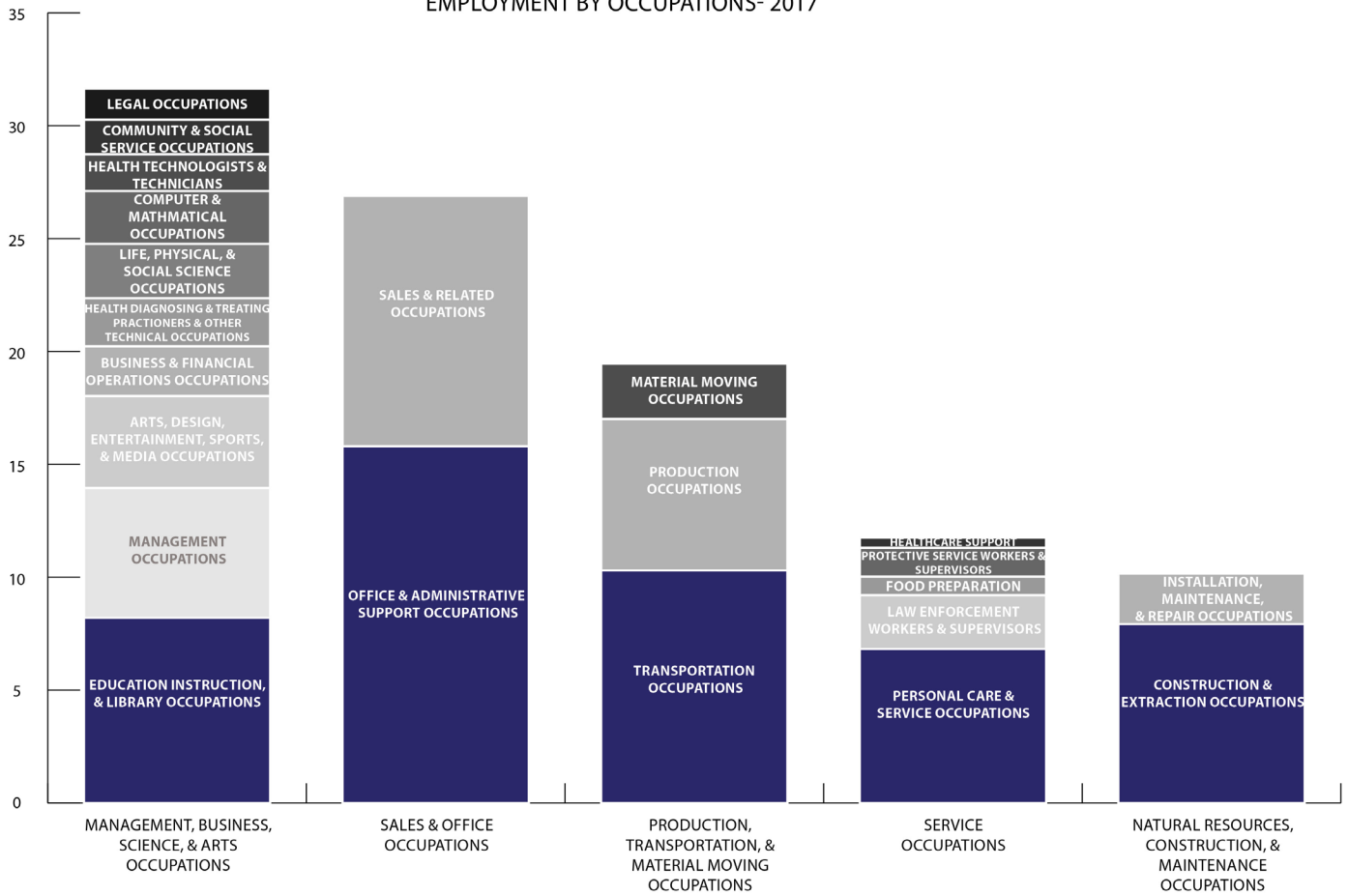


Figure 6.4: Employment by Occupation

While a greater percentage of white-collar employees in a community generally correlates to higher home values and wages, the lack of service employees can cause frustration with restaurant, retail, and other service-oriented businesses and their ability to find labor. Blue-collar employees are a vital metric in the continued, stabilized growth in Decatur. Occupations in advanced manufacturing, transportation of goods and storage are all high employment industries in DFW, and Decatur has ample opportunity to grow that industry.

The occupation chart reveals that Decatur is home to ample management professionals, education related positions, and Science, Technology, Engineering, and Math (STEM) related fields. Perhaps an underrepresented industry in Decatur are businesses within the production, transportation, construction and maintenance occupations. There is opportunity due to the relatively close proximity to Fort Worth Alliance Airport and the associated nature of business there.

Industry Cluster Analysis

An industry cluster is a geographic concentration of inter-related businesses, suppliers, and support institutions. Clusters are considered to increase productivity making businesses more competitive regionally, nationally, and globally. Industry clusters can form and grow because of a region’s competitive advantage such as location, labor skill sets, and education systems. Location quotients provide a measure of industry density and occupation concentration within Dallas- Fort Worth. The location quotient shows local industry employment relative to the U.S. average. A location quotient greater than 1.0 indicates that the region has a higher concentration of employment in an industry or occupation than the national average. A regional industry group with a location quotient of 1.25 or higher is considered to possess a competitive advantage in that industry.

The employment growth rate for a cluster is depicted along the horizontal axis. The further to the right a cluster is shown, the greater the growth in employment in that cluster. The graphic below illustrates how the bubble chart functions:

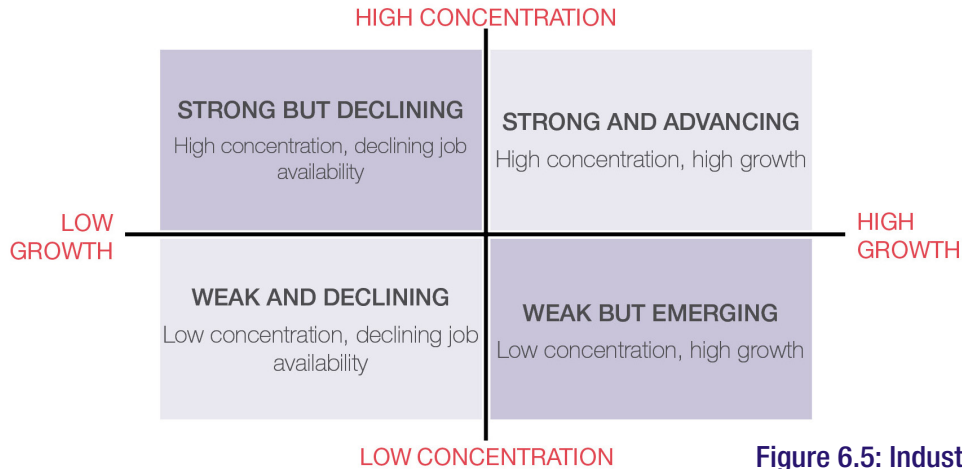


Figure 6.5: Industry Cluster Key Graph

The bubble chart shows three variables for each industry in Dallas-Fort Worth: the location quotient or concentration, employment by local industry, and employment growth. The employment size is shown by the size of the bubble, the larger the circle, the larger the employment. The location quotient is depicted on the vertical axis. The higher the circle is shown on the chart, the higher the concentration of businesses in that industry. The growth rate for a cluster is the annual average percentage change in employment over a given time-period, historical or projected.

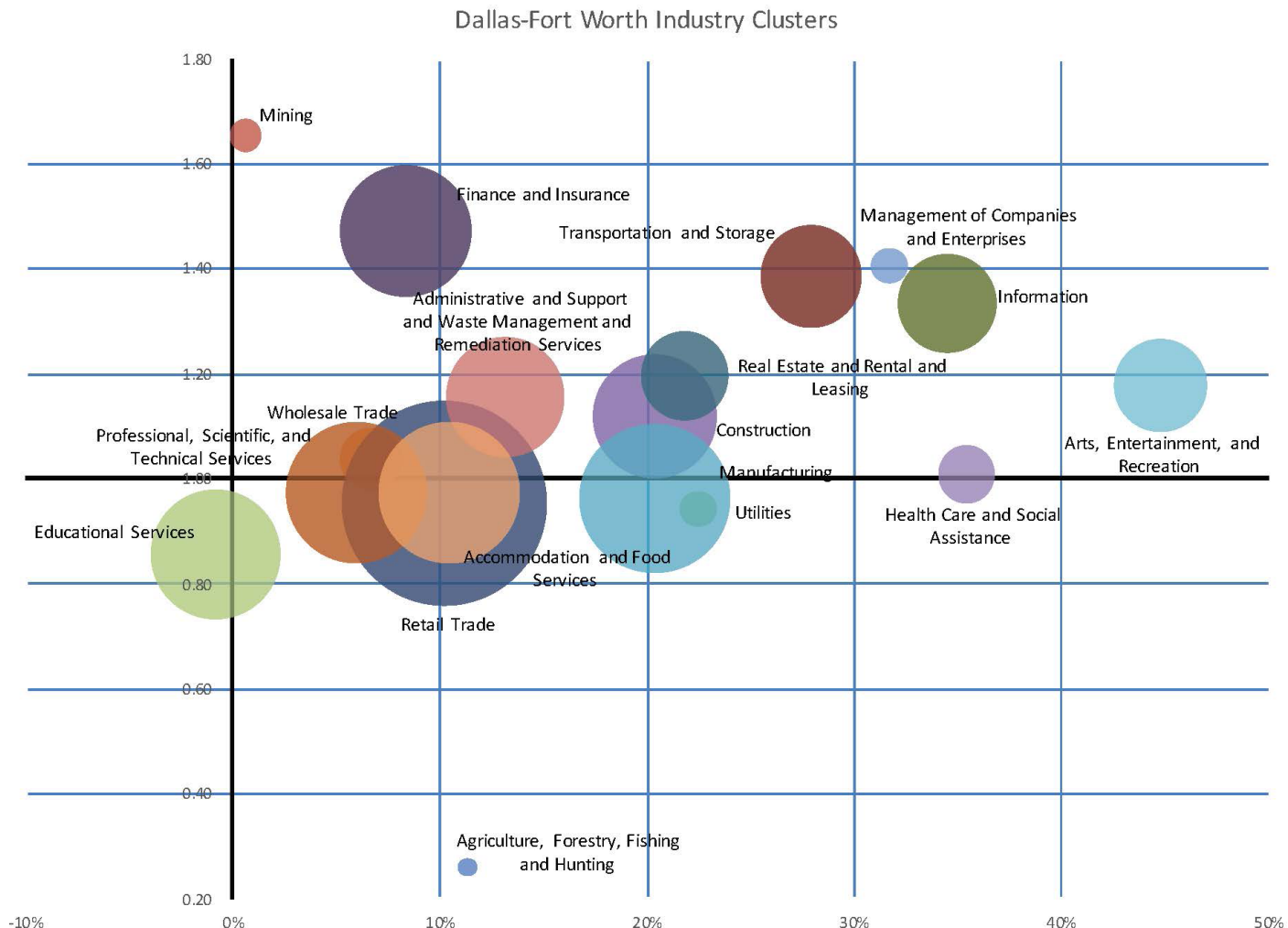


Figure 6.6: Dallas/Fort Worth Industry Cluster

SINGLE-FAMILY RESIDENTIAL

ANNUAL SINGLE - FAMILY DEMAND

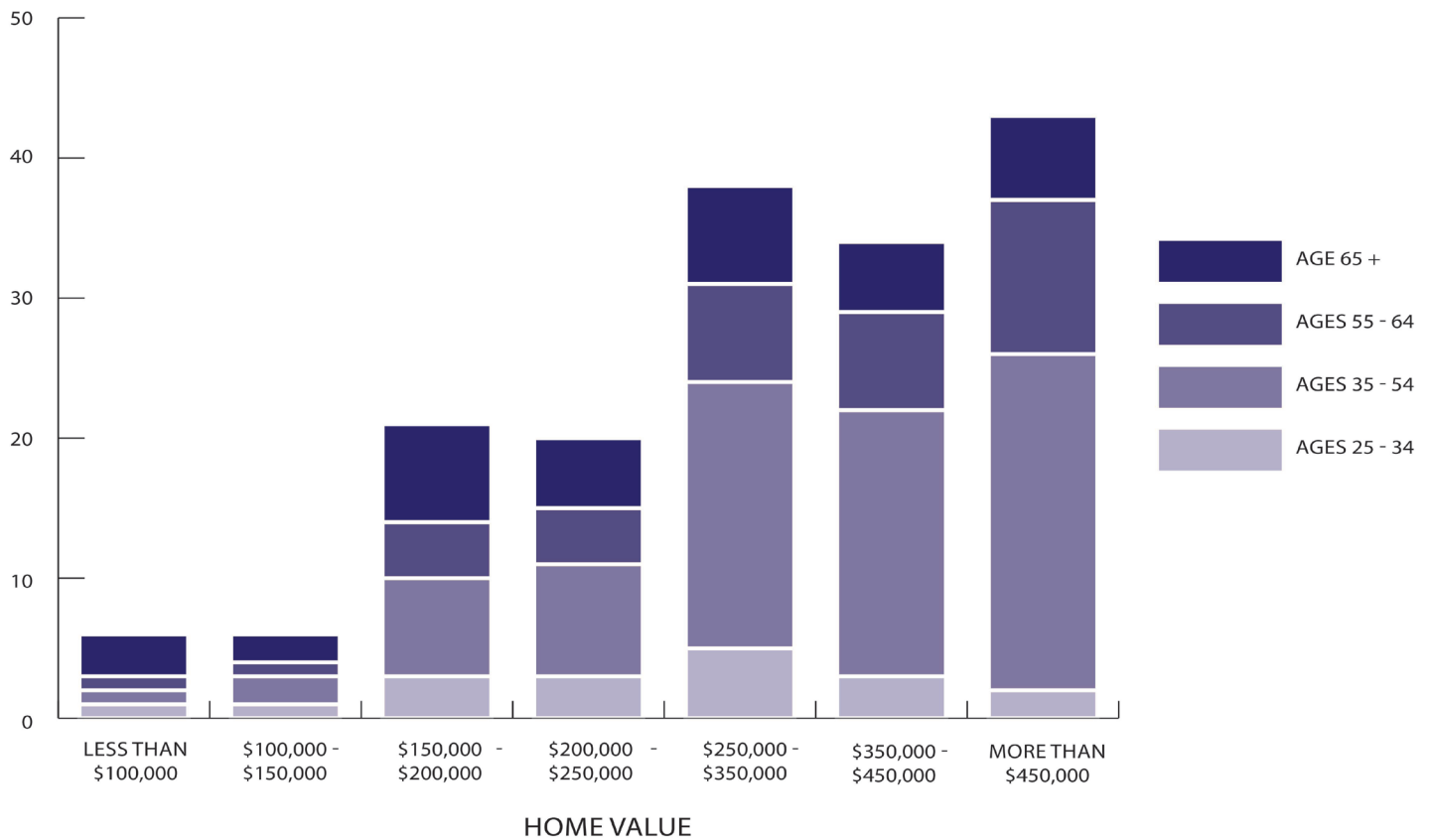


Figure 6.7: Single-Family Demand

Annual single-family demand in Decatur is limited by its population growth projections (currently at two percent every five years). Though this is a stable growth, it does not meet the overarching perceived home building demand (ESRI, Kimley-Horn) in the community. The focus for housing demand should be attributed towards the projection that 1) younger families are not relocating to Decatur, rather, they are locating outside of the city due to costs and commuting into the city for work, and 2) the average cost of new homes in the city are overwhelmingly meeting the demand of starter home purchasers (in the \$150,000 to \$200,000 price range), while not meeting demand for other established, households that would prefer to purchase a higher end price point.

There lies an opportunity for \$250,000 + homes to be built. If these are new construction projects, the existing moderately priced homes will become a stable source of affordable and workforce housing for any incoming starter households and create a greater resale market within the community. Included in this assessment is a series of profiles for the family types that represent the age distribution within the annual demand analysis.

SINGLE FAMILY PROFILES

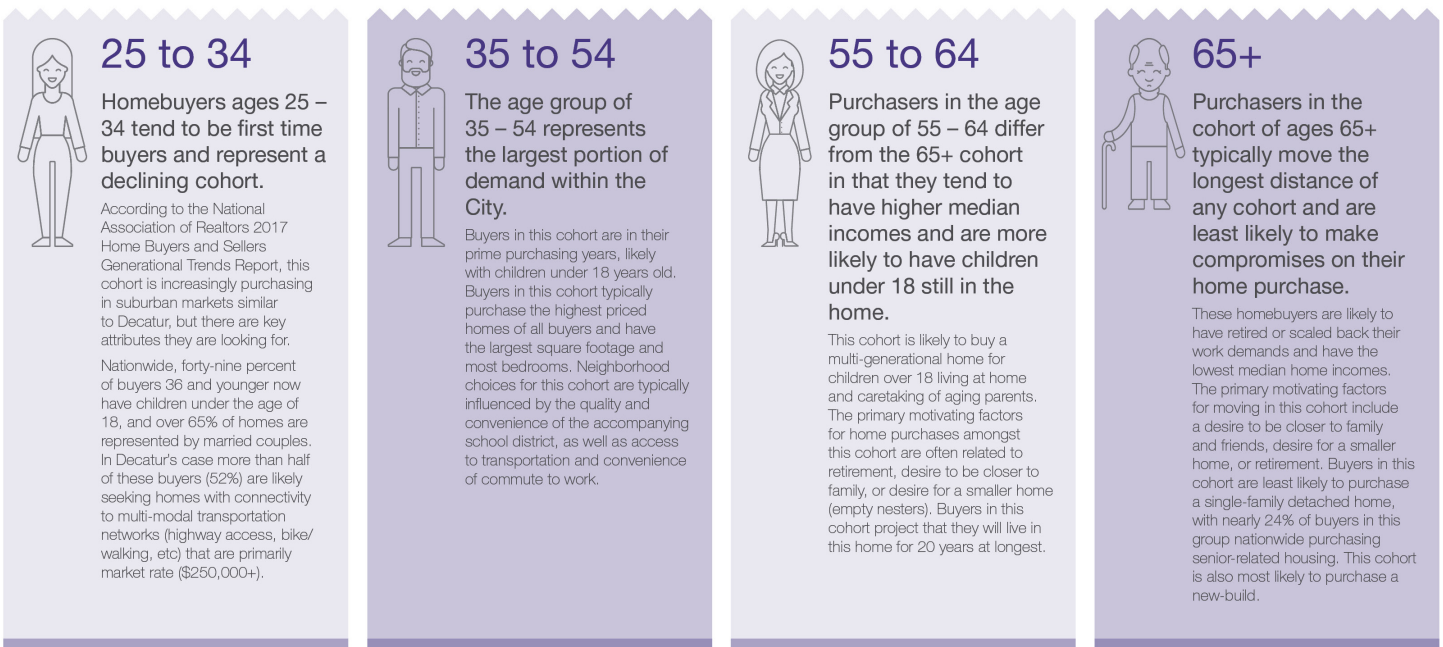


Figure 6.8: Single Family Profiles

RENTAL/MULTI-FAMILY PROFILES

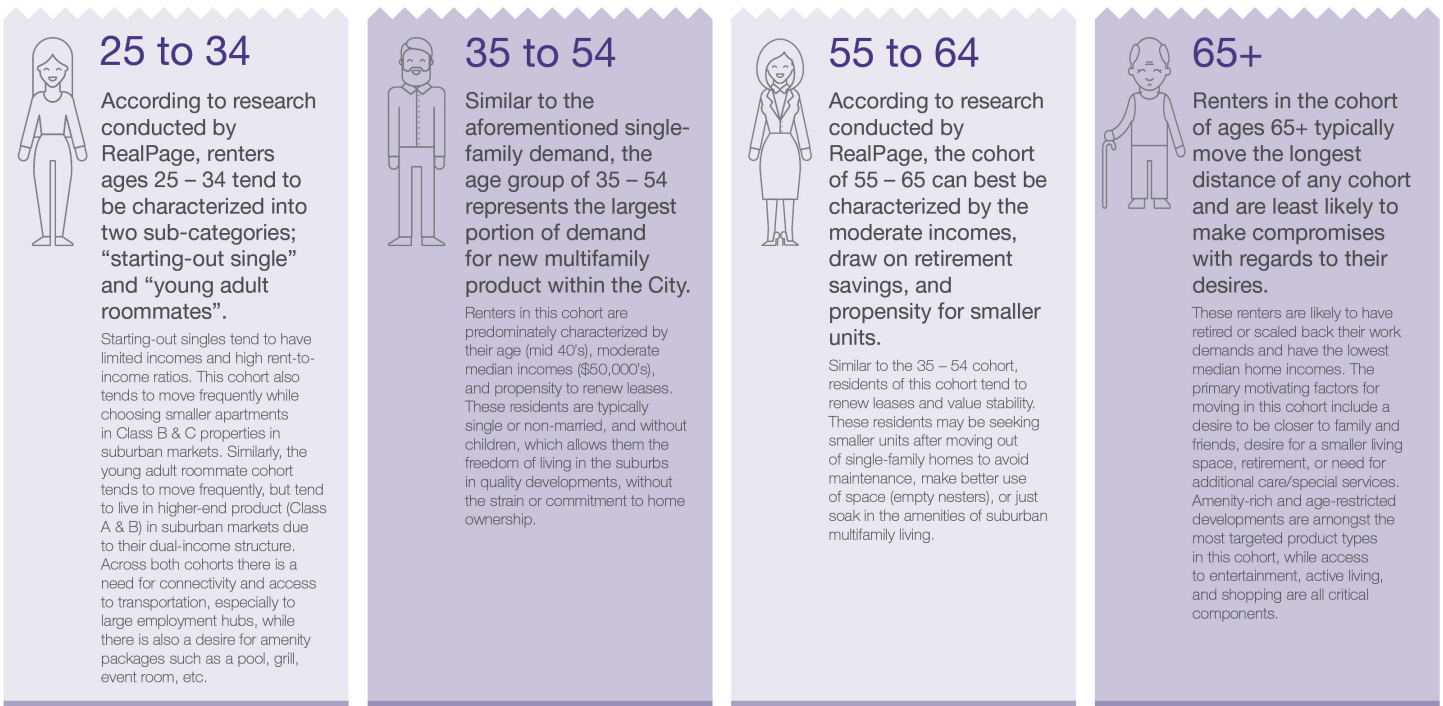
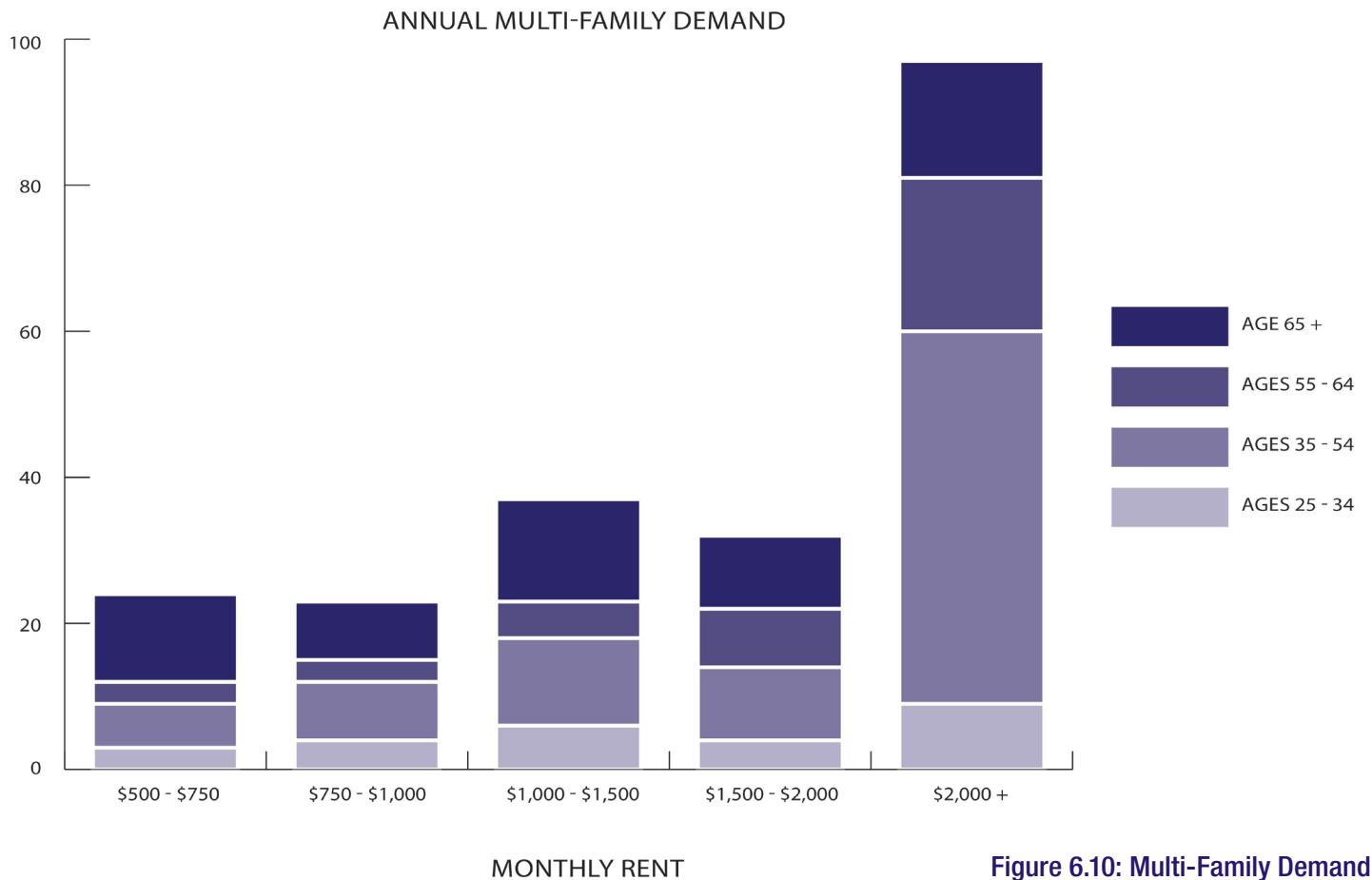


Figure 6.9: Rental/Multi-Family Profiles

MULTI-FAMILY RESIDENTIAL



There is a strong market demand for luxury or higher-end multi-family rentals in Decatur (ESRI, Kimley-Horn). The takeaway is that these households are those that would otherwise choose to rent over buying a property if the market were providing the quality product it desired. These products are not typical garden-style apartments, rather, they represent a carefully designed and urban format that fit in an incremental manner into the Downtown or other Activity Center environment. This would likely be beneficial to the Medical District or Downtown Districts, as these households would also frequent restaurants and retailers if they live within walking distance from these establishments. Focusing on walking distance is especially important because it is increasingly more likely for households that use a vehicle to travel to split their experience with restaurants and entertainment among nearby centers such as Downtown Fort Worth, Roanoke, or Denton.

By addressing the higher-end rental market, there are opportunities for the existing rental market to do better, by attracting long-term workforce rental households that would otherwise rent in other communities or be forced to buy when they would prefer to rent their homes. The rental and multi-family household profiles share more insight to these lifestyles.

MARKET SHARE SUMMARY (ESRI, KIMLEY-HORN)

	Single-Family	Multi-Family	Retail	Office	Industry
Demand	Moderate	Moderate	Low	Low/Moderate	Moderate
Opportunities	Stable population growth and center for jobs within the County. Development of smaller scale housing types around activity centers and Downtown will provide better quality of life.		Use retail as place accelerators to enliven a place and bring more activity	Synergy with growing technology trends and innovations in distribution. Hub of activity on the west side of the Metroplex.	
Challenges	Additional large lot growth within the ETJ will impact traffic patterns. Limited space for large development tracts around activity drivers (Downtown)		Market for auto-oriented uses may overwhelm smaller shops and businesses in Downtown	Distance from core population and lack of synergy with other corporate uses. Distance to airports.	Lack of shovel ready sites for industrial development.
Target	Mix of housing types	Incremental and high-quality projects 12-80 units per project (Downtown)	Regional retail, entertainment, restaurants within special districts	Midrise, garden, medical campus	Advanced Manufacturing, Transportation, Distribution & Storage, Energy, Technology and business incubation
	Average 6,000 SF lots	High quality projects 200-300 units (Medical District)		Incremental downtown owner-operator	
Market Values	\$250K +	+/- \$1.50/SF	Rents \$10-14+ (NNN)	\$14-20/SF + utilities (NNN)	\$4-8/SF +
Absorption	Demand for 115 units of \$250K + annually	Demand for 130 units of \$1500+/month annually	Demand for over 40K SF and additional 250K SF by 2050	Varies by Industry, Better suited for owner-occupied or build-to-suit	

Figure 6.11: Market Share Summary

MOBILITY STRATEGY

7



MOBILITY STRATEGY

INTRODUCTION

The Mobility Strategy establishes the community's transportation policy direction. It provides a long-term overview of the major transportation improvements that will be necessary to support the Future Land Use Plan and meet the mobility needs of the future. One of the guiding principles for the City of Decatur sought to increase mobility with several overarching goals:

1. **Modernize and maintain** the quality of existing transportation infrastructure,
2. Establish a **multi-modal mobility** network, and
3. Implement a street design that **supports bicycle and pedestrian** activities.

To employ these goals in Decatur and throughout the region, this Mobility Strategy has been prepared based on the public engagement process, stakeholder input, Decatur's Existing Master Thoroughfare Plan, and the Wise County Master Thoroughfare Plan. The following sections describe the updates that were made to Decatur's Master Thoroughfare Plan to further increase mobility to all residents and visitors of the city.

EXISTING CONDITIONS

TXDOT FACILITIES

The first TxDOT facility is US 380. US 380 is a divided, four-lane principal arterial that runs in an east/west direction curving around the north side of Decatur. US 380 connects the City of Decatur to the City of Denton to the east and the City of Bridgeport to the west. The speed limit outside of the city is 70 mph, but slows to 60 mph within the city limits, and 55 mph near the US 380/US 287 interchange. US 380 has three major interchanges within the city limits, including a traditional diamond interchange crossing Farm to Market (FM) 51, a trumpet interchange with Farm to Market (FM) 730/N. Trinity Street, and a half-clover interchange with US 287.

The second TxDOT facility is US 287 which passes Decatur in the northwest to southeast direction and is classified in the Decatur Master Thoroughfare Plan as a regional highway. US 287 connects the City of Decatur to the City of Fort Worth to the south and Wichita Falls to the north. This divided four lane facility has a speed limit of 75 mph but slows to 55 mph within the city limits. US 287 contains five interchange facilities through Decatur, including the half-clover interchange with US 287 and the traditional diamond interchanges with S. Washburn St/Business (BUS) 380, W. Hale Avenue, FM 730/S. College Avenue, and County Road (CR) 4127/Business (BUS) 81. US 287 has a limited network of frontage roads. These frontage roads are only present between the S. Washburn Street/BUS 380 interchange to the W. Hale Avenue interchange, the FM 730/S. College Avenue interchange, and the CR 4127 interchange/BUS 81. The limited frontage road system hinders the north to south traffic flow throughout the city. These limitations could add heightened traffic pressure on local roadway facilities.

A third TxDOT facility in Decatur is FM 51. This major arterial contains four travel lanes and one continuous middle turn lane. FM 51 is a large commercial corridor for Decatur and experiences high traffic volumes. The speed limit through Decatur is 55 mph. FM 51 connects the City of Decatur to State Highway (SH) 114 to the south and Interstate (I) 35 and the City of Gainesville to the north.

LOCAL ROADWAYS

The existing, local roadways in Decatur are made up of major arterials, minor arterials, and local roads. The heart of Decatur is set up in a grid format with E. Main Street and E. Walnut Street being the central east to west connectors for Downtown Decatur. BUS 380 passes through downtown as well as BUS 81. FM 51/W. Hale Avenue, County Road (CR) 1810, and FM 730/S. College Avenue all bring traffic towards the downtown area. Most local roadways are rural two-lane facilities without the presence of sidewalks.

Additionally, there is currently no official bicycle or trail network that exists in Decatur. The updates to Decatur's Thoroughfare Plan provided in the next section address both vehicular and multi-modal connectivity improvements.

THOROUGHFARE PLAN UPDATES

The city's Thoroughfare Plan is the tool that enables the city to preserve future roadway corridors and protect or acquire the necessary right-of-way to improve the local transportation system. To best serve the updated future land use strategy and the associated transportation demand, the comprehensive planning process also included a review and update of future thoroughfare alignments and classifications. Guidance from local public comment, stakeholder input, and the Wise County Master Thoroughfare Plan were all taken into consideration to produce this revised plan. Updates to the Thoroughfare Plan are organized into the following four categories:

- **Connectivity Improvements:** These are newly identified roadways and connections which seek to increase vehicular mobility and accessibility within Decatur and throughout the region.
- **Alignment Improvements:** These are recommendations that explore ways to straighten country roads and improve roadway conditions for vehicles and multi-modal network improvements, which will establish designated on and off-street locations for bicycle corridors.
- **Roadway Classification Revision:** A few roadways simply underwent a roadway classification modification, meaning the proposed roadway function and design changed.
- **Bike Network:** The core bike network was identified on the Decatur Thoroughfare Plan. This network will connect neighborhoods to parks and schools.

Decatur Thoroughfare Plan

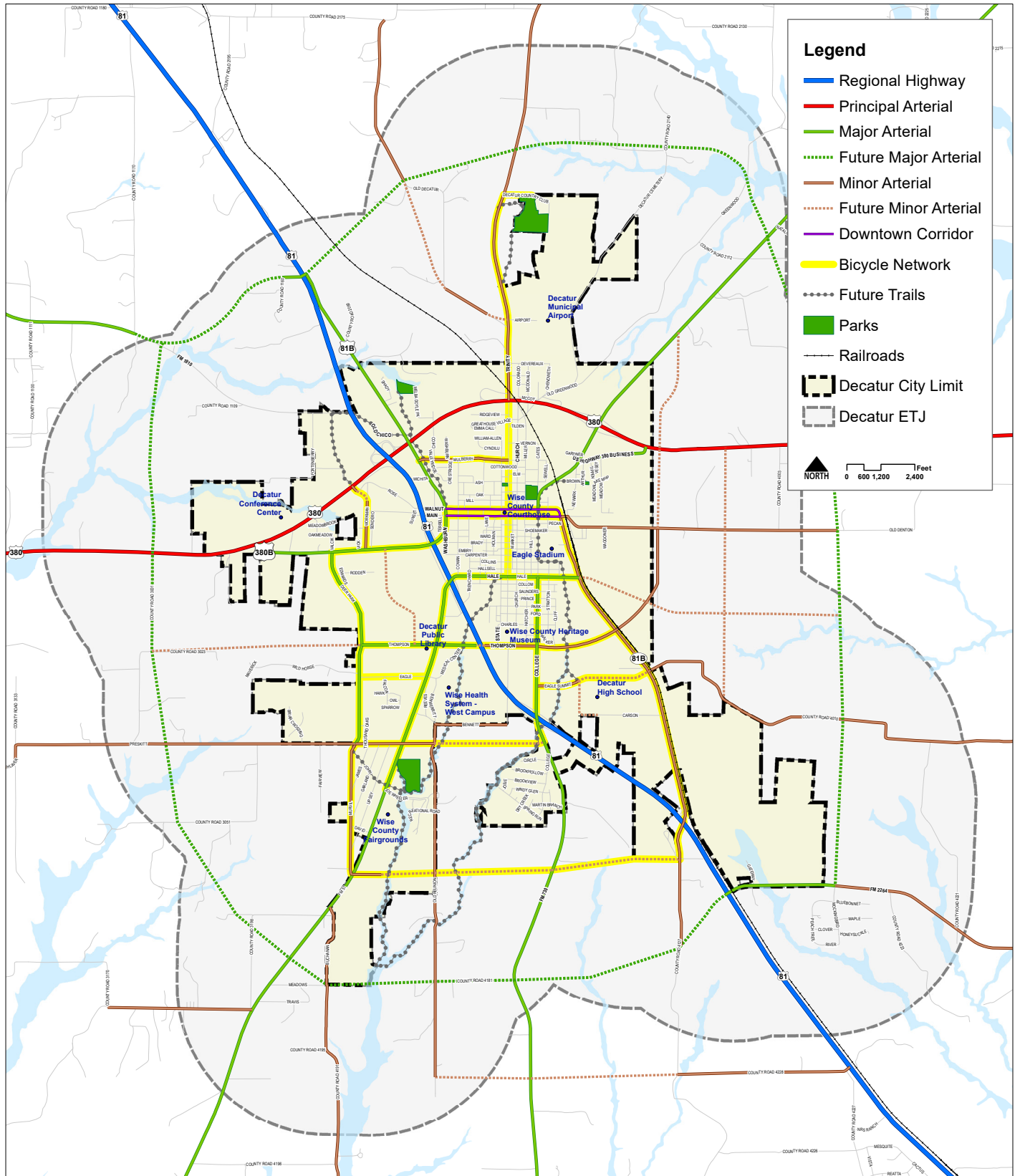


Figure 7.1: Decatur Master Thoroughfare Plan

CONNECTIVITY

Increasing connectivity throughout Decatur can benefit residents by providing increased access to work, education, and commercial or retail destinations. Connections allow residents multiple options to get to their destinations and potentially shorter trip lengths. Through the public engagement process, a need was identified to increase roadway connections within the city, especially around the developing industrial area on the east side of Decatur, and east/west connections generally throughout the south side of the city. In response to this public input, the following specific changes were made to address these needs:

- **Regional Future Loop:** The Wise County Master Thoroughfare Plan first proposed a regional loop around Decatur to connect the rural populations surrounding the city. After further feasibility studies, the alignment of this loop has differed slightly, but is still a viable facility for Decatur to construct in the future. The alignment of the Future Loop is still conceptual and further study should occur in the future to achieve an official alignment.
- **S. Murvil Street/Private Road (PR) 4195 Extension:** Today, PR 4195 is only a driveway to a few residential properties. This minor arterial should be extended to the east to intersect S. Old Reunion Road, FM 730, and terminate at CR 4127.
- **W. Thompson Street:** W. Thompson Street does not currently connect under US 287. To better connect residents that live in the southern portion of Decatur, this connection should be considered. W. Thompson Street (CR 3023) should also extend west as a future minor arterial to connect with the proposed future loop. This connection will be an important consideration when TxDOT explores improvements along US 287, a timeframe for which is not known.
- **Preskitt Road:** Preskitt Road should extend from Old Reunion Road to S. College Avenue to provide additional east/west connectivity on the southern portion of the city.
- **E. Eagle Summit Drive:** The purpose of this road extension is to connect Decatur High School to both College Avenue and BUS 81 so that students have easier access to the campus.
- **Thompson to Business 380:** The purpose of this new connection is to provide circulation and an alternative route from the FM 51 & Thompson intersection.
- **Various New Streets on the East Side of Decatur:** The Decatur Master Thoroughfare Plan identifies several new north/south and east/west future minor arterial connections in the eastern portion of Decatur outside of the city limits. This area has experienced rapid industrial growth and adding roadway infrastructure would enable and support further industry expansion.

ALIGNMENTS

Alignment projects assist with straightening or manipulating the direction of the road for safety or connectivity purposes. Redesigning alignments for roads help drivers maneuver through the transportation network with greater ease. Below are the alignment projects that are designated in the Decatur Master Thoroughfare Plan:

- **S. Murvil Street:** S. Murvil Street should be realigned to connect with PR 4195 once the extension has been constructed.
- **Workman Road:** As more traffic passes through Workman Road, turning left onto W. Rose Avenue (which is necessary to access US 380) has become difficult. Realigning Workman Road to directly connect to US 380 would benefit traffic flow and increase level of service.

- **Old Decatur Road:** Realigning Old Decatur Road has the potential to decrease travel time for drivers. Additionally, aligning the southern portion of the road to match the alignment of Decatur Municipal Airport would allow for greater accessibility to the facility.

ROADWAY CLASSIFICATION REVISIONS

In the previous Decatur Master Thoroughfare Plan, S. Deer Park and BUS/US 380 on the east side of downtown were both classified as minor arterials and are now recognized as major arterials. Additionally, Workman Road was only considered a local street, but is now established as a minor arterial. The Thoroughfare Plan also establishes a new roadway classification, the Downtown Corridor. Walnut Street and Main Street are considered the main corridors for Downtown Decatur, and therefore possess unique qualities, and require distinct standards and needs.

BIKE NETWORK

The updated Decatur Master Thoroughfare Plan presented in this chapter has integrated plans for a bike and trails network. A future network has been identified along with a portion of the streets that will be complemented with off-road trails. Along major arterials the bike facilities are intended to be off-street in shared use paths (trails within the street right-of-way). On minor arterial or local streets, the bikes may be on or off-street depending on right-of-way limitations and engineering constraints. These non-motorized transportation facilities will allow residents to reach destinations without the necessity of a car. Future bicycle facilities across Decatur focus on connecting residential areas to schools, parks, and civic services.

CROSS SECTIONS

PROPOSED CROSS SECTION UPDATES

The cross sections presented in this section establish minimum requirements for all roadway projects on new and existing streets, given the right-of-way (ROW) constraints. The cross sections plan for all modes of transportation, which follow the Complete Streets model as further described in this Section. The following cross sections are the standard recommended road configurations for all major and minor arterials.

MAJOR ARTERIAL

The proposed major arterial will include 80 feet of ROW, and will provide a five-foot sidewalk on one side and a 10-foot sidepath on the opposite. The sidepath provides an opportunity for bicyclists and pedestrians. This leaves seven feet of ROW for potential future expansion. There will be two 11-foot travel lanes in both directions with a center continuous 12-foot turn lane.

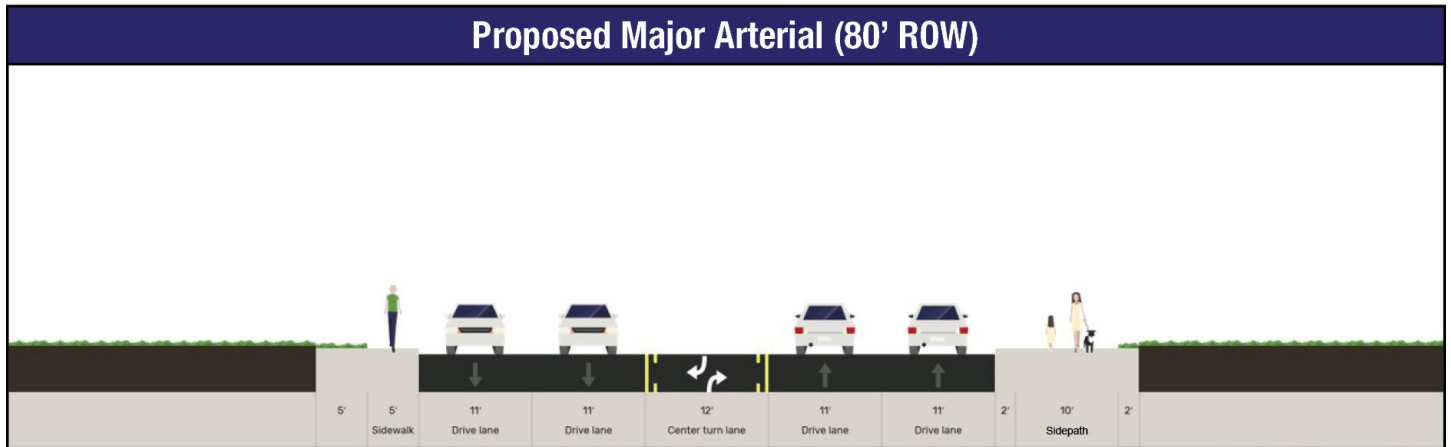


Figure 7.2: Proposed Major Arterial

MAJOR ARTERIAL PROPOSED ALTERNATIVE

An alternative to the major arterial standard consists of 80 feet of ROW. The road would provide four 11-foot travel lanes with a 10-foot planting strip median in the center of the street and two four-and-a-half-foot landscape barriers on either side of the road. One side of the street would have a five-foot sidewalk, and the other side would have a 10-foot sidepath with two feet of additional ROW on one side.

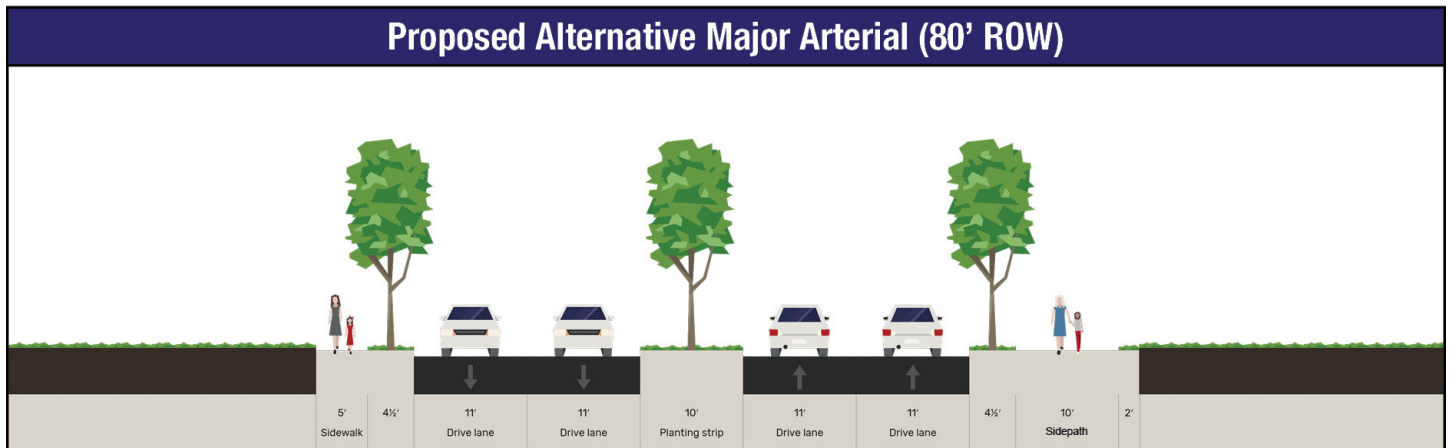


Figure 7.3: Proposed Alternative Major Arterial

MINOR ARTERIAL

Minor arterials in Decatur are comprised of 68 feet of ROW. There should be two 12-foot travel lanes with one continuous turn lane in the center of the road. A five-foot sidewalk should be placed on either side of the road along with an eight-foot planting strip that can also be used for future roadway expansion, if necessary. There is also a five-foot bike lane with a two-foot striped buffer going in either direction.

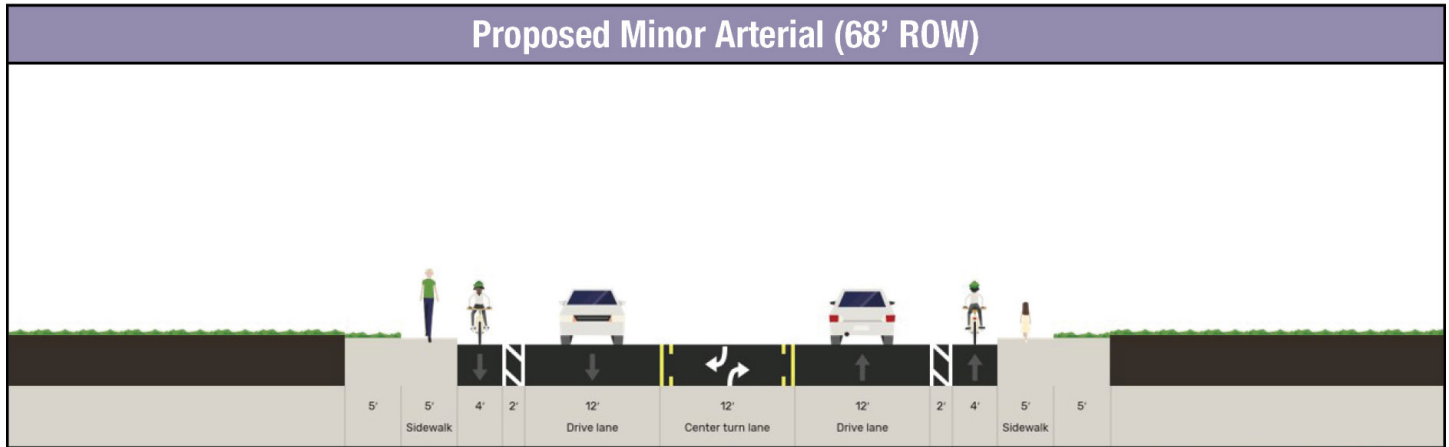


Figure 7.4: Proposed Minor Arterial

MINOR ARTERIAL PROPOSED ALTERNATIVE

The proposed minor arterial alternative would have two 11-foot travel lanes and one center turn lane. The street also has two buffered bike lanes on either side, consisting of a five-foot wide bike lane and a two-foot striped buffer. The street is lined with street lighting and sidewalks that are protected by landscape barriers.

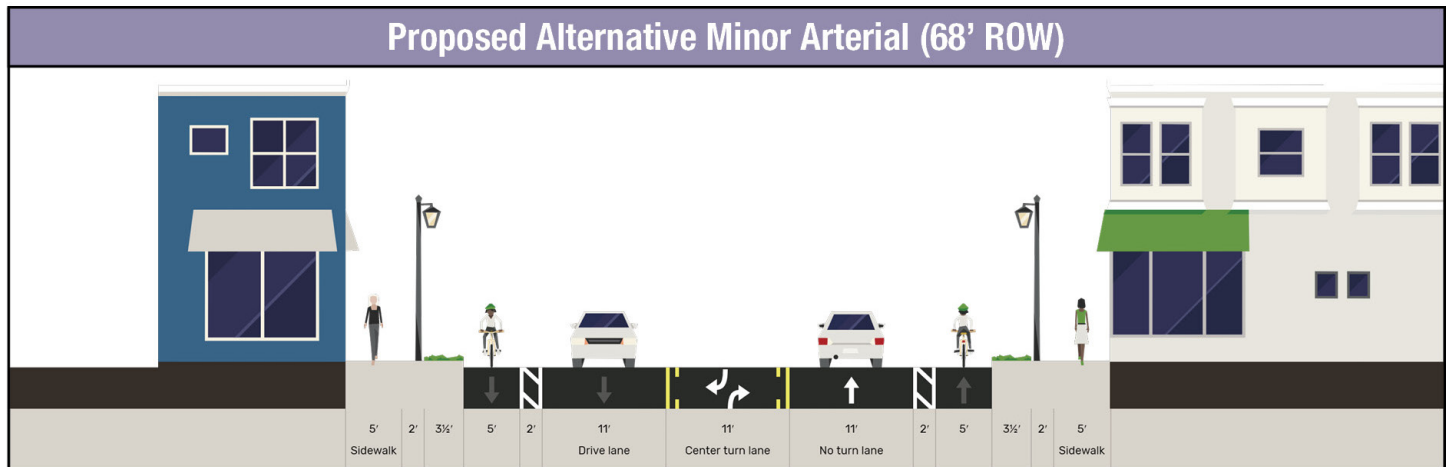


Figure 7.5: Proposed Alternative Minor Arterial

PLANNING FOR COMPLETE STREETS

The concept of Complete Streets focuses on creating a roadway design for all modes of transportation including cars, cyclists, and pedestrian activity. Creating Complete Streets can help reduce vehicular-related emissions, increase economic activity, and reduce congestion. Sufficient pedestrian and bicycle infrastructure should be present on all Complete Streets to encourage alternative modes of transportation by providing a safe environment for alternative modes. By integrating Complete Streets principles into the cross-section standards, Decatur can allow their roads to flourish for all roadway users.

CONTEXT SENSITIVE DESIGN

The cross sections provided are recommended minimum standards, but each roadway project should practice a context sensitive design approach. This will require carefully analyzing each specific project to maximize the level of service and comfort for non-motorized modes of transportation.

It is recommended that Decatur should start by conducting a **Context Sensitive Design Downtown Corridor Study for Walnut Street and Main Street**. These two streets are the core transportation facilities for Downtown Decatur and should be given particular attention to adequately serve both residents and visitors of Decatur. This study should consider parking, pedestrian and bicycle access, shopping access, circulation and other alternatives to make the downtown area of Decatur a walkable environment.

BICYCLE AND PEDESTRIAN ACCOMMODATION

A city's bicycle and pedestrian network is intended to provide transportation alternatives and recreational opportunities for people of all ages and abilities. To thoroughly plan for bicycle and pedestrian infrastructure, there are specific recommendations presented in this section can be implemented. These include creating a bicycle master plan, a sidewalk revitalization program, and a Safe Routes to School program. All bicycle and pedestrian amenities should focus on connecting residential developments to parks, schools, commercial destinations, and public facilities.

BICYCLE MASTER PLAN

The presented Decatur Master Thoroughfare Plan identifies the core bicycle network for both on and off-street facilities. It is recommended that Decatur utilize the updated Thoroughfare Plan as a framework to create a **Bicycle Master Plan**. In this plan, additional cross section standards for on-street bicycle facilities can be created. Trails and on-street bicycle infrastructure identified in the Thoroughfare Plan can be extensively planned for as roadway projects are developed.

SIDEWALK ANALYSIS AND REHABILITATION PROGRAM

The City of Decatur should implement a Sidewalk Rehabilitation Program. The first step of this program should include an analysis of existing sidewalks to identify strategies to bring all sidewalk infrastructure up to the American Disabilities Act (ADA) standards as required by law. The second step is to identify the critical missing sidewalk gaps. Crosswalks and trail connections are also essential elements of the pedestrian network and should be included in the analysis. The resulting sidewalk network would be established and funded by the City of Decatur.

SAFE ROUTES TO SCHOOL

The Safe Routes to School (SRTS) program is a federal program that provides funds to local communities to increase the safety and service level of non-motorized modes of transportation for school-aged children. Based on the 6E's of outreach (evaluation, education, encouragement, engineering, enforcement, and equity), the SRTS program seeks to provide children with safe and easy ways to access schools without the need for an automobile. Funds can be used to create bicycle lanes, sidewalks, or crosswalks, or can also be used to create educational classes on bicycle and pedestrian safety. Decatur could benefit from applying for SRTS funding to help finance bicycle and pedestrian accommodations.

SAFETY

Safety is a principal component for any mobility strategy. A safety analysis was conducted using information gathered from TxDOT's Crash Records Information System (CRIS) on the roads in Decatur. This section presents safety-related recommendations for areas that were identified as needing improvement during the analysis.

CRASH ANALYSIS

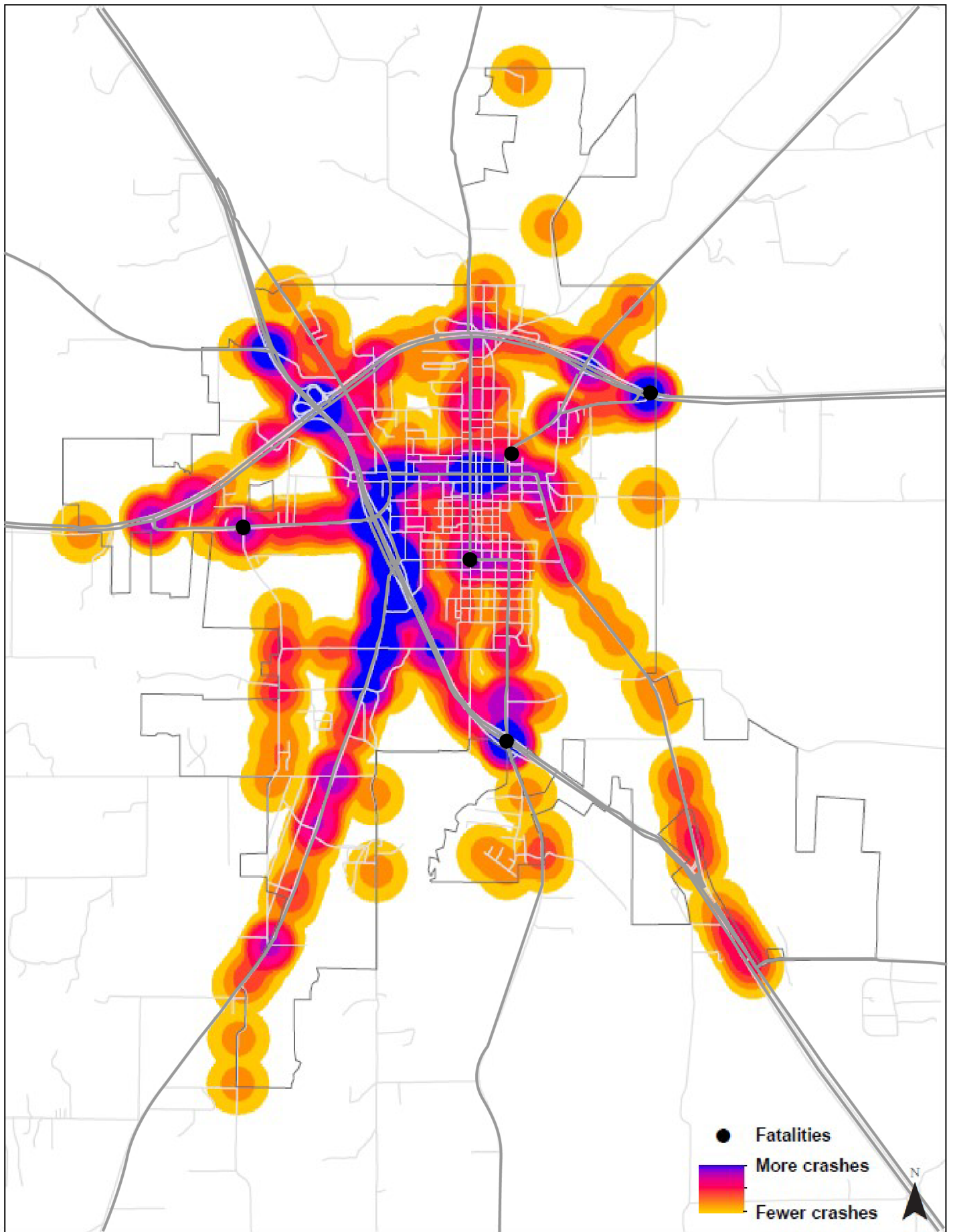
Crashes that occurred between the years of 2014 – 2019 are presented as a heat map in Exhibit 2 below. Crashes are occurring at high rates along US 287, FM 51, and around intersections within the city. The limited frontage road configuration along US 287 makes it difficult for drivers to access the freeway and can be potentially dangerous for drivers unfamiliar with this area.

Five traffic-related fatalities have occurred within the past five years on streets in Decatur including two on local streets. In an effort to reduce this number to zero, additional safety measures may be considered and implemented. Examples of safety measures include traffic calming infrastructure such as reduced speed limits, striping, or education outreach efforts. Collaboration with TxDOT is needed to improve safety at intersections and TxDOT facilities.

COLLABORATION WITH TXDOT

Collaboration is necessary to reduce the number of crashes that occur on US 380 and US 287. It is recommended that Decatur work in partnership with TxDOT to expand the US 287 frontage road system through the city. It is also recommended for the City to conduct a detailed intersection analysis in partnership with TxDOT to present solutions for intersection improvements. Improving safety should be a high priority for Decatur, and crashes will only decrease through an extensive collaborative effort with stakeholders, the public, and TxDOT.

Figure 7.6: Decatur Vehicle Crash Analysis



STRATEGIC INVESTMENT AREAS

8



STRATEGIC INVESTMENT AREAS

INTRODUCTION

Throughout the planning process, several areas in Decatur were identified as Strategic Investment Areas, which have the potential to generate economic development activity through investment or reinvestment in their respective areas. Because of their unique attributes, these areas, or districts, have the potential to project the image of Decatur to the region as it realizes its vision and maximizes its potential for the future. The Downtown, Conference Center, Hospital, Airport, and Industrial Park Districts were all identified by the community as Strategic Investment Areas. While contributing factors that distinguish each district have been identified in the investment areas, there is continued opportunity within all districts to develop the character the community residents desire.

The Strategic Investment Area maps are intended to guide decision makers, as the community builds out, through key decisions on development, transportation, open space, and recreation. These maps illustrate generalized future land uses and are intended to help establish predominant Place Types within each district. These Place Types are identified in the Future Land Use Plan (Section 4) and are categorized as: Agriculture & Rural Living (ARL), Estate Living (EL), Traditional Neighborhood (TN), Compact Neighborhood (CN), Community Commercial (CC), Activity Center (AC), Downtown (DT), Professional Services and Light Industrial (PSLI) and Manufacturing and Distribution (MD). Parks, open spaces, and public/semi-public uses are intended to be developed throughout the city and may be part of any future land use category.

Strategic Investment Areas

1. The information depicted on this Plan illustrates generalized future land uses and their relationships and is not intended to reflect precise densities or property dimensions. A Land Use Plan does not constitute zoning regulations or establish zoning district boundaries.
2. Parks and open spaces and public/semi-public uses, including civic and institutional uses, such as schools, police and fire stations, libraries, etc. are intended to be developed throughout the City, and may be part of any land use category.

Legend

- Decatur City Limit
- Decatur ETJ
- Airport
- Parks
- Downtown
- Activity Center
- Community Commercial
- Compact Neighborhood
- Traditional Neighborhood
- Estate Living
- Agriculture & Rural Living
- Professional Services & Light Industrial
- Manufacturing & Distribution

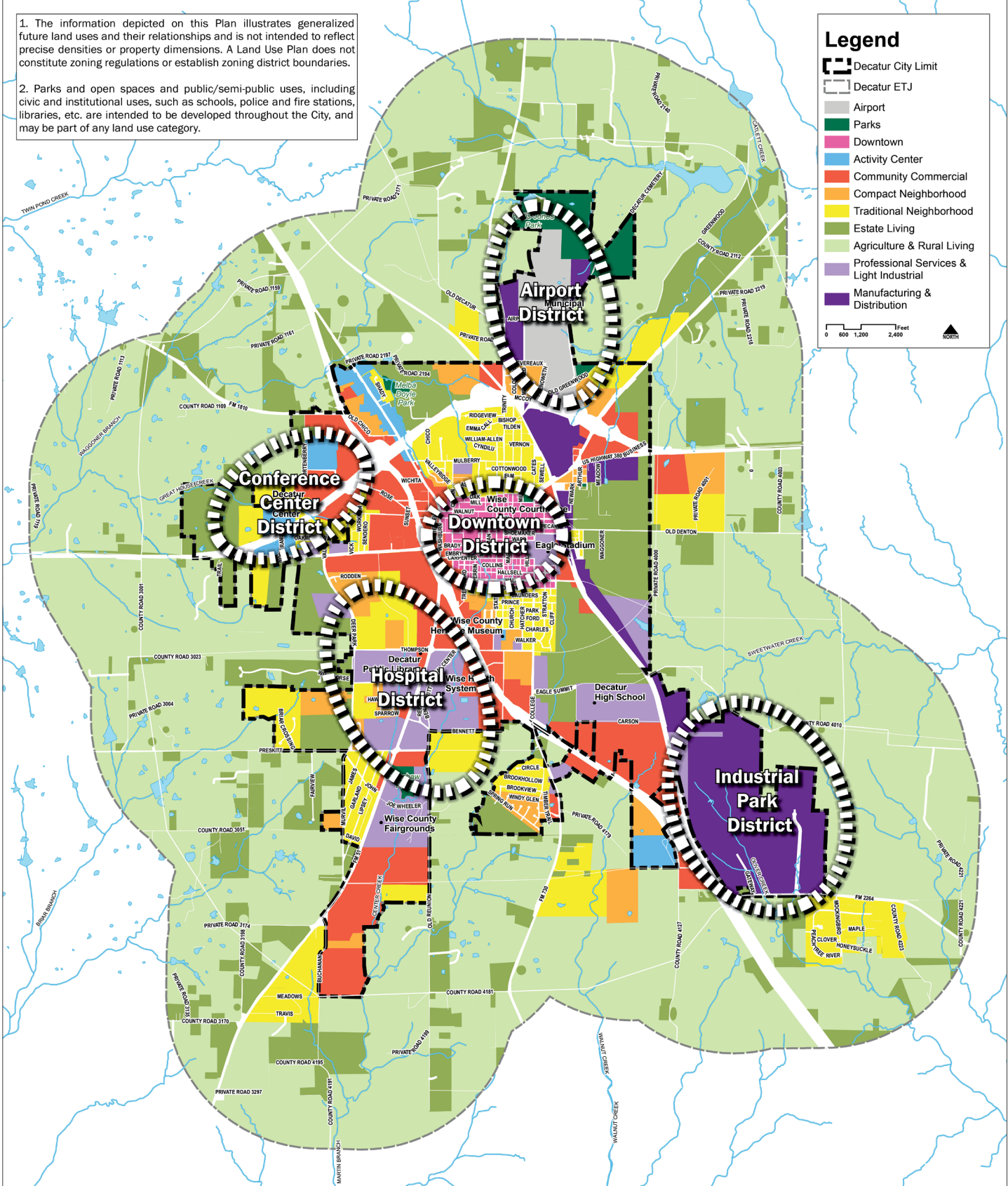
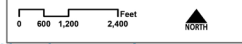


Figure 8.1: Strategic Investment Areas Overview Map

DOWNTOWN DISTRICT

The Downtown District is located in the heart of the city, running primarily east to west, along the Main Street and Walnut Street corridor. At the center of the District is the Downtown Square and Wise County Courthouse building and these serve as anchors of the historic Downtown Main Street. Key public facilities are spotted along a strong retail core with local boutique shops, businesses, and restaurants.

District Characteristics: Downtown Decatur is generally located south of E. Oak Street and north of E. Collom Street extending west to Washburn Street and east to Business (BUS) 81. There are continued infill opportunities and reinvestment scenarios possible as the Downtown fills in and expands to the south, including transitioning from residential to retail/commercial and facilitating public and private development throughout the District.

Allowable Place Types: Downtown, Professional Services and Light Industrial, Parks and Traditional Neighborhood

Place Type Distinctions: This District is dominated by the Downtown Place Type designation, transitioning at the north and south to the Traditional Neighborhood pattern. The southeast quadrant of the District contains Decatur ISD offices designated for Professional Services and Light Industrial.

District Opportunities: As part of the public engagement process, the community highlighted several opportunities for the Downtown District which include the following:

- Enlarge the Downtown area to the south through reinvestment of single-family properties and expand the Historic District
- Update and repair city streets to facilitate multimodal Downtown activity
- Develop a mixed-use district along Hale Street
- Incorporate bicycle trails, pedestrian paths, parks, and open space
- Increase public amenities centered around serving different age categories
- Reinforce and encourage small businesses and boutique shops

District Anchors and Amenities: Decatur Town Square, Wise County Courthouse, Wise County Veterans Park and Harmon Park, Post Office, Chamber of Commerce, and Decatur ISD offices

“The shops and events at the square bring the community together.”
- Focus Group Interviews



Strategic Investment Area: Downtown

1. The information depicted on this Plan illustrates generalized future land uses and their relationships and is not intended to reflect precise densities or property dimensions. A Land Use Plan does not constitute zoning regulations or establish zoning district boundaries.

2. Parks and open spaces and public/semi-public uses, including civic and institutional uses, such as schools, police and fire stations, libraries, etc. are intended to be developed throughout the City, and may be part of any land use category.

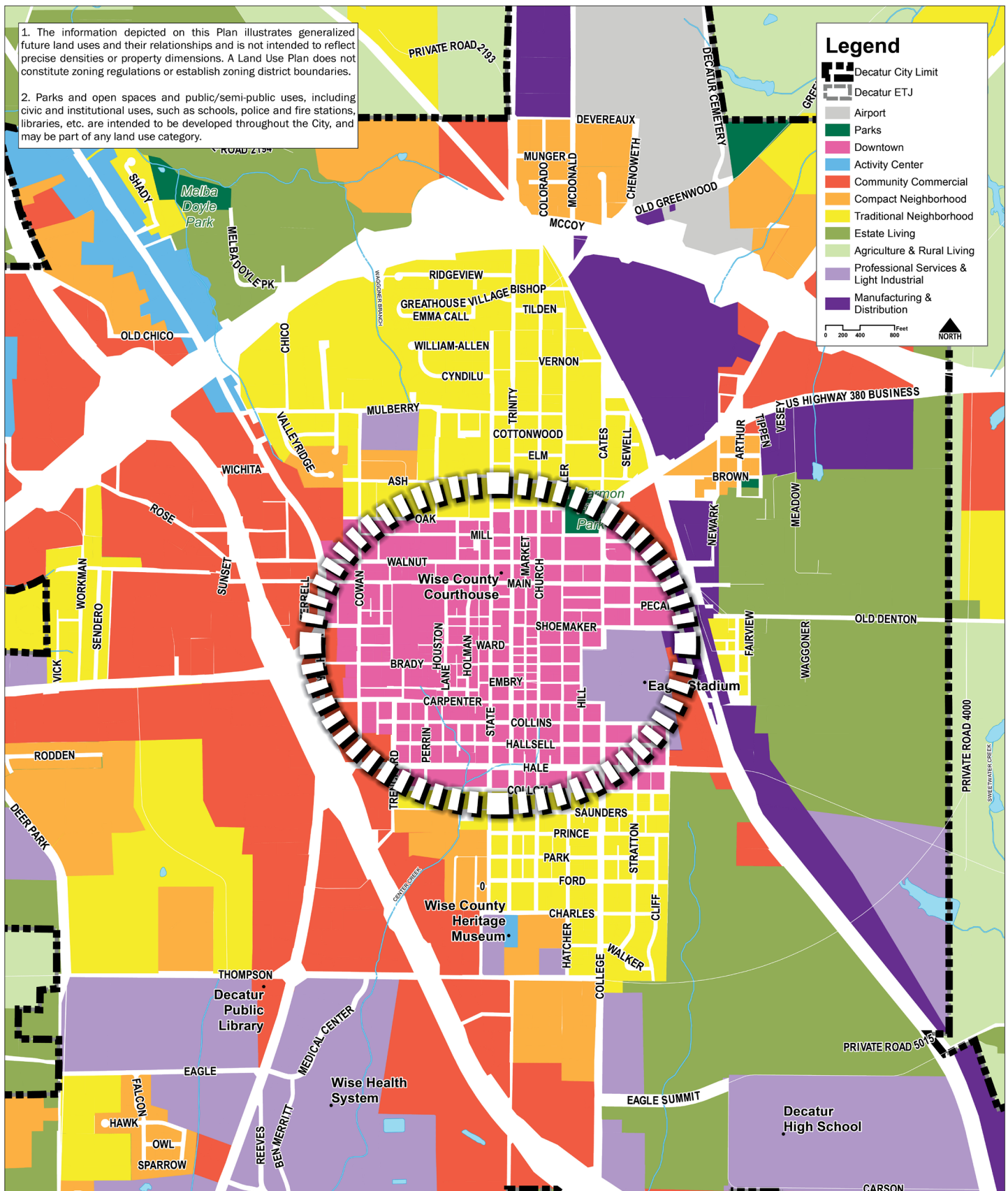


Figure 8.2: Strategic Investment Area - Downtown District

CONFERENCE CENTER DISTRICT

The Conference Center District is located along United States Highway (US) 380 and west of United States Highway (US) 287. At the center of the District is the Decatur Conference Center. While several public facilities exist in the area, the District remains largely undeveloped. The Conference Center District is located within the Designated Qualified Opportunity Zone. Additional information on the Opportunity Zone can be found in Section 6 (Economic and Fiscal Strategy).

District Characteristics: The Conference Center District runs northeast to southwest along US 380 and is approximately ½ mile wide along that corridor. While there is a mix of future land uses assigned throughout the Conference Center District, these designations are intended to support the conference center and transition on the northeast to adjoin the Community Commercial corridor along US 287.

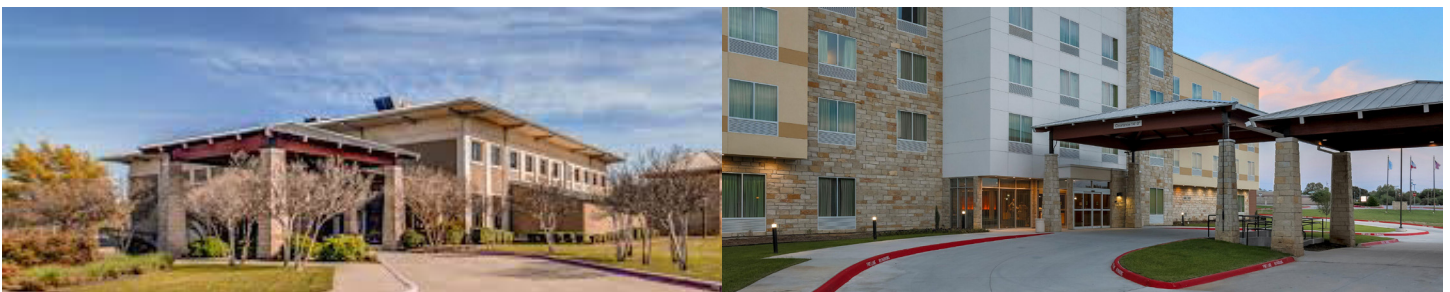
Allowable Place Types: Activity Center, Community Commercial, Professional Services and Light Industrial, Traditional Neighborhood.

Place Type Distinctions: The Conference Center District assigns Activity Center in the core and transitions to Traditional Neighborhood as a supporting and surrounding future land use. Activity Center is defined as a mixed-use center that encourages active living through a comprehensive network of walkable, Complete Streets. Community Commercial is the predominant use transitioning to the northeast, supportive of the retail and commercial corridor at the intersection of US 380 and US 287.

District Opportunities: As part of the public engagement process, the community highlighted several opportunities for the Conference Center District which include the following:

- Increase public amenities and entertainment venues centered around serving different age categories
- Reinforce and encourage increased opportunities for dining as a component of the conference environment
- Incorporate trails, parks, and open space as district builds out

District Anchors and Amenities: Decatur Conference Center, Fairfield Inn & Suites, and the Health and Human Services Commission



Strategic Investment Area: Conference Center

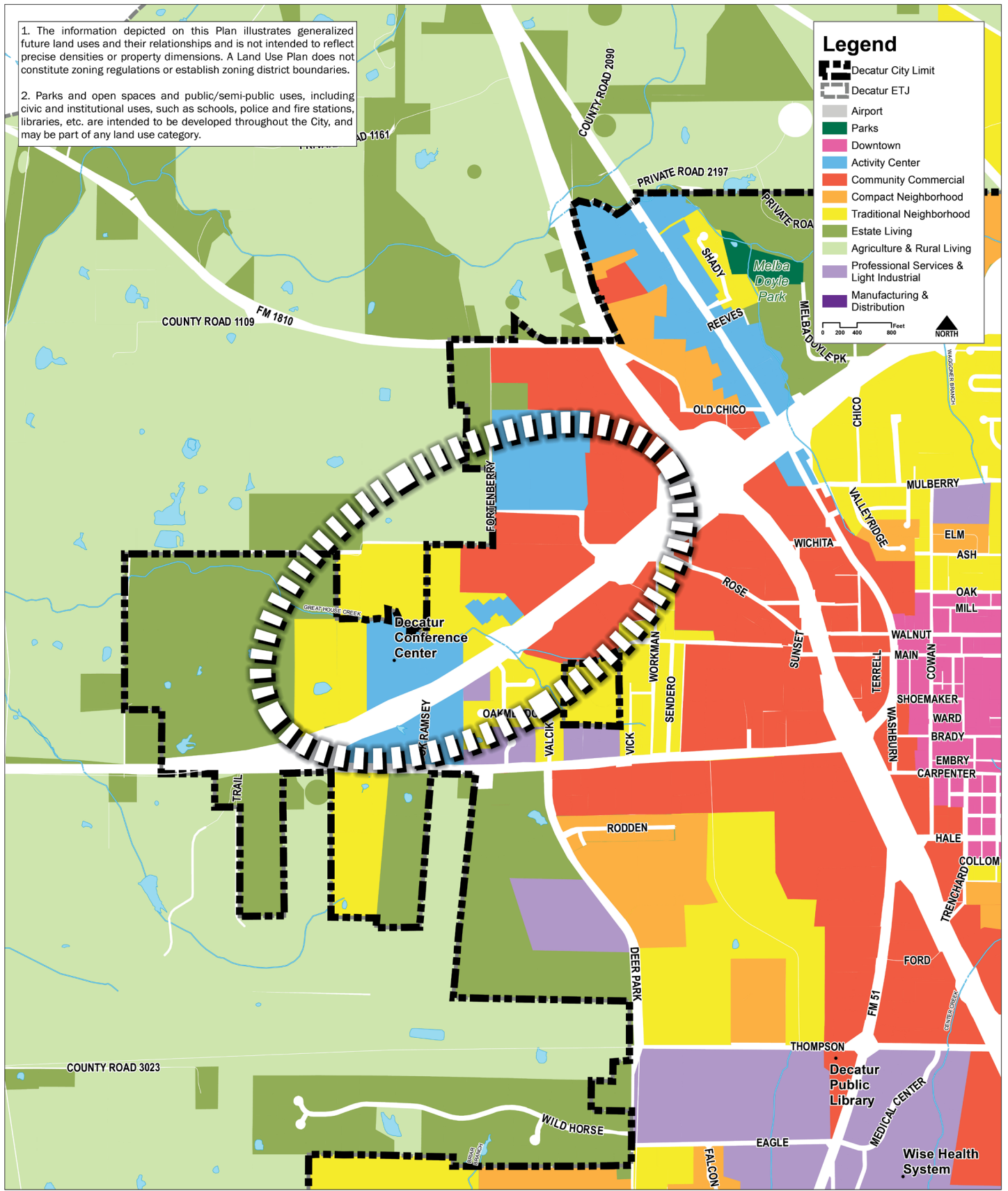


Figure 8.3: Strategic Investment Area - Conference Center District

HOSPITAL DISTRICT

The Hospital District is in the southwest part of city, centered around the intersection of Farm to Market (FM) 51 and W. Thompson Street, southwest of US 287. The Wise Health System Medical Center with multiple outpatient, urgent care, and supporting medical facilities reside in the District's core. While there is a strong commercial corridor along US 287, and a large Decatur ISD presence on the west side of the District, future land uses are intended to remain supportive of medical uses, throughout the area.

District Characteristics: The Hospital District is bounded by US 287 on its northeast, expands approximately ½ mile southwest and extends to Rodden Drive on the north and Bennett Road on the South. The Hospital District features several medical facilities along with supporting uses that help identify it as such. Along US 287 is a commercial corridor with medical uses transitioning to commercial activity. Property along the northwest, remains largely undeveloped, and identified for residential as the future land use. There are both infill, and new development opportunities throughout the overall District as the area remains partially developed. Natural features include vegetation and tree cover along Center Creek running northeast to southwest through the district.

Allowable Place Types: Professional Services and Light Industrial, Community Commercial, Compact Neighborhood, and Traditional Neighborhood

Place Type Distinctions: This District is dominated by the Professional Services and Light Industrial Place Type designation south of Thompson Street, supportive of Hospital District land uses. This Place Type is characterized by free standing buildings containing uses that are typically set back from the road that do not rely solely on pedestrian traffic. In this District, convenience parking tends to take precedence as lots are arranged in such a way to accommodate quick and efficient automobile access. In the north and east portions of the District, Community Commercial is allocated towards US 287, supportive of the commercially designated corridor. As the District transitions to the northwest, Compact and Traditional Neighborhood designations are assigned as supporting residential elements to the Hospital District.

District Opportunities: As part of the public engagement process, the community highlighted several opportunities for the Hospital District which include the following:

- Improve walkability throughout the Hospital areas that link facilities and their supporting commercial and residential uses
- Expand supporting uses to ensure a more robust neighborhood and District (hotel, restaurant, museums, mixed-use)
- Expand available housing types within the District to align with the needs of the mix of employment that occurs within the District
- Incorporate bicycle trails, pedestrian paths, parks, and open space
- Preserve natural features (open spaces and large stands of trees along creek)

District Anchors and Amenities: Wise Health System Medical Hospital, Decatur ISD, McCarroll Middle School, and Decatur Public Library



Strategic Investment Area: Hospital

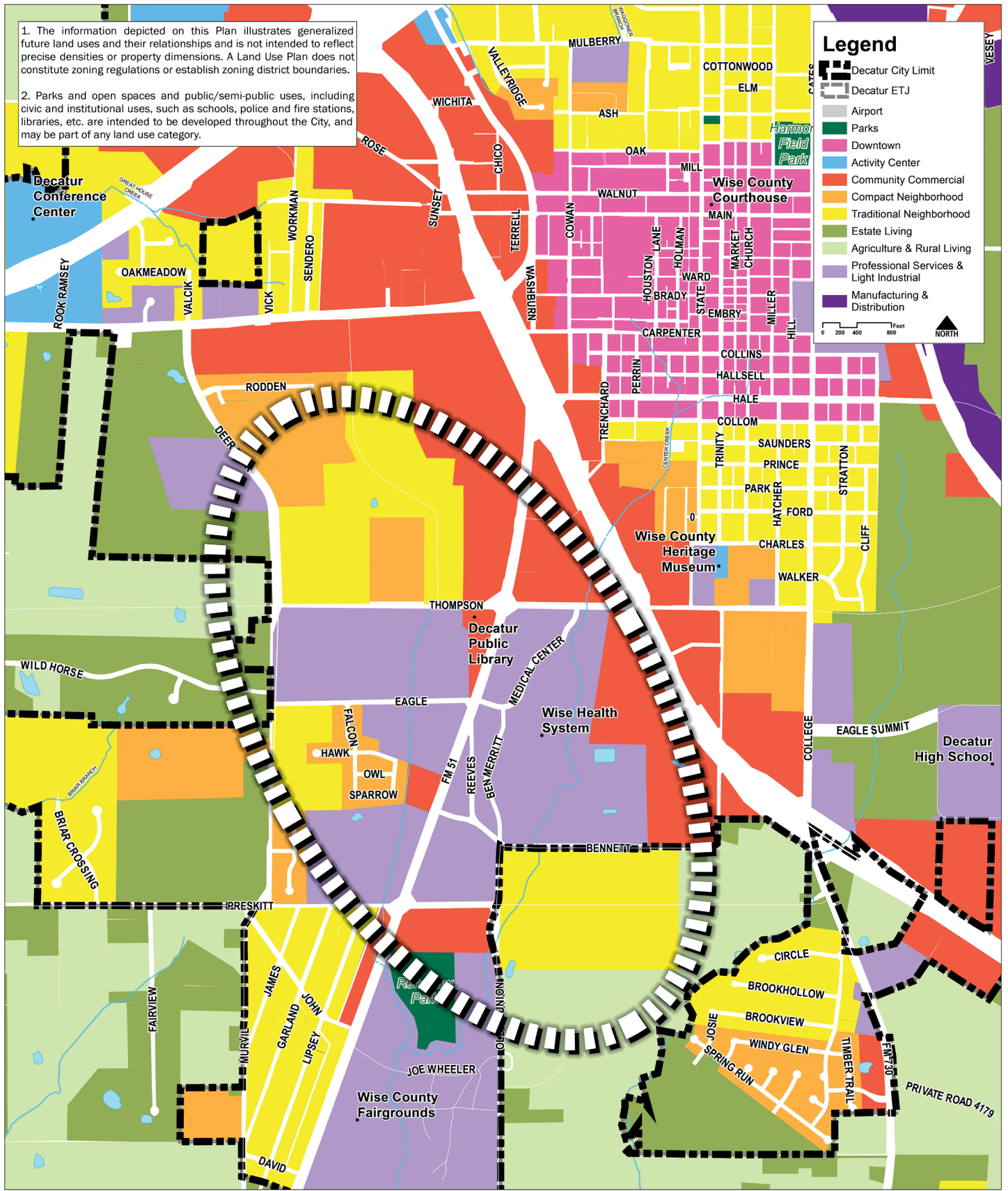


Figure 8.4: Strategic Investment Area - Hospital District

AIRPORT DISTRICT

The Airport District is located at the northernmost quadrant of the city beyond US 380 and is occupied almost entirely by the Decatur Municipal Airport. As the District transitions to the south, supporting industrial uses shift to residential uses towards US 380 and a gridded street network is introduced.

District Characteristics: The Airport District is bounded by US 380 to the south, the Decatur Golf Club on the north, and extends to the city limits on the east and west. There are continued infill opportunities and reinvestment scenarios possible, as the Airport develops and expands operations.

Allowable Place Types: Airport, Manufacturing and Distribution, Parks, and Compact Neighborhood

Place Type Distinctions: This District is dominated by the Airport place type designation. On the north, the Airport District is bounded by the Decatur Golf Club. To the east and west, portions of the District are designated as Manufacturing and Distribution. Finally, on the southwest, the properties transition to Compact Neighborhood as the Airport transitions to US 380.

District Opportunities: As part of the public engagement process, the community highlighted several opportunities for the Downtown District which include the following:

- Update and modernize the various Airport facilities and infrastructure
- Reinforce and encourage business, hotels and restaurants that support the Airport
- Increase educational opportunities through programs and facilities
- Monitor adjacent residential uses in close proximity to the Airport runway

District Anchors and Amenities: Airport, Decatur Jet Center, Texas Army National Guard, United Rotorcraft, Decatur Golf Club



Strategic Investment Area: Airport

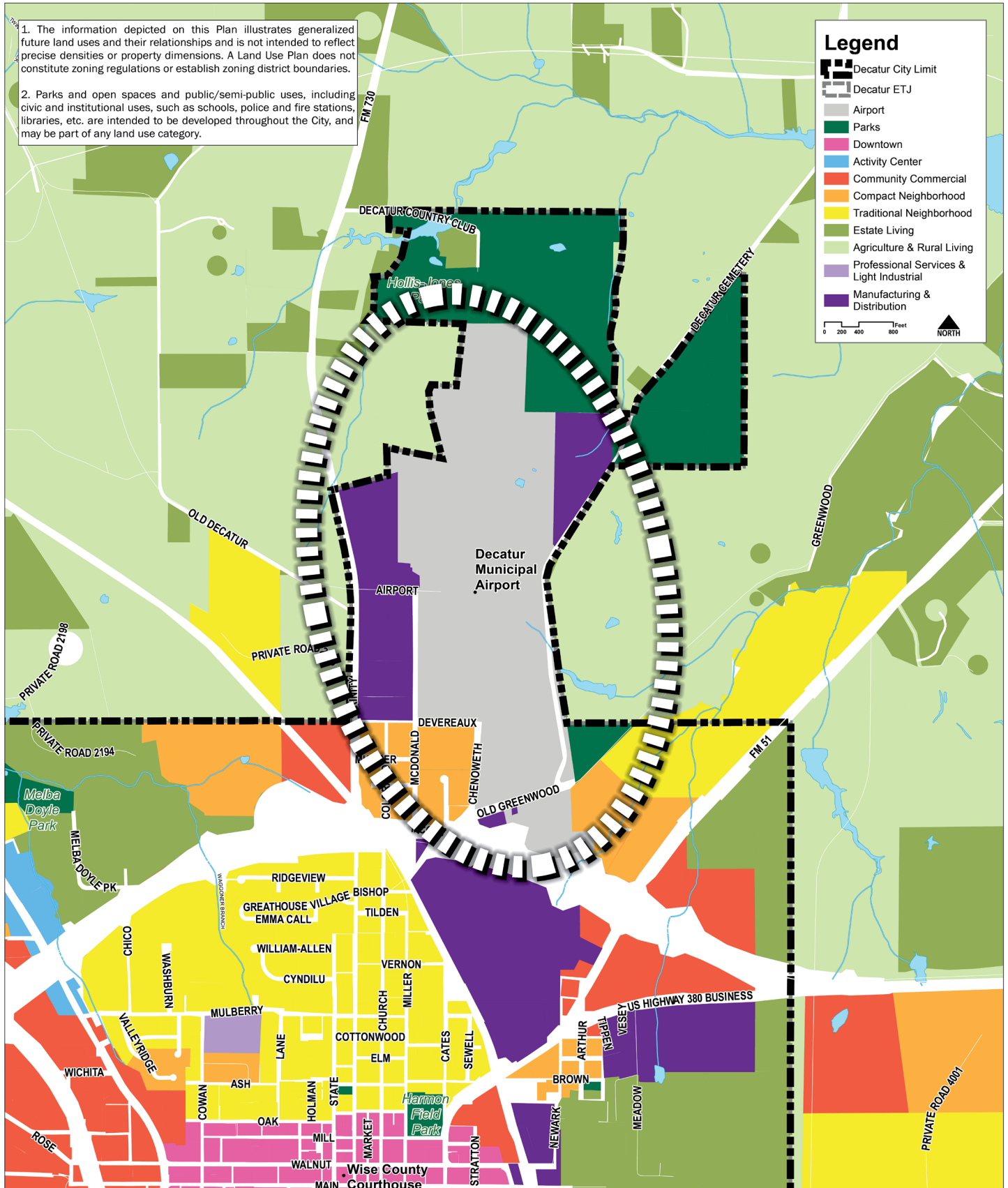


Figure 8.5: Strategic Investment Area - Airport District

INDUSTRIAL PARK DISTRICT

The Industrial Park District is located at the southeast quadrant of the city, just east of US 287. Because of its prime location along a major transportation corridor (US 287), its proximity to adjacent manufacturing uses, and its greenfield development potential (due to a lack of significant vegetation or public infrastructure), this District is uniquely positioned to build out as an employment hub and industrial park.

District Characteristics: The Industrial Park District is generally located north of Farm to Market (FM) 2264 and east of US 287 extending to the city limits. The key feature is that this District encompasses undeveloped land, strategically located to provide for an employment center focused on industrial uses.

Allowable Place Types: Manufacturing and Distribution

Place Type Distinctions: This District is solely designated as a Manufacturing and Distribution Place Type. However, as mentioned in the introduction, parks, open spaces, and public/semi-public uses are intended to be developed throughout the city and may be part of any future land use category.

District Opportunities: As the area develops out as a Manufacturing and Industrial District, supporting uses may focus on larger scale fitness venues for sporting and recreational uses.

District Anchors and Amenities: This District is undeveloped; however, Landmark Fabrication and Decatur Steel are adjacent and compatible uses.



Strategic Investment Area: Industrial Park

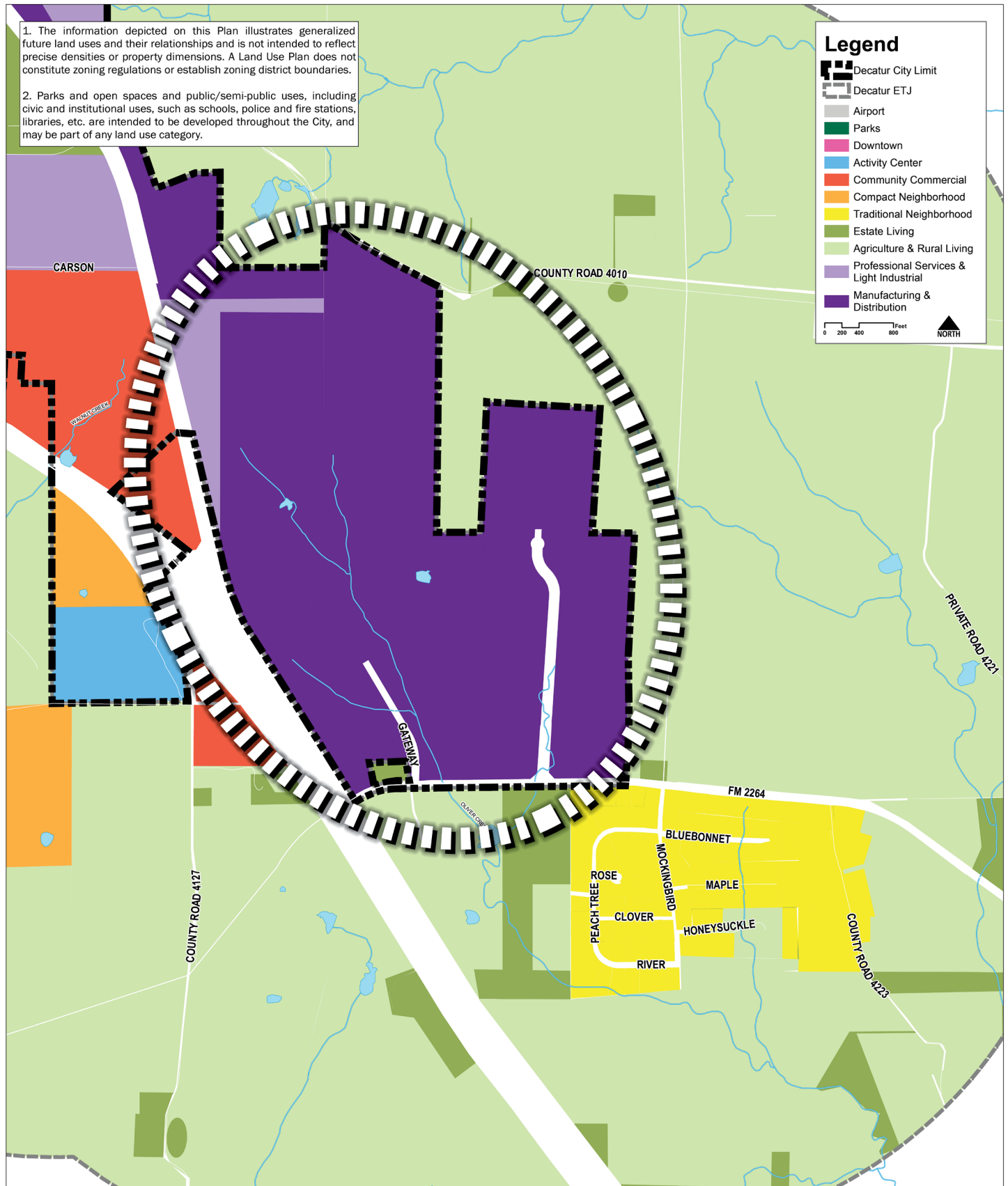


Figure 8.6: Strategic Investment Area - Industrial Park District

IMPLEMENTATION

9



IMPLEMENTATION

INTRODUCTION

The Implementation Strategy is the final piece of this plan; it outlines a process for achieving the community's desired vision for its future. This chapter discusses the strategies, tools, and partnerships that will be necessary to implement the comprehensive plan and the matrix of Action Items that will serve to guide the process. The chapter also lists potential partners that could have a role in working with Decatur to implement the plan. Action Items have been organized with respect to their area of focus, lead entity, partner entity, timing, and anticipated cost.

STRATEGIES, TOOLS, AND PARTNERSHIPS

The City of Decatur will need to utilize policy tools in order to accomplish its objectives. These tools, which may take the form of programs, projects, or policies, will help to achieve the community's vision. The following items form a non-inclusive list of tools and example strategies that may be considered by the city in implementing the Action Items in this section:

- **Incentives:** Incentives are policies that offer financial rewards for businesses or individuals who engage in actions such as investment, reinvestment, or job creation that align with the goals of the community's plan. Examples include abatements, reduced fees, and public investment in a project. In Decatur, case-by-case incentives are offered through the Economic Development Corporation (EDC) in the form of cash grants; tax abatements; infrastructure reimbursements; fee waivers, reductions or reimbursements; expedited development processes; built to suit/lease back; Chapter 380 Agreements.
- **Regulations:** Regulations are rules that detail policy and procedure. They are generally established by city ordinance and set requirements for businesses or individuals to follow. Regulations can become necessary when issues come to light, such as the placement of a factory near a historic district. In Decatur, regulations for land use are recommended for approval through the city's Planning and Zoning Commission and approved by City Council.
- **Guidelines:** Unlike regulations, guidelines are non-binding documents designed to encourage a particular product or outcome. They are akin to recommendations, not strict requirements. Guidelines describe an ideal process and result worthy of consideration by city staff, developers, and community partners. The Planning and Zoning Commission considers the city's design standards as guidelines in the recommendation process for new development in Decatur.
- **Public outreach:** Education, events, and other forms of community engagement (e.g., social media) should form the foundation for a concerted public outreach effort. Public outreach builds awareness and pools the collective ideas of the Princeton community, creating truly representative public policy. As part of this planning process, the city hosted a number of events to educate interested members of the community and request their feedback.

- **Capital investments:** A capital investment in the public sector is the dedication of funds to the creation or acquisition of a specific, and often physical, asset. It is generally the most intensive use of public funds of the strategies and tools listed, often necessitating high labor or other financial costs. The City of Decatur coordinates capital investments through its City Manager and Director of Finance.
- **Studies and plans:** In addition to the comprehensive plan, the City of Decatur may commission additional studies and plans to facilitate a more detailed analysis of certain programs, departments, or geographic areas within the city. Because their scope is narrower than that of the comprehensive plan, smaller studies and plans help determine the best Action Items for a specific issue or area. Once these plans are complete, they will need to be ratified by City Council in order for them to be effectively utilized by the City to accomplish the desired goals of the Decatur 2050 Comprehensive Plan.

IMPLEMENTATION MATRIX

The Implementation Matrix is a guide that may be used to judge the progress of this plan as the city moves toward the year 2050. Because a significant amount of time will pass between the adoption of this plan in the year 2020 and its horizon of 2050, it will become prudent to adapt or adjust the content of this matrix to suit necessary changes. However, these adjustments should attempt to preserve the intent of the Implementation Matrix and consider its forecasts for the needs of both labor and capital. Like other sections of the comprehensive plan, this matrix is a framework for understanding the goals of Decatur in a way that is designed to guide public strategy in an efficient and fiscally responsible manner.

Fiscal responsibility is an important consideration of this plan, and as such the Implementation Matrix estimates public-sector costs using the following scale:

- **\$:** Action Item has a relatively small cost that will require between \$0 and \$50,000 in public funds.
- **\$\$:** Action Item has a moderate cost that will require between \$50,001 and \$250,000 in public funds.
- **\$\$\$:** Action Item has a large cost that will require between \$250,001 and \$1,000,000 in public funds.
- **\$\$\$\$:** Action Item has a major cost that will require more than \$1,000,000 in public funds.

In addition to estimates for public-sector costs, the Implementation Matrix offers an approximation of the timing of each Action Item using the following abbreviations:

- **S:** This is a short-term Action Item that should be completed in the first five years (i.e., before 2025).
- **M:** This is a medium-term Action Item that should be completed in the first fifteen years (i.e., before 2035).
- **L:** This is a long-term Action Item that should be completed before the plan horizon (i.e., before 2050).
- **O:** This is an ongoing Action Item that should be maintained between 2020 and 2050.

The balance of this chapter is dedicated to the plan's Implementation Matrix, which is detailed in the following pages.

LAND USE

#	Action Item	Lead Entity	Partners	Timing	Cost
L1	Review current policies to support development and redevelopment	Development Services	Planning and Zoning Commission, City Council	S/O	\$
L2	Encourage a balanced mix of residential, commercial, and employment uses with varying densities, intensities, and development character	Main Street Program	Development Services	O	\$
L3	Encourage preservation of historic buildings	Main Street Program	Development Services	O	\$
L4	Create and promote more recreational events, activities, and social opportunities for people of all ages.	Parks and Recreation	Development Services, Economic Development Corporation, Public Works, Planning and Zoning Commission, City Council	S	\$
L5	Promote development of quality housing opportunities for people at all stages in their life	Housing Authority	Development Services, Planning and Zoning Commission, City Council	O	\$
L6	Ensure zoning classifications allow for a range of housing types that meet the needs of all ages, abilities, and income levels	Development Services	Planning and Zoning Commission, City Council	S	\$
L7	Encourage rezoning to expand downtown to support a mix of uses	Development Services, Main Street Program	Planning and Zoning Commission, City Council	S	\$

Figure 9.1: Implementation Matrix - Land Use

DEVELOPMENT, INFRASTRUCTURE, AND PUBLIC SERVICES

#	Action Item	Lead Entity	Partners	Timing	Cost
D1	Invest in water and sewer infrastructure improvements throughout the City	Public Works Department	Economic Development Corporation	L/O	\$\$\$\$
D2	Increase fire protection services throughout the City	Fire Department	City Council	L	\$\$\$\$
D3	Consider partnerships with developers and TxDOT to promote development	Development Services	TxDOT	O	\$
D4	Encourage installation of fiber optic internet to support existing businesses and attract prospective businesses in Decatur	Information Technology	City Council, Economic Development Corporation	S	\$
D5	Encourage a diverse range of schools such as trade schools and charter schools	Decatur ISD	Development Services, Planning and Zoning Commission, City Council, Economic Development Corporation	O	\$
D6	Encourage new developments to incorporate alternative energy technology such as electric car charging outlets and low impact development (LID)	Development Services	Planning and Zoning Commission, City Council	S	\$\$
D7	Encourage ratification of Water and Wastewater Master Plans	Public Works Department	City Council	S	\$
D8	Hire additional administration staff, technical staff, or third-party resources to implement the Decatur 2050 Comprehensive Plan	Development Services	City Council	O	\$\$

Figure 9.2: Implementation Matrix - Development, Infrastructure, and Public Services

ECONOMIC/FISCAL STRATEGY

#	Action Item	Lead Entity	Partners	Timing	Cost
E1	Develop a schedule for capital improvements and funding	Engineering, Public Works	City Council	S/O	\$\$
E2	Create an identity for Decatur as a destination	City, Chamber of Commerce	Main Street Program, Economic Development Corporation	S/O	\$\$
E3	Encourage Decatur's EDC to work with other Wise County EDC's to promote the region as a destination for shopping and food	Economic Development Corporation	Wise County Economic Development Corporation	S	\$\$
E4	Balance, broaden, and diversify the City's tax base	Economic Development Corporation	City of Decatur	O	\$
E5	Emphasize greater support for growth of the tourism industry	City of Decatur	Economic Development Corporation, Main Street Program	O	\$
E6	Publish an easy-to-understand report regarding the impact of tourism for Decatur citizens and the local economy	Chamber of Commerce	Economic Development Corporation, Main Street Program	S	\$
E7	Encourage a diversity of industry types that include a variety of commercial, retail, manufacturing, and distribution types	Economic Development Corporation	Development Services, Main Street Program, Planning and Zoning Commission, City Council	O	\$
E8	Continue to market the EDC's Eagle Landing Business Park	Economic Development Corporation	City of Decatur	O	\$\$
E9	Encourage cooperation between the City of Decatur and existing Industrial Park Owners to promote development	City of Decatur, Existing Industrial Park Owners	Economic Development Corporation	O	\$

Figure 9.3: Implementation Matrix - Economic/Fiscal Strategy

MOBILITY STRATEGY

#	Action Item	Lead Entity	Partners	Timing	Cost
M1	Encourage construction of service roads to promote new developments	City of Decatur, TxDOT	Development Services	O	\$
M2	Construct the additional roadway connections as outlined in the Master Thoroughfare Plan Update	Public Works Department	TxDOT	L	\$\$\$\$
M3	Place a high priority on the maintenance of existing streets	Public Works Department	TxDOT	O	\$\$\$
M4	Perform a feasibility study of making traffic around the courthouse square one-way	Public Works Department	Development Services	S	\$\$
M5	Prioritize sidewalk improvements, with greatest consideration given to providing safe routes to schools and creating connections in areas anticipated to have higher pedestrian traffic	Public Works Department	Decatur Independent School District, Wise County Health System, New Subdivisions and Developers, Planning and Zoning Commission,	M/O	\$\$
M6	Consider rerouting commercial trucks from the square to make downtown more pedestrian friendly	Main Street Program, Chamber of Commerce, City of Decatur		M	\$\$
M7	Adopt the street design cross-sections in this plan when constructing improvements to existing or future thoroughfares	Public Works Department, City of Decatur		O	\$

Figure 9.4: Implementation Matrix - Mobility Strategy

STRATEGIC INVESTMENT AREAS

#	Action Item	Lead Entity	Partners	Timing	Cost
S1	Implement street enhancements to improve pedestrian circulation and on-street parking opportunities, and to promote downtown's identity.	Main Street Program, Chamber of Commerce, Public Works Department		M	\$\$\$\$
S2	Encourage development of mixed-use districts with a pedestrian-friendly scale in Downtown	Main Street Program, Chamber of Commerce, Public Works Department		O	\$
S3	Encourage mixed-use developments with a variety of retail/food opportunities to support the Hospital and Conference Center Districts	Development Services		O	\$\$
S4	Consider amenity spaces for employees in the Industrial District	Economic Development Corporation		M	\$
S5	Expand airport runway to 5000' to accommodate a wider variety of airplane types	City of Decatur, Decatur Municipal Airport		L	\$\$\$\$
S6	Promote additional hangar space at the Airport to increase property tax revenues from personal property taxes	City of Decatur, Decatur Municipal Airport		S	\$\$\$
S7	Encourage development of restaurants and hotels to support the Airport District	Development Services		O	\$
S8	Consider hosting an Airport Open House/Aviation Day to connect citizens with the Airport	City of Decatur, Decatur Municipal Airport		S	\$

Figure 9.5: Implementation Matrix - Strategic Investment Areas

APPENDICES

10



APPENDIX A: FOCUS GROUP INTERVIEW NOTES



Focus Group Interview Notes 10/21/19

COMMUNITY CHARACTER

1. In your view, what two or three features differentiate Decatur from other nearby communities today?

- For the size of City, the hospital and Conference Center.
- Lots of retail centers.
- Health care and medical facilities that are in the City.
- Stable city government and the City is financially sound.
- A western feel and vibe.
- The courthouse/county seat.
- The shops and events at the square that bring the community together. It feels safe and secure. People can talk to each other.

2. What assets does Decatur have now that are “hidden treasures” – things that people and businesses outside the city or region are unaware of or don’t fully appreciate?

- Decatur is a gateway to the LBJ National Grasslands.
- North of Decatur there are large lakes that draw people. There are also horse trails, recreation, and hunting.
- There are good schools. A good asset back in the days was the oil and gas.
- The daytime population is 50,000 to 70,000 people with 6,000 residents in the City. Daytime population is something people don’t know about.
- The culture is good. Decatur is a faith-based community that cares.
- There are vibrant families that are making a huge difference.
- Churches are involved. Like to see neighbors taking care of each other.
- Whistle Stop Café and Texaco station. You have bookmarks/gems and you must take advantage off.
- The square has no chains, it is all locally-owned small businesses. We are becoming something that entices people to come back.

3. If someone told you there’s a chest of gold buried in the heart of Decatur, where would you start digging?

4. What word or phrase would you use to describe the most desirable future for Decatur in the next 30 years or so?

- Continue to be financially sound as Government and Community.
- Stick to community roots, small town with mom and pop shops. It should be a Big Small town. Small town feel and big town infrastructure.
- Sustained growth but not Frisco growth.
- Be careful not to outgrow infrastructure and to stay ahead of growth. Sustained growth and core values.
- Developing the square.

- Vibrant: economic location, healthy economy, quality community. Decatur does not have to be Southlake, but it should be a city that looks to the future.
- Community; how community is connected through events.
- More opportunities for people and more places to hang out.
- More recreational activities, new parks, city pool. Small town atmosphere/vibe.
- Safety and infrastructure.
- Currently not a lot of activities for seniors and elderly. There is a lack of awareness about the Housing Authority.

5. What are the biggest obstacles to reaching that future?

- The financial ability to meet the growth requirement especially with state laws regarding annexation. Worried how the limiting taxes will affect the growth. Also, infrastructure and the geographic footprint is too small and not sure how it's going to increase with Tier 2.
- Traffic management, dangerous intersections, the thoroughfare plan is important.
- Since QT opened the trucks have been bad. Getting on and off 287 is dangerous and needs to be better controlled. The traffic happens around new development on 51 and there are only two main access points. TxDOT has done a bad job on 51 South with only two lights and it needs at least one more crossing.
- Fire protection is expected outside the City and the County is not doing its part. Majority of the calls come from outside of the City and that puts residents in the City in danger if EM is to occur downtown. (After additional research, it was found that over 70% of calls come from within the City of Decatur)
- Maybe a partnership with developers and TxDOT. Not healthy for all the growth to be in the County and not in the City.
- Keeping the small town feel while growing - it's hard not to become a Southlake or Frisco.

6. What could Decatur do to strengthen its identity in the future?

TRANSPORTATION AND INFRASTRUCTURE

7. If the City of Decatur could invest in just one or two capital improvements next year, which ones would provide the greatest impact in attracting desirable development?

8. What is the biggest transportation issue in Decatur?

- The growth along the 51 corridor. There are three schools that let out on 51 and a lot of retail on 51. Need a thoroughfare from 51 South to 287 around Bennet Rd. The hospital is in the area as well.
- Need a thoroughfare parallel to 51 and connect Business 380 to open more commercial area. More access to the Hill and to the west. Connection between 730 and 51.
- Where the Fires Station sits, they must make a bigger loop to get to hospital and to the west. There are a lot of kids on 287 which is dangerous for them.

- There is a ton of potential at the airport. Room for growth and potential to generate revenue for City. The airport is at 4200 and need to get to 5000.
- The railroad is like a giant wall because it limits growth to the east due to access.
- There are no service roads and without service roads development is limited.

9. How important is it that people have travel choices in addition to driving a car?

- Minimally, but as Decatur grows it may be important in the future. There needs to be sidewalks around the square. There need to be sidewalks on main thoroughfares that lead to schools.
- Walkability is an issue. The sidewalks are a mess in the downtown area; Decatur needs pathways in historical areas.
- The events at square keep growing so we need to have streetlights that work. One on Miller (*by follushies*) does not work. ONCOR is responsible for fixing street lights and Citizens can report.
- As part of thoroughfare we need to look at parking downtown. There is no room for pickup trucks to park and seems like police enforcement takes up most parking. Some streets are so narrow that it becomes a concern for fire truck access. Consider potentially making these streets one way and maybe parking on one side only. A more current plan is needed, like a 5-year plan.
- Millennials will demand these needs, like bike paths. Riding a bike now is dangerous because no one expects bikers on the roads.
- Always thought about a loop trail connecting all parks as one of the best choices. This could also be used for the cross-country team. This should be a priority project.
- City needs to hold developers to high quality development standards - not only holding city but have partnerships

10. Which areas in Decatur are inviting for people on foot? How easy is it to walk to these places from most neighborhoods?

11. What major destinations in Decatur can be reached easily and safely by bicycle?

PHYSICAL DEVELOPMENT

13. Which areas or developments in Decatur (neighborhoods, commercial areas, natural or open spaces, etc.) bring you the most pride? Why?

- Financially proud of retail development and growth. Need to grow sales tax.
- Infill houses in City. Took an oil lot and built 1200 sf to 1500 sf infill houses downtown that filled fast. Currently there is a lot of buying up older homes and fixing up homes. The infill housing on Miller Street is nice. Homes sell fast in Decatur.
- One constraint is regulation and current regulations limit infill housing; these limitations are a big issue. There can be infill housing regulations. There is pride in updating homes and investing in the City.

- The medical district is one. We would not want to change the square. The Trinity Roaster and candy shop have taken off there.

14. Which areas or developments cause you the most concern? What should be done with those areas?

- Business 287 South and 287 North could use some reinvestment.
- There are some nice buildings by football stadium. It is a “crappy” street.
- The area behind the football field needs attention; the current area has old, rundown buildings. That area does not have much significance; it could potentially become a restaurant row in the area.
- Decatur needs to improve on partnerships to get things done.

15. What additional steps (if any) should the City of Decatur take to enhance its downtown area?

- Additional parking as it continues to grow. 20 years ago, you couldn’t get anyone to invest in downtown but in the last 5 to 10 years it has flourished.
- The lack of good internet is a major issue since. The City is losing businesses because there are no capabilities for internet. Decatur needs fiber optic cable, so business will consider Decatur. Century Link is the main company and they are not putting in infrastructure for more internet. Right now, companies don’t even consider Decatur since the internet is not good. JD Clark did a national study for communities that are limited to internet access - when Vibe or Century Link is down businesses do not function. Tom can provide more information on internet access or expansion.

NATURAL ENVIRONMENT/OPEN SPACE

16. What are the most notable natural areas or open spaces in Decatur? How many times a year do you spend time there?

17. Are there any natural areas or open spaces that have been overlooked in the past that could become important community assets?

- The hill by the old college. The land needs to be enhanced and it would be a great location for a community pool. It could be easily connected to the downtown.
- Grassland. It would be cool to add trails in the grasslands. Jones Park and the country club are side-by-side; that connection could provide opportunities for that.

ECONOMICS AND THE MARKETPLACE

18. Should the City place an emphasis on attracting businesses to Decatur? What changes would make it likely that a new business would decide to invest in Decatur in the next 10 years?

19. How important is tourism to the future of Decatur? What attracts visitors to Decatur? Are there other features or attractions that might bring more tourism?

- The grasslands are a draw.
- The square draws events.
- The Conference Center also draws a lot of people to the community. Hosts many surrounding

APPENDIX A



Focus Group Interview Notes 10/21/19

- NRS brings people here and there are 30 to 40 Rodeo World Titles in Decatur. JW Hart bull riding brings a lot of people here for weekends. The car and tractor show is also a draw.
- The fairgrounds are taken over by the County and they are well maintained and managed. Scottish Festival in fairgrounds is a draw.
- The Wise County Old Settlers Reunion happens one week a year and there are cabins that can be rented.
- One of the world's biggest washer tossing contests.
- Each year in February is the swap meet.
- Northwest OHV Park in Bridgeport and retail shopping center for 100,000 people.
- Huge bariatric center in Decatur. 1700 people are employed in Decatur by the hospital. The junior college has a nursing program.
- It is filling in between Decatur and Fort Worth and all residential development is happening outside of city limits. Others are not paying their fair share for fire department; last year report was 29-30% of calls were outside of city.
- A group of international students stopped to eat at Sweetie Pies. Prison break was filmed here, and these aspects need to be embraced. Most people want to know about the Waggoner Mansion. It would be great if the area could be controlled to enhance the history.
- The younger generation does not think of them so there needs to be more focus on it. There could be a museum in Decatur, so kids can learn about Decatur.

20. Are there other types of industries that need to be promoted to ensure a strong Decatur economy?

- More retail. Distribution/commercial – Decatur is well setup for distribution. Industrial Diesel is coming to Decatur.

PEOPLE

21. Do people who grow up in Decatur commonly choose to come back and live here after they go off to college or a first job? What would draw them back?

- Careers are what keep people out of town. A lot of people are coming back due to hospitals, and close proximity to Dallas. There is a public transportation system.
- The place is family and the proximity to Dallas. There are a lot of people that commute to the DFW area. Would like more job opportunities.
- Unique feeling of community. There is a lot of pride in community but would need more recreational activities.
- People come to Decatur for events, Wise County Reunion (week-long event), Market Decatur (as a place and destination). Decatur should be branded as a destination.
- Park Board could approach the grassland to partner and get things done

22. Can a long-time resident of Decatur continue to live here if he/she can no longer drive or maintain a home and yard?

- Would like to rent but not there are not many rental opportunities in Decatur.
- Housing Authority on social security and now the people can't go out in Decatur and rent a low-income house. Average waiting list is 1-4 years to get in. Professionals in the service industry can't find affordable housing in Decatur.
- There are nursing homes and assisted living by the airport, but it is very high end.
- Two-acre requirement outside the city for single family residential.

OTHER ORGANIZATIONS

24. What role does Decatur Municipal Airport play in the community today? Could/Should the City and the Airport try to partner more successfully in the future? How?

25. What other institutions/organizations are important to the successful future of Decatur?

- Good financial institutions/ banks.
- There is a church in every block.
- A youth center for kids to get tutoring, or get mentoring, free haircuts or dental. Kids need somewhere to go after school like a rec center or YMCA.
- The County needs to be involved.
- Hospital district
- The railroad company controls additional spurs and there is an industrial park but there is not a lot of businesses going in there.

OPEN DISCUSSION

26. Is there any other advice or information you can share with Decatur as it plans for its next 30 years or so?

- There need to be things to do in the community for people of all ages. Activities for the elderly people are forgotten. It feels like the elderly are not valued in the community.

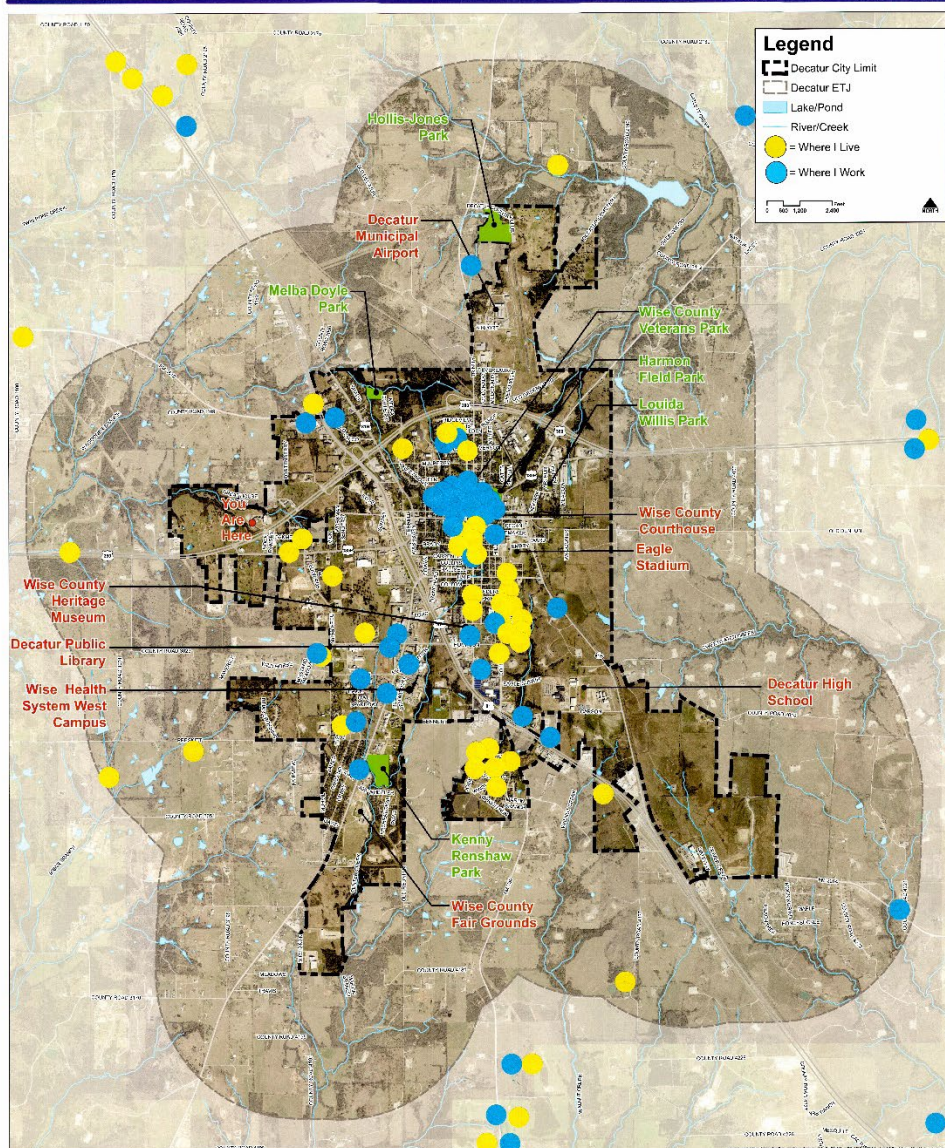
APPENDIX B: COMMUNITY CHARRETTE NOTES



Community Charrette
10/26/19

Station 0: Registration
"Where Am I?"

Where Am I?



DECATUR 2050 COMPREHENSIVE PLAN

October 2019

Kimley-Horn

- **Yellow** dots = "Where I Live" (39 in-district, 9 out-of-district)
- **Blue** dots = "Where I Work" (36 in-district, 8 out-of-district)

Station 1: Housing & Economic Development
“Housing”

Housing

What residential building type is appropriate for Decatur?

Place a **yellow dot** next to any type of residential development that you believe is appropriate for consideration in Decatur.



- **Yellow dots** = “Residential development that you believe in appropriate for consideration in Decatur” (Dot count from left to right, top to bottom: 1; 4; 2; 1 (ETJ); 2 (ETJ x1); 3; 2; 1; 3; 5; 4; 3; 2; 3; 1; 2 (ETJ x1); 3; 8; 2 (ETJ x1); 4)

APPENDIX B



**DECATUR
2050**

Community Charrette
10/26/19

Station 1: Housing & Economic Development

“What types of housing are appropriate for people who live or want to live in Decatur?”

What types of housing are appropriate for people who live or want to live in Decatur?

Quality Rental Housing (Apartments, duplexes) For younger residents

All ranges of single family (starter home on up) suitable for raising families



D1776

A quality Senior living environment w/ activity center

Condo's for over 55! Single Story

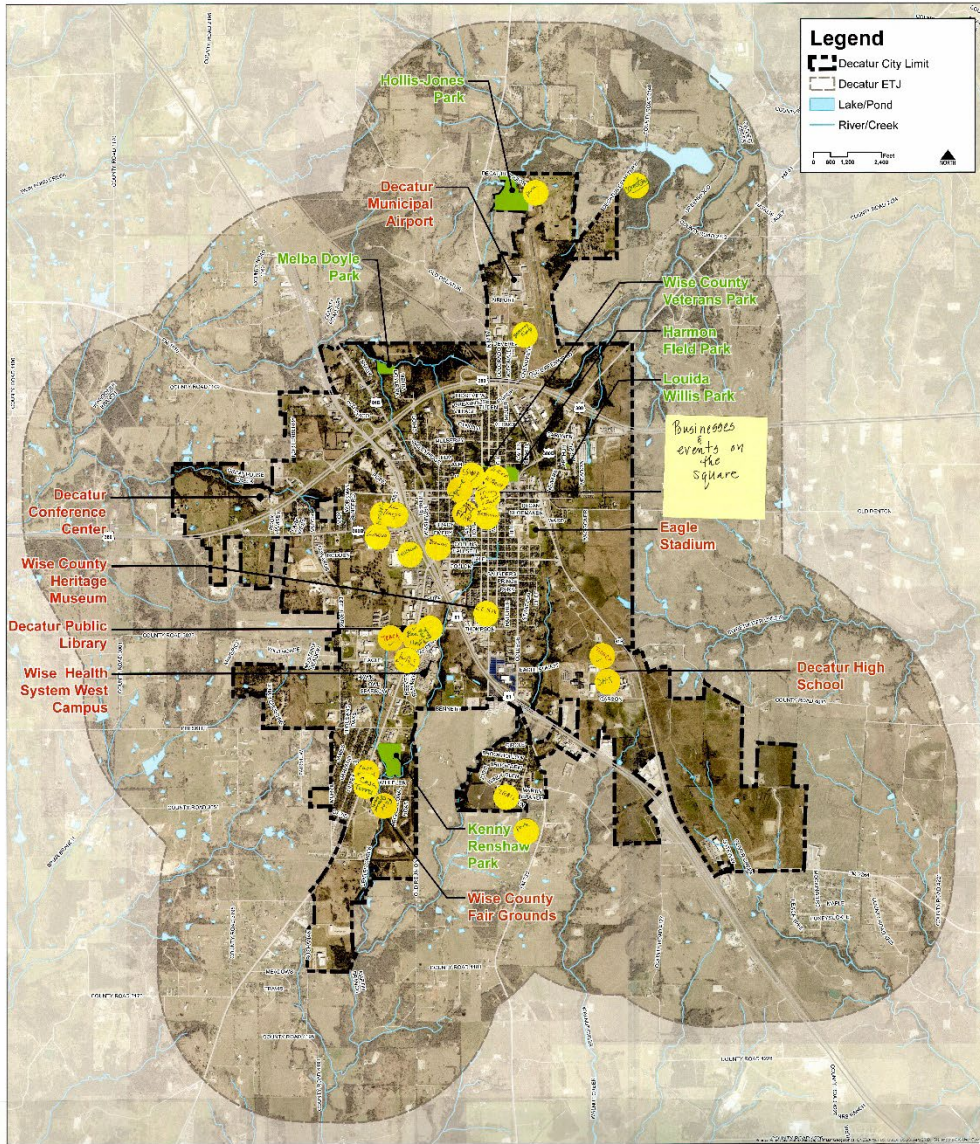
Garden Home Community 55 & Over

- Quality rental housing (Apartments, duplexes) for younger residents
- All ranges of single family (starter home and up)
 - Suitable for raising families
- A quality senior living environment with activity center (x1)
- Condos for over 55yrs! Single story
- Garden home community 55 and over

Station 1: Housing & Economic Development
“Economic Development”

Economic Development - DRAFT

Use sticky notes on map to locate and name destinations that you frequent.



DECATUR 2050 COMPREHENSIVE PLAN

October 2019
Kimley+Horn

- **Yellow** dots = “Destinations You Frequent” (26 in-district, 0 out-of-district)
- Park, cemetery, Governor’s Ridge, Square (x2), Businesses and events on the square, WCCA, WARM, Trinity Street Coffee (x1), Wise County Messenger, Art fair, Braums, Walmart, Lowes, La Tanque, Orscheln, Wise County Historical Museum, Track (x1), Bank (x2), Hospital (x1), WHS, Decatur High School, Track by DHS, Trail, Park

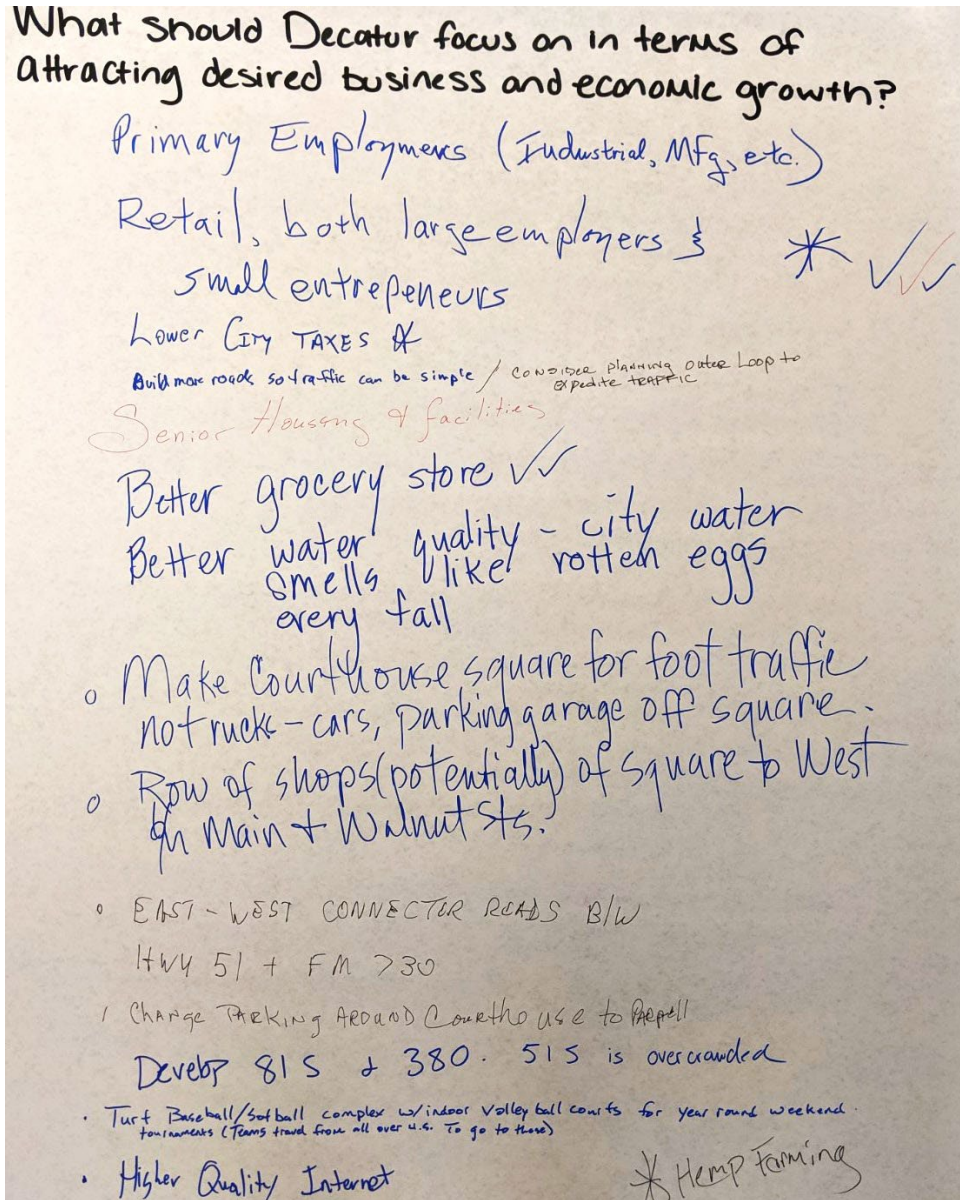
APPENDIX B



Community Charrette
10/26/19

Station 1: Housing & Economic Development

“What should Decatur focus on in terms of attracting desired business and economic growth?”



- Primary employees (Industrial, manufacturing, etc.)
- Retail, both large employers and small entrepreneurs (x3)
- Lower city taxes
- Build more roads so traffic can be simple/consider planning outer loop to expedite traffic
- Senior housing and facilities
- Better grocery store (x2)
- Better water quality – city water smells like rotten eggs every fall
- Make courthouse square for foot traffic, not trucks or cars – parking garage off square



Station 1: Housing & Economic Development

“What should Decatur focus on in terms of attracting desired business and economic growth?” (cont.)

WHAT SHOULD DECATUR FOCUS ON IN TERMS OF
ATTRACTING DESIRED BUSINESS & ECONOMIC GROWTH?

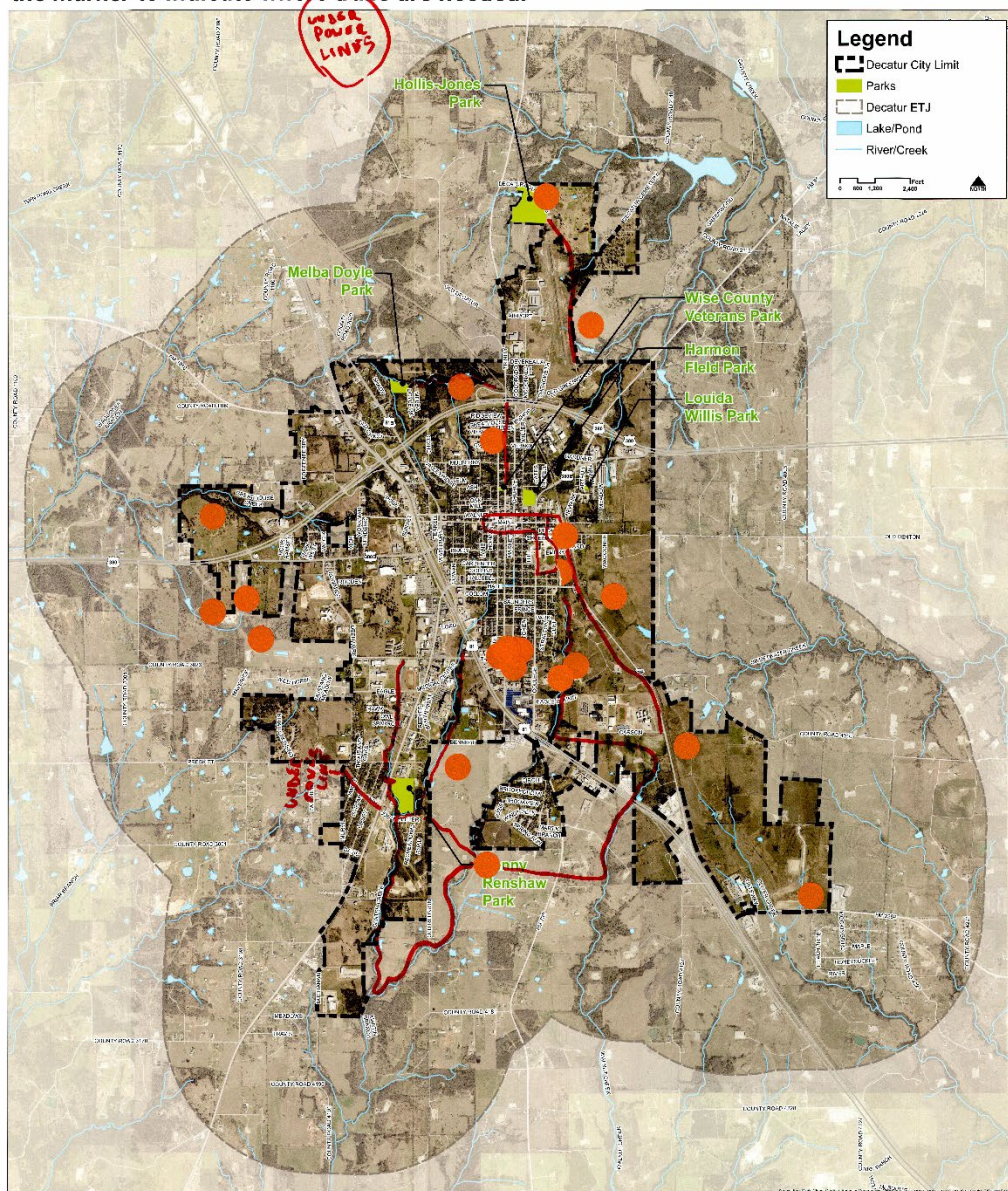
MORE COOPERATIVE SPIRIT WITH LAND DEVELOPMENT / CONSTRUCTION
CODE ENFORCEMENT ON HOMES / ITEMS IN YARDS
CODE ENFORCEMENT ON TIME FOR REMODELS

- Row of shops (potentially) off Square to west on Main and Walnut Streets
- East-west connector roads between Hwy 51 and FM 730
- Change parking around courthouse to parallel
- Develop 81 S and 380. 51 S is overcrowded
- Turf baseball/softball complex with indoor volleyball courts for year-round weekend tournaments (teams travel from all over U.S. to go to those)
- Higher quality internet
- Hemp farming
- More cooperative spirit with land development/construction
- Code enforcement on home/items in yards
- Code enforcement on time for remodels

Station 2: Activities for All Ages
“Parks, Open Space & Trails”

Parks, Open Space & Trails - DRAFT

Use your orange dots to indicate where additional parks & open spaces are needed. Use the marker to indicate where trails are needed.



- **Orange** dots = “Where Additional Parks and Open Space are needed” (21 in-district, 0 out-of-district)
 - Under Power Lines

APPENDIX B



DECATUR 2050

Community Charrette

10/26/19

Station 2: Activities for All Ages

“What types of activities would you like to see in Decatur for families with young children?”

What types of activities would you like to see in Decatur for families with young children?

More Play Parks ✓ - FAMILY ORIENTED (NOT SPORTS)

Pool ✓

Kid exercise class/facility

Mommy & Me ← walking
workout
social

Stroller workout thing - trails ★

Boys & Girls Club / Big Brother/Sister

✓ YMCA

✓ Rec Center

Splash Park

- More play parks (x2)
 - Family-oriented (not sports)
- Pool (x1)
- Kid exercise class/facility
- Mommy & Me – walking, workout, social
- Stroller workout thing – trails (*)
- Boys and Girls Club, Big Brother/Sister
- YMCA (x1)
- Rec Center (x1)
- Splash Park

APPENDIX B



DECATUR 2050

Community Charrette

10/26/19

Station 2: Activities for All Ages

“What types of activities would you like to see in Decatur for teenagers?”

What types of activities would you like to see in Decatur for teenagers?

Bowling ✓
Putt Putt ✓
Updated & larger skating rink ✓
Pool ✓✓✓✓✓
Rec Center w/ evening / summer / holiday activities ✓✓
Clubs & orgs outside of school & church: National Charity League
Cotillion
Bike/Walking Trails
Amphitheatre

- Bowling (x1)
- Putt Putt (x1)
- Updated and larger skating rink (x2)
- Pool (x6)
- Rec center with evening/summer/holiday activities
- Clubs and organizations outside of school and church: National Charity League, Cotillion
- Bike/walking trails
- Amphitheatre



Station 2: Activities for All Ages

“What types of activities would you like to see in Decatur for young adults (college or early working years)?”

What types of activities would you like to see in Decatur for young adults college or early working years?

More job opportunities ✓✓
Bowling Alley ✓✓
Putt Putt ✓✓
✓ Swimming Pool; water features ✓✓✓
Parks ✓✓✓✓
Bike Trails ✓✓
Bike Lanes ✓✓
Dog Park ✓✓
Community Ed
Golf
Amphitheatre

- More job opportunities (x2)
- Bowling Alley (x2)
- Putt Putt (x2)
- Swimming pool (x1); water features (x4)
- Parks (x4)
- Bike Trails (x2)
- Bike Lanes (x2)
- Dog Park (x2)
- Community education
- Golf
- Amphitheatre

APPENDIX B



DECATUR 2050

Community Charrette

10/26/19

Station 2: Activities for All Ages

“What types of activities would you like to see in Decatur for empty nester’s?”

What types of activities would you like to see in Decatur for empty nester's?

Bowling Alley ✓

Putt Putt ✓✓

Senior Activity Center ✓✓✓

MORE PARKS, HIKING TRAILS ✓✓✓

Biking Trails ✓✓ Bike/Ped Trails ^{Senior} for Safety ✓

Wine/Beer Tasting Rooms/

Art Fairs

Golf

- Bowling Alley (x1)
- Putt Putt (x2)
- Senior Activity Center (x3)
- More Parks, Hiking Trails (x3)
- Biking Trails (x3)
- Bike/pedestrian Trails for Senior Safety (x1)
- Wine/Beer Tasting Rooms
- Art Fairs
- Golf



Station 2: Activities for All Ages

“What types of activities would you like to see in Decatur for seniors?”

What types of activities would you like to see in Decatur for seniors?

HEALTH checkups

Park related activities - exercise ... ✓ ✓

Cultural activities

Travel clubs ✓

liase w/ youth & senior ctr or youth rec ctr

Senior & Empty Nester facility

Senior Community { Like Robson Ranch in Denton

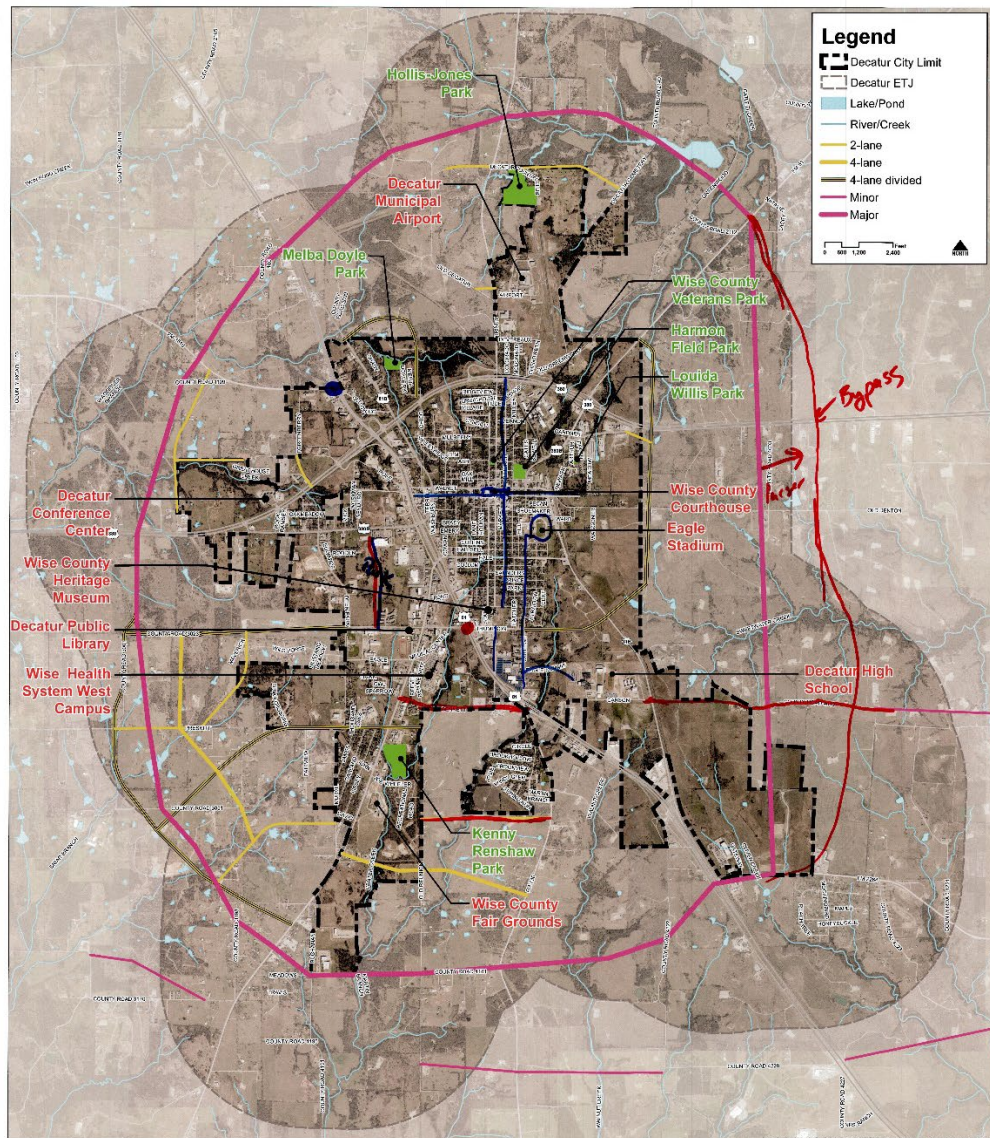
Trails

- Health checkups
- Park related activities - exercise (x2)
- Cultural activities
- Travel clubs (x1)
- Lease with youth and senior center or youth rec center
- Senior and Empty Nester facility
- Senior community – like Robson Ranch in Denton
- Trails

Station 3: Mobility
"Mobility – Future Connections"

Mobility - Future Connections - DRAFT

Use the red marker to indicate where additional roads are needed. Use the blue marker to indicate where bike routes are needed.



- Proposed loop should be larger (bypass)
- Connect Carson to County Road 4010
- Connect Bennet to 81/287
- Bike path connecting Decatur HS to Eagle Stadium along College

APPENDIX B



Community Charrette
10/26/19

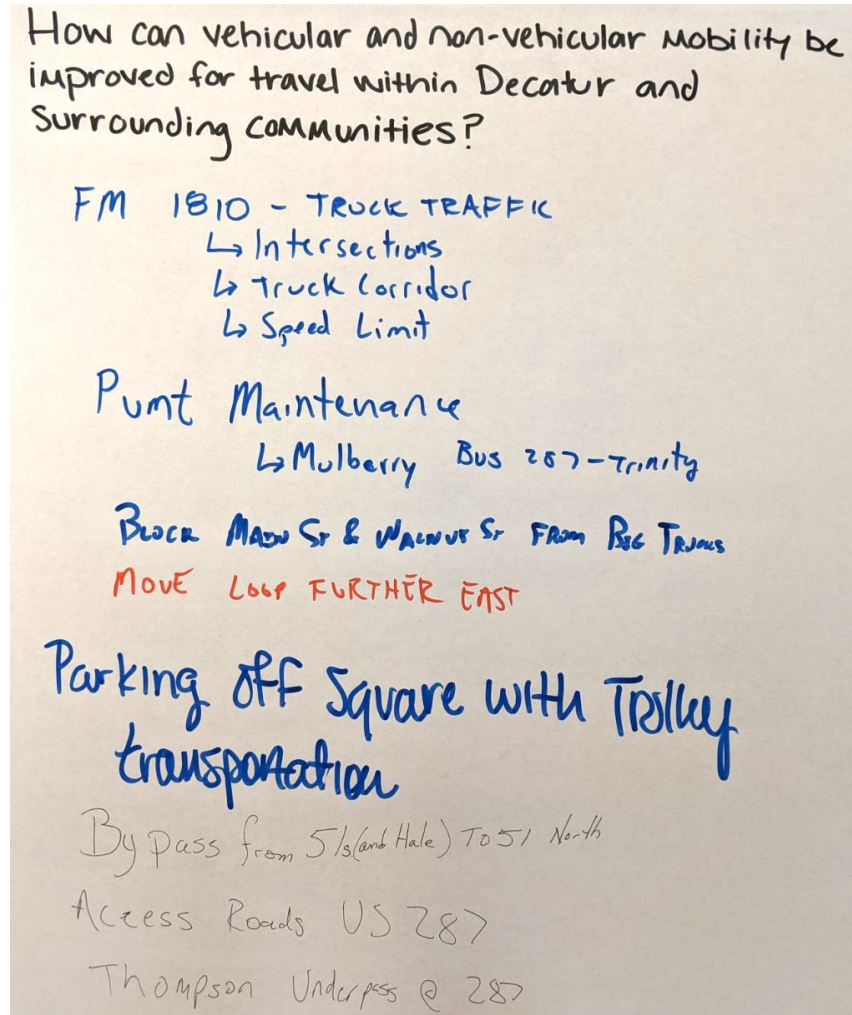
Station 3: Mobility

"Mobility – Future Connections" (cont.)

- *Connect 380B and Thompson St (Park)*
- *Connect 730 to Old Reunion Road south of Martin Branch*
- *Park*
- *Bike trails along S Trinity St, Church St, Main St*

Station 3: Mobility

“How can vehicular and non-vehicular mobility be improved for travel within Decatur and surrounding communities?”



- **FM 1810 – Truck Traffic**
 - Intersections
 - Truck Corridor
 - Speed Limit
- **Punt Maintenance**
 - Mulberry
 - Business 287 – Trinity
 - Block Main St and Walnut St from big trucks
 - Move loop further east
 - Parking off square with trolley transportation
 - Bypass from 51S (and Hale) to 51N
 - Access roads US 287
 - Thompson underpass at 287

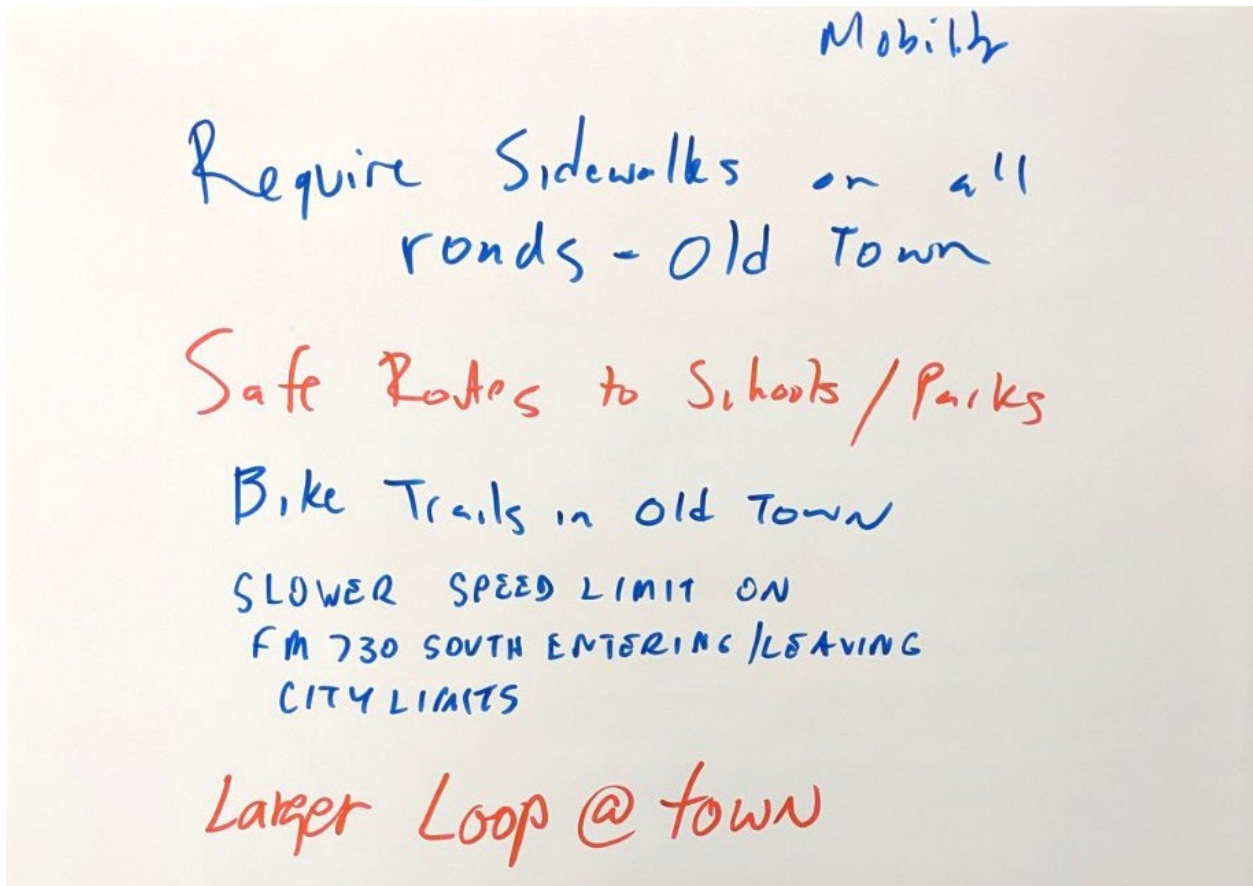
APPENDIX B



Community Charrette
10/26/19

Station 3: Mobility

“How can vehicular and non-vehicular mobility be improved for travel within Decatur and surrounding communities?” (cont.)



- *Require sidewalks on all roads – Old Town*
- *Safe routes to schools/parks*
- *Bike trails in Old Town*
- *Slower speed limit on FM 730 South entering/leaving City Limits*
- *Larger Loop at town*

Station 4: Downtown Decatur
“Downtown Decatur”

Downtown Decatur

What would make Downtown Decatur a more desirable destination in the future?

Place a blue dot next to the 4 types of activities and businesses that would get you to come to Downtown Decatur.

October 2019



DECATUR 2050 COMPREHENSIVE PLAN

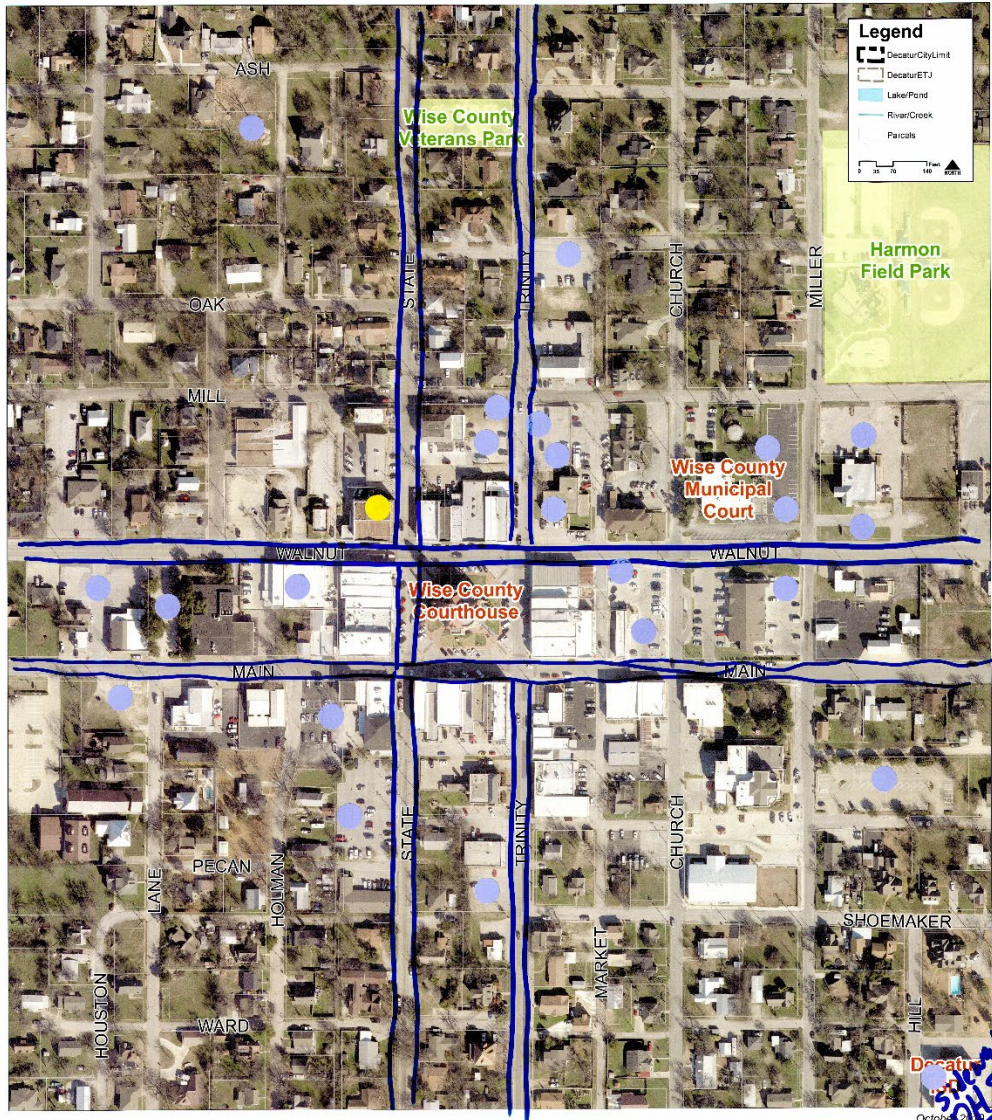
Kimley-Horn

- **Blue** dots = “Activities and businesses that would get you to come to Downtown Decatur” (Dot count from left to right, top to bottom: 12; 3; 15; 10; 3; 4; 3; 15; 10; 4)

**Station 4: Downtown Decatur
“Downtown Decatur”**

Downtown Decatur - DRAFT

Use your purple dots to indicate where shared parking should be provided. Use your yellow dots to indicate where public plaza/open space is needed. Use the marker to indicate where sidewalks are needed.



- **Purple** dots = “Shared Parking” (23)
- **Yellow** dots = Public Plaza/Open Space (1)
- Sidewalks along Main, Walnut, State, and Trinity on both sides of the road
- Sidewalks at DHS

APPENDIX B



DECATUR 2050

Community Charrette

10/26/19

Station 4: Downtown Decatur

“What would make Downtown Decatur a more desirable place/destination in the future?”

What would make Downtown Decatur a more desirable place/destination in the future?

- Garage for parking

Lighting along sidewalks ✓✓

City paid sidewalks ✓

No 18-wheeler thru traffic ✓✓

Trinity - Two way traffic is hard
due to large trucks parking

Make Courthouse surrounded by
brick walk areas - no cars, parking
garage off square. ✓

ONE WAY TRAFFIC ON WALNUT + MAIN ST

MORE PUBLIC LOTS (CITY/COUNTY) ✓
PARKING

MORE TREES / GREENSPACE ✓✓

Make Courthouse + greens a Park

- Garage for parking
- Lighting along sidewalks (x2)
- City-paid sidewalks (x1)
- No 18-wheeler through traffic (x2)
- Trinity – two-way traffic is hard due to large trucks parking
- Make Courthouse surrounded by brick walk areas – no cars, parking garage off square (x1)
- One-way traffic on Walnut and Main St
- More public parking lots (City/County) (x1)
- More trees/greenspace (x3)
- Make Courthouse and green a park

APPENDIX B



DECATUR
2050

Community Charrette
10/26/19

Station 5: Additional Comments "Additional Comments"

Additional Comments:

increased openness in gov activities ✓✓

PLAN NOW FOR FUTURE NEEDS (STREETS, ROW, WATER, SEWER)
+ ACQUIRE LAND FOR PARKS

Need Rec Center for our Children

Enlarge the Loop

- Increased openness in government activities (x2)
- Plan now and acquire land for future needs (streets, R.O.W., water, sewer, parks)
- Need Rec Center for our children
- Enlarge the loop

APPENDIX B



Community Charrette
10/26/19

Community Charrette Photos:



APPENDIX B



Community Charrette
10/26/19



APPENDIX B



Community Charrette
10/26/19





APPENDIX B



DECATUR 2050

Community Charrette
10/26/19





APPENDIX B



Community Charrette
10/26/19



APPENDIX B



Community Charrette 10/26/19



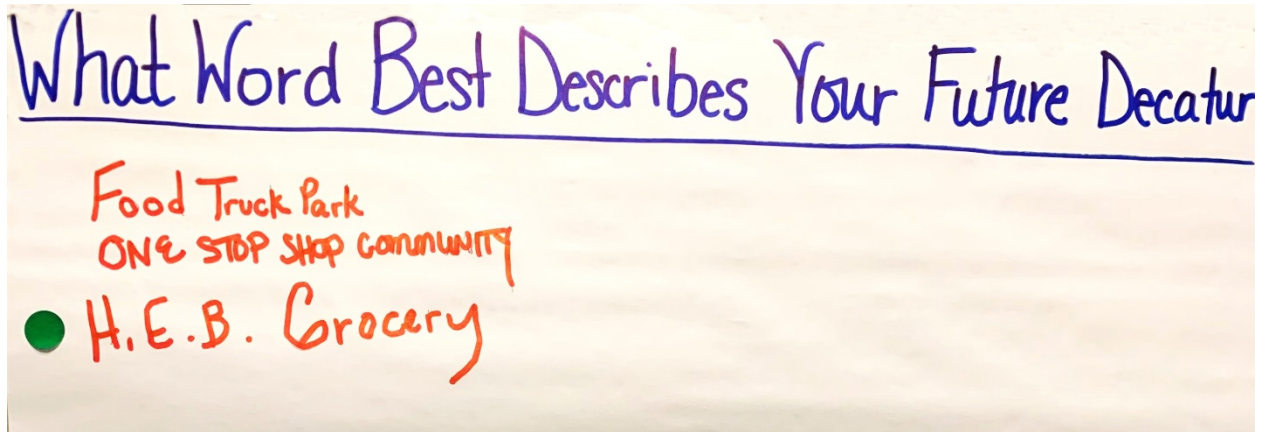
APPENDIX C: A TOUCH OF RUST NOTES

“What Do You Want for Decatur’s Future?”



- **Green Dots** = “Want to See” (68)
- **Red Dots** = “Don’t Want to See” (26)

“What Word Best Describes Your Future Decatur?”



- *Food Truck Park*
- *One Stop Shop Community*
- *H.E.B. Grocery*
- *Verbal Feedback:*
 - *Decatur needs "walking parks" and trails*
 - *The Square is very important and additional businesses should be allowed and encouraged to locate on the Square*
 - *The old car dealership located on north 81/287 is an eyesore and an incentive to demolish it should be provided by the City or the City should just go and tear it down as it is a code enforcement issue!*

APPENDIX C

CITY OF
DECATUR
Texas

Touch of Rust Community Event
11/16/19

Photos:

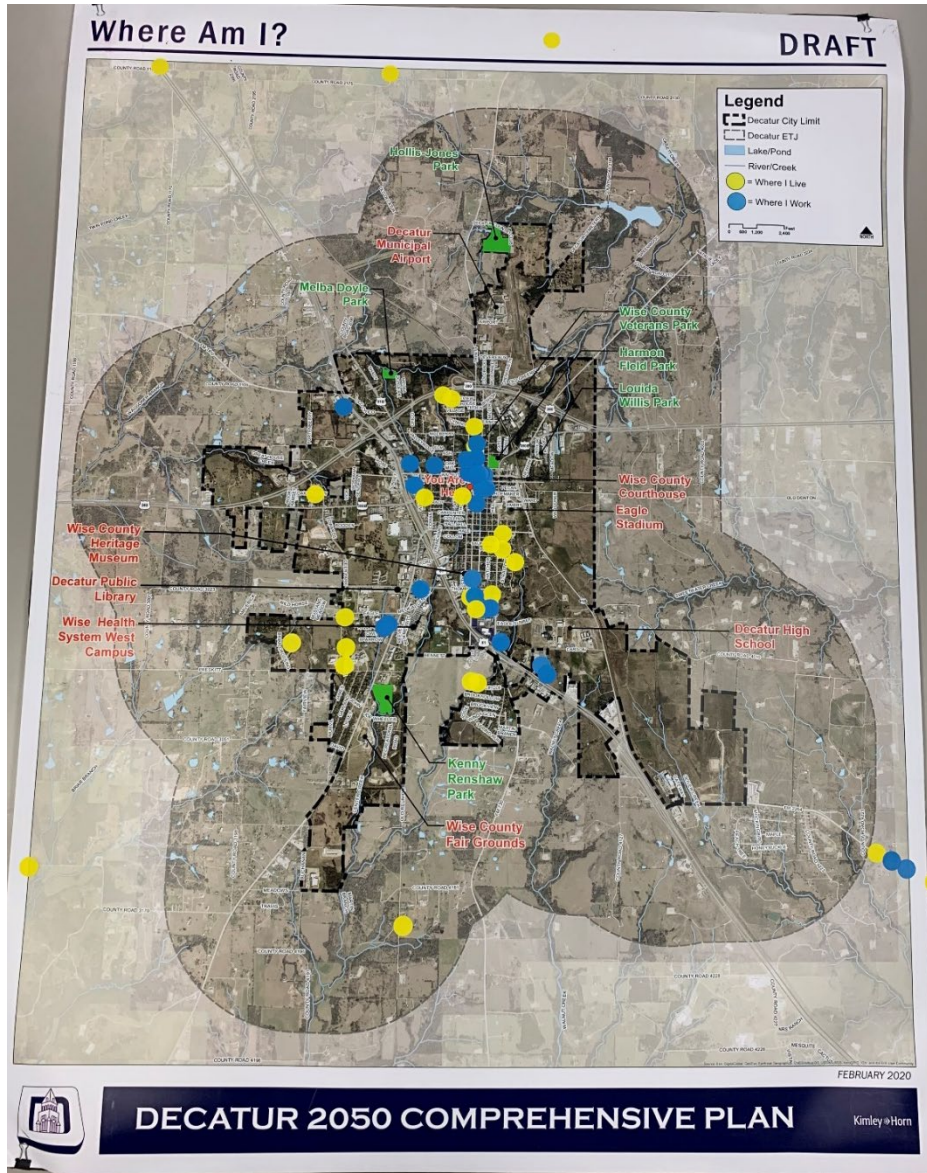


APPENDIX D: COMMUNITY OPEN HOUSE NOTES



Community Open House
02/03/2020

Station 0: Registration
"Where Am I?"



- **Yellow** dots = "Where I Live" (21 in-district, 6 out-of-district)
- **Blue** dots = "Where I Work" (26 in-district, 2 out-of-district)

APPENDIX D



Community Open House
02/03/2020

Station 1: The Big Picture “Vision Statement”

VISION STATEMENT

DRAFT

In 2050, Decatur will be a diverse, open, and fiscally sound community that embraces and plans for growth; empowers citizens by providing recreational, educational, and economic opportunities for people of all ages, while preserving its small town feel and historic identity.

DECATUR 2050 COMPREHENSIVE PLAN

Kimley-Horn

- Safe
- Preferred
- Community Pride

APPENDIX D



Community Open House
02/03/2020

Station 1: The Big Picture "Vision Statement Matrix"

What would you like to see in the Vision Statement? DRAFT

Underlined words differ from current draft vision statement.

SHOULD THESE ELEMENTS BE INCORPORATED INTO THE VISION STATEMENT?	PLACE YOUR DOT BELOW IF YOU AGREE WITH COMMENT	PLACE YOUR DOT BELOW IF YOU DISAGREE WITH COMMENT
• Empowers citizens by providing recreational, educational, <u>medical</u> , and economic opportunities for people of all ages	11 dots	1 dot
• Open <u>to change</u>	9 dots	1 dot
• <u>Safe</u> , diverse, and fiscally sound	14 dots	0 dots
• Preserving its small town feel, historic identity and <u>community pride</u>	11 dots	0 dots

SPACE FOR COMMENTS ON FLIP CHART.

DECATUR 2050 COMPREHENSIVE PLAN Kimley-Horn

What would you like to see if the Vision Statement?

- Empowers citizens by Providing Recreational, educational, medical, and economic opportunities for people of all ages
 - 11 people Agree
 - 1 person Disagrees
- Open to change
 - 9 people Agree
 - 1 person Disagrees
- Safe, diverse, and fiscally sound
 - 14 people Agree
 - 0 Disagree
- Preserving its small-town feel, historic identity and community pride
 - 11 people Agree
 - 0 Disagree

APPENDIX D



Community Open House
02/03/2020

Station 1: The Big Picture "What's Missing?"

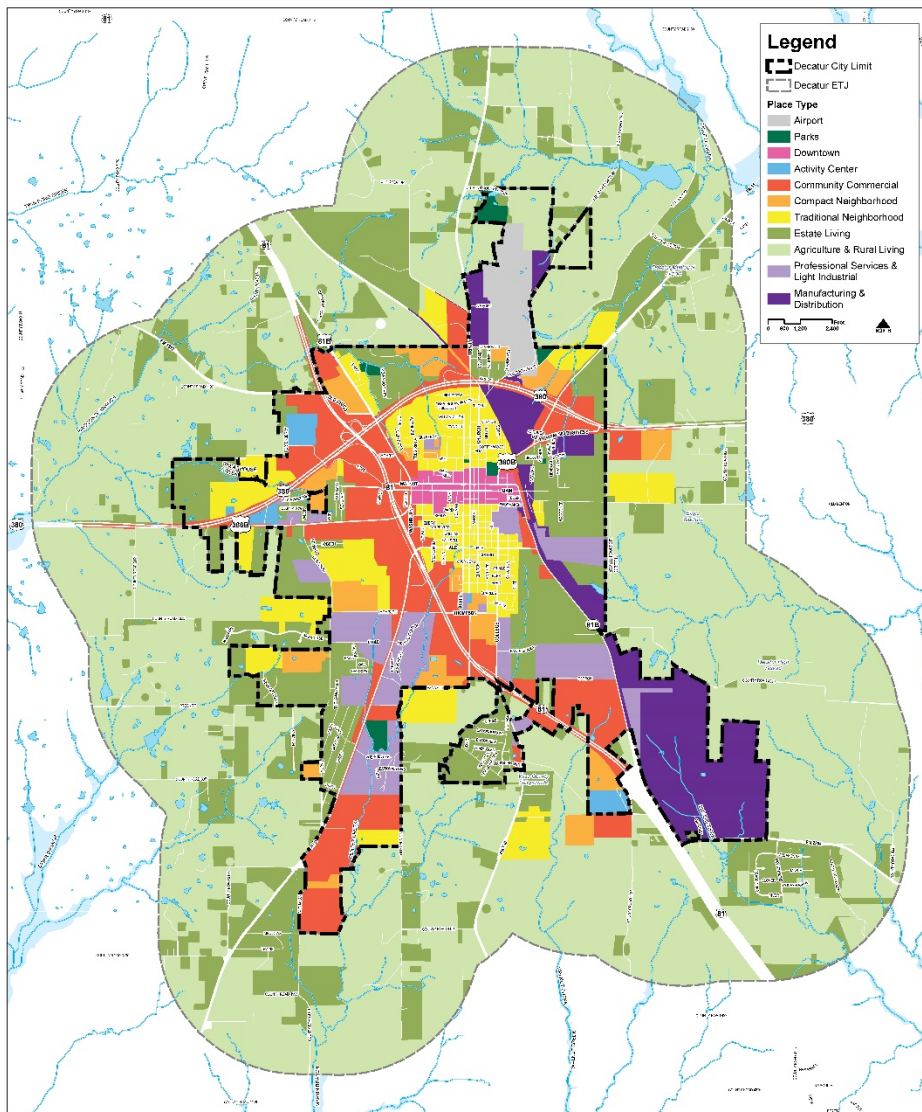
What's Missing?

WOULD LIKE IT TO BE SIMPLE AND SHORTER
I involve citizens on an ongoing basis

- *Would like it to be Simple and Shorter*
- *Involve citizens on an ongoing basis*

**Station 2: Preferred Scenario
“Preferred Future Development Scenario”**

Preferred Future Development Scenario DRAFT



- *No additional comments*

APPENDIX D



Community Open House
02/03/2020

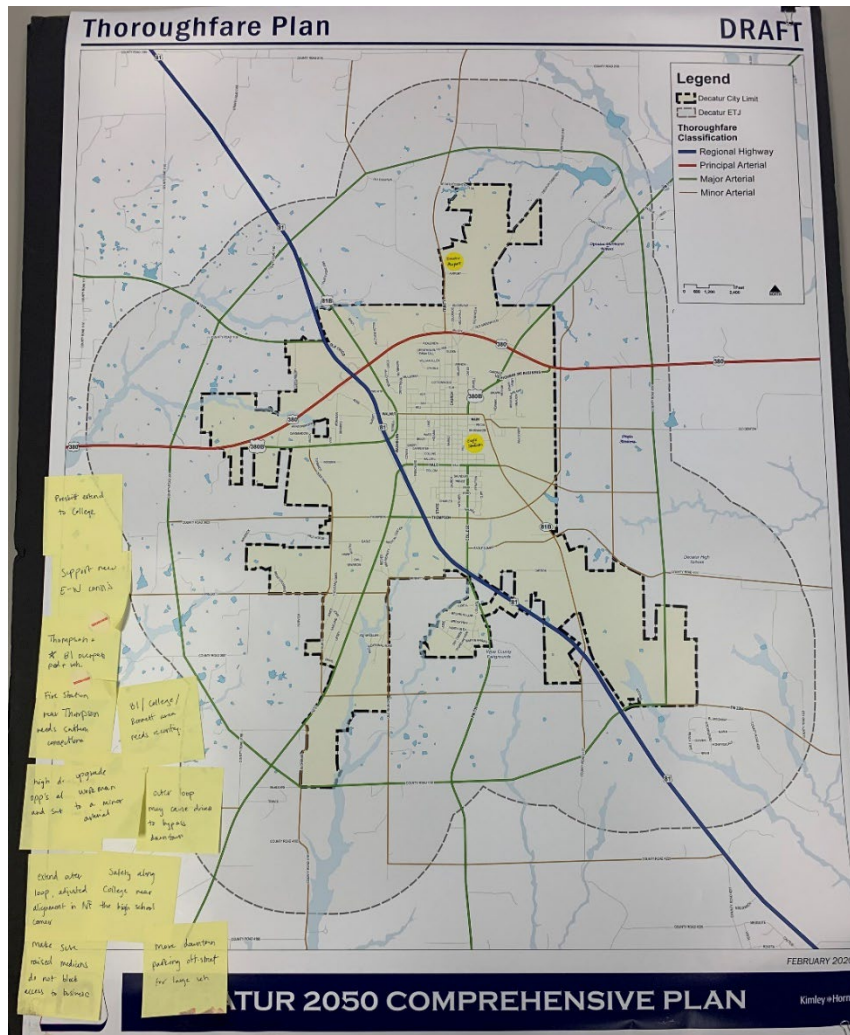
Station 2: Preferred Scenario
"Preferred Scenario Comments"

Preferred Scenario Comments:

No Housing Within 1 mile of North End of Airport

- *No housing within 1 mile of North End of Airport*

**Station 3: Mobility
“Thoroughfare Plan”**



- *Preskitt extend to College*
- *Support New E-W Conn's*
- *Thompson & 81 overpass ped & Veh.*
- *Fire Station near Thompson needs Southern connections*
- *B1/College/Bennett are needs reconfiguring*
- *High Development opportunities along 380 E and South FM 51*
- *Upgrade Workman Rd to a minor arterial*
- *Outer loop may cause drivers to bypass downtown*
- *Extend outer loop, adjusted alignment to NE corner*
- *Safety along College near the high school*
- *Make sure raised medians do not block access to businesses*
- *More downtown parking off-street for large vehicles*

APPENDIX D



Community Open House
02/03/2020

Station 3: Mobility "Alternative Street Type Recommendations"

Alternative Street Type Recommendations **DRAFT**

Major Arterial

Sidewalk Drive Lane Drive Lane Median/Turn Lane Drive Lane Drive Lane Shared Path

90'-0" R.O.W. Varies

Shared Path

Minor Arterial

Sidewalk Bike Lane Drive Lane Turn Lane Drive Lane Bike Lane Sidewalk

68'-0" R.O.W. Varies

prefer side path over on-street facilities

Bike Lane

FEBRUARY 2020

DECATUR 2050 COMPREHENSIVE PLAN Kimley-Horn

- *Prefer side path over on-street facilities*



Station 3: Mobility

"Preliminary Thoroughfare Plan/Street Type Comments"

Preliminary Thoroughfare Plan/Street Type Comments:

Re-route/Ban Commercial Trucks on Square

1-WAY STREETS AROUND SQUARE

DOWNGRADE NARROW STREETS TO ALLEYS OR 1-WAY

Ban Large person Vehicles on the Square Parking
areas.

- Reroute/Ban Commercial Truck on square
- One-way streets around square
- Downgrade narrow streets to alleys or one-way
- Ban large person vehicles on the square parking areas

APPENDIX D

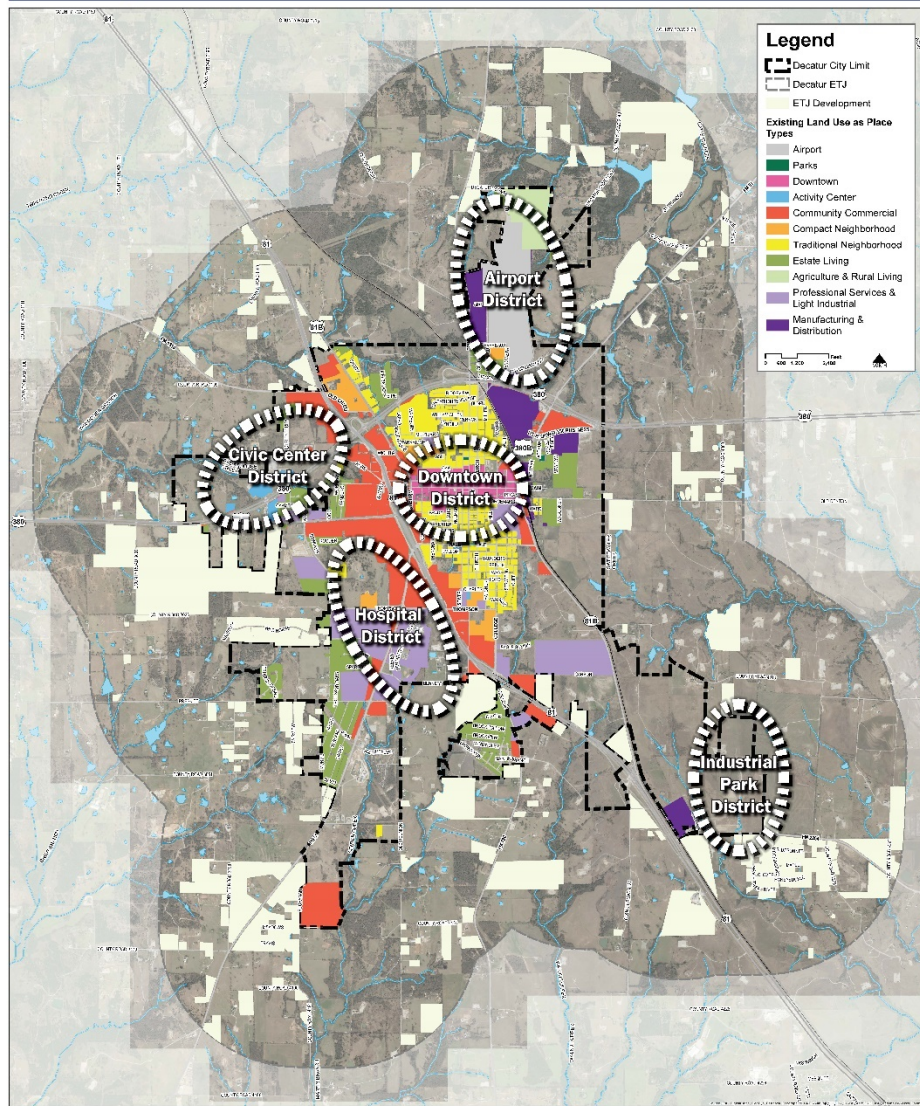


Community Open House
02/03/2020

Station 4: Strategic Investment Areas “Strategic Investment Areas”

Strategic Investment Areas

DRAFT



DECATUR 2050 COMPREHENSIVE PLAN

Kimley-Horn

- *No additional comments*

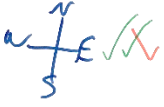
APPENDIX D



Community Open House
02/03/2020

Station 4: Strategic Investment Areas

“What activities, businesses, and residential types should support the Downtown District?”

What activities businesses, and residential types should support the Downtown District?
• Enlarge the downtown area to the ~~east~~ south
Comprehensive Repair to city streets. ✓✓
EXPAND HISTORICAL DISTRICT 
Park
Youth Center
Senior Center !!
Quaint shops
bike trails
eateries
Tutoring business
Early Childhood Montessori school

- Enlarge the downtown area to the south
- Comprehensive Repair to City Streets ✓✓✓
- Expand Historical District (In all directions) ✓✓✓
- Park
- Youth Center
- Senior Center!!
- Quaint shops
- Bike trails
- Eateries
- Tutoring business
- Early Childhood Montessori School

APPENDIX D




DECATUR 2050

Community Open House
02/03/2020

Station 4: Strategic Investment Areas

“What activities, businesses, and residential types should support the Hospital District?”

What activities, businesses, and residential types should support the Hospital District?

- PARK ACCESS VIA TRAILS
- BRIDGE OVER ^{HWY} 51 TO
CONNECT } CAMPUSES
- EATERIES  yum
COFFEE!
- PARK
- BIG TREES

- Park Access via Trails
- Bridge over HWY 51 to connect campuses
- Eateries
- Yum Coffee!
- Park
- Big Trees

APPENDIX D



Community Open House
02/03/2020

Station 4: Strategic Investment Areas

“What activities, businesses, and residential types should support the Civic Center District?”

What activities, businesses, and residential types should support the ~~Civic Center~~ ^{CONF.} District?

EATERIES YUM HAMBURGERS

Park

Kid center/activities

Senior Center

“Traditional” Restaurant (NOT Fast Food)
i.e. Panera, Apple bees, Cotton patch.

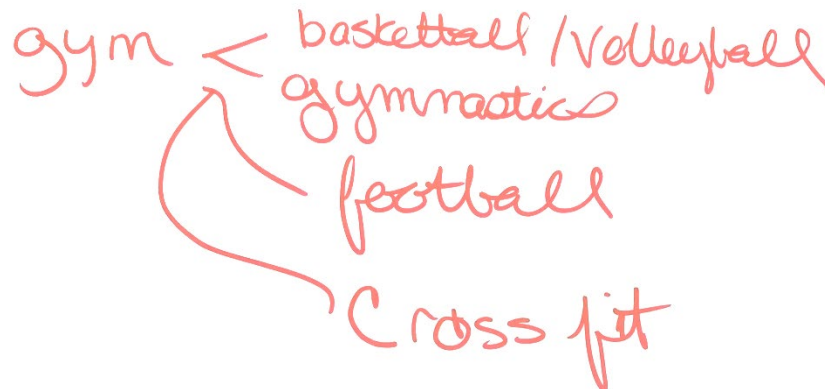
- Consider changing name to Conference Center District
- Eateries
- Yum Hamburgers
- Park
- Kid Center/activities
- Senior Center
- “Traditional” Restaurants (not fast food)
 - i.e. Panera, Apple Bees, Cotton Patch



Station 4: Strategic Investment Areas

“What activities and businesses should support the Industrial Park District?”

What businesses and activities should support the Industrial Park District?



- Gym
 - Basketball/Volleyball
 - Gymnastics
 - Football
 - CrossFit



Station 4: Strategic Investment Areas

“What activities and businesses should support the Airport District?”

What activities and businesses should support the Airport District?

~~Building manufacturer~~

- Extend Runway 5000'
- Add Restaurant / observation (Educational Setting) / Hotel
→ Decatur History
- Encourage Aviation Business
- Add Hangar Space
- Modern Fixed Base Operator / Maintenance Facility
- Concrete Ramp Parking for Aircraft - More or 7.
- Every other year open house / Aviation Day
- Government Fuel Contract.

- Extend Runway 5000'
- Add Restaurant/Observation (educational setting- Decatur history)/Hotel
- Encourage Aviation Business
- Add Hanger Space
- Modern Fixed Base Operator/Maintenance Facility
- Concrete Ramp Parking for Aircraft- More or 7
- Every other year open house/Aviation Day
- Government Fuel Contract

APPENDIX D



Community Open House
02/03/2020

Community Open House Photos:



APPENDIX D



Community Open House
02/03/2020



APPENDIX D



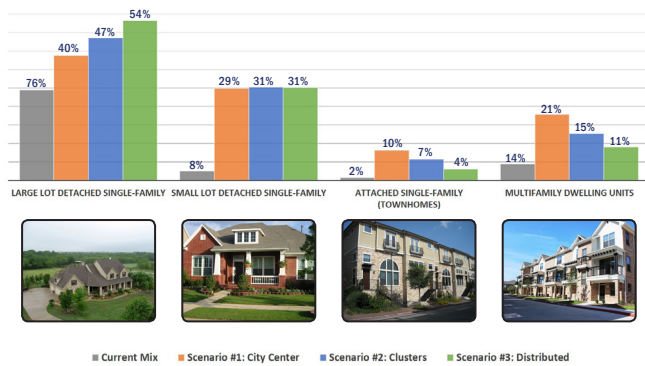
Community Open House
02/03/2020



APPENDIX E: SCENARIO IMPLICATIONS

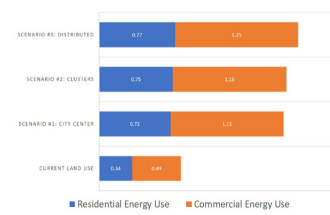
Scenario Implications - DRAFT

Housing Units by Type



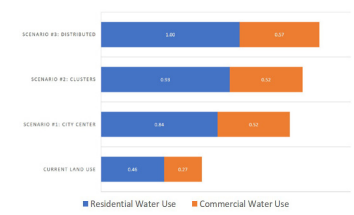
Total Annual Energy Use

Electricity and gas consumed in BTUs (trillions)

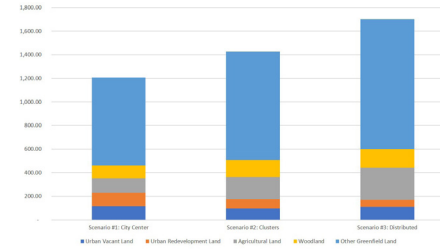


Total Annual Water Use

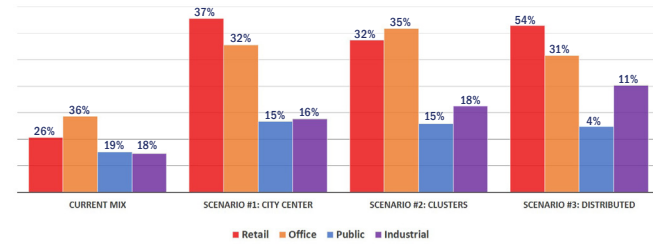
Water consumed in gallons (billions)



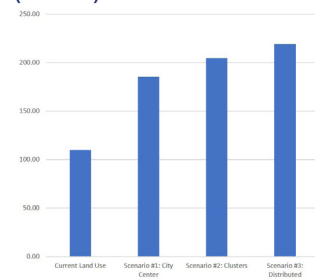
Land Consumed by Scenario (acres)



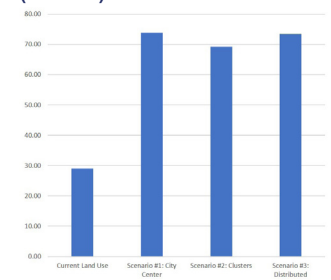
Jobs by Sector



Total Annual Vehicle Miles Traveled (millions)



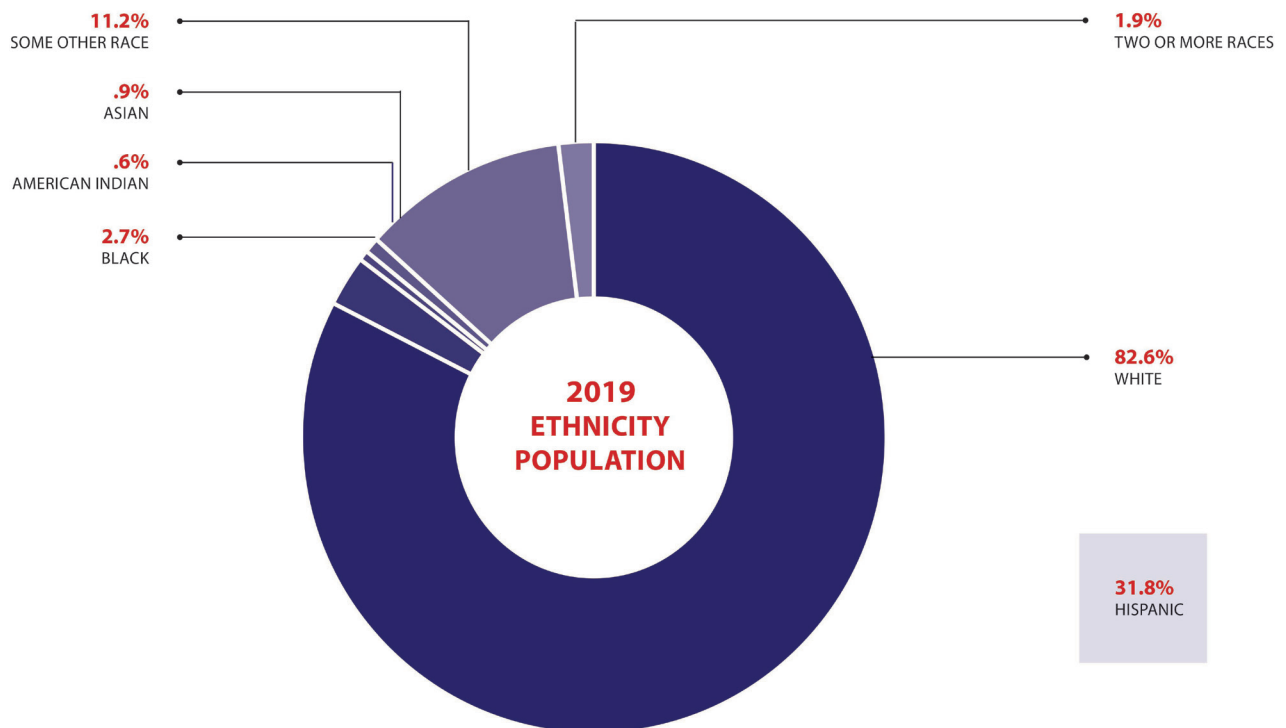
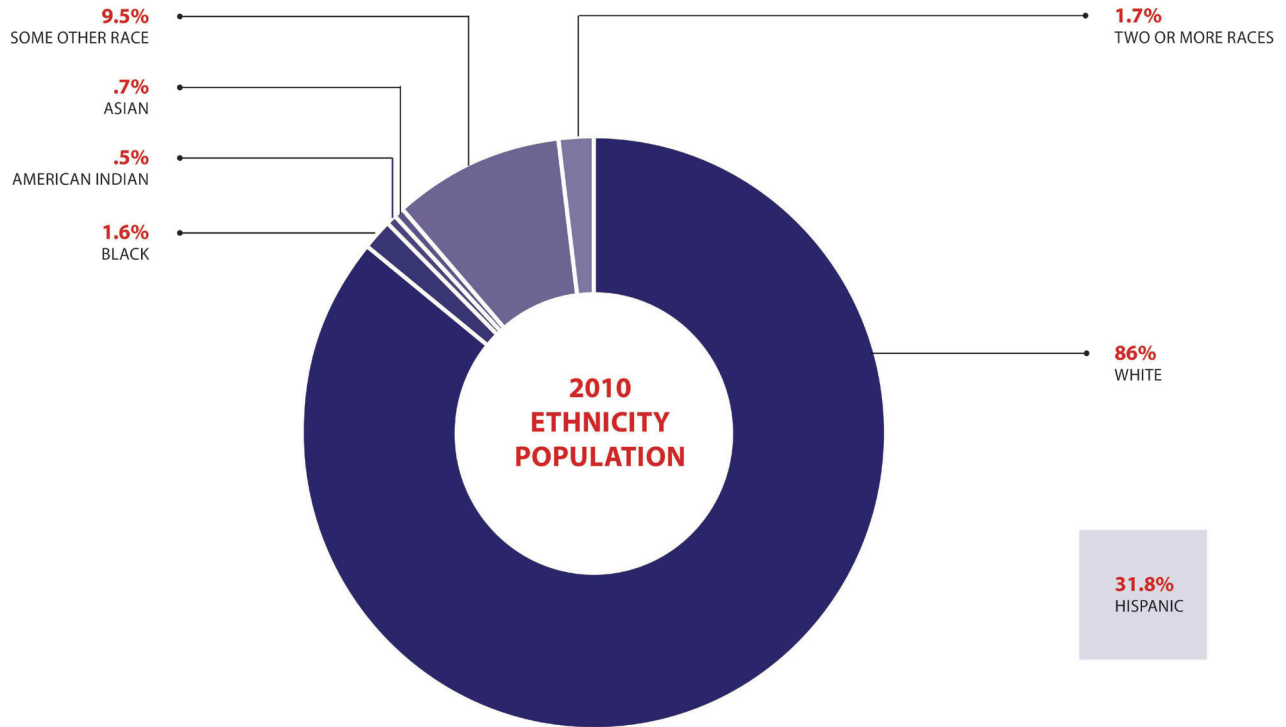
Total Annual Vehicle Trips (millions)



DECATUR 2050 COMPREHENSIVE PLAN

Kimley»Horn

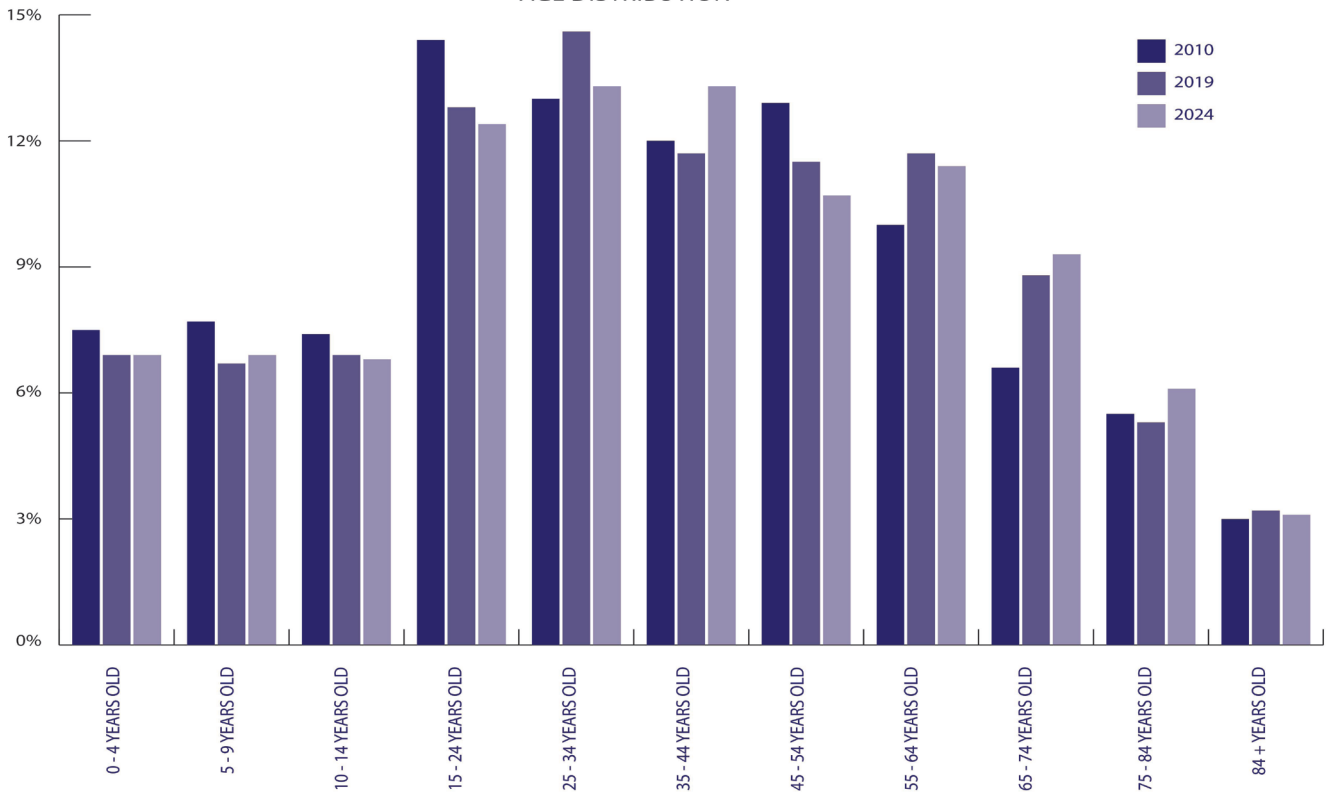
APPENDIX F: EVALUATION OF GROWTH TRENDS



APPENDIX F

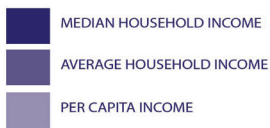
AGE DISTRIBUTION

2019



INCOME COMPARISON

2019



DECATUR



WISE COUNTY



DALLAS - FORT WORTH



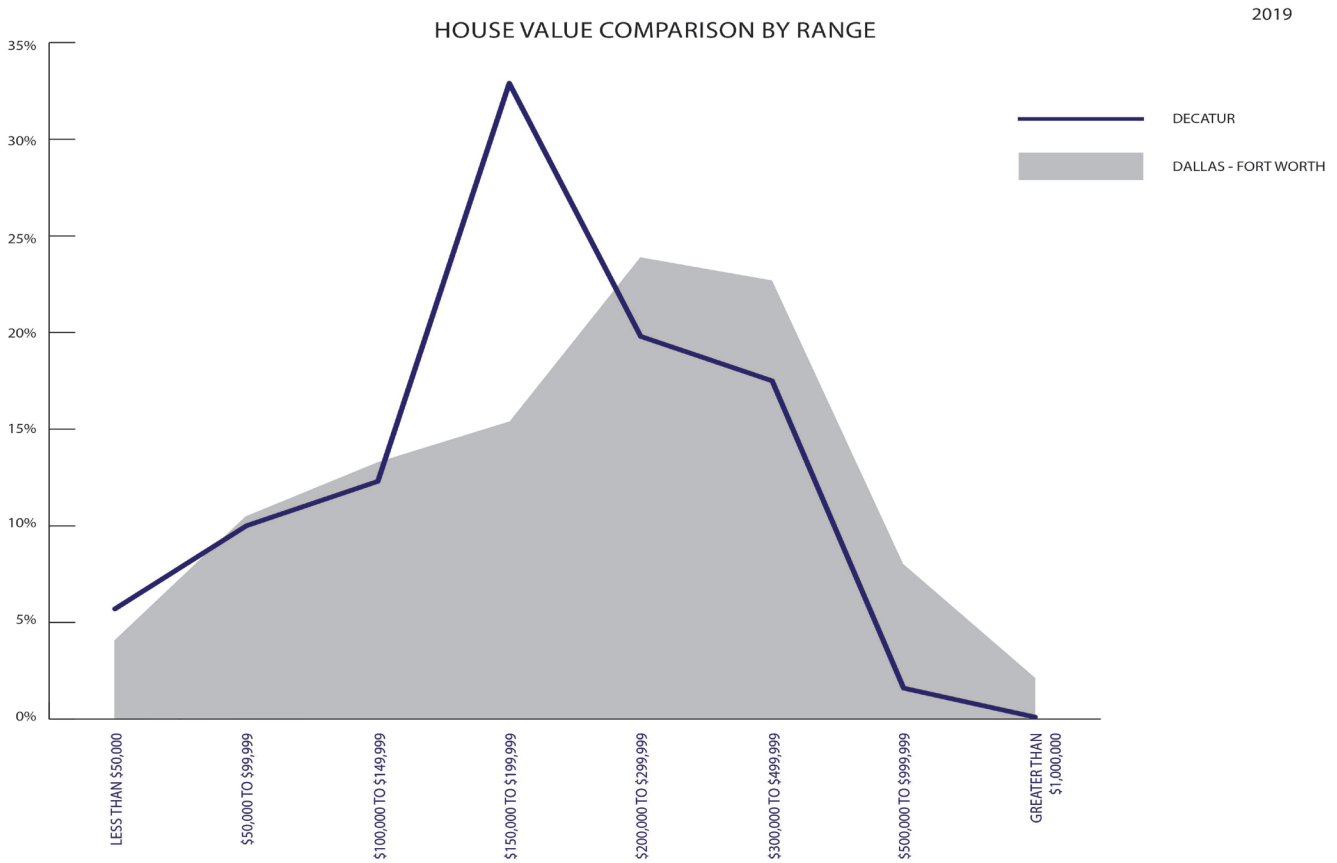
TEXAS



APPENDIX F

Household and Income

House Values (Owner-Occupied)	2019				2024			
	Decatur		Decatur + ETJ		Decatur		Decatur + ETJ	
Owner-Occupied Units	1,348		1,626		1,393		1,694	
Less than \$50,000	77	5.7%	90	5.5%	47	3.4%	54	3.2%
\$50,000 to \$99,999	135	10%	156	9.6%	83	6%	94	5.5%
\$100,000 to \$149,999	166	12.3%	197	12.1%	115	8.3%	134	7.9%
\$150,000 to \$199,999	444	32.9%	512	31.5%	423	30.4%	480	28.3%
\$200,000 to \$299,999	267	19.8%	324	19.9%	305	21.9%	368	21.8%
\$300,000 to \$499,999	237	17.5%	307	18.9%	387	27.8%	502	29.6%
\$500,000 to \$999,999	21	1.6%	37	2.3%	30	2.2%	57	3.4%
\$1,000,000 or more	1	.1%	4	.3%	2	.1%	6	.3%
Median (dollars)	\$183,333		\$186,182		\$209,589		\$225,599	



APPENDIX G: TOP TAPESTRY SEGMENTS

ADDITIONAL INFORMATION





LifeMode Group: Middle Ground

Old and Newcomers

Households: 2,859,200

Average Household Size: 2.12

Median Age: 39.4

Median Household Income: \$44,900

WHO ARE WE?

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. *Old and Newcomers* is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

OUR NEIGHBORHOOD

- Metropolitan city dwellers.
- Predominantly single households (Index 148), with a mix of married couples (no children); average household size lower at 2.12.
- 55% renter occupied; average rent, \$880, (Index 85).
- 45% of housing units are single-family dwellings; 45% are multiunit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

SOCIOECONOMIC TRAITS

- Unemployment is lower at 5.1% (Index 93), with an average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 32% of households are currently receiving Social Security.
- 31% have a college degree (Index 99), 33% have some college education, 9% are still enrolled in college (Index 121).
- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are more comfortable with the latest technology than buying a car.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



8F

LifeMode Group: Middle Ground

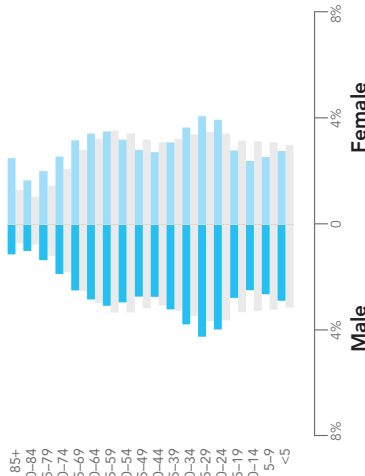
Old and Newcomers



AGE BY SEX (Esri data)

Median Age: 39.4 US: 38.2

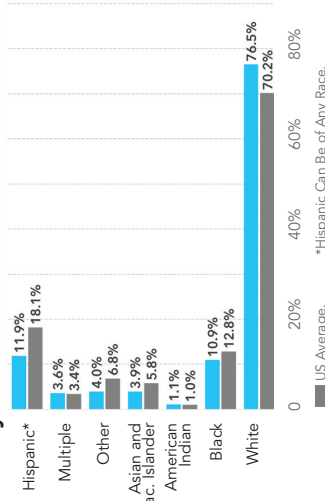
■ Indicates US



RACE AND ETHNICITY (Esri data)

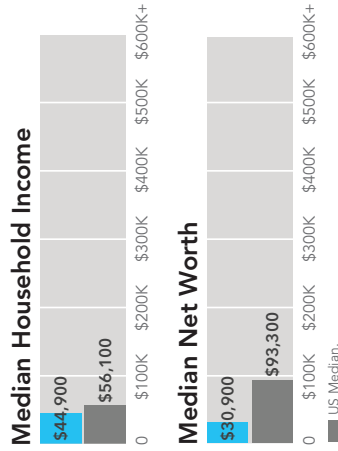
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 52.7 US: 64.0



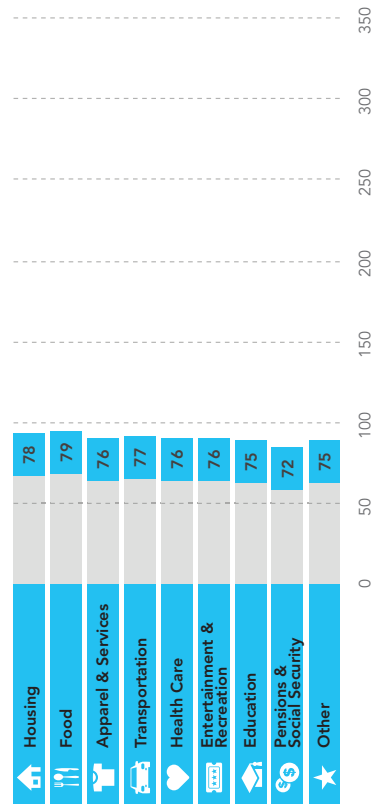
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



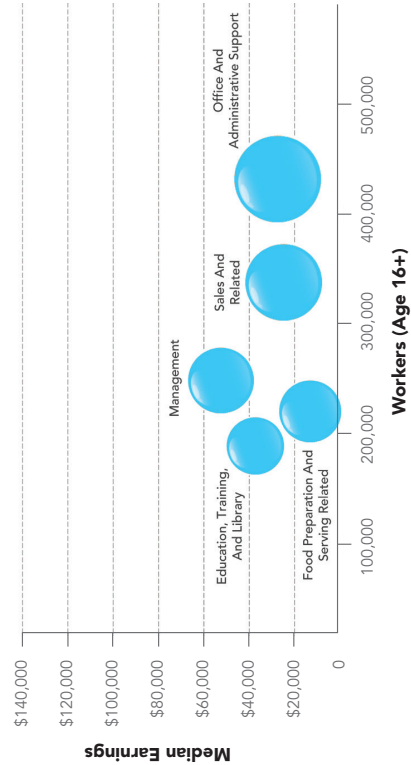
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



LifeMode Group: Middle Ground
8F Old and Newcomers



MARKET PROFILE (Consumer preferences are estimated from data by GIK MRI)

- Residents have a strong sense of community. They volunteer for charities, help fund raise, and recycle.
- They prefer cell phones to landlines.
- Entertainment features the Internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen and fast food.
- They do banking as likely in person as online.

HOUSING

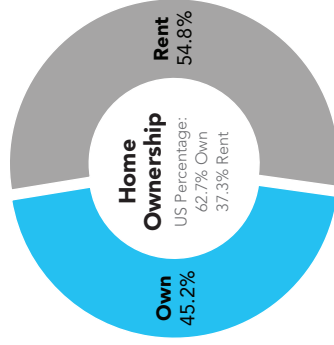
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
 Single Family;
 Multi-Units

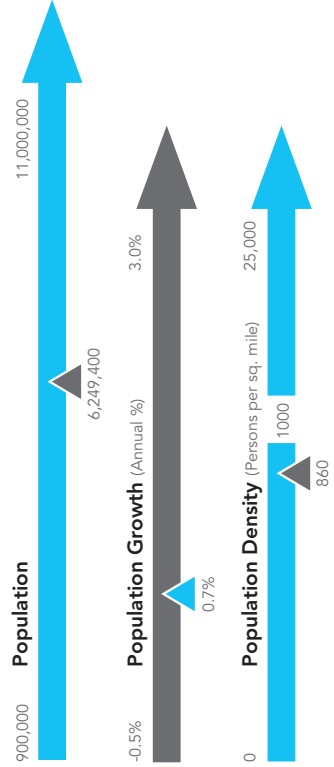
Average Rent:
 \$880

US Average: \$1,038



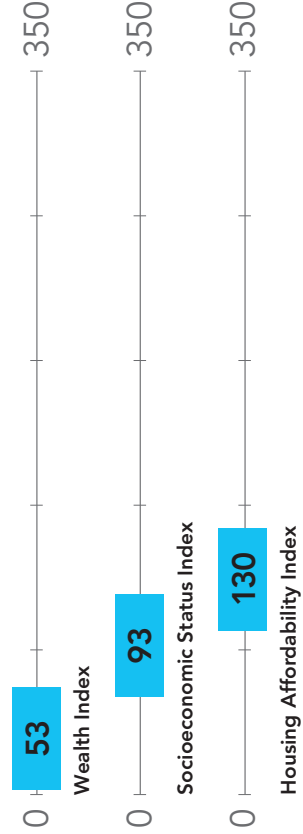
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Family Landscapes
Middleburg

4C

Households: 3,511,200
 Average Household Size: 2.75
 Median Age: 36.1
 Median Household Income: \$59,800

WHO ARE WE?

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

OUR NEIGHBORHOOD

- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes (Index 150).
- Affordable housing, median value of \$175,000 (Index 84) with a low vacancy rate.
- Young couples, many with children; average household size is 2.75.

SOCIOECONOMIC TRAITS

- Education: 65% with a high school diploma or some college.
- Unemployment rate lower at 4.7% (Index 86).
- Labor force participation typical of a younger population at 66.7% (Index 107).
- Traditional values are the norm here—faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.



Note: The index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

4C

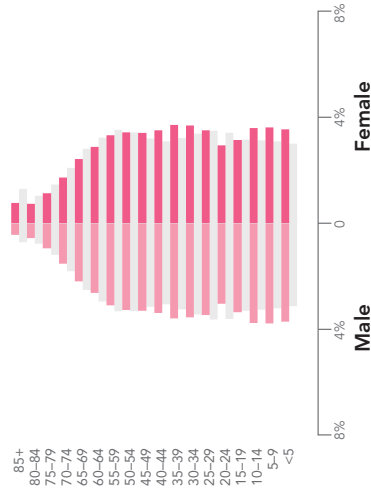
LifeMode Group: Family Landscapes
Middleburg

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 36.1 US: 38.2

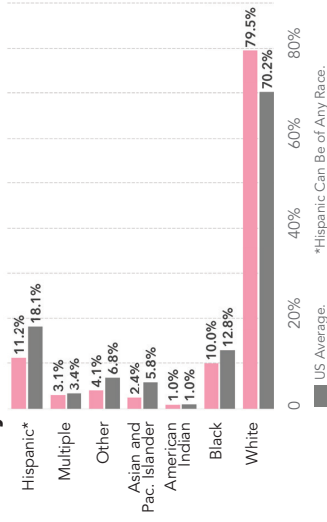
■ Indicates US



RACE AND ETHNICITY (Esri data)

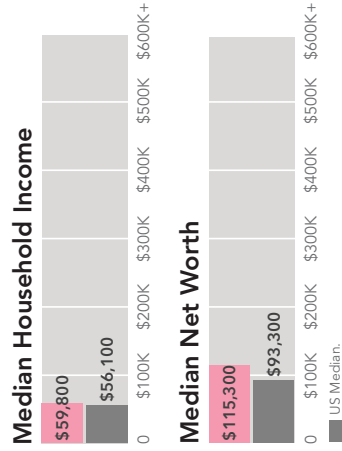
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 48.5 US: 64.0



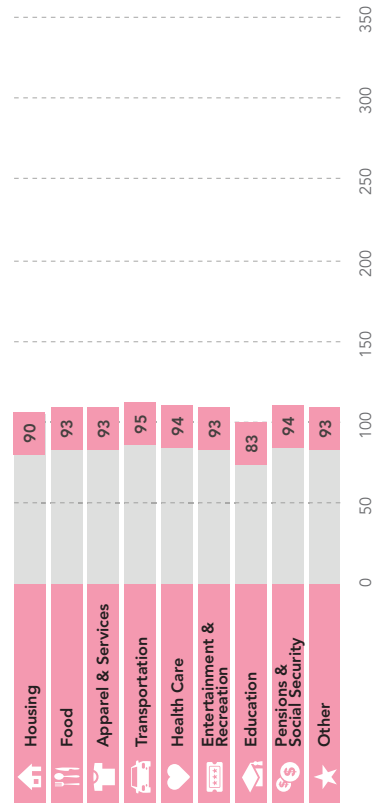
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



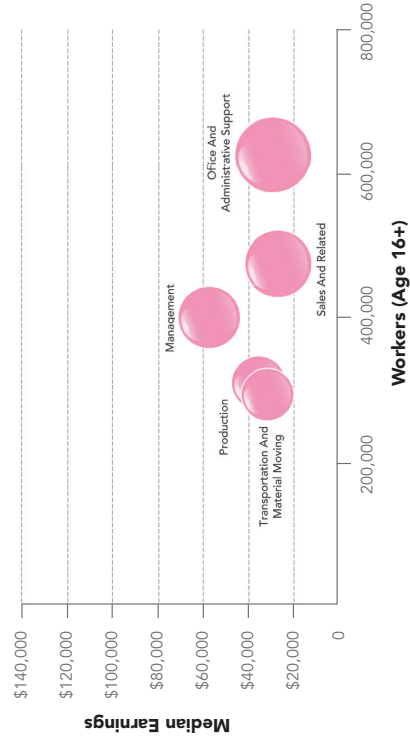
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group: Family Landscapes
Middleburg



MARKET PROFILE

(Consumer preferences are estimated from data by GIK MRI)

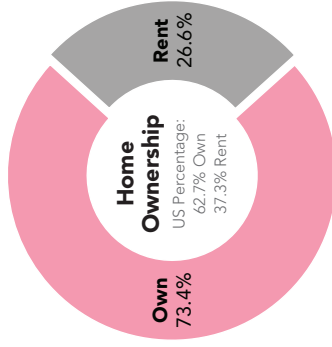
- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

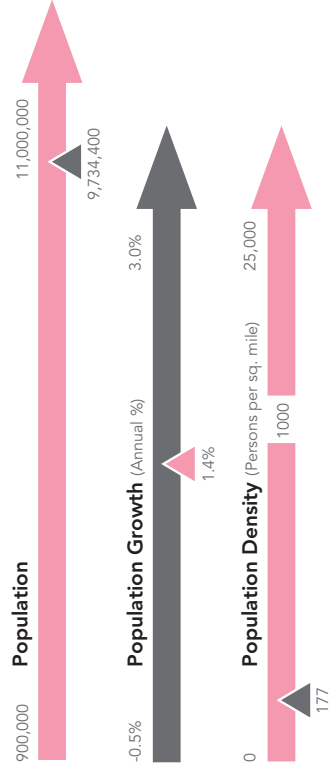


Typical Housing:
Single Family
Median Value:
\$175,000
US Median: \$207,300



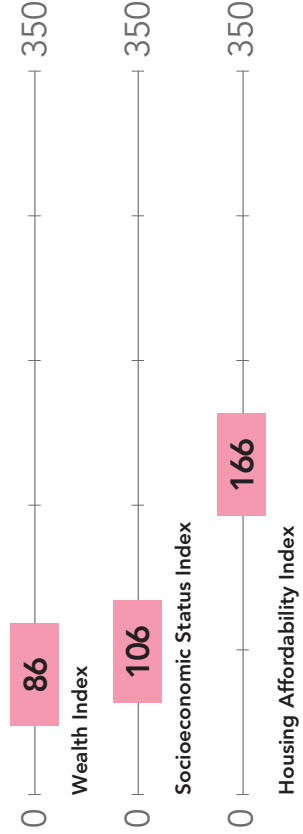
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Rustic Outposts
Diners & Miners

10C

Households: 810,000
 Average Household Size: 2.54
 Median Age: 41.3
 Median Household Income: \$42,100

WHO ARE WE?

Close to one in five employed residents work in mining, oil and gas extraction, or quarrying industries. *Diners and Miners* is a very rural, primarily Southern market. Married-couple families reside in over half of the households, with a quarter of households that live in mobile homes. This socially conservative group earns a living working with their hands. In addition to mining, construction and agriculture are common industries for employment. They take pride in the appearance of their homes and their vehicles. Budget-minded residents enjoy home cooking, but nothing too fancy. This is a gregarious group that values time spent with friends.

OUR NEIGHBORHOOD

- Rural living; homes are sparsely located throughout the countryside.
- These families have roots in their communities and do not move often; over three-quarters of all households are owner occupied.
- Over half of owned homes are worth less than \$100,000.
- Married-couple families make up over half the households.
- A quarter of all housing units are mobile homes; the rest are primarily single-family dwellings.
- High-vacancy rate—nearly one in six housing units is vacant.

SOCIOECONOMIC TRAITS

- They hold strong to religious beliefs.
- Most residents did not go to college.
- They are slow to adopt technology; “if it’s not broke, don’t fix it,” mentality.
- TV is the main source of information, news, and entertainment.
- They make purchases for today because tomorrow is uncertain.
- They are happy to go to work whenever the opportunity presents itself.
- Budgeted vacations are taken within the US, not abroad.



Note: The index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



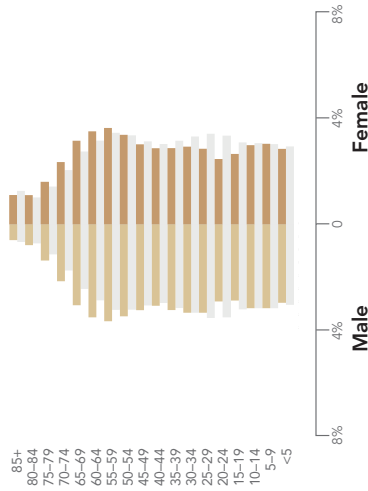
LifeMode Group: Rustic Outposts
Diners & Miners



AGE BY SEX (Esri data)

Median Age: 41.3 US: 38.2

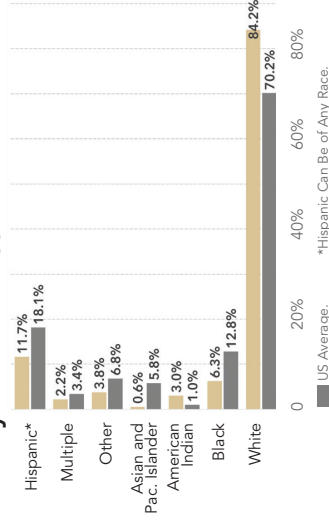
■ Indicates US



RACE AND ETHNICITY (Esri data)

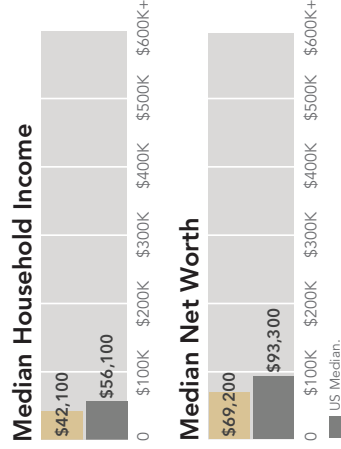
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 43.3 US: 64.0



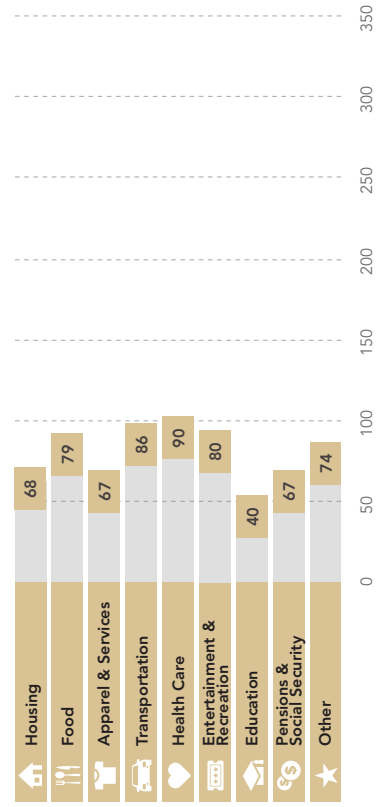
INCOME AND NET WORTH

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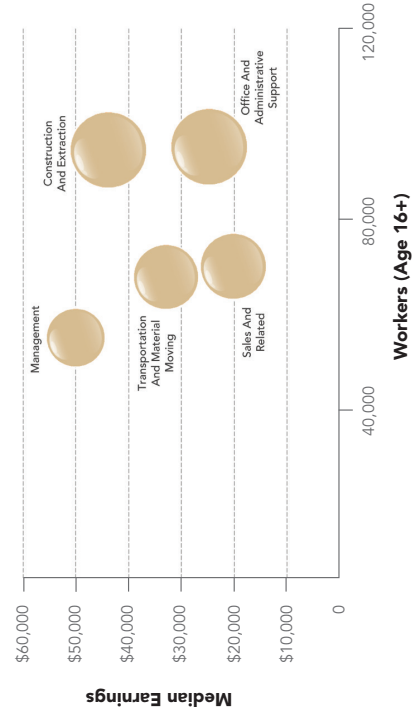
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group: Rustic Outposts
Diners & Miners



MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Own a domestic truck, dog, and ATV.
- Watch a lot of TV, including programs on CMT and the Discovery Channel.
- A few still hanging onto their landlines (no cell phones).
- Dine at Dairy Queen, Pizza Hut, Sonic Drive-ins, and Golden Corral.
- Hunting, yard work, and gardening popular activities.
- Shop at department and discount stores—mostly dollar stores.
- Many are well-insured, from auto, vision, life, and prescription plans to Medicare. For convenience they pick up prescriptions at the closest Walgreens pharmacy.

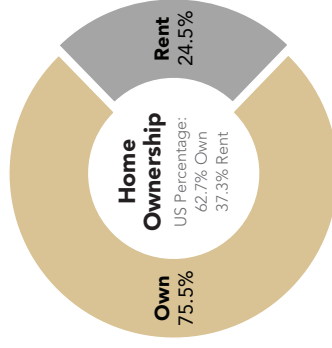
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



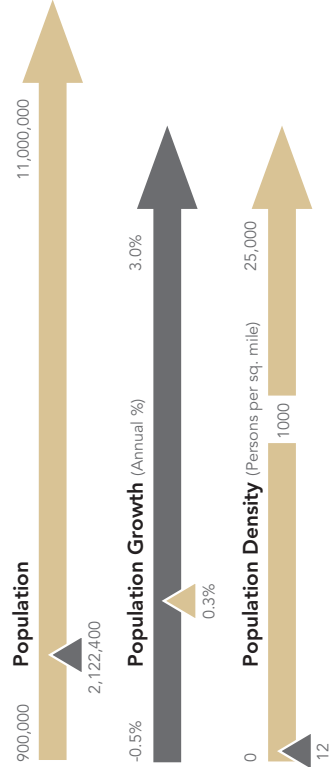
Typical Housing:
Single Family;
Mobile Homes

Median Value:
\$88,500
US Median: \$207,300



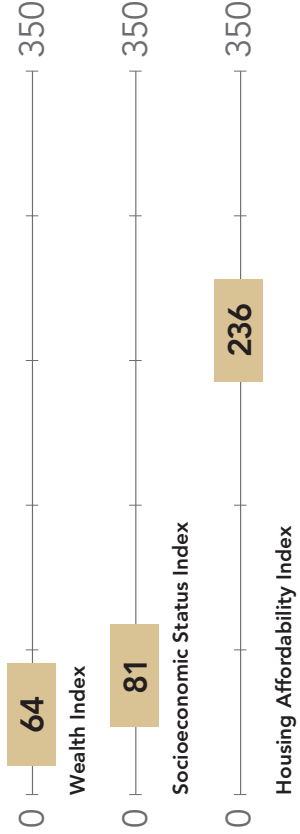
POPULATION CHARACTERISTICS


Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Cozy Country Living


Green Acres

Households: 3,923,400

Average Household Size: 2.70

Median Age: 43.9

Median Household Income: \$76,800



WHO ARE WE?

The Green Acres lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of Green Acres remain pessimistic about the near future yet are heavily invested in it.

OUR NEIGHBORHOOD

- Rural enclaves in metropolitan areas, primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years.
- Single-family, owner-occupied housing, with a median value of \$235,500.
- An older market, primarily married couples, most with no children.

SOCIOECONOMIC TRAITS

- Education: More than 60% are college educated.
- Unemployment is low at 3.8% (Index 70); labor force participation rate is high at 66.8% (Index 107).
- Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK Mill.



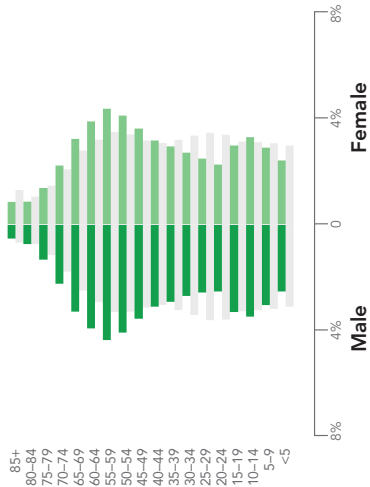
LifeMode Group: Cozy Country Living
Green Acres



AGE BY SEX (Esri data)

Median Age: 43.9 US: 38.2

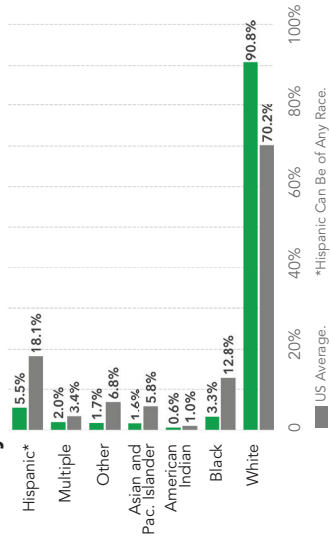
■ Indicates US



RACE AND ETHNICITY (Esri data)

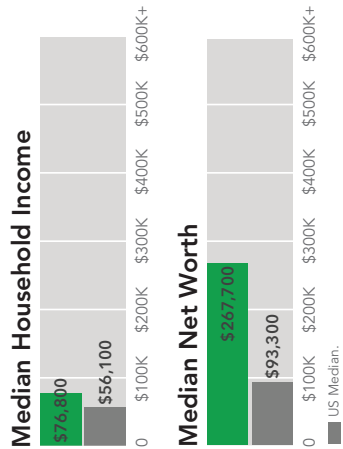
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 26.0 US: 64.0



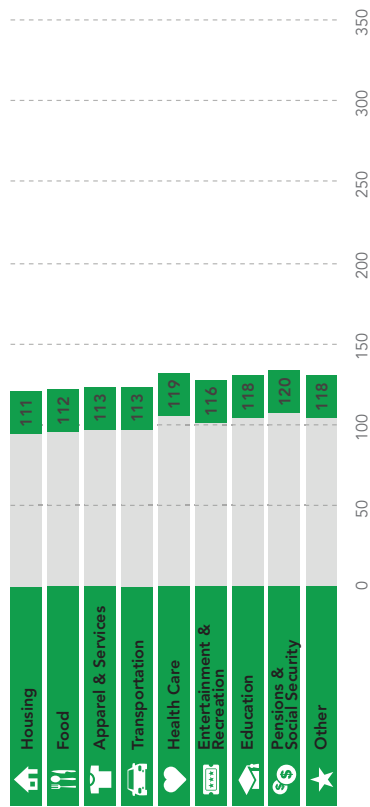
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



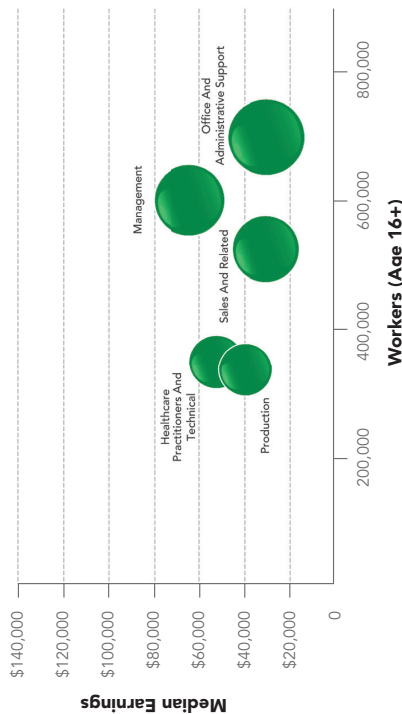
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group: Cozy Country Living
Green Acres



MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

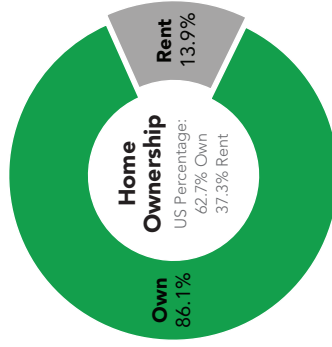
- Purchasing choices reflect Green Acres' residents country life, including a variety of vehicles from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

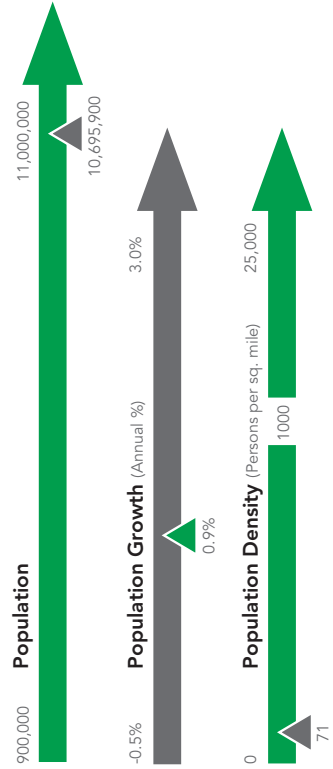


Typical Housing:
Single Family
Median Value:
\$235,500
US Median: \$207,300



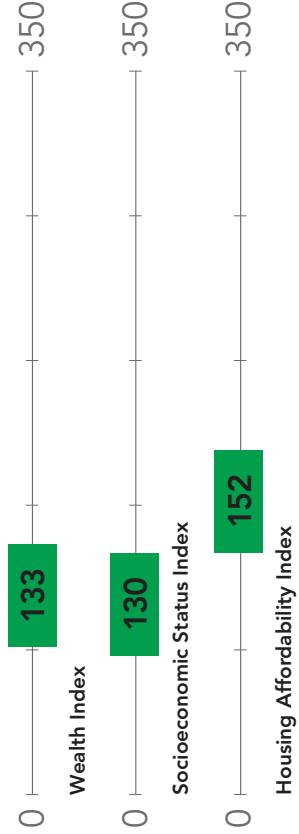
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Cozy Country Living

Heartland Communities

6F

Households: 2,850,600

Average Household Size: 2.39

Median Age: 42.3

Median Household Income: \$42,400

WHO ARE WE?

Well settled and close-knit, Heartland Communities are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

OUR NEIGHBORHOOD

- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short (Index 82).

SOCIOECONOMIC TRAITS

- Retirees in this market depress the average labor force participation rate to less than 60% (Index 94), but the unemployment rate is comparable to the US.
- More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, utilities, healthcare, and agriculture industries.
- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy, but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GK, MRI.





LifeMode Group: Cozy Country Living

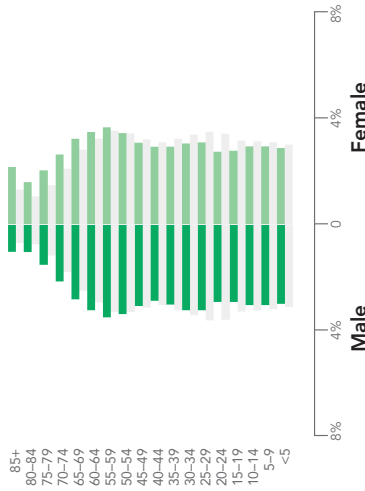
Heartland Communities



AGE BY SEX

Median Age: **42.3** US: 38.2

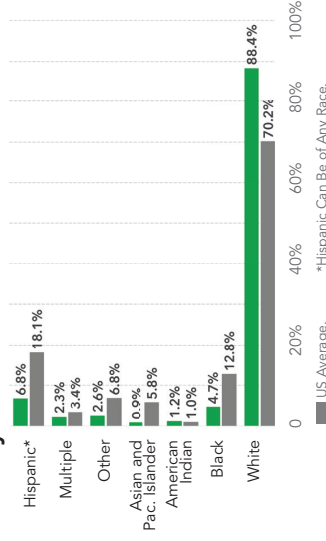
■ Indicates US



RACE AND ETHNICITY

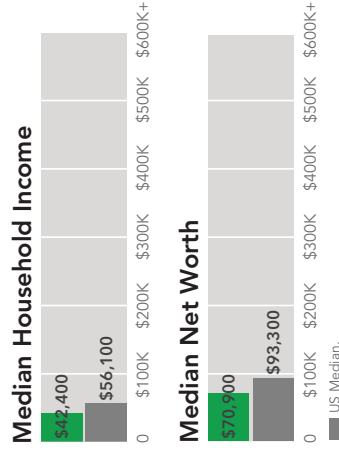
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **31.5** US: 64.0



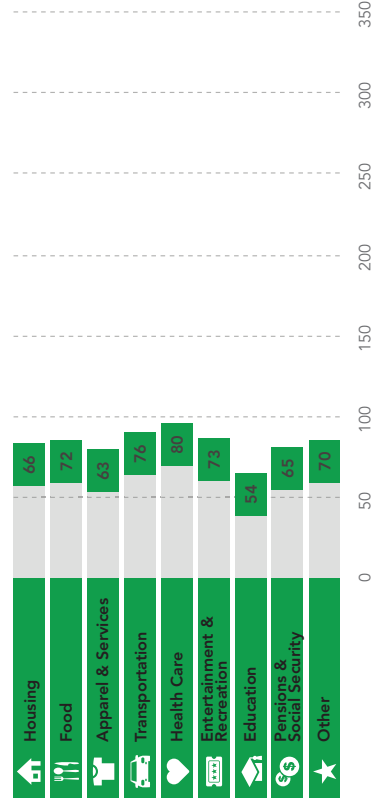
INCOME AND NET WORTH

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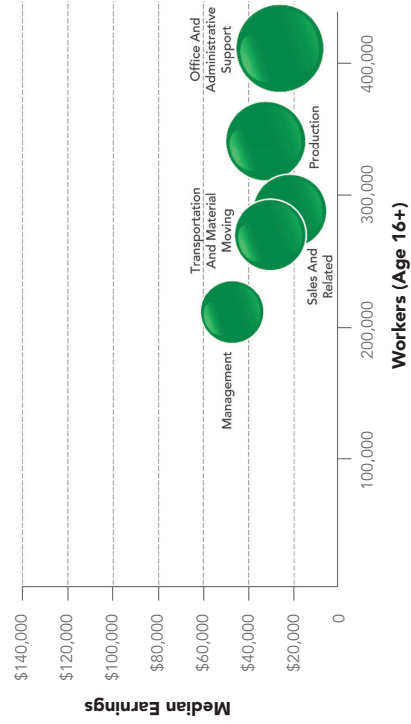
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OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



LifeMode Group: Cozy Country Living

6F

Heartland Communities

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Traditional in their ways, residents of *Heartland Communities* choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Interest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.

HOUSING

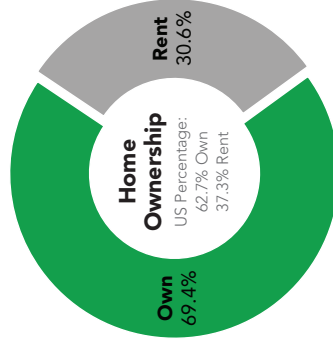
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

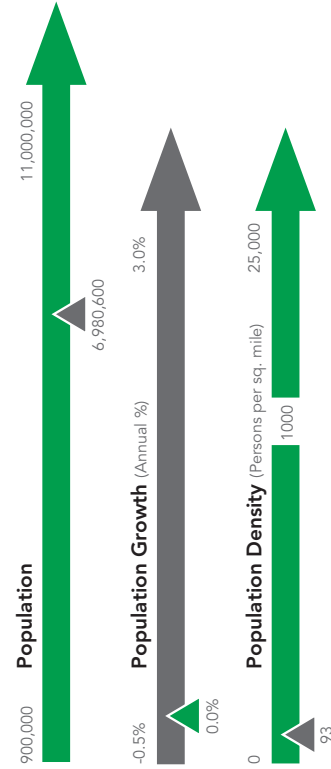
Median Value:
\$95,700

US Median: \$207,300



POPULATION CHARACTERISTICS

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ESRI INDEXES

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