



# DECATUR 2050 COMPREHENSIVE PLAN

VOLUME 2

October 26, 2020



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# 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?

# APPENDIX A



## Focus Group Interview Notes 10/21/19

- 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.

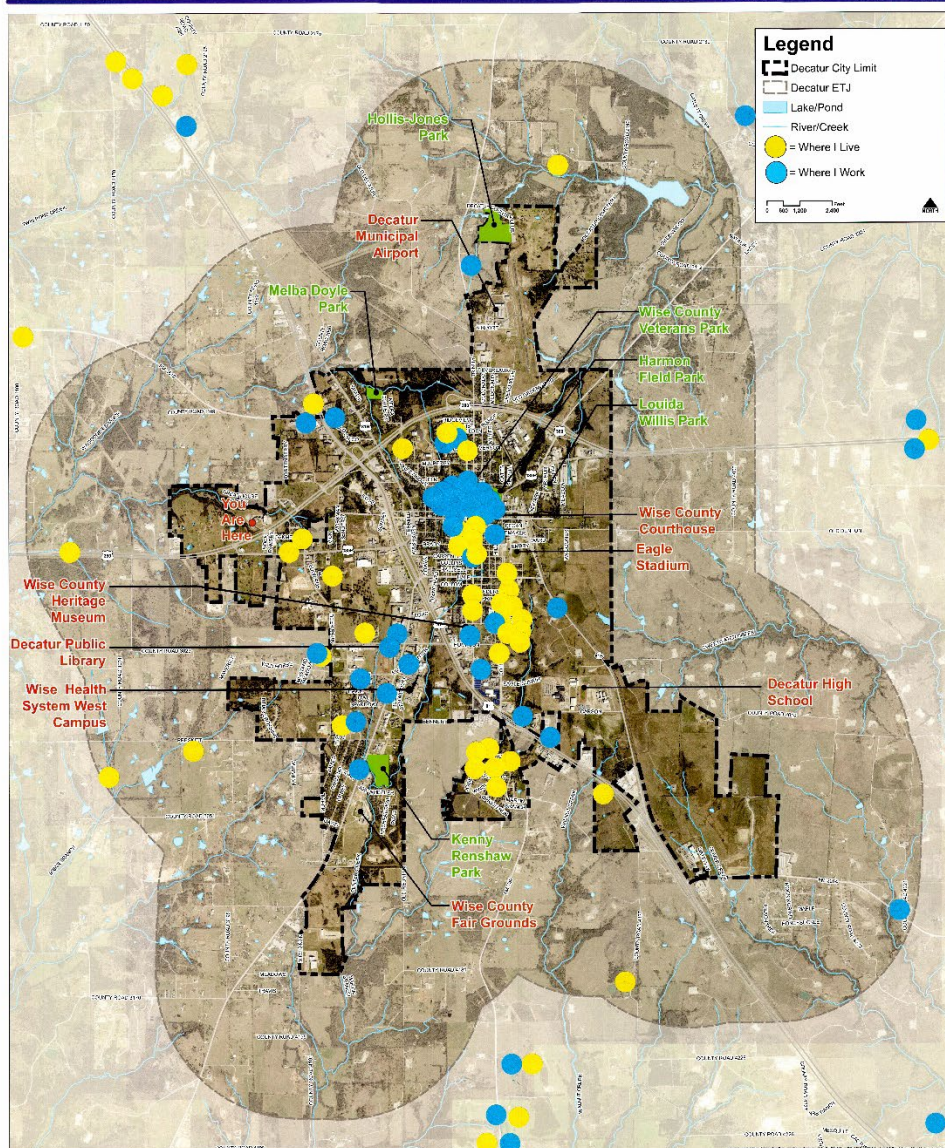
# APPENDIX B: COMMUNITY CHARRETTE NOTES



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)

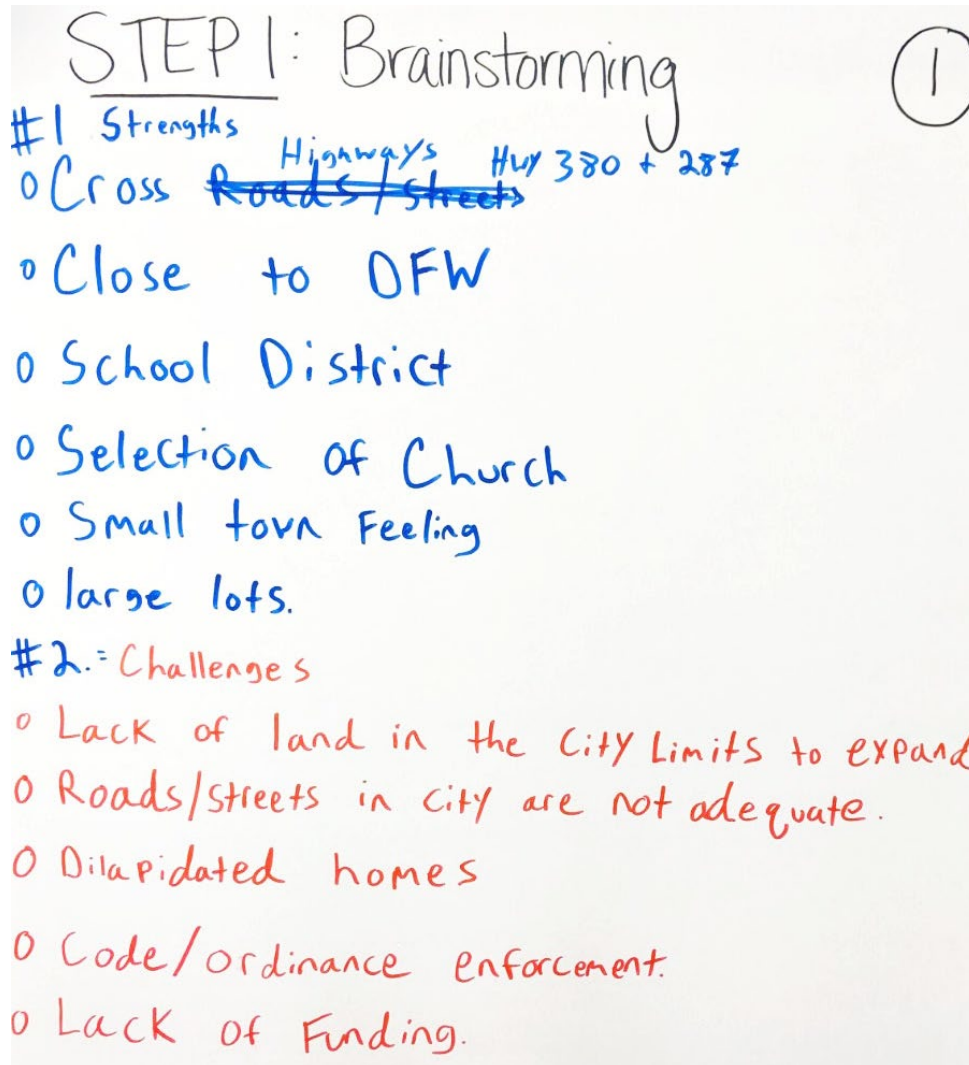
# APPENDIX B



# DECATUR 2050

Community Charrette  
10/26/19

## Exercise 1 - Brainstorming Table 1



- #1: Strengths
  - o Cross Highways 380 and 287
  - o Close to DFW
  - o School District
  - o Selection of Church
  - o Small town feeling
  - o Large lots
- #2: Challenges
  - o Lack of land in the City Limits to expand
  - o Roads/streets in city are not adequate
  - o Dilapidated homes
  - o Code/ordinance enforcement
  - o Lack of funding

## APPENDIX B



# DECATUR 2050

Community Charrette  
10/26/19

### Exercise 1 - Brainstorming Table 1

#3 = Stay the Same

- o Small Town Feeling
- o Historic Buildings
- o Main Street / Downtown



#4 Change in Future

- o Welcoming / open to allowing new businesses in town.
- o Permitting / code
- o Diversity to retail downtown
- o

- #3: Stay the Same
  - o Small town feeling
  - o Historic buildings
  - o Main Street/Downtown
- #4 Change in Future:
  - o Welcoming/open to allowing new businesses in town
  - o Permitting/code
  - o Diversity to retail downtown

# APPENDIX B



Community Charrette  
10/26/19

## Exercise 1 – Draft Vision Table 1

*our city will be known for remaining community oriented through ongoing planning, growth and diversity, history and remaining a sustainable community.*

### TEAM EXERCISE #1 - VISIONING

#### What is a Vision Statement?

Description of the community's image of itself...at its best...in the future

#### What does a Vision Statement do?

Expresses community values

Sets direction for the rest of the plan (especially the development of goals and plan principles)

Provides a basis for decision-making and community action after the plan is adopted

#### In preparing a Vision Statement, think about:

- Shared community values
- Decatur's history (past) and legacy (future)
- Community character/appearance
- Quality of life
- Inclusiveness
- Community engagement/involvement
- Economic vitality/Economic development
- Jobs/Employment opportunities
- Growth and resiliency
- Housing and neighborhoods
- Education and learning
- Parks and recreation
- Transportation and infrastructure
- Public health and safety
- Preservation of the environment
- Arts and culture
- Decatur's role in the region
- Other...

- **Create a statement that is easy to understand and communicate. Speak in broad, general terms.**
- **Focus on community values. Think long-term / big picture.**
- **Be uplifting, aspirational. Be realistic.**

#### DRAFT VISION STATEMENT:

In 2050, Decatur will be \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- *Our city will be known for remaining community oriented through ongoing planning, diversity, history, and remaining a sustainable community*

# APPENDIX B



# DECATUR 2050

Community Charrette  
10/26/19

## Exercise 1 – Table Worksheet Table 1



# DECATUR 2050

## TABLE # / WORKSHEET

### TEAM EXERCISE #1 - BRAINSTORMING

1. What are Decatur's greatest strengths?

1. ~~Cross Roads / Streets~~ - Highway infrastructure
2. Close to DFW
3. School Districts
4. Church Selection
5. Small town feeling
6. Large lots

2. What are the biggest challenges facing Decatur?

1. Lack of land in the city limits to expand
2. Roads/streets in city are not adequate
3. dilapidated homes/businesses
4. Code/ordinance enforcement
5. Lack of funding

3. What things should stay the same in your team's desired future Decatur?

- Stay the same
1. Small town feeling
  2. Historic Buildings
  3. Main Street / Downtown

4. What things should change in your team's desired future Decatur?

1. Welcoming / open to allowing new businesses in town
2. Permitting / Code
3. Diversity to retail downtown

- What are Decatur's greatest strengths?
  - Highway infrastructure
  - Close to DFW
  - School Districts
  - Church Selection
  - Small town feeling
  - Large Lots
- What are the biggest challenges facing Decatur?
  - Lack of land in the city limits to expand
  - Roads/streets in city are not adequate
  - Dilapidated homes/businesses
  - Lack of funding

## APPENDIX B



Community Charrette  
10/26/19

### Exercise 1 – Table Worksheet Table 1 (cont.)

- *What things should stay the same in your team's desired future Decatur?*
  - *Small town feeling*
  - *Historic Buildings*
  - *Main Street/Downtown*
- *What things should change in your team's desired future Decatur?*
  - *Welcoming/open to allowing new businesses in town*
  - *Permitting/Code*
  - *Diversity to retail downtown*

# APPENDIX B



Community Charrette  
10/26/19

## Exercise 1 – Table Worksheet Table 1 (cont.)

### TEAM EXERCISE #1 - VISIONING

In 2050, Decatur will be:

*Our city will be known for remaining community oriented through ongoing planning, diversity, history, and sustaining a sustainable community.*

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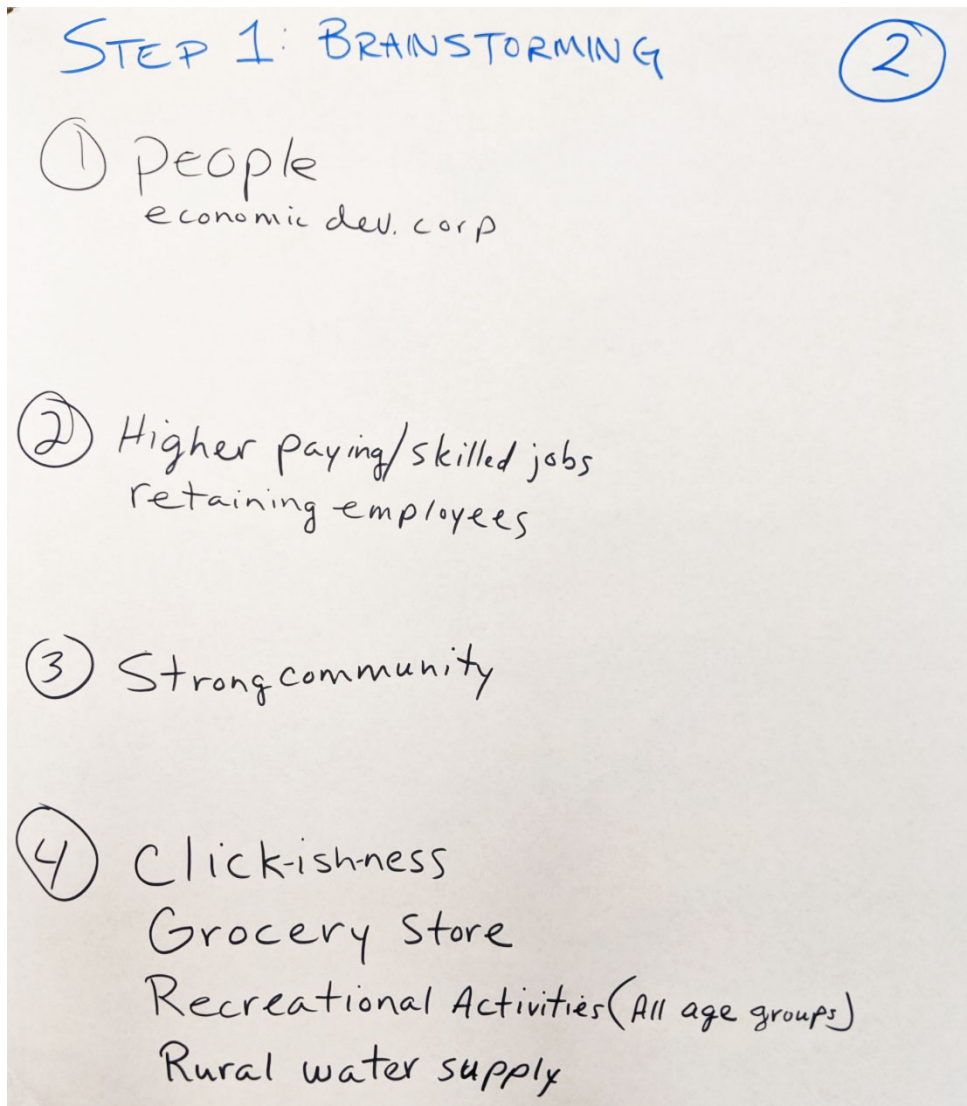
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Please turn in this worksheet to the project team after presenting your team's ideas to the group.

- In 2050, Decatur will be:
  - *Our city will be known for remaining community oriented through ongoing diversity, history, and sustaining a sustainable community.*

**Exercise 1 – Brainstorming**  
**Table 2**



- #1: Strengths
  - People
  - Economic Development Corp
- #2: Challenges
  - Higher paying/skilled jobs
  - Retaining employees
- #3: Stay the Same
  - Strong community
- #4: Change in Future
  - Cliquishness
  - Grocery Store
  - Recreational Activities (All age groups)
  - Rural water supply

# APPENDIX B



Community Charrette  
10/26/19

## Exercise 1 – Table Worksheet Table 2



## TABLE # 2 WORKSHEET

### TEAM EXERCISE #1 - BRAINSTORMING

1. What are Decatur's greatest strengths?

people  
economic development

2. What are the biggest challenges facing Decatur?

higher paying/skilled jobs  
retaining employees

3. What things should stay the same in your team's desired future Decatur?

Strong Community

4. What things should change in your team's desired future Decatur?

Clicks Clickishness  
openess of government  
Grocery Store  
recreational activities for residents of all ages  
rural water supply

- What are Decatur's greatest strengths?
  - People
  - Economic development
- What are the biggest challenges facing Decatur?
  - Higher paying/skilled jobs
  - Retaining employees
- What things should stay the same in your team's desired future Decatur?
  - Strong Community
- What things should change in your team's desired future Decatur?
  - Cliques/Cliquishness
  - Openness of government
  - Grocery Store
  - Recreational activities for residents of all ages
  - Rural water supply

# APPENDIX B



Community Charrette  
10/26/19

## Exercise 1 – Table Worksheet Table 2 (cont.)

### TEAM EXERCISE #1 - VISIONING

In 2050, Decatur will be:

A Strong open, diverse Community  
that provides recreational, economic, ~~recreational~~  
employment and housing ~~for all age groups~~  
opportunities for all age groups.

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Please turn in this worksheet to the project team after presenting your team's ideas to the group.

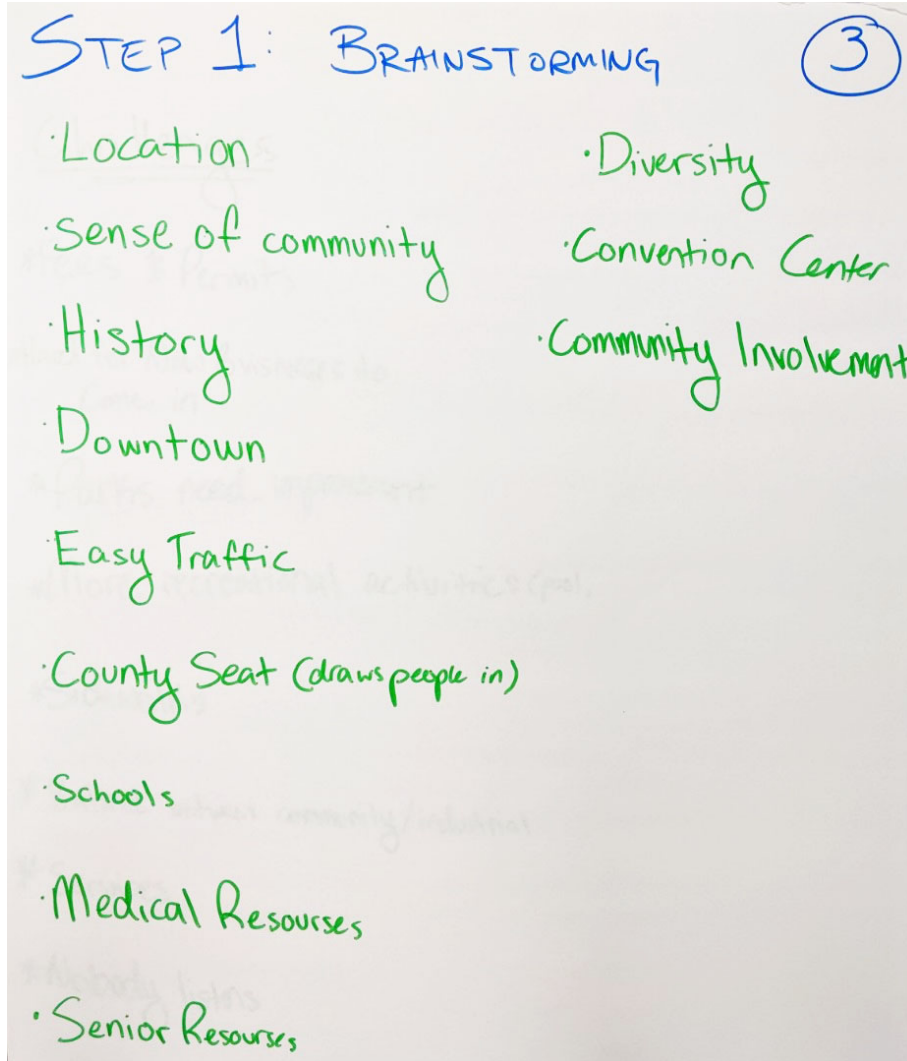
- In 2050, Decatur will be:
  - A strong, open, diverse community that provides recreational, economic, employment, and housing opportunities for all age groups.

## APPENDIX B



Community Charrette  
10/26/19

### Exercise 1 – Brainstorming Table 3



- Step 1: Brainstorming
  - Location
  - Sense of Community
  - History
  - Downtown
  - Easy Traffic
  - County Seat (draws people in)
  - Schools
  - Medical Resources
  - Senior Resources
  - Diversity
  - Conference Center
  - Community Involvement

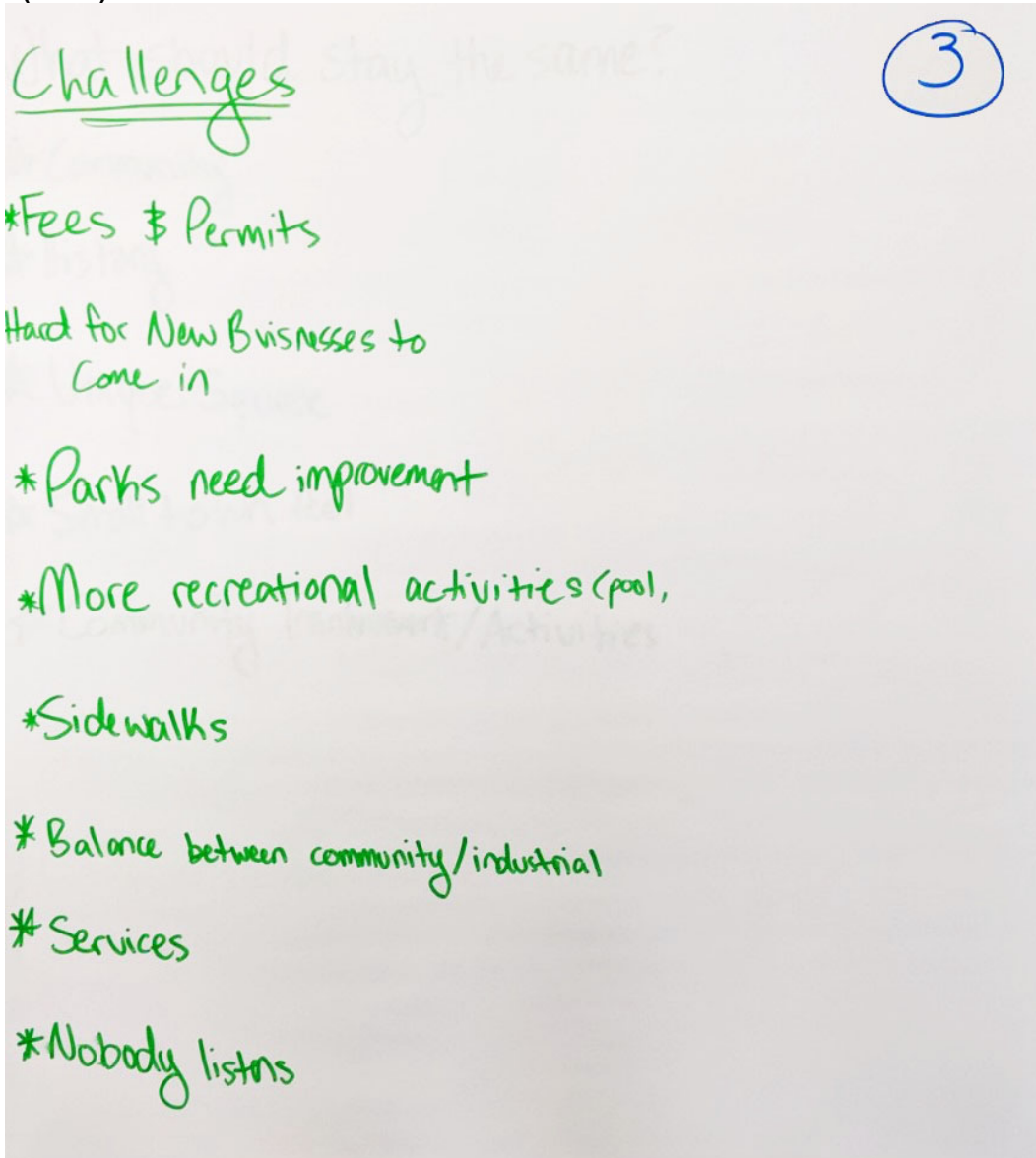
## APPENDIX B



# DECATUR 2050

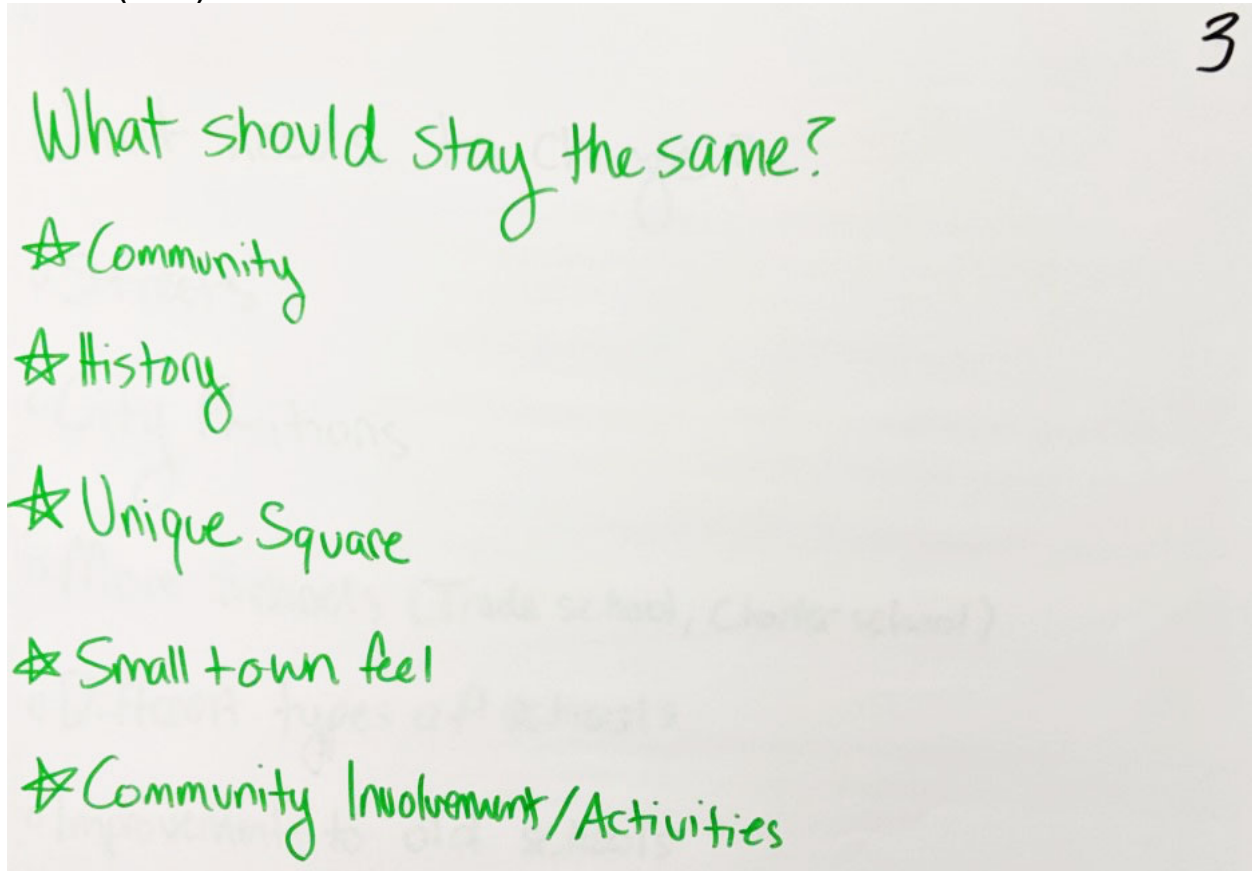
Community Charrette  
10/26/19

### Exercise 1 – Brainstorming Table 3 (cont.)



- Challenges
  - Fees & Permits
  - Hard for new businesses to come in
  - Parks need improvement
  - More recreational activities (pool)
  - Sidewalks
  - Balance between community/industrial
  - Services
  - Nobody listens

Exercise 1 – Brainstorming  
Table 3 (cont.)



- What should stay the same?
  - Community
  - History
  - Unique Square
  - Small town feel
  - Community Involvement/Activities



### Exercise 1 – Brainstorming Table 3 (cont.)

What needs to change?

- Streets
- City Positions
- More Schools (Trade school, Charter school)
- Different types of schools
- Improvement to old schools
- Septic System
- Code enforcement

- What needs to change?
  - Streets
  - City Positions
  - More Schools (Trade school, Charter school)
  - Different Types of Schools
  - Improvements to Old Schools
  - Septic System
  - Code Enforcement

# APPENDIX B



Community Charrette  
10/26/19

## Exercise 1 – Table Worksheet Table 3



## TABLE # 3 WORKSHEET

### TEAM EXERCISE #1 - BRAINSTORMING

1. What are Decatur's greatest strengths?

*Sense of community, historic areas and downtown. Resources and schools.*

2. What are the biggest challenges facing Decatur?

*Accessibility, Fees, Recreational opportunities, challenges for new businesses*

3. What things should stay the same in your team's desired future Decatur?

*Small town feel, unique square, history*

4. What things should change in your team's desired future Decatur?

*Diversity of schools, water systems, streets, service facilities*

- *What are Decatur's greatest strengths?*
  - *Sense of community, historic areas, and downtown. Resources and schools*
- *What are the biggest challenges facing Decatur?*
  - *Accessibility, Fees, Recreational opportunities, challenges for new businesses*
- *What things should stay the same in your team's desired future Decatur?*
  - *Small town feel, unique square, history*
- *What things should change in your team's desired future Decatur?*
  - *Diversity of schools, water systems, streets, services, facilities*

# APPENDIX B



# DECATUR 2050

Community Charrette  
10/26/19

## Exercise 1 – Table Worksheet Table 3 (cont.)

### TEAM EXERCISE #1 - VISIONING

In 2050, Decatur will be:

To establish a community grounded in history with a vision to move forward as a whole, by addressing the evolving needs of our youth while maintaining the tradition of our mature community members

Please turn in this worksheet to the project team after presenting your team's ideas to the group.

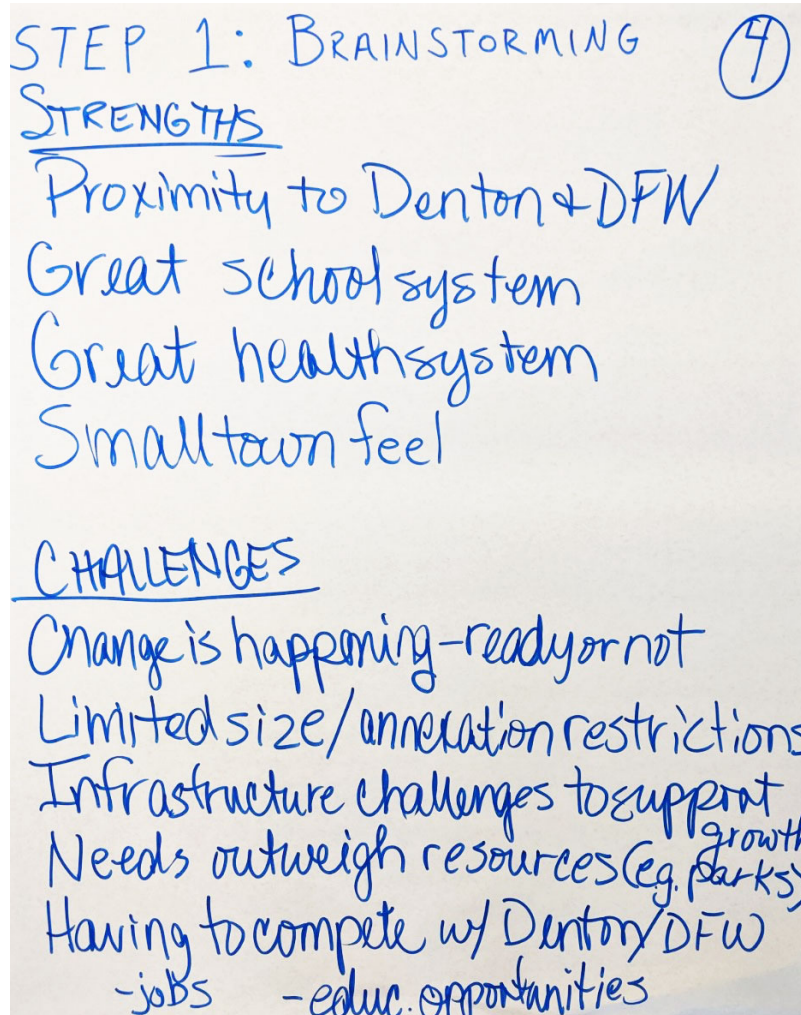
- *In 2050, Decatur will be:*
  - *To establish a community grounded in history with a vision to move forward as a whole, by addressing the evolving needs of our youth while maintaining the tradition of our mature community members.*

## APPENDIX B



Community Charrette  
10/26/19

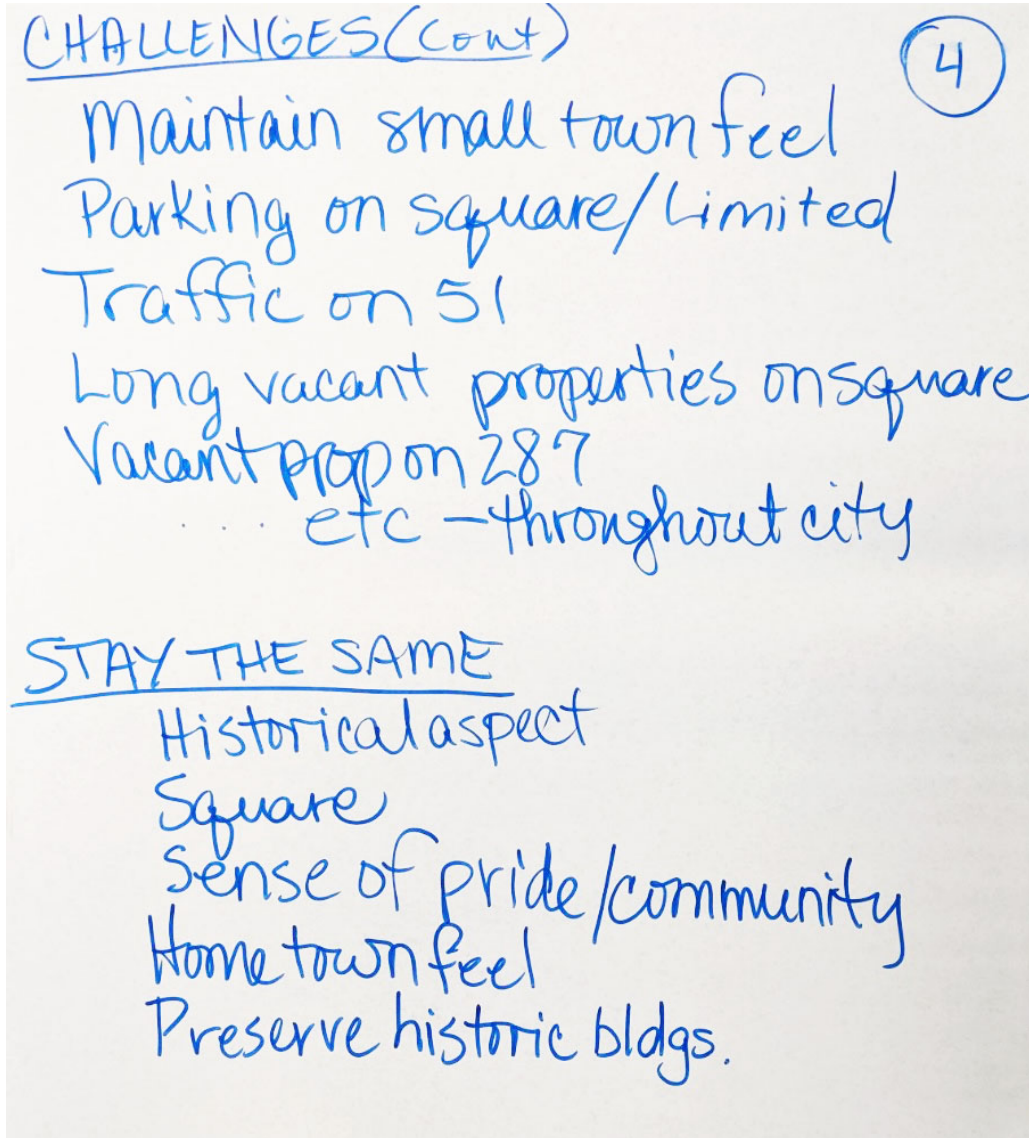
### Exercise 1 – Brainstorming Table 4



- Step 1: Brainstorming
- Strengths
  - Proximity to Denton & DFW
  - Great school system
  - Great health system
  - Small town feel
- Challenges
  - Change is happening – ready or not
  - Limited size/annexation restrictions
  - Infrastructure challenges to support growth
  - Needs outweigh resources (e.g. parks)
  - Having to compete with Denton/DFW
  - Jobs
  - Education opportunities



Exercise 1 – Brainstorming  
Table 4 (cont.)



- Challenges (cont.)
  - Maintain small town feel
  - Parking on square/limited
  - Traffic on 51
  - Long vacant properties on square
  - Vacant property on 287...etc. – throughout city
- Stay the Same
  - Historical aspect
  - Square
  - Sense of pride/community
  - Hometown feel
  - Preserve historic buildings



Exercise 1 – Brainstorming  
Table 4 (cont.)

CHANGE (4)

More cooperation w/ developers  
Continued push for transparency  
+ advocacy, esp. w/ young  
people  
Cooperation among City, County,  
Schools, TXDOT  
New opportunities for children to  
thrive (Boys+Girls Club, YMCA, etc)  
[not exclusive, i.e. church or school-based]  
Openness to growth/embrace it!  
Acquire easements/R.O.W. now while  
property is cheaper/more accessible

- Change
  - More cooperation with developers
  - Continued push for transparency and advocacy, especially with young people
  - Cooperation among City, County, Schools, TXDOT
  - New opportunities for children to thrive (Boys and Girls Club, YMCA, etc. – not exclusive, i.e. church or school based)
  - Openness to growth/embrace it!
  - Acquire easements/R.O.W. now while property is cheaper/more accessible



Exercise 1 – Brainstorming  
Table 4 (cont.)

VISION

4

A Thriving "small town"

> Rooted in history

~~Looking to~~  
~~Open to embracing the~~

> <sup>future</sup> Embracing growth  
for all people  
the good of

- Vision
  - A Thriving "Small Town" rooted in history, embracing growth for the good of all people



Exercise 1 – Draft Vision  
Table 4



**TEAM EXERCISE #1 - VISIONING**

**What is a Vision Statement?**

Description of the community's image of itself...at its best...in the future

**What does a Vision Statement do?**

Expresses community values

Sets direction for the rest of the plan (especially the development of goals and plan principles)

Provides a basis for decision-making and community action after the plan is adopted

**In preparing a Vision Statement, think about:**

- Shared community values
- Decatur's history (past) and legacy (future)
- Community character/appearance
- Quality of life
- Inclusiveness
- Community engagement/involvement
- Economic vitality/Economic development
- Jobs/Employment opportunities
- Growth and resiliency
- Housing and neighborhoods
- Education and learning
- Parks and recreation
- Transportation and infrastructure
- Public health and safety
- Preservation of the environment
- Arts and culture
- Decatur's role in the region
- Other...

- **Create a statement that is easy to understand and communicate. Speak in broad, general terms.**
- **Focus on community values. Think long-term / big picture.**
- **Be uplifting, aspirational. Be realistic.**

**DRAFT VISION STATEMENT:**

In 2050, Decatur will be \_\_\_\_\_  
*A thriving "Small town"*  
*- Rooted in history*  
*- Embrace growth*  
*- For the good of \_\_\_\_\_ all people*

- *In 2050, Decatur will be...*
  - *A thriving "Small Town"*
  - *Rooted in history*
  - *Embrace Growth*
  - *For the good of all people*

# APPENDIX B



Community Charrette  
10/26/19

## Exercise 1 – Table Worksheet Table 4



TABLE # 4  
WORKSHEET

### TEAM EXERCISE #1 - BRAINSTORMING

1. What are Decatur's greatest strengths?

Proximity to Denton & DFW  
Great School System  
Great Health System  
Small town feel

2. What are the biggest challenges facing Decatur?

Change is happening - ready or not  
Limited size/annexation restrictions  
Infrastructure challenges to support growth  
Needs outweigh resources (e.g. parks) Infrastructure  
Having to compete w/ Denton / DFW  
Jobs - Education opportunities  
Maintain small town feel (over →)

3. What things should stay the same in your team's desired future Decatur?

Historical aspect  
Square  
Sense of pride / community  
Home town feel  
Preserve historical bldgs

4. What things should change in your team's desired future Decatur?

more cooperation w/ developers  
continued push for transparency & advocacy  
Cooperation among city / school / county (esp w/ young)  
New opportunities for children to thrive (Boys & Girls Club)  
NOT Exclusive, i.e. Church or school-based (YMCA etc)  
Openness to growth / embrace it  
Acquire easements / row now while property is cheaper  
more accessible

- What are Decatur's greatest strengths?
  - Proximity to Denton & DFW
  - Great school system
  - Great health system
  - Small town feel



### Exercise 1 – Table Worksheet Table 4 (cont.)

- *What are the biggest challenges facing Decatur?*
  - *Change is happening – ready or not*
  - *Limit size/annexation restrictions*
  - *Infrastructure challenges to support growth*
  - *Needs outweigh resources (e.g. parks)*
  - *Having to compete with Denton/DFW*
  - *Jobs*
  - *Maintain small feel*
  - *Education opportunities*
  - *Parking on square – limited*
  - *Traffic on 51*
  - *Long vacant properties on square*
  - *Vacant property on 287 (etc. throughout city)*
- *What things should stay the same in your team’s desired future Decatur?*
  - *Historical aspect*
  - *Square*
  - *Sense of pride/community*
  - *Hometown feel*
  - *Preserve historical buildings*
- *What things should change in your team’s desired future Decatur?*
  - *More cooperation with developers*
  - *Continued push for transparency and advocacy especially with young people*
  - *Cooperation among City/School/County/TxDOT*
  - *New opportunities for children to thrive (Boys and Girls Club, YMCA)*
    - *Not exclusive, i.e. church or school-based*
  - *Openness to growth/embrace it*
  - *Acquire easements/R.O.W. now while property is cheaper*
  - *More accessible*

# APPENDIX B



Community Charrette  
10/26/19

## Exercise 1 – Table Worksheet Table 4 (cont.)

### TEAM EXERCISE #1 - VISIONING

In 2050, Decatur will be:

A thriving "small town" <sup>community</sup> rooted in history.  
• embracing growth for ~~all people~~ the good of all people

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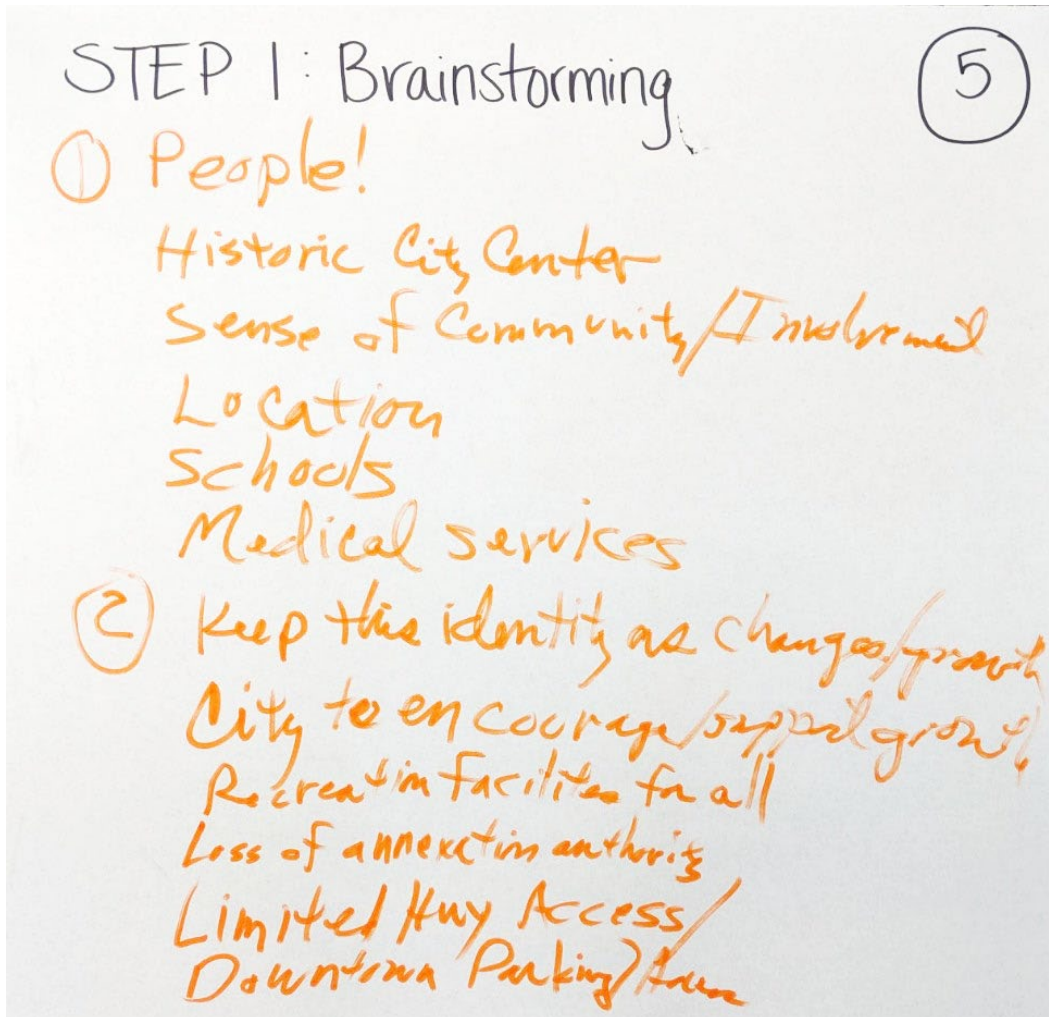
Please turn in this worksheet to the project team after presenting your team's ideas to the group.

② Challenges - cont  
Parking on square limited  
Traffic on 51  
long vacant properties on square  
vacant pro on 28<sup>th</sup>  
etc. throughout city

- In 2050, Decatur will be:
  - A thriving "small town" community rooted in history, embracing growth for the good of all people.

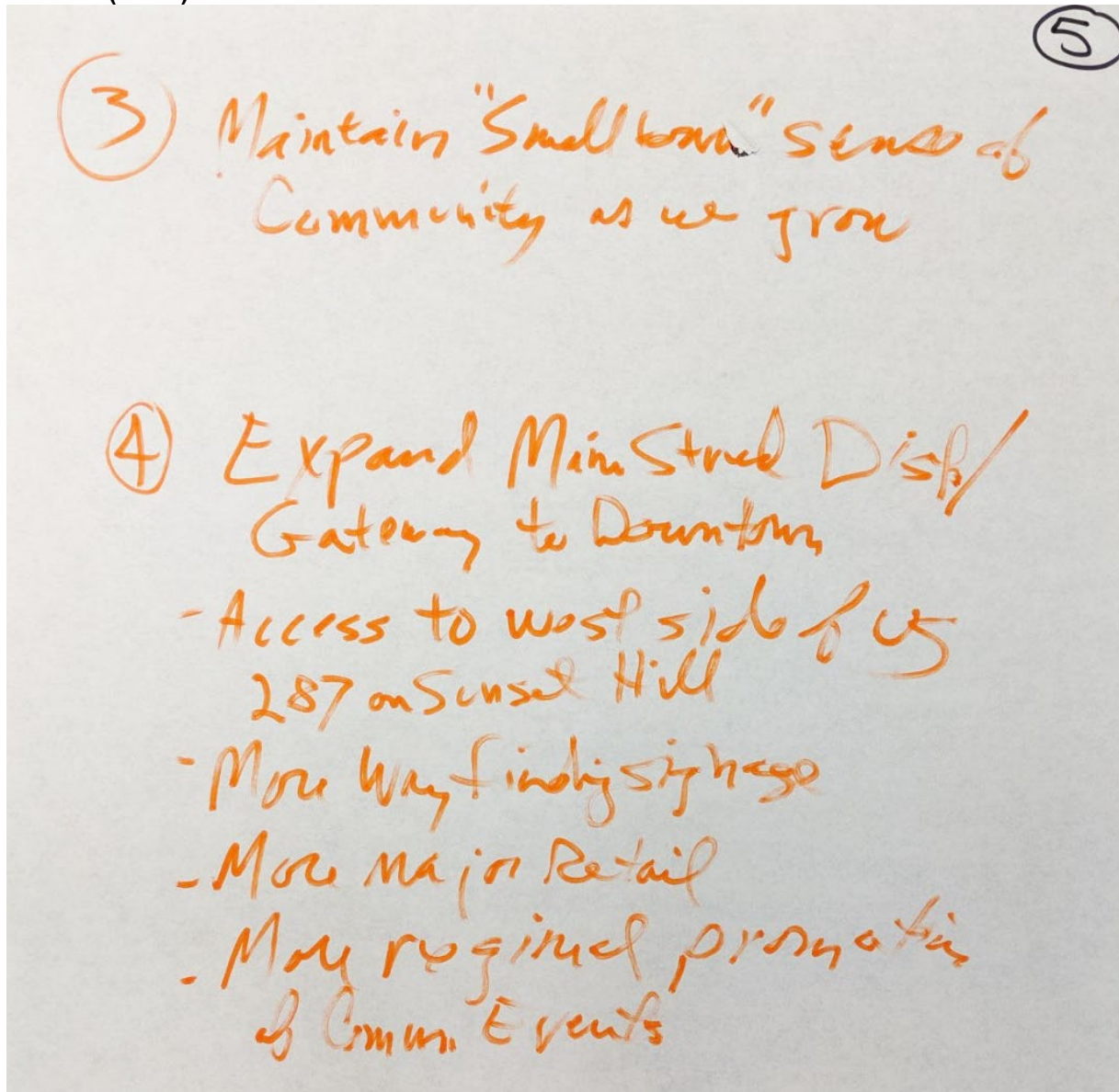


Exercise 1 – Brainstorming  
Table 5



- Step 1: Brainstorming
- #1: Strengths
  - People!
  - Historic City Center
  - Sense of Community/Involvement
  - Location
  - Schools
  - Medical services
- #2: Challenges
  - Keep the identity as changes/growth
  - City to encourage/support growth
  - Recreation facilities for all
  - Loss of annexation authority
  - Limited highway access
  - Downtown parking access

**Exercise 1 – Brainstorming  
Table 5 (cont.)**



- #3: Stay the Same
  - Maintain "Small Town" sense of community as we grow
- #4: Change in Future
  - Expand Main Street District/Gateway to Downtown
  - Access to west side of US 287 on Sunset Hill
  - More wayfinding signage
  - More major retail
  - More regional promotion of community events



Exercise 1 – Draft Vision  
Table 5



**TEAM EXERCISE #1 - VISIONING**

**What is a Vision Statement?**

Description of the community's image of itself...at its best...in the future

**What does a Vision Statement do?**

Expresses community values

Sets direction for the rest of the plan (especially the development of goals and plan principles)

Provides a basis for decision-making and community action after the plan is adopted

**In preparing a Vision Statement, think about:**

- Shared community values
- Decatur's history (past) and legacy (future)
- Community character/appearance
- Quality of life
- Inclusiveness
- Community engagement/involvement
- Economic vitality/Economic development
- Jobs/Employment opportunities
- Growth and resiliency
- Housing and neighborhoods
- Education and learning
- Parks and recreation
- Transportation and infrastructure
- Public health and safety
- Preservation of the environment
- Arts and culture
- Decatur's role in the region
- Other...

- **Create a statement that is easy to understand and communicate. Speak in broad, general terms.**
- **Focus on community values. Think long-term / big picture.**
- **Be uplifting, aspirational. Be realistic.**

**DRAFT VISION STATEMENT:**

In 2050, Decatur will be the city of choice in Wise County,  
that empowers citizens lives through community  
involvement, diversity of

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- *In 2050, Decatur will be the city of choice in Wise County that empowers citizens lives through community involvement, diversity*

# APPENDIX B



Community Charrette  
10/26/19

## Exercise 1 – Table Worksheet Table 5



## TABLE # 5 WORKSHEET

### TEAM EXERCISE #1 - BRAINSTORMING

1. What are Decatur's greatest strengths?

People:  
Historic City Center / Downtown - Square  
Sense of community / community involvement  
Location - DFW - Denton - Airport  
Schools  
Medical services

2. What are the biggest challenges facing Decatur?

Keeping identity as community evolves  
Encourage growth  
Recreation facilities for all  
Loss of annex authority.  
Limited highway access - Crossovers - 2way  
Loops

3. What things should stay the same in your team's desired future Decatur?

Maintain "small town" sense of community as  
Decatur grows

4. What things should change in your team's desired future Decatur?

Expansion of main street District. - No more rooms of  
Square - Broadway  
Access to west side of Hwy 287, "Sunset Hill" area.  
Road signage  
More major retail

- What are Decatur's greatest strengths?
  - People
  - Historic City Center/Downtown Square
  - Sense of community/community involvement
  - Location – DFW – Denton – airport
  - Schools
  - Medical Services

## APPENDIX B



# DECATUR 2050

Community Charrette  
10/26/19

### Exercise 1 – Table Worksheet Table 5 (cont.)

- *What are the biggest challenges facing Decatur?*
  - *Keeping identity as community evolves*
  - *Encourage growth*
  - *Recreation facilities for all*
  - *Loss of annex authority*
  - *Limited highway access – crossovers – 2-way*
  - *Loops*
- *What things should stay the same in your team's desired future Decatur?*
  - *Maintain "small town" sense of community as Decatur grows*
- *What things should change in your team's desired future Decatur?*
  - *Expansion of Main Street District – no more room off square - businesses*
  - *Access to west side of Hwy 287, "Sunset Hill" area*
  - *Road Signage*
  - *More major retail*

# APPENDIX B



# DECATUR 2050

Community Charrette  
10/26/19

## Exercise 1 – Table Worksheet Table 5 (cont.)

### TEAM EXERCISE #1 - VISIONING

In 2050, Decatur will be:

*The preferred community for all generations to live, work, play and visit.*

Please turn in this worksheet to the project team after presenting your team's ideas to the group.

- *In 2050, Decatur will be:*
  - *The preferred community for all generations to live, work, play, and visit.*

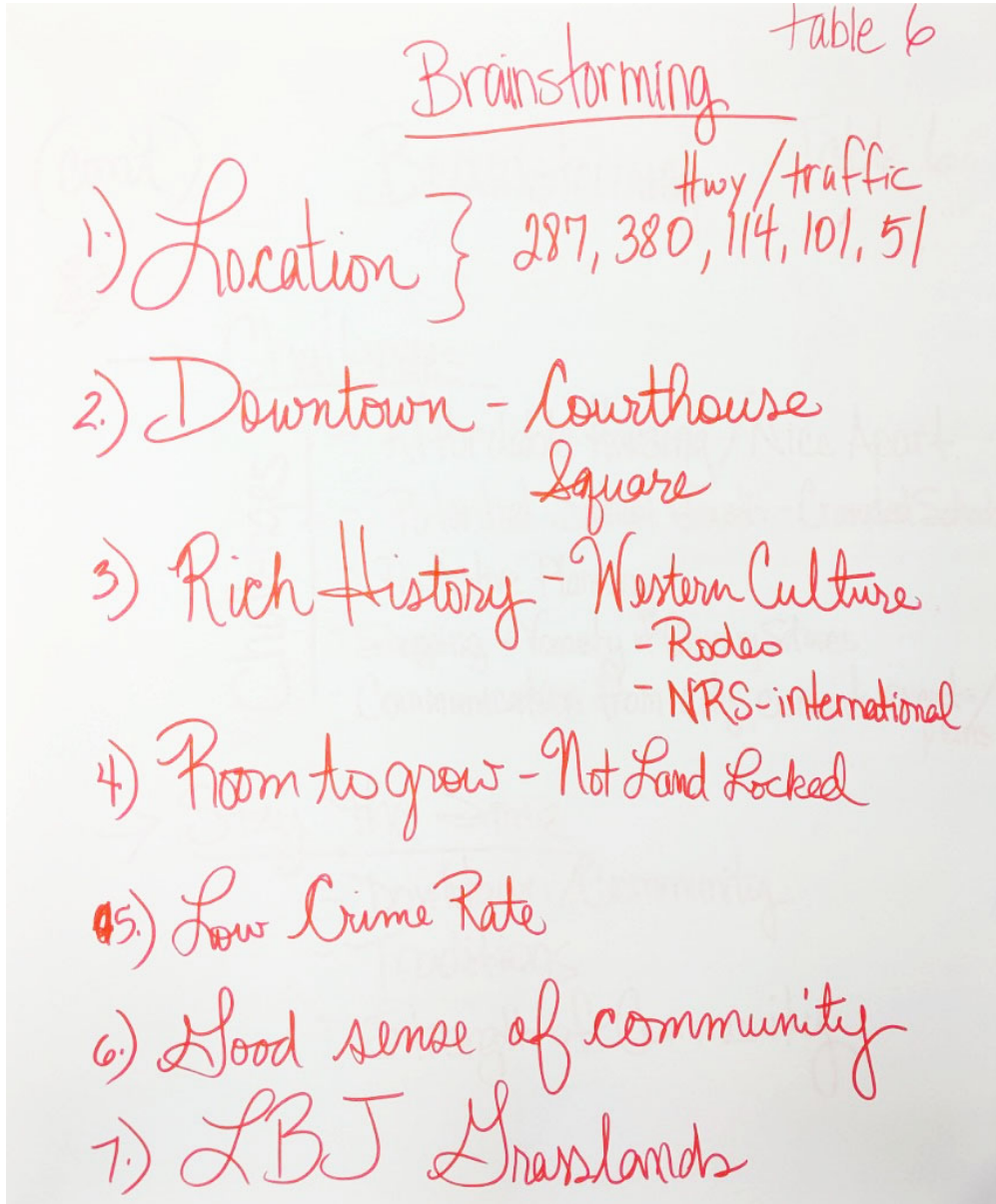
## APPENDIX B



# DECATUR 2050

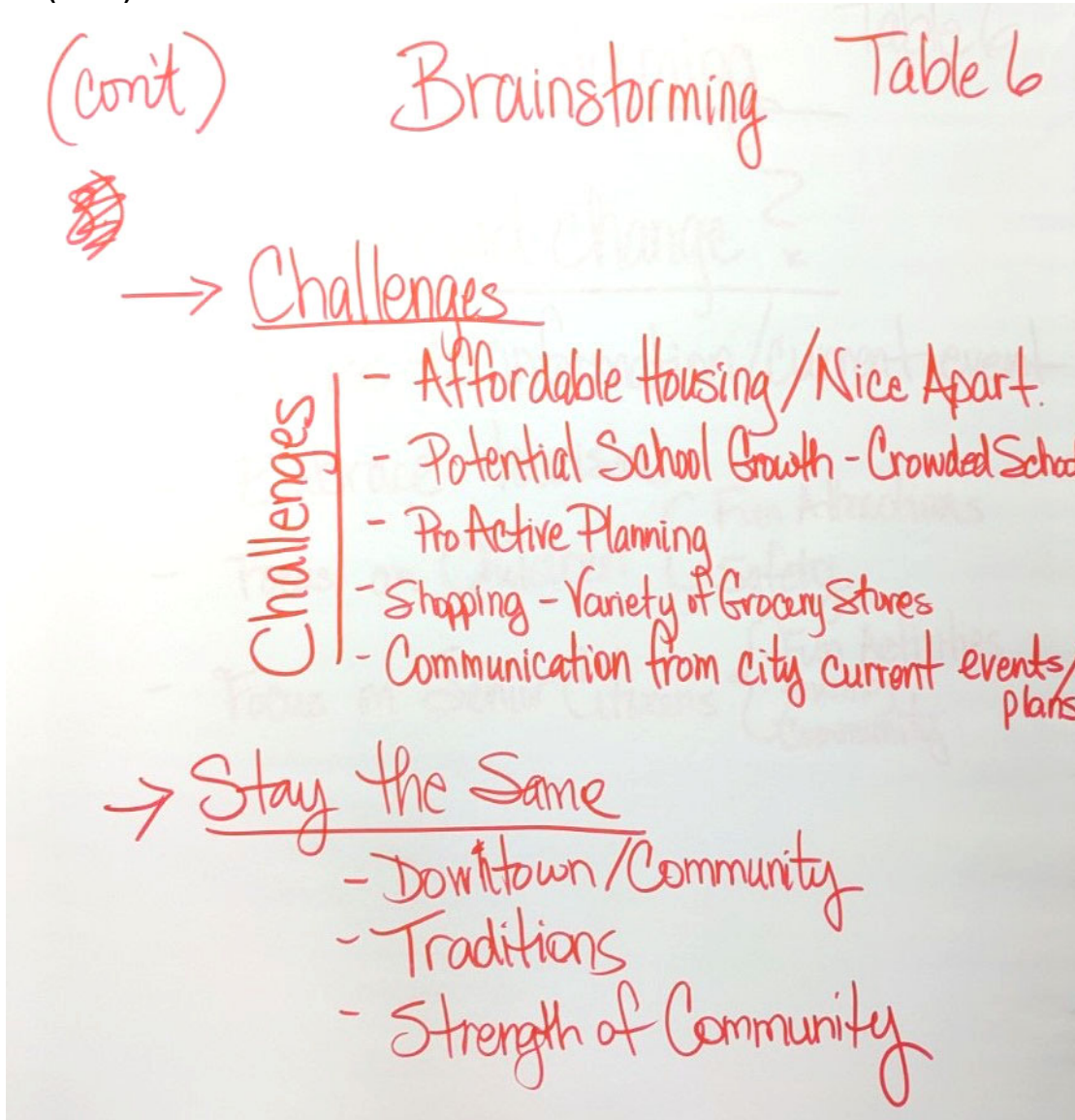
Community Charrette  
10/26/19

### Exercise 1 – Brainstorming Table 6



- **Brainstorming**
- **Strengths**
  - Location – Highway/traffic 287, 380, 114, 101, 51
  - Downtown – Courthouse Square
  - Rich History – Western Culture, Rodeo, NRS International
  - Room to grow – Not Land Locked
  - Low Crime Rate
  - Good Sense of Community
  - LBJ Grasslands

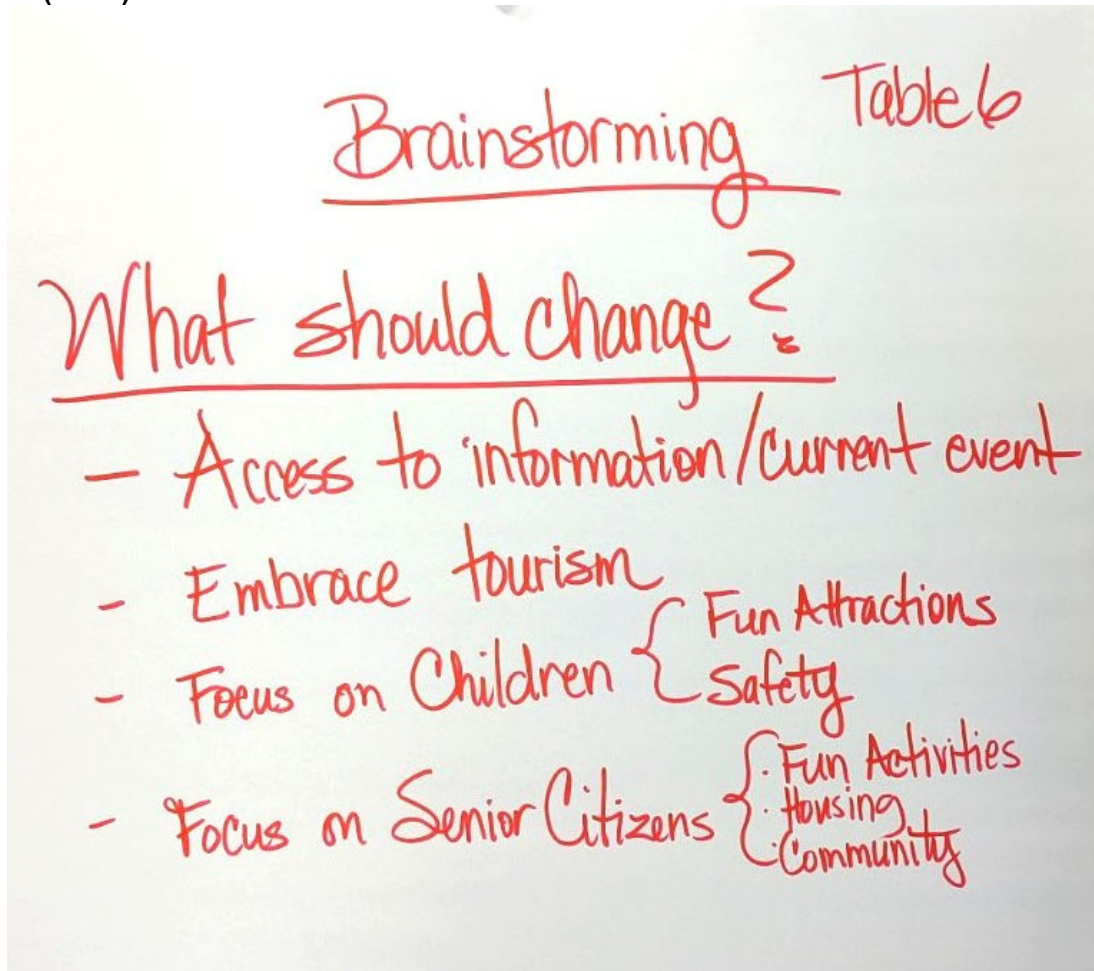
Exercise 1 – Brainstorming  
Table 6 (cont.)



- Challenges
  - Affordable Housing/Nice Apartments
  - Potential School Growth – Crowded Schools
  - Pro Active Planning
  - Shopping – Variety of Grocery Stores
  - Communication from City – current events/plans
- Stay the Same
  - Downtown/Community
  - Traditions
  - Strength of Community



Exercise 1 – Brainstorming  
Table 6 (cont.)



- What should change?
  - Access to information/current event
  - Embrace Tourism
  - Focus on Children – Fun Attractions, Safety
  - Focus on Senior Citizens – Fun Activities, Housing, Community



Exercise 1 – Draft Vision  
Table 6

**TEAM EXERCISE #1 - VISIONING**

**What is a Vision Statement?**

Description of the community's image of itself...at its best...in the future

*western  
iconic  
traditional  
historic*

**What does a Vision Statement do?**

Expresses community values

Sets direction for the rest of the plan (especially the development of goals and plan principles)

Provides a basis for decision-making and community action after the plan is adopted

**In preparing a Vision Statement, think about:**

- Shared community values
- Decatur's history (past) and legacy (future)
- Community character/appearance
- Quality of life
- Inclusiveness
- Community engagement/involvement
- Economic vitality/Economic development
- Jobs/Employment opportunities
- Growth and resiliency
- Housing and neighborhoods
- Education and learning ?
- Parks and recreation
- Transportation and infrastructure
- Public health and safety
- Preservation of the environment
- Arts and culture
- Decatur's role in the region
- Other...

- Create a statement that is easy to understand and communicate. Speak in broad, general terms.
- Focus on community values. Think long-term / big picture.
- Be uplifting, aspirational. Be realistic.

**DRAFT VISION STATEMENT:**

*Table 6*

In 2050, Decatur will be a community that promotes and shares involvement through diverse organizations embracing development economic growth, fostering change in our iconic downtown, nostalgic square, while celebrating its historic past.

- *Western, iconic, traditional, historic*
- *In 2050, Decatur will be a community that promotes and shares involvement though diverse organizations, embracing development and economic growth, fostering change in our iconic downtown, nostalgic square, while celebrating its historic past*

# APPENDIX B



# DECATUR 2050

Community Charrette

10/26/19

## Exercise 1 – Brainstorming Table 7

### STEP 1: BRAINSTORMING

7

#### Strengths:

1. central location
2. vibrant downtown
3. attractive schools
4. great people
5. hospital district development
6. historical value of downtown

#### Challenges:

1. Growth blockage by permit
2. water quality
3. 3 mos out of year
3. creating a great infrastructure plan
4. traffic planning
5. recreational availability
6. city sidewalks

Stay the same:  
strengths ①, ②, ③, ④, ⑤, ⑥

#### Changes:

Hemp farming      poor internet  
new industries  
Stop growth blockage by the city  
Attract tech businesses & other  
new industries

- Step 1: Brainstorming
- Strengths
  - Central Location
  - Vibrant Downtown
  - Attractive Schools
  - Great People
  - Hospital District Development
  - Historical Value of Downtown
- Challenges
  - Growth blockage by permit
  - Water quality 3 months out of year
  - Creating a great infrastructure plan
  - Traffic Planning
  - Recreational availability

## APPENDIX B



Community Charrette  
10/26/19

### Exercise 1 – Brainstorming Table 7 (cont.)

- *Stay the Same*
  - *Central Location*
  - *Vibrant Downtown*
  - *Attractive Schools*
  - *Great People*
  - *Hospital District Development*
  - *Historical Value of Downtown*
- *Changes*
  - *Hemp farming*
  - *New industries*
  - *Stop growth blockage by the city*
  - *Attract tech businesses and other new industries*
  - *Poor internet*

# APPENDIX B



Community Charrette  
10/26/19

## Exercise 1 – Table Worksheet Table 7



TABLE # 7  
WORKSHEET

### TEAM EXERCISE #1 - BRAINSTORMING

1. What are Decatur's greatest strengths?

central location  
vibrant downtown  
good schools  
great people  
hospital district development  
historical value of downtown

2. What are the biggest challenges facing Decatur?

Growth blockage by permit  
water quality  
creating a great infrastructure plan  
traffic planning  
recreational availability  
city side walks

3. What things should stay the same in your team's desired future Decatur?

The strengths should remain

4. What things should change in your team's desired future Decatur?

hemp farming  
better internet  
new industries  
stop growth blockage by the city  
attract tech businesses & other  
new industries

- What are Decatur's greatest strengths?
  - Central location
  - Vibrant downtown
  - Good schools
  - Great people
  - Hospital District development
  - Historical value of downtown

## APPENDIX B



Community Charrette  
10/26/19

### Exercise 1 – Table Worksheet

#### Table 7 (cont.)

- *What are the biggest challenges facing Decatur?*
  - *Growth blockage by permit*
  - *Water quality*
  - *Creating a great infrastructure plan*
  - *Traffic planning*
  - *Recreational availability*
  - *City sidewalks*
- *What things should stay the same in your team's desired future Decatur?*
  - *The strengths should remain.*
- *What things should change in your team's desired future Decatur?*
  - *Hemp farming*
  - *Better internet*
  - *New industries*
  - *Stop growth blockage by the city*
  - *Attract tech businesses and other new industries*

# APPENDIX B



# DECATUR 2050

Community Charrette  
10/26/19

## Exercise 1 – Table Worksheet Table 7 (cont.)

### TEAM EXERCISE #1 - VISIONING

In 2050, Decatur will be:

*A city where small town history  
meets evolving technologies*

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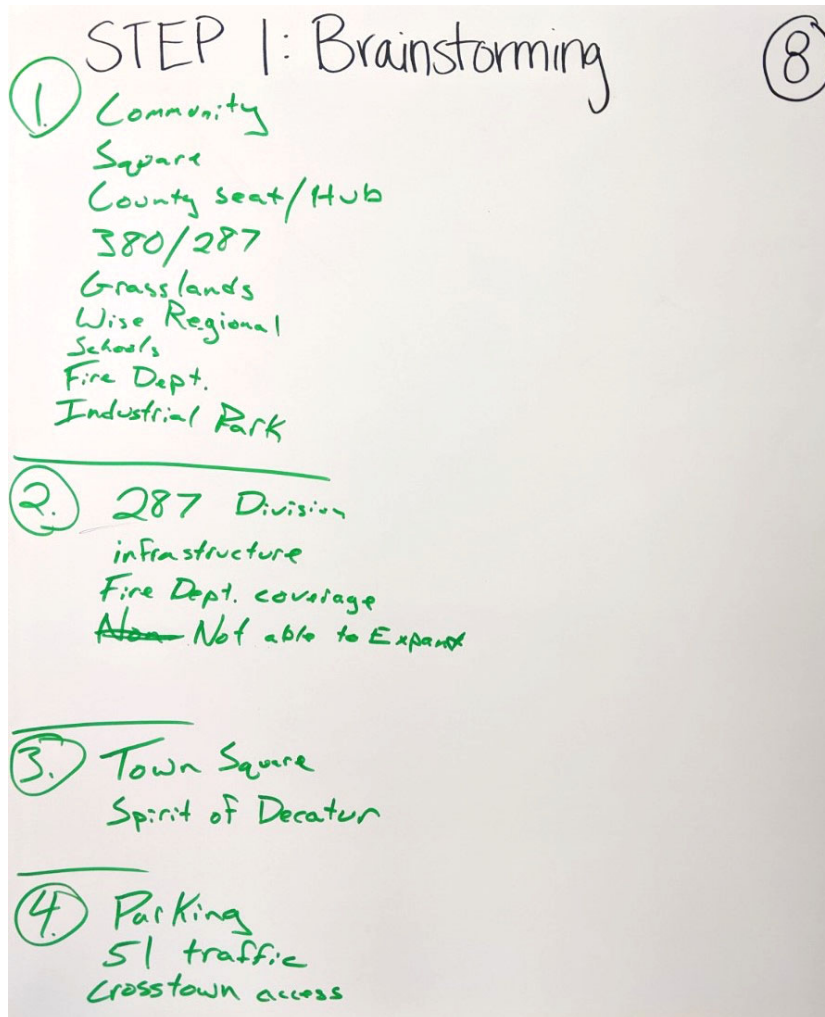
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Please turn in this worksheet to the project team after presenting your team's ideas to the group.

- In 2050, Decatur will be:
  - A city where small town history meets evolving technology.

**Exercise 1 – Brainstorming  
Table 8**



- Strengths
  - Community Square
  - County Seat/Hub
  - 380/287
  - Grasslands
  - Wise Regional Schools
  - Fire Department
  - Industrial Park
- Challenges
  - 287 Division
  - Infrastructure
  - Fire Department Coverage
  - Not able to Expand

## APPENDIX B



Community Charrette  
10/26/19

### Exercise 1 – Brainstorming Table 8 (cont.)

- *Stay the Same*
  - *Town Square*
  - *Spirit of Decatur*
- *Change in Future*
  - *Parking*
  - *51 traffic*
  - *Crosstown access*

# APPENDIX B



Community Charrette  
10/26/19

## Exercise 1 – Table Worksheet Table 8



## TABLE # 7 WORKSHEET

### TEAM EXERCISE #1 - BRAINSTORMING

1. What are Decatur's greatest strengths?

Community  
Square  
Schools

2. What are the biggest challenges facing Decatur?

287 Division  
Infrastructure  
Not able to Expand

3. What things should stay the same in your team's desired future Decatur?

Town Square  
Spirit of Decatur

4. What things should change in your team's desired future Decatur?

Parking  
51 traffic  
Crosstown access

- What are Decatur's greatest strengths?
  - Community
  - Square
  - Schools
- What are the biggest challenges facing Decatur?
  - 287 Division
  - Infrastructure
  - Not able to expand

## APPENDIX B



Community Charrette  
10/26/19

### Exercise 1 – Table Worksheet Table 8 (cont.)

- *What things should stay the same in your team's desired future Decatur?*
  - *Town Square*
  - *Spirit of Decatur*
- *What things should change in your teams desired future Decatur?*
  - *Parking*
  - *51 Traffic*
  - *Crosstown access*

# APPENDIX B



# DECATUR 2050

Community Charrette  
10/26/19

## Exercise 1 – Table Worksheet Table 8 (cont.)

### TEAM EXERCISE #1 - VISIONING

In 2050, Decatur will be:

*Community Focused Expansion*

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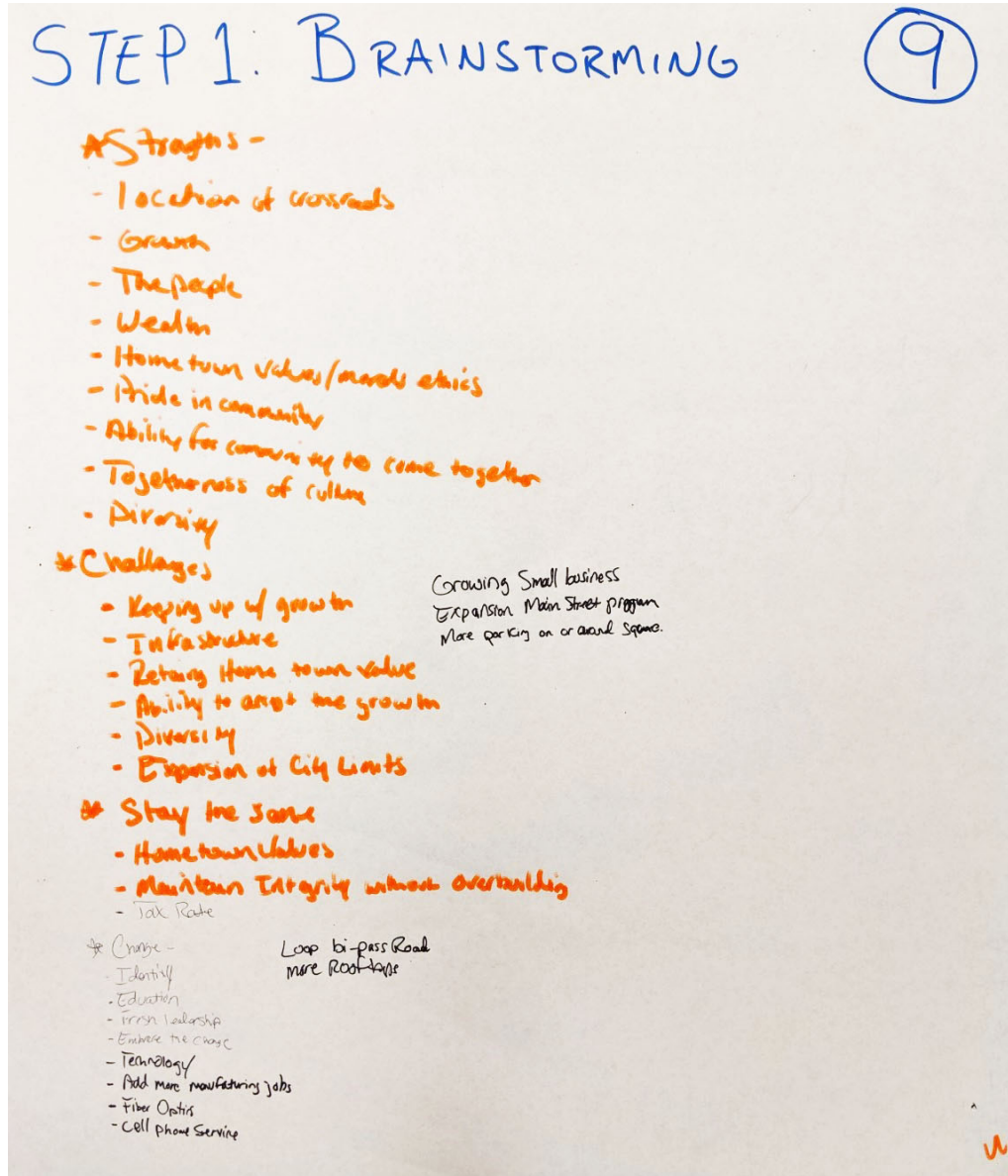
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Please turn in this worksheet to the project team after presenting your team's ideas to the group.

- *In 2050, Decatur will be:*
  - *Community focused expansion.*

Exercise 1 – Brainstorming  
Table 9



- Strengths
  - Location of crossroads
  - Growth
  - The people
  - Wealth
  - Hometown values/morals/ethics
  - Pride in community
  - Togetherness of culture
  - Diversity

## APPENDIX B



Community Charrette  
10/26/19

### Exercise 1 – Brainstorming Table 9 (cont.)

- *Challenges*
  - *Keeping up with growth*
  - *Infrastructure*
  - *Retaining hometown value*
  - *Ability to accept the growth*
  - *Diversity*
  - *Expansion of City Limits*
- *Stay the Same*
  - *Hometown values*
  - *Maintain integrity without overbuilding*
  - *Tax Rate*
- *Change in Future*
  - *Identity*
  - *Education*
  - *Fresh leadership*
  - *Embrace the change*
  - *Technology*
  - *Add more manufacturing jobs*
  - *Fiber Optics*
  - *Cell phone service*
  - *Loop bypass road*
  - *More rooftops*

# APPENDIX B



Community Charrette  
10/26/19

## Exercise 1 – Table Worksheet Table 9



## TABLE # 9 WORKSHEET

### TEAM EXERCISE #1 - BRAINSTORMING

1. What are Decatur's greatest strengths?

Location  
~~Keep~~ The people  
Wealth  
Hometown Values  
Diversity

2. What are the biggest challenges facing Decatur?

Infrastructure  
Creating large tax base  
Expansion of city limits  
Retaining Home town Values

3. What things should stay the same in your team's desired future Decatur?

Home town Values  
Maintain Integrity  
Tax Rate

4. What things should change in your team's desired future Decatur?

Identity  
Education/Technology  
New Leadership  
Fiber Optics  
Bypass Road

- What are Decatur's greatest strengths?
  - Location
  - The people
  - Wealth
  - Hometown values
  - Diversity
- What are the biggest challenges facing Decatur?
  - Infrastructure
  - Creating large tax base
  - Expansion of City Limits
  - Retaining hometown values

## APPENDIX B



Community Charrette  
10/26/19

### Exercise 1 – Table Worksheet

#### Table 9 (cont.)

- *What things should stay the same in your team's desired future Decatur?*
  - *Hometown values*
  - *Maintain integrity*
  - *Tax rate*
- *What things should change in your team's desired future Decatur?*
  - *Identity*
  - *Education/Technology*
  - *New leadership*
  - *Fiber optics*
  - *Bypass road*

# APPENDIX B



Community Charrette  
10/26/19

## Exercise 1 – Table Worksheet Table 9 (cont.)

### TEAM EXERCISE #1 - VISIONING

In 2050, Decatur will be:

*A place where hometown values, education & technology meet to grow together, with open-mindedness for change. Embrace the change of the future as needed. Grow with a plan, and in a specific direction.*

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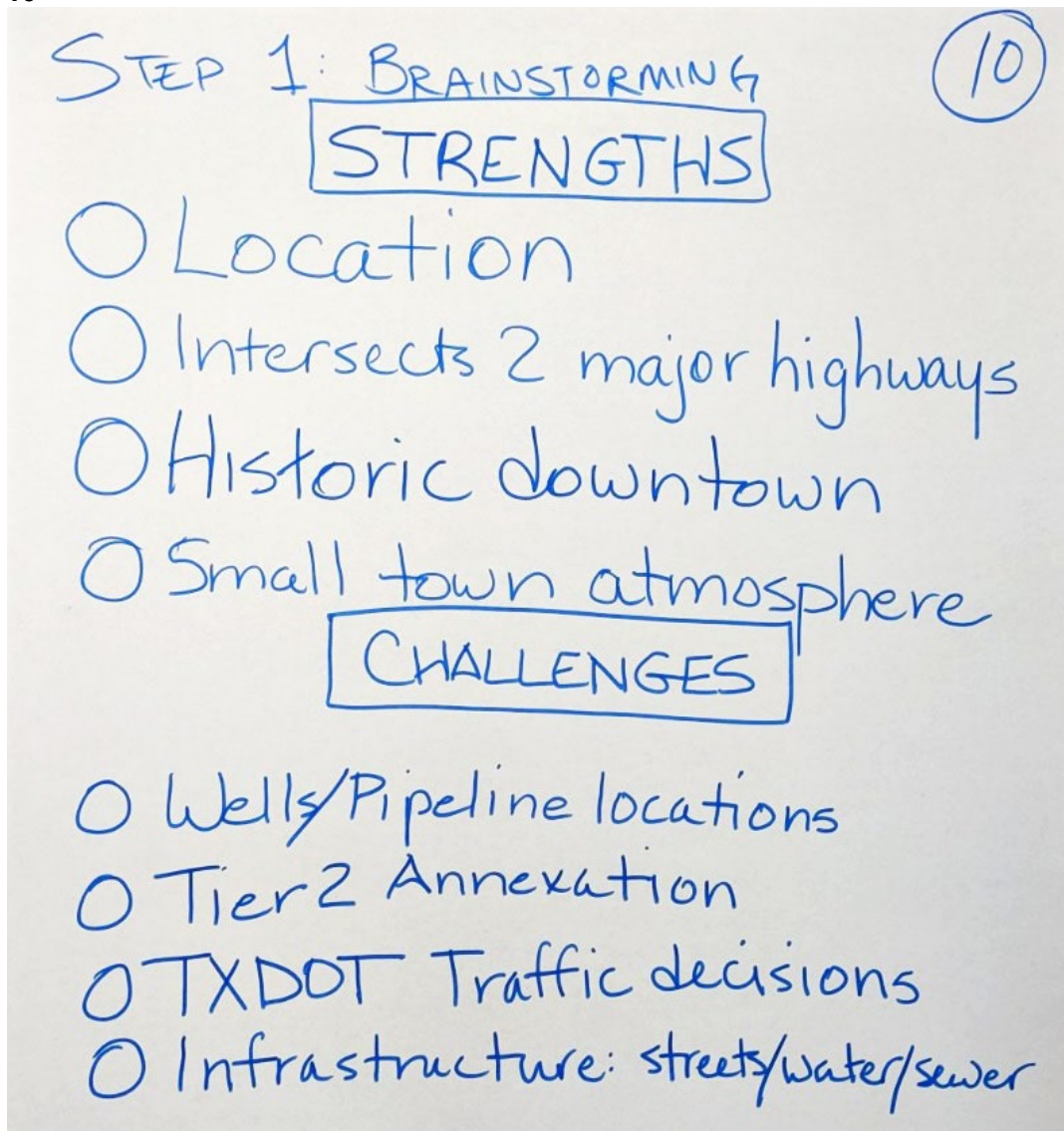
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Please turn in this worksheet to the project team after presenting your team's ideas to the group.

- *In 2050, Decatur will be:*
  - *A place where hometown values, education, and technology meet to grow together with open-mindedness for change. Embrace the change of the future as needed. Grow with a plan and in a specific direction.*

**Exercise 1 – Brainstorming  
Table 10**



- **Strengths**
  - Location
  - Intersects 2 major highways
  - Historic downtown
  - Small town atmosphere
- **Challenges**
  - Wells/pipeline locations
  - Tier 2 Annexation
  - TxDOT traffic decisions
  - Infrastructure: streets/water/sewer

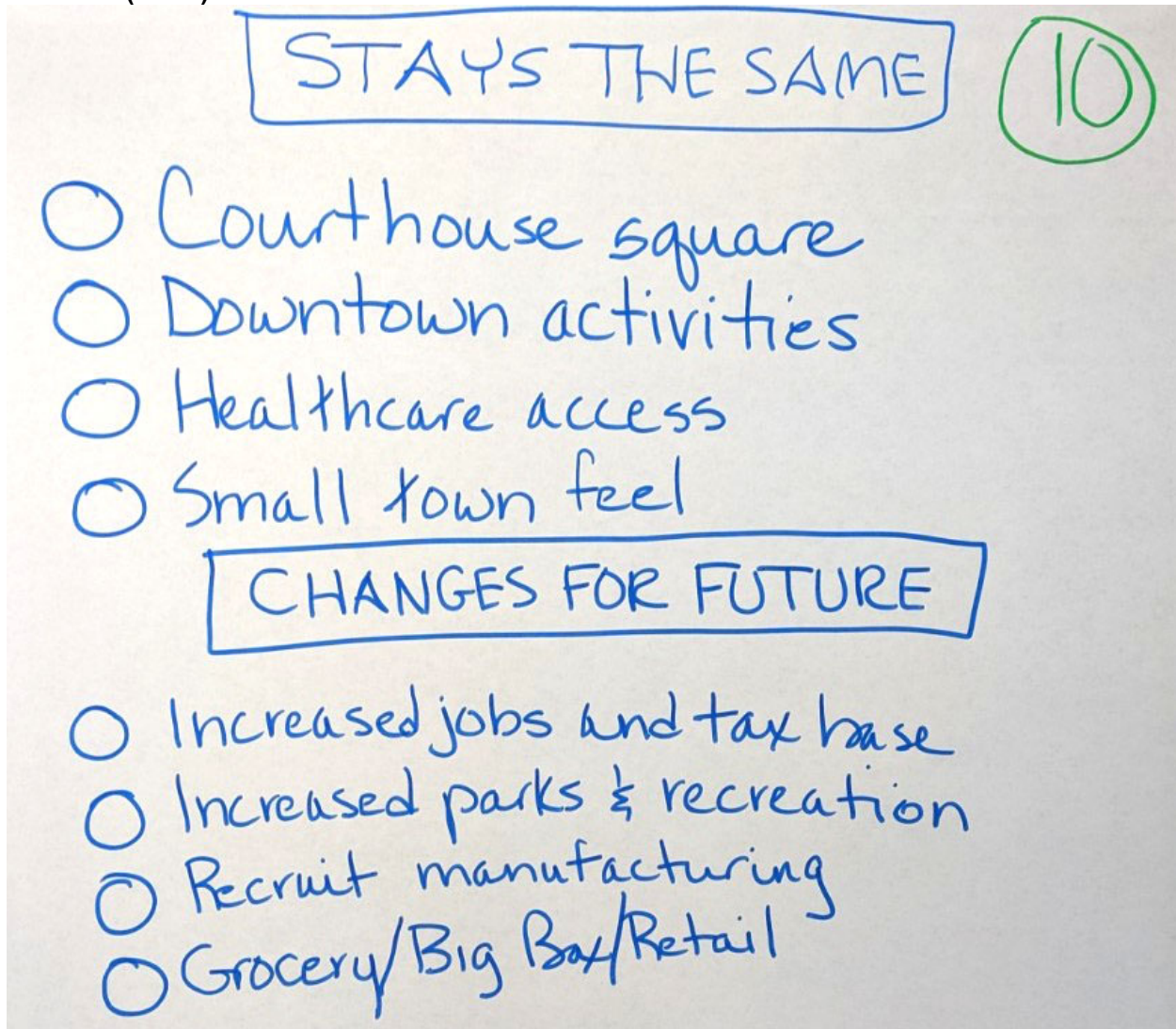
## APPENDIX B



# DECATUR 2050

Community Charrette  
10/26/19

### Exercise 1 – Brainstorming Table 10 (cont.)



- *Stays the Same*
  - *Courthouse square*
  - *Downtown activities*
  - *Healthcare access*
  - *Small town feel*
- *Changes for Future*
  - *Increased jobs and tax base*
  - *Increased parks & recreation*
  - *Recruit manufacturing*
  - *Grocery/Big Box/Retail*

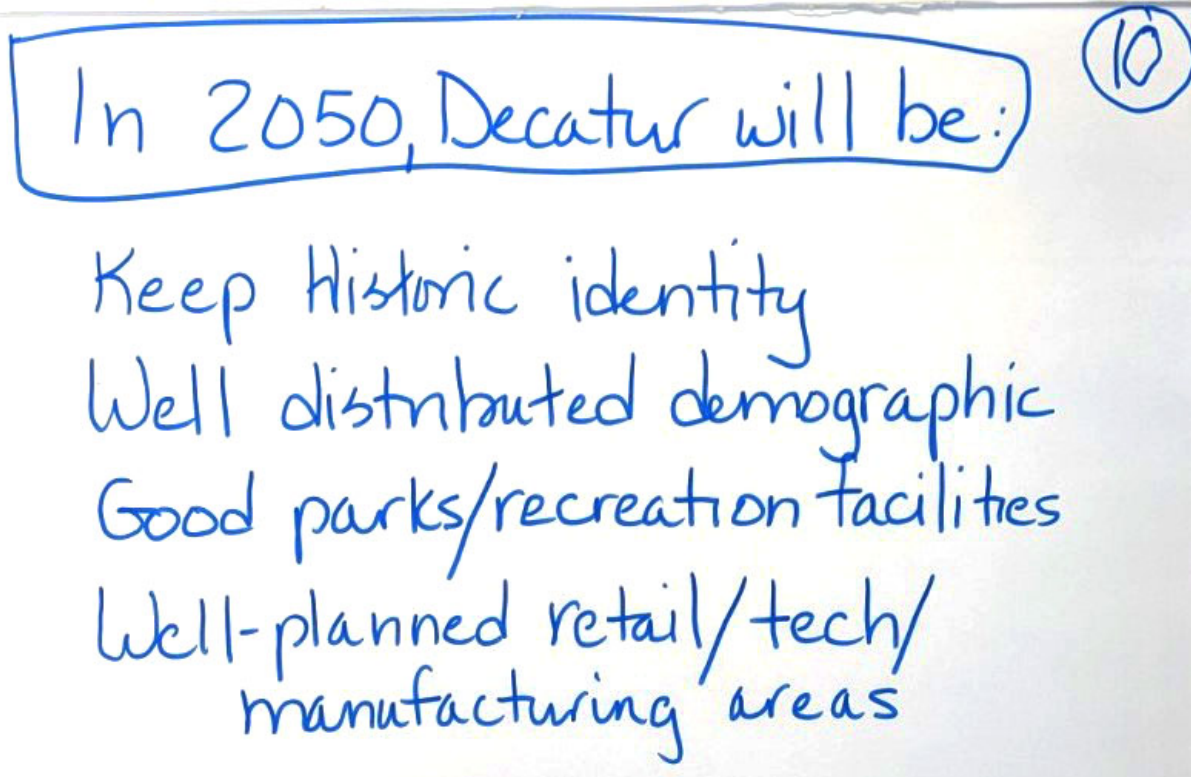
## APPENDIX B



DECATUR  
2050

Community Charrette  
10/26/19

### Exercise 1 – Brainstorming Table 10 (cont.)



- *In 2050, Decatur will be:*
  - *Keep historic identity*
  - *Well distributed demographic*
  - *Good parks/recreational facilities*
  - *Well-planned retail/tech/manufacturing areas*

# APPENDIX B



Community Charrette  
10/26/19

## Exercise 1 – Table Worksheet Table 10



## TABLE # 10 WORKSHEET

### TEAM EXERCISE #1 - BRAINSTORMING

1. What are Decatur's greatest strengths?

Location  
Intersects 2 major highways  
Historic downtown  
Small town atmosphere

2. What are the biggest challenges facing Decatur?

Well/Pipeline locations  
Tier 2 Annexation  
TXDOT Traffic decisions  
Infrastructure: water/sewer/streets

3. What things should stay the same in your team's desired future Decatur?

Courthouse square  
Downtown activities  
Healthcare access  
Small town feel

4. What things should change in your team's desired future Decatur?

Increased jobs & tax base  
Increased parks & recreation  
Recruit manufacturing  
Grocery/Big Box retail  
Infra  
Wells  
Balance

- What are Decatur's greatest strengths?
  - Location
  - Intersects 2 major highways
  - Historic downtown
  - Small town atmosphere
- What are the biggest challenges facing Decatur?
  - Well/pipeline locations
  - Tier 2 annexation
  - TXDOT traffic decisions
  - Infrastructure: water/sewer/streets

## APPENDIX B



Community Charrette  
10/26/19

### Exercise 1 – Table Worksheet

#### Table 10 (cont.)

- *What things should stay the same in your team's desired future Decatur?*
  - *Courthouse square*
  - *Downtown activities*
  - *Healthcare access*
  - *Small town feel*
- *What things should change in your team's desired future Decatur?*
  - *Increased jobs and tax base*
  - *Increased parks and recreation*
  - *Recruit manufacturing*
  - *Grocery/Big box retail*

# APPENDIX B



Community Charrette  
10/26/19

## Exercise 1 – Table Worksheet Table 10 (cont.)

### TEAM EXERCISE #1 - VISIONING

In 2050, Decatur will be:

*A dynamic, friendly small city (with a strong historic identity. A place that people come to visit for a day, a weekend, or longer; with good parks & recreation facilities. It has a well-distributed demographic, with well-planned areas designed for retail, tech, and manufacturing.)*

Please turn in this worksheet to the project team after presenting your team's ideas to the group.

- In 2050, Decatur will be:
  - *A dynamic, friendly small city with a strong historic identity. A place that people come to visit for a day, a weekend, or longer; with good parks and recreation facilities. It has a well-distributed demographic, with well-planned areas designed for retail, tech, and manufacturing.*

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)

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

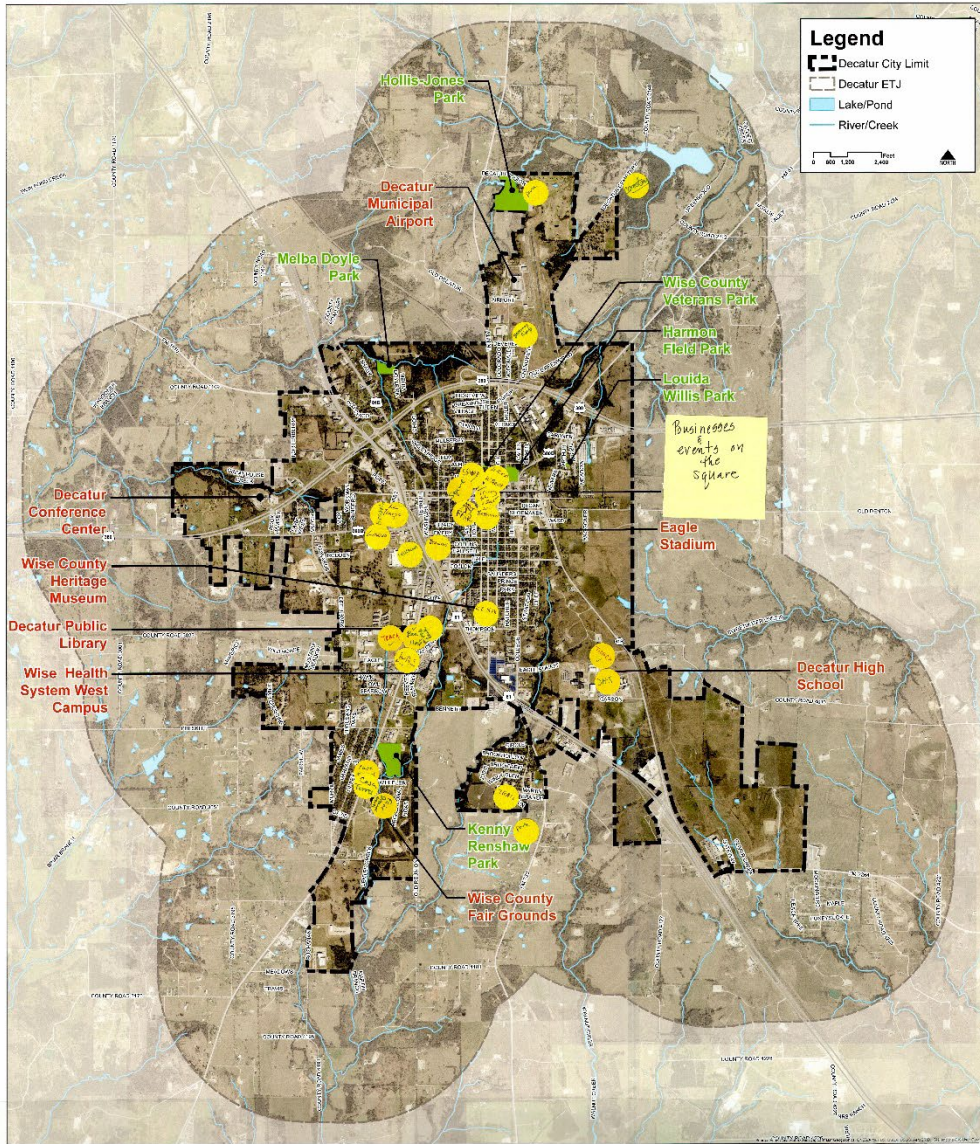
Garden Home Community 55 & Over

- 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**

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- **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

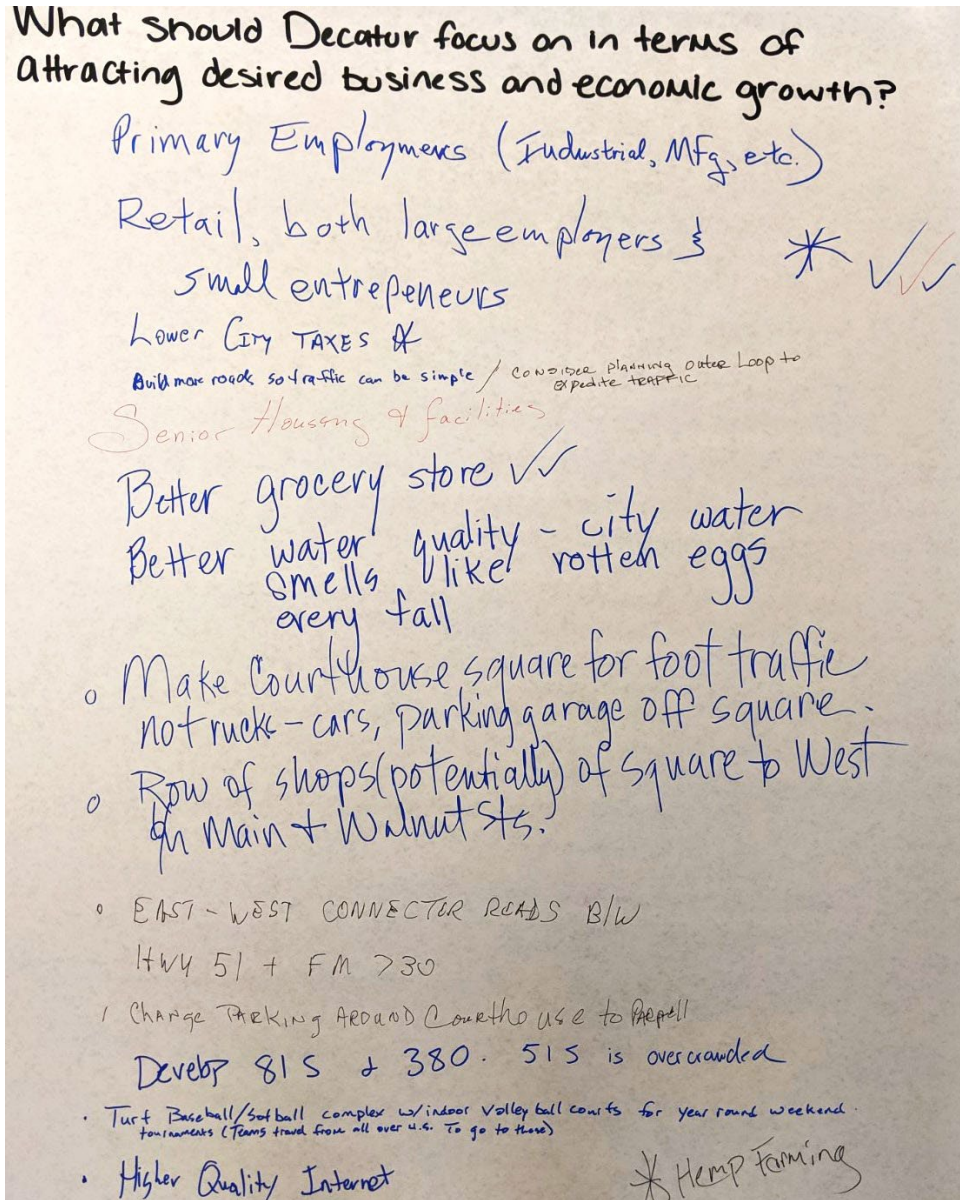
# APPENDIX B



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?

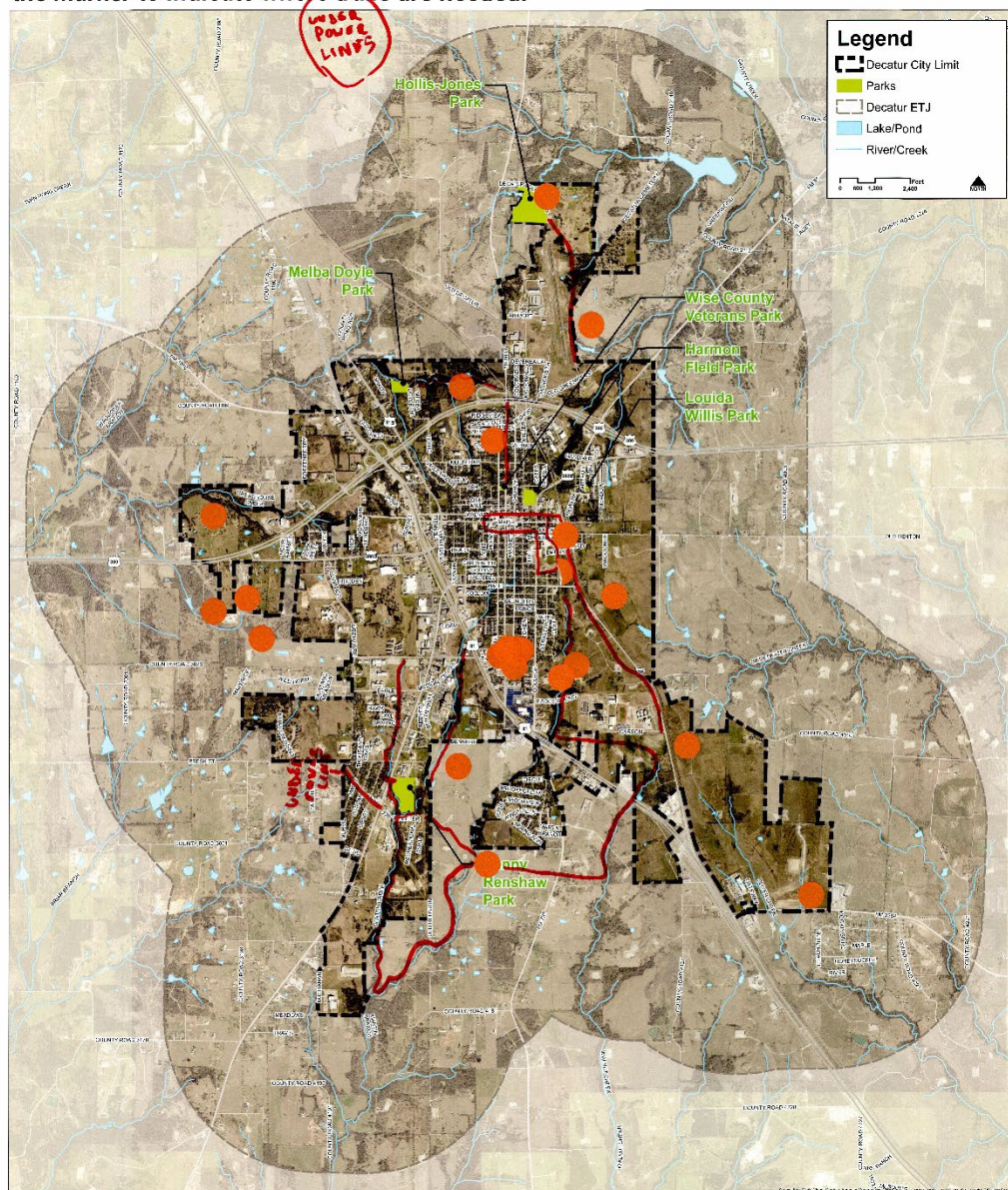
MORE COOPERATIVE SPIRIT WITH LAND DEVELOPMENT / CONSTRUCTION  
CODE ENFORCEMENT ON HOMES / ITEMS IN YARDS  
CODE ENFORCEMENT ON TIME FOR REMODELS

- 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

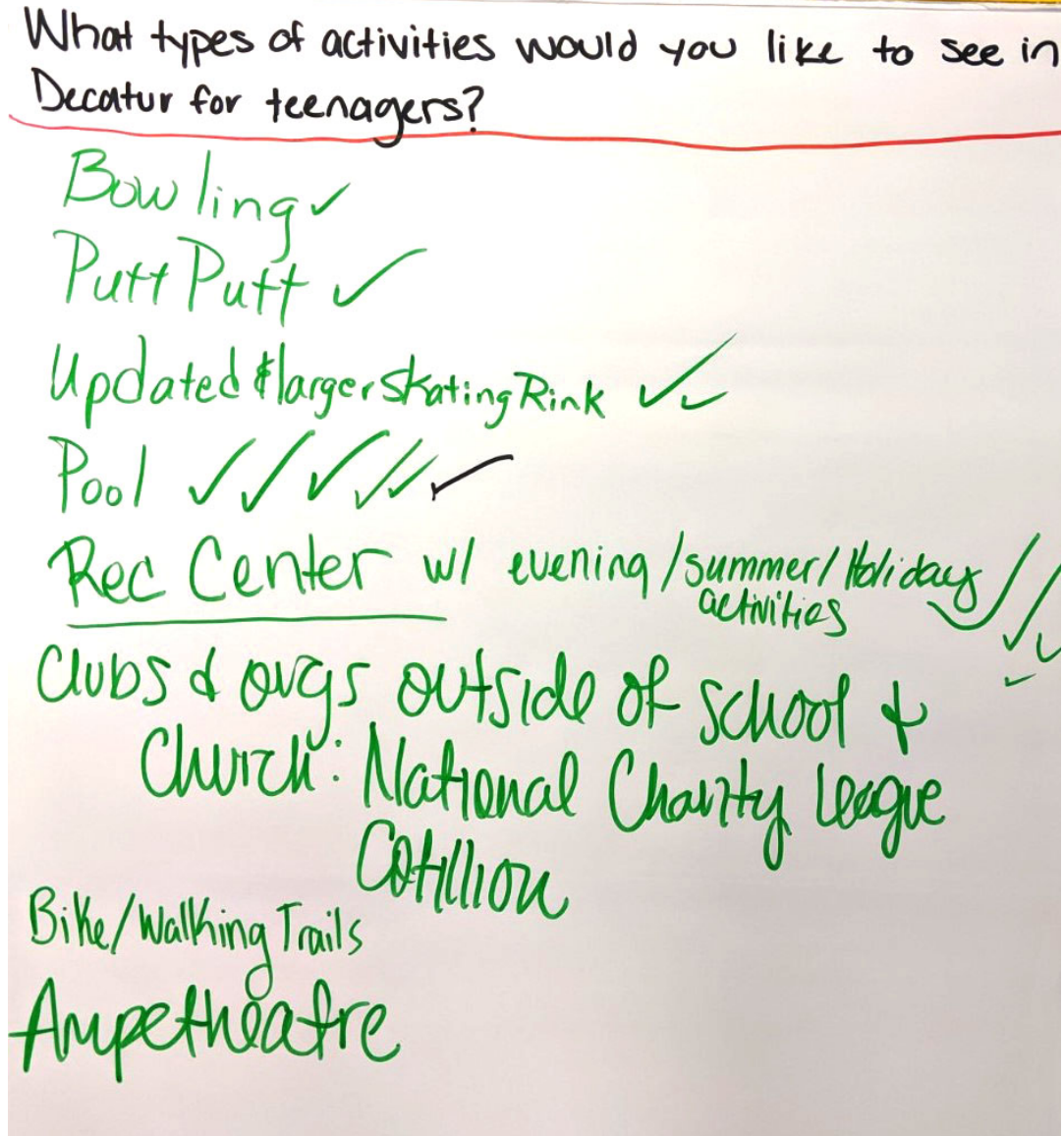
Splash Park

- 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



Station 2: Activities for All Ages

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



- 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 <sup>Senior</sup> 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

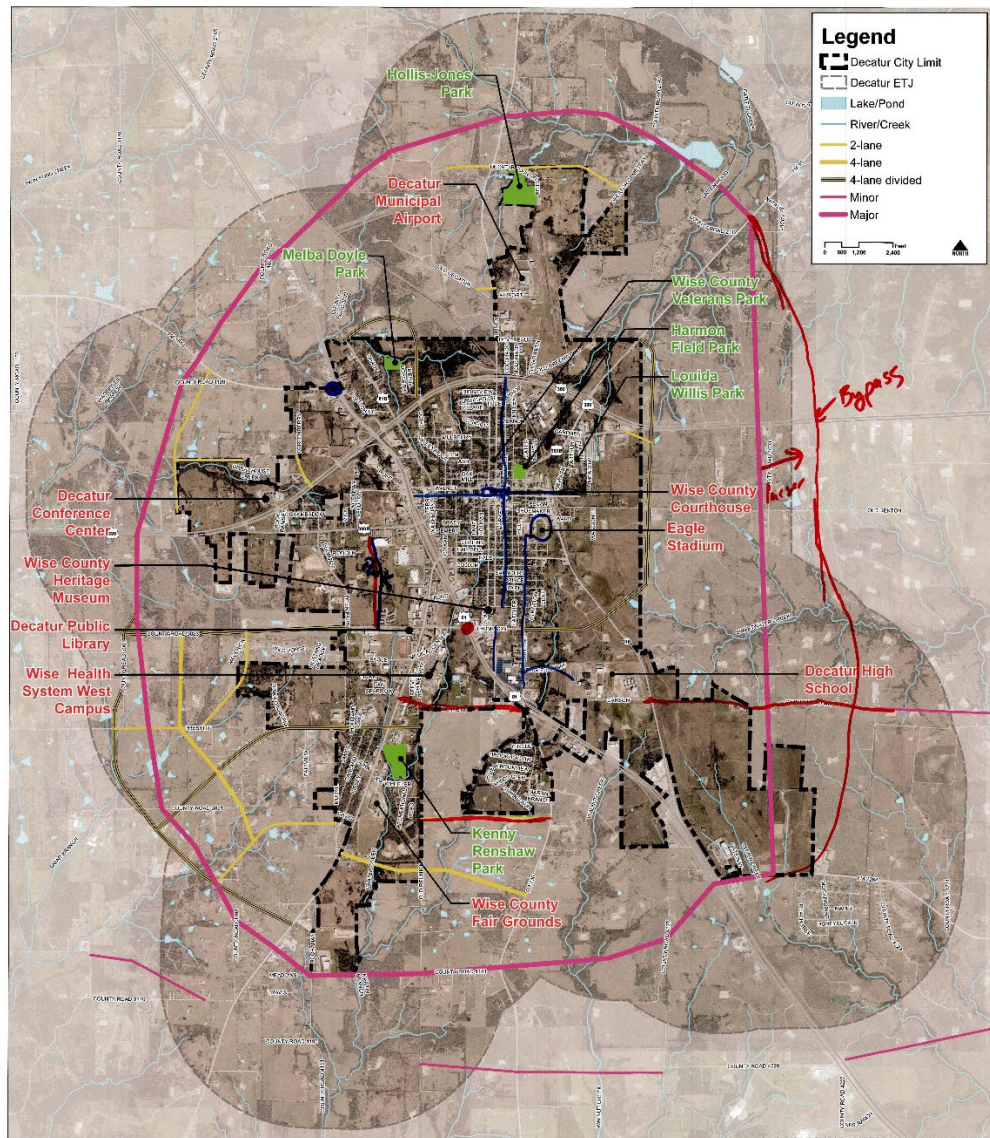
Trails

- 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

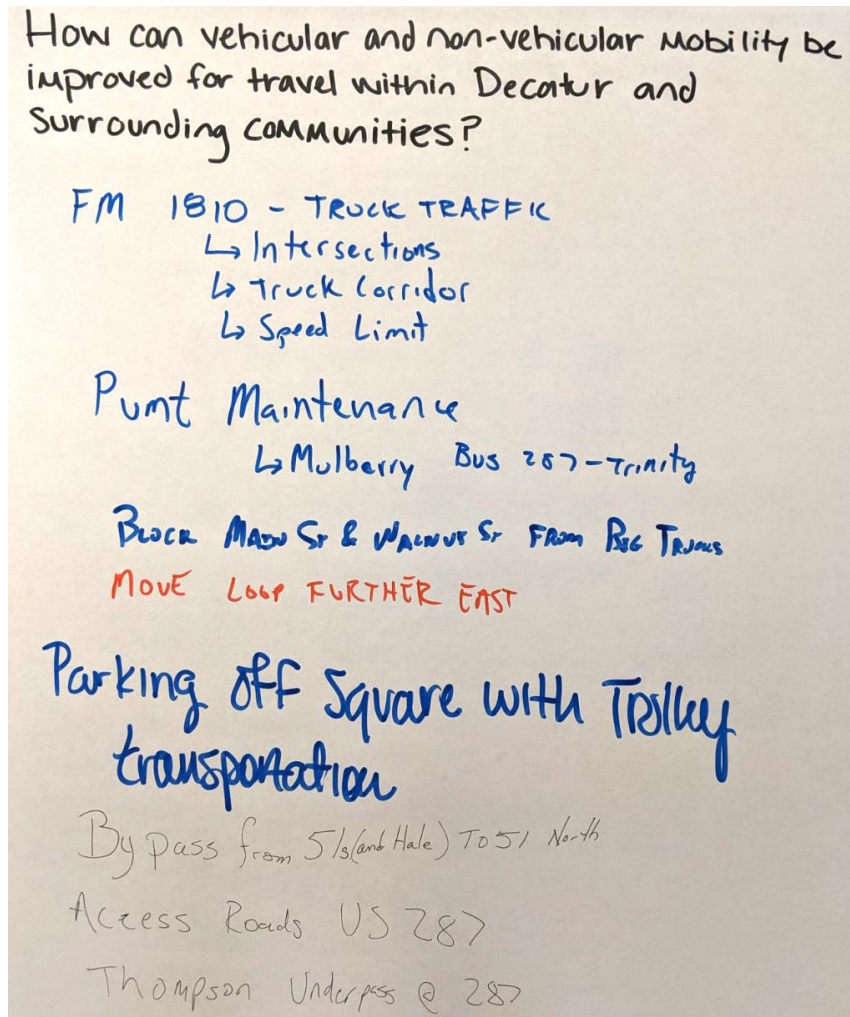
### Station 3: Mobility

#### "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

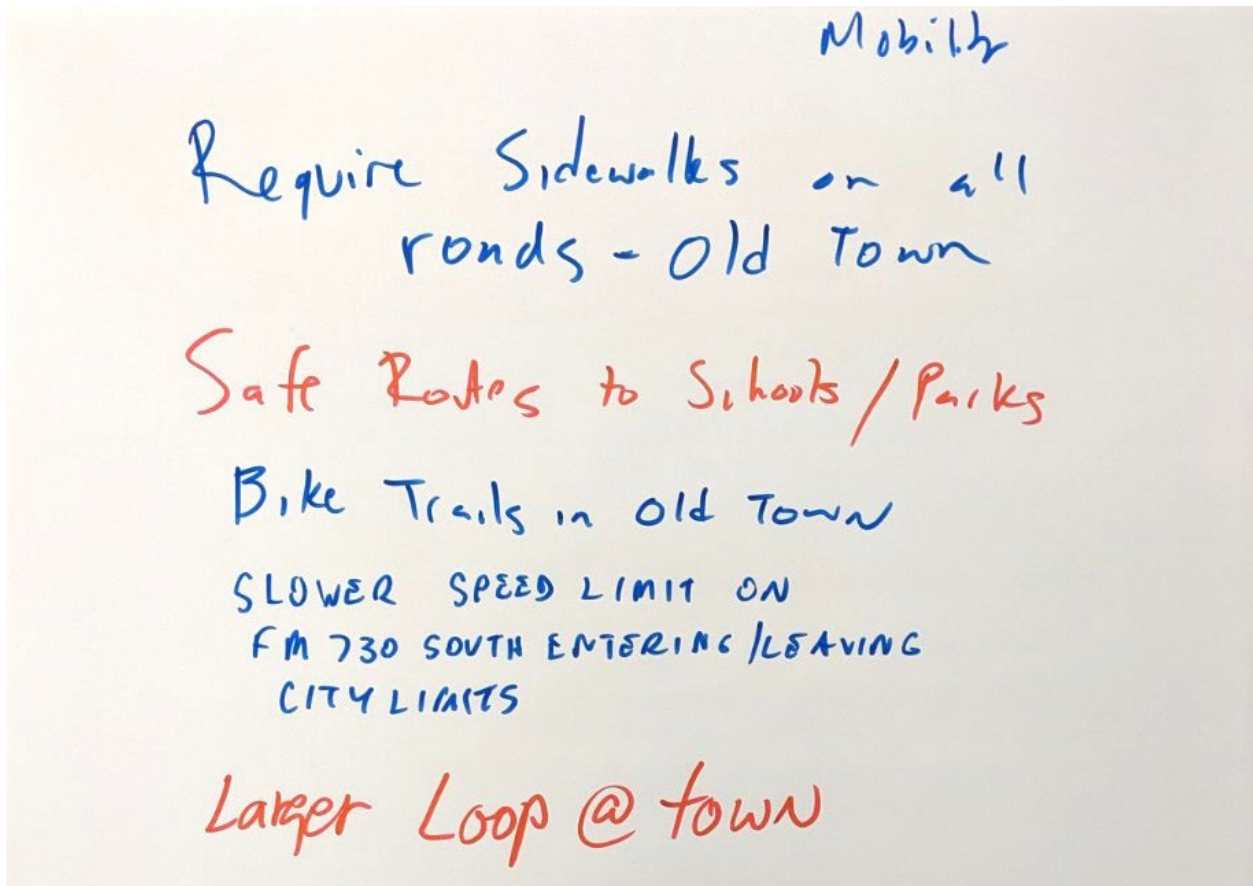
## APPENDIX B



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

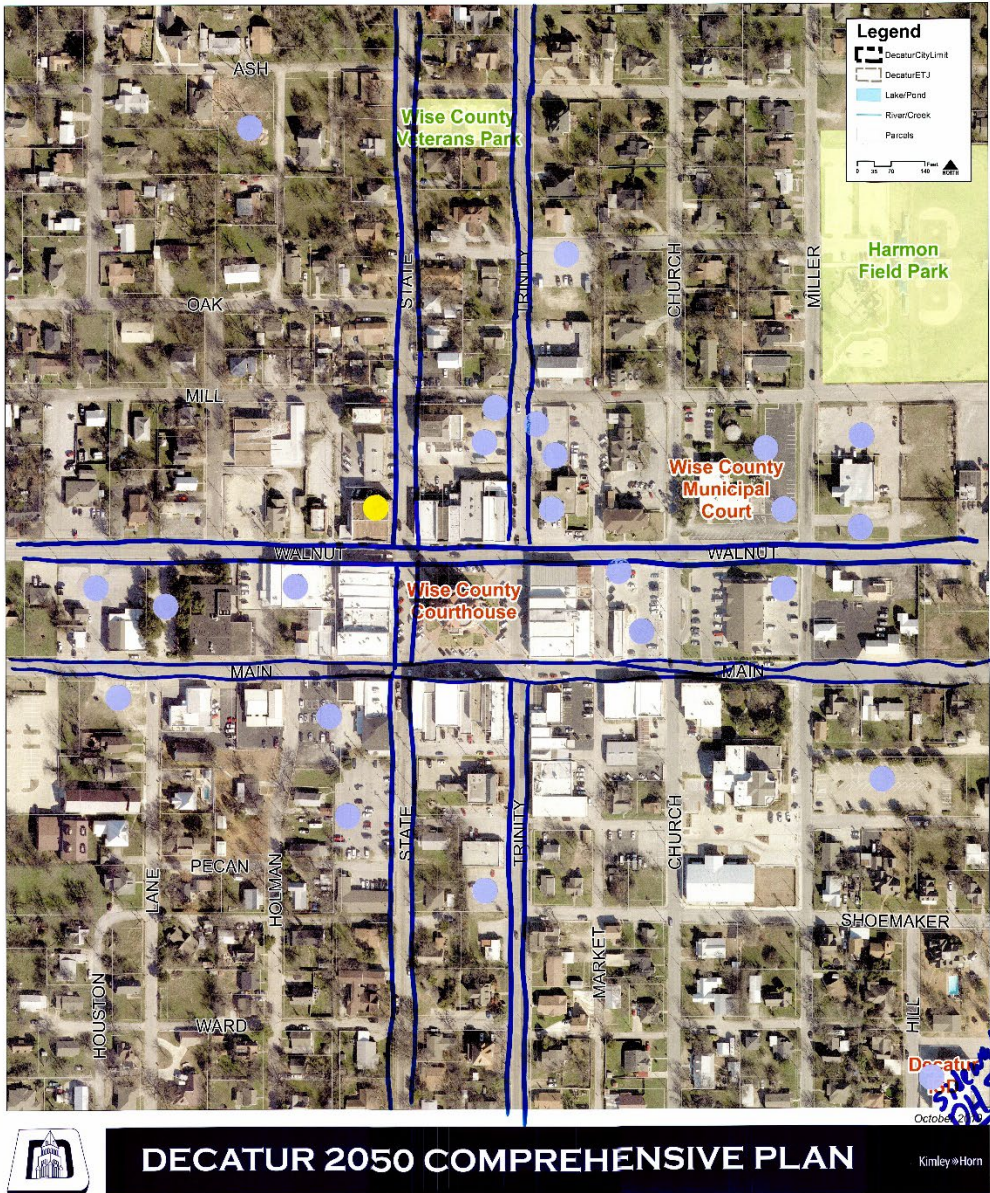
Kimley-Horn

- **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

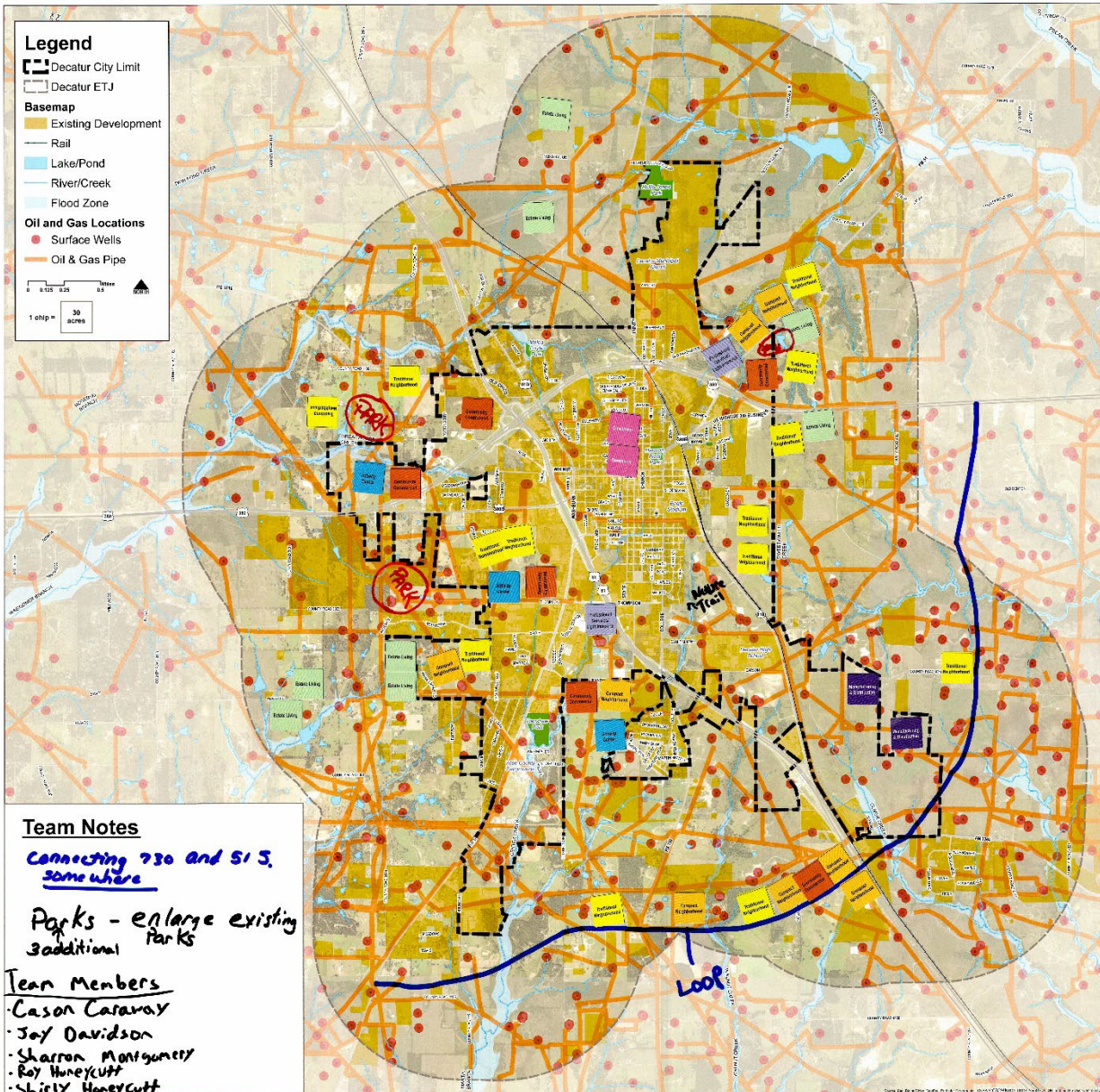


Community Charrette  
10/26/19

## Exercise 2: Alternative Future Exercise Table 1

### Alternative Future Exercise

Table # 1



## CITY OF DECATUR 2050 Comprehensive Plan

October 2019

Kimley-Horn

- Estate Living Chips = 8
- Traditional Neighborhood Chips = 13
- Compact Neighborhood Chips = 8
- Community Commercial Chips = 6

## APPENDIX B



Community Charrette  
10/26/19

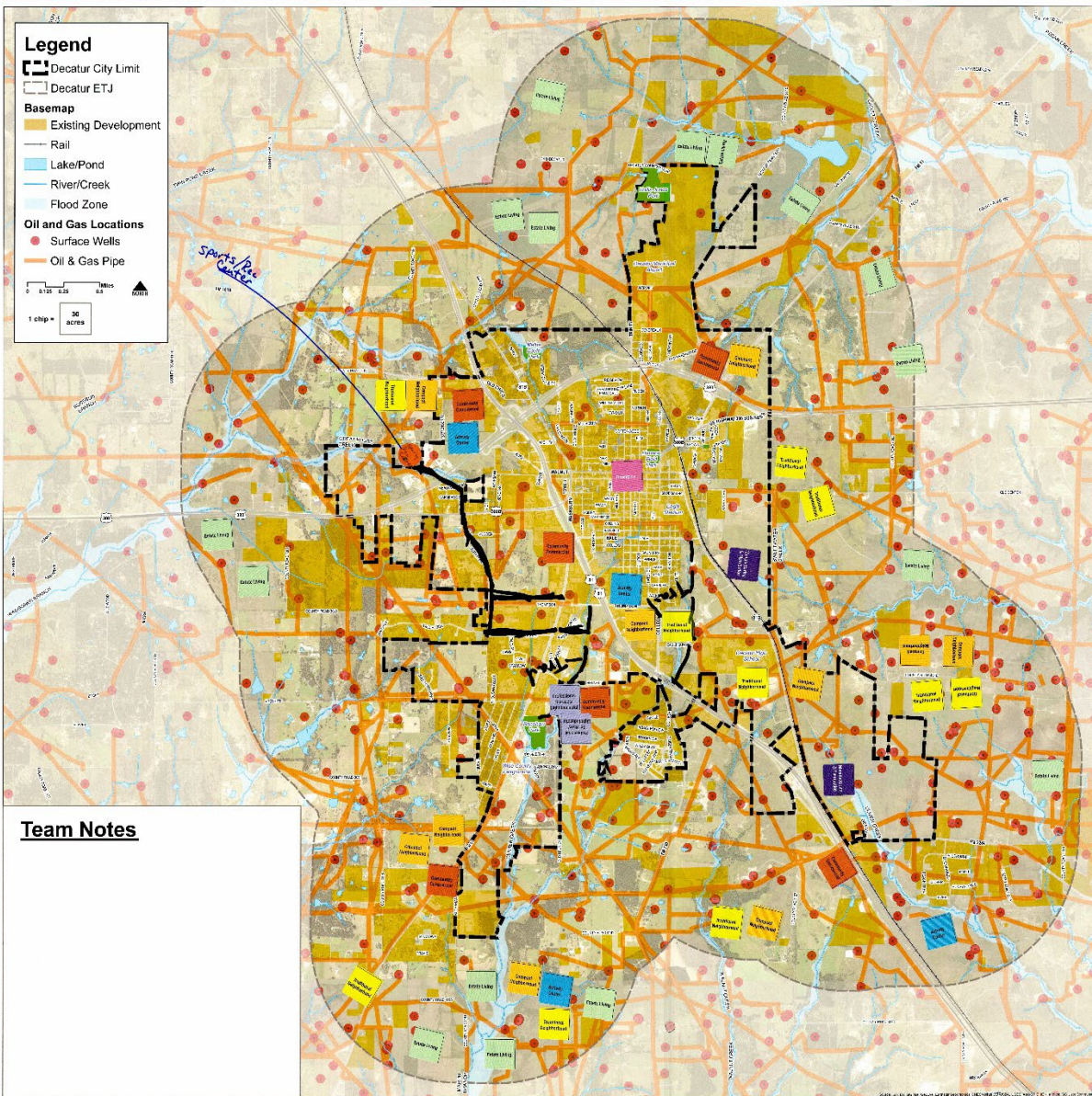
### Exercise 2: Alternative Future Exercise Table 1 (cont.)

- **Downtown** Chips = 2
- **Activity Center** Chips = 3
- **Professional Services/Light Industrial** Chips = 2
- **Manufacturing and Distribution** Chips = 2
- *Connecting 730 and 51 S somewhere (loop)*
- *3 additional parks – enlarge existing*
- *Nature trail along creek by Decatur High School*

Exercise 2: Alternative Future Exercise  
Table 2

Alternative Future Exercise

Table # 2



October 2019

CITY OF **DECATUR** *Texas* 2050 Comprehensive Plan

Kimley»Horn

- Estate Living Chips = 16
- Traditional Neighborhood Chips = 10
- Compact Neighborhood Chips = 10
- Community Commercial Chips = 6
- Downtown Chips = 1

## APPENDIX B



Community Charrette  
10/26/19

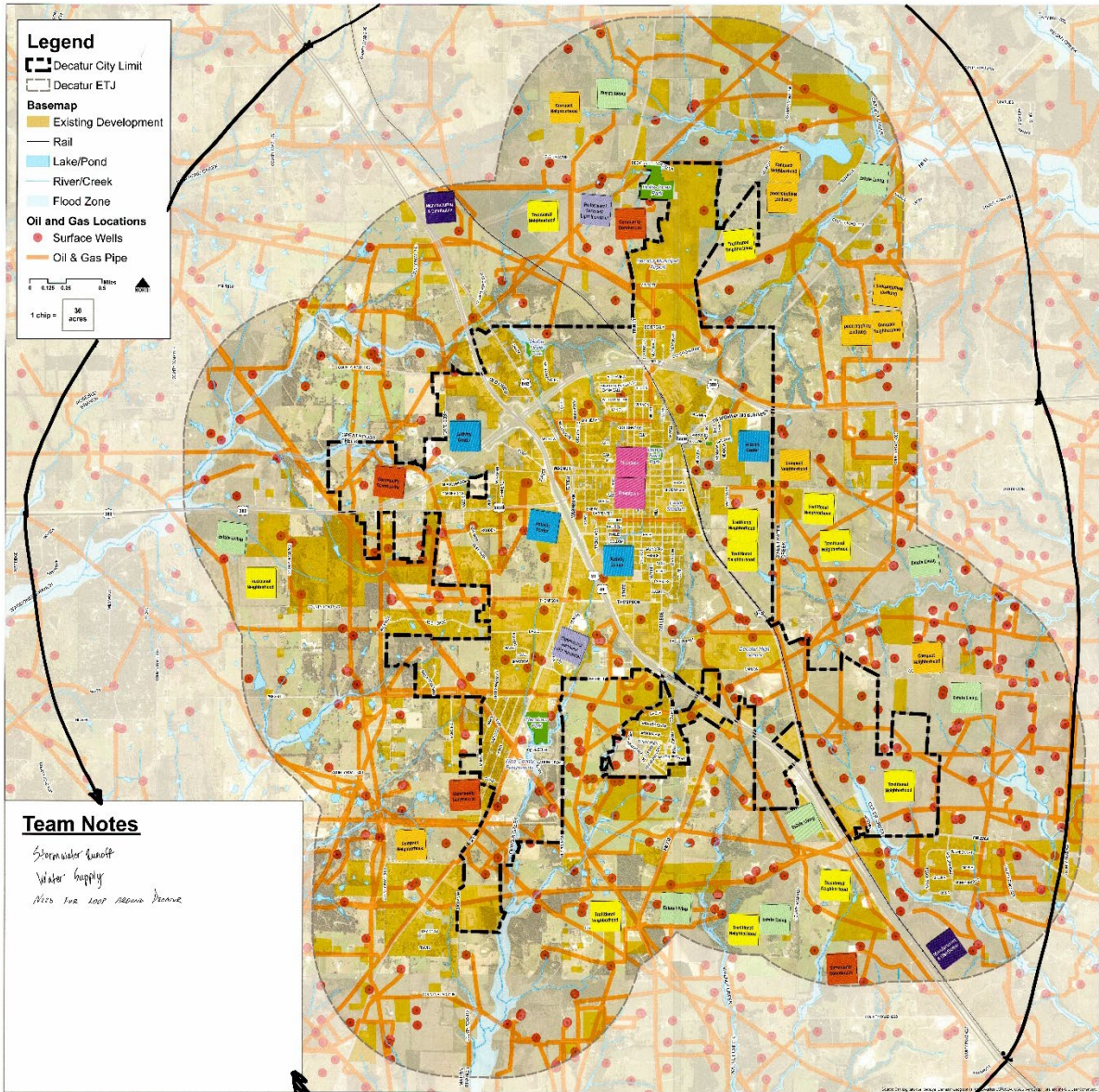
### Exercise 2: Alternative Future Exercise Table 2 (cont.)

- **Activity Center** Chips = 4
- **Professional Services/Light Industrial** Chips = 2
- **Manufacturing and Distribution** Chips = 2
- *Sports/Rec Center*
- *Trail along Deer Park Road, Thompson, and Eagle*
- *Trail connecting Thompson to Renshaw Park along creek*
- *Trail connecting Hale to 81 along creek*

Exercise 2: Alternative Future Exercise  
Table 3

Alternative Future Exercise

Table # **3**



CITY OF **DECATUR** 2050 Comprehensive Plan  
*Texas*

October 2019

Kimley»Horn

- **Estate Living** Chips = 8
- **Traditional Neighborhood** Chips = 11
- **Compact Neighborhood** Chips = 8
- **Community Commercial** Chips = 4
- **Downtown** Chips = 2

## APPENDIX B



Community Charrette  
10/26/19

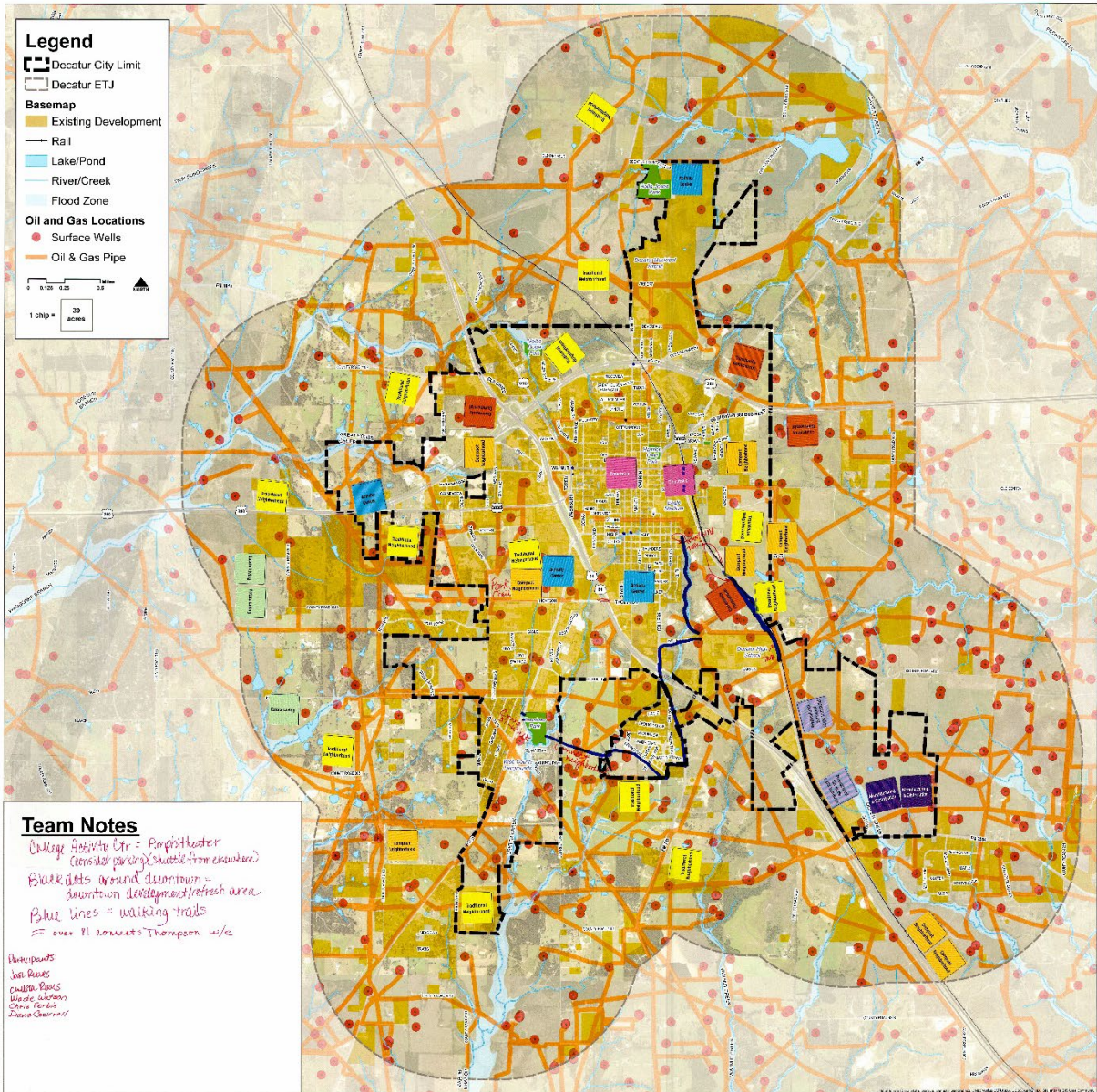
### Exercise 2: Alternative Future Exercise Table 3 (cont.)

- *Activity Center* Chips = 4
- *Professional Services/Light Industrial* Chips = 2
- *Manufacturing and Distribution* Chips = 2
- *Stormwater runoff*
- *Water supply*
- *Need for loop around Decatur*

Exercise 2: Alternative Future Exercise  
Table 4

Alternative Future Exercise

Table # 4



CITY OF **DECATUR** *Texas* 2050 Comprehensive Plan

October 2019

Kimley  Horn

- **Estate Living** Chips = 3
- **Traditional Neighborhood** Chips = 13
- **Compact Neighborhood** Chips = 8
- **Community Commercial** Chips = 4
- **Downtown** Chips = 2

## APPENDIX B



Community Charrette  
10/26/19

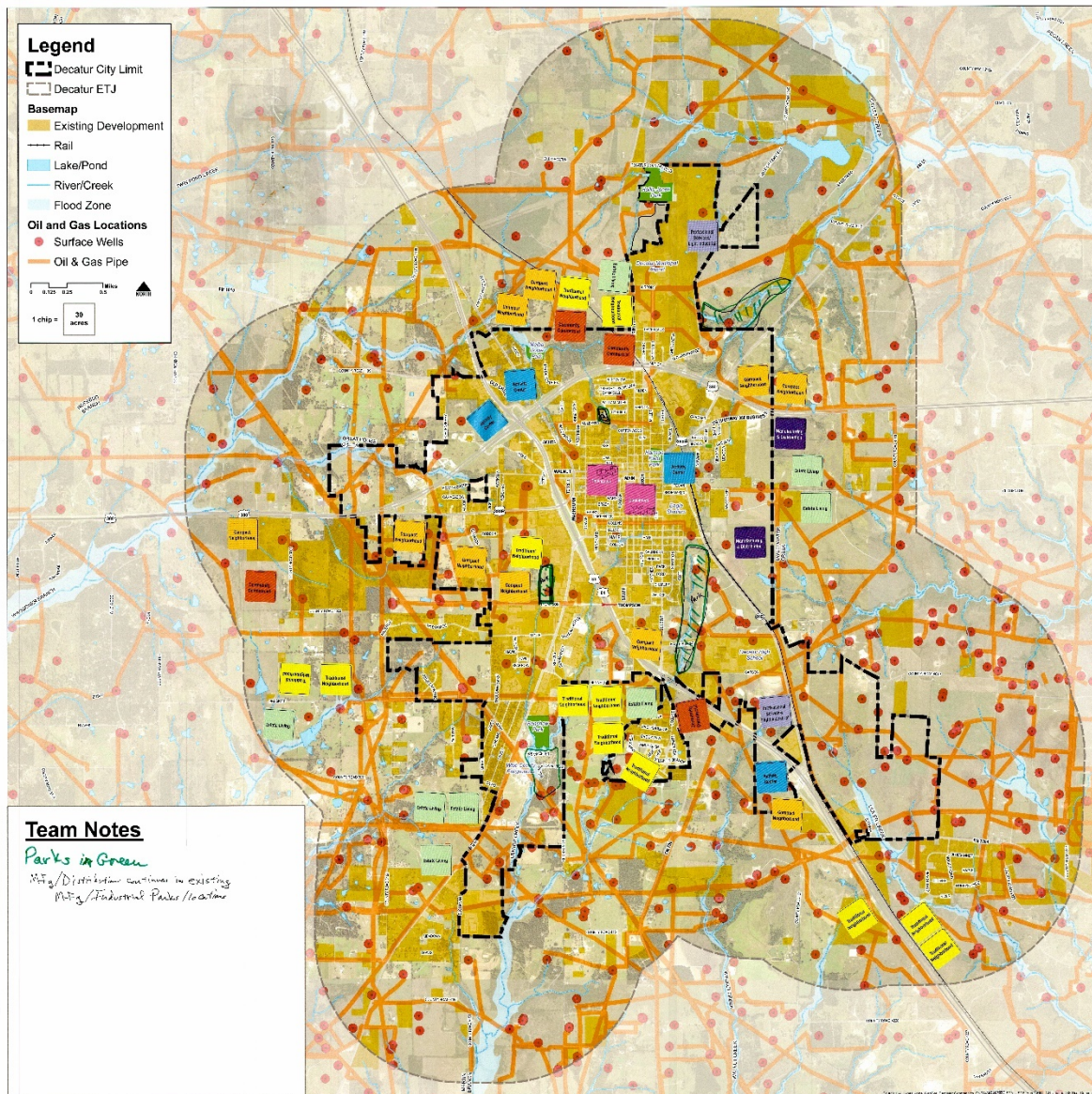
### Exercise 2: Alternative Future Exercise Table 4 (cont.)

- **Activity Center** Chips = 4
- **Professional Services/Light Industrial** Chips = 2
- **Manufacturing and Distribution** Chips = 2
- College Activity Center = Amphitheatre (consider parking) (shuttle from somewhere else)
- Black dots around downtown = downtown development/refresh area
- Blue lines = walking trails
- Bridge over 81 that connects Thompson east and west
- Cross 51 – walk
- Connect neighborhoods (Martin Branch to Renshaw Park)

Exercise 2: Alternative Future Exercise  
Table 5

Alternative Future Exercise

Table # **5**



CITY OF **DECATUR** *Texas* 2050 Comprehensive Plan

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- **Estate Living** Chips = 8
- **Traditional Neighborhood** Chips = 12
- **Compact Neighborhood** Chips = 10
- **Community Commercial** Chips = 4
- **Downtown** Chips = 2
  - 2 pocket parks within Downtown

## APPENDIX B



Community Charrette  
10/26/19

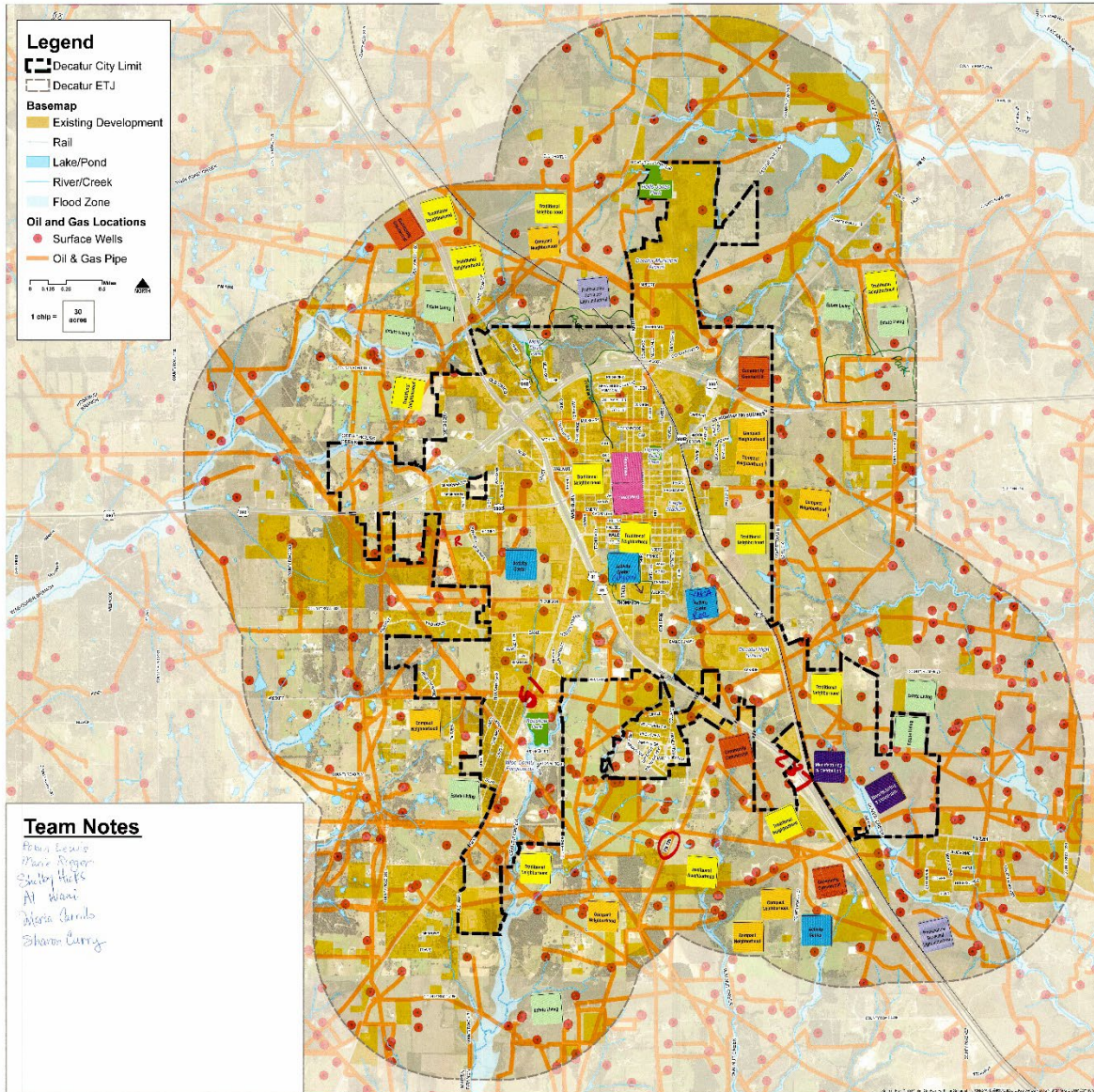
### Exercise 2: Alternative Future Exercise Table 5 (cont.)

- **Activity Center** Chips = 4
- **Professional Services/Light Industrial** Chips = 2
- **Manufacturing and Distribution** Chips = 2
- *Parks in green (4 total)*
- *Manufacturing/Distribution continues in existing manufacturing/industrial park locations*

Exercise 2: Alternative Future Exercise  
Table 6

Alternative Future Exercise

Table # 6



CITY OF **DECATUR** *Texas* 2050 Comprehensive Plan

October 2019

Kimley»Horn

- Estate Living Chips = 8
- Traditional Neighborhood Chips = 12
- Compact Neighborhood Chips = 8
- Community Commercial Chips = 4
- Downtown Chips = 2

## APPENDIX B



Community Charrette  
10/26/19

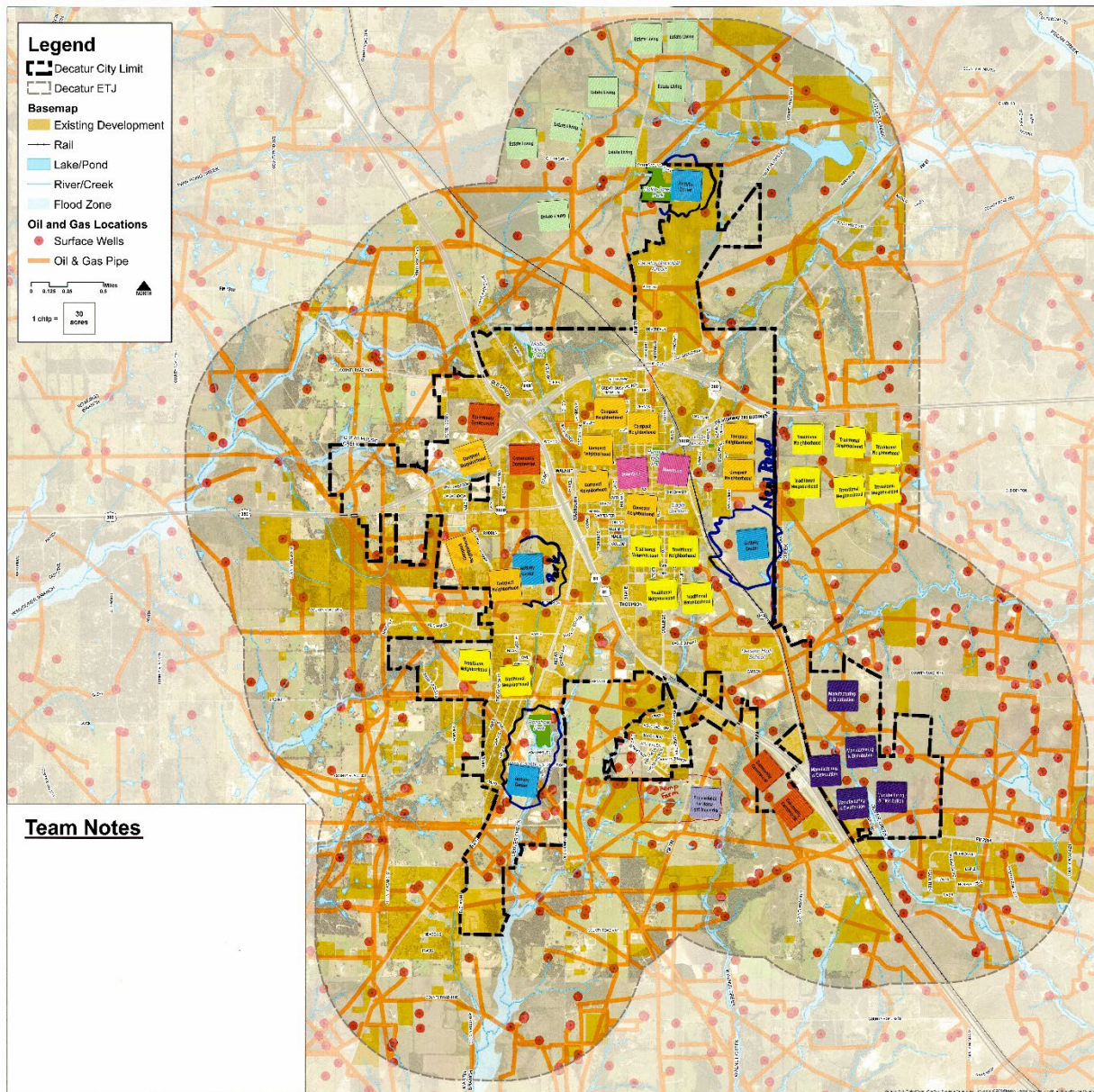
### Exercise 2: Alternative Future Exercise Table 6 (cont.)

- **Activity Center** Chips = 4
  - City Pool
  - YMCA/Rec Center
- **Professional Services/Light Industrial** Chips = 2
- **Manufacturing and Distribution** Chips = 2
- 2 new parks with trails connecting to neighborhoods

Exercise 2: Alternative Future Exercise  
Table 7

Alternative Future Exercise

Table # **7**



CITY OF **DECATUR** *Texas* 2050 Comprehensive Plan

October 2019

Kimley»Horn

- Estate Living Chips = 8
- Traditional Neighborhood Chips = 12
- Compact Neighborhood Chips = 10
- Community Commercial Chips = 4
- Downtown Chips = 2

## APPENDIX B



Community Charrette  
10/26/19

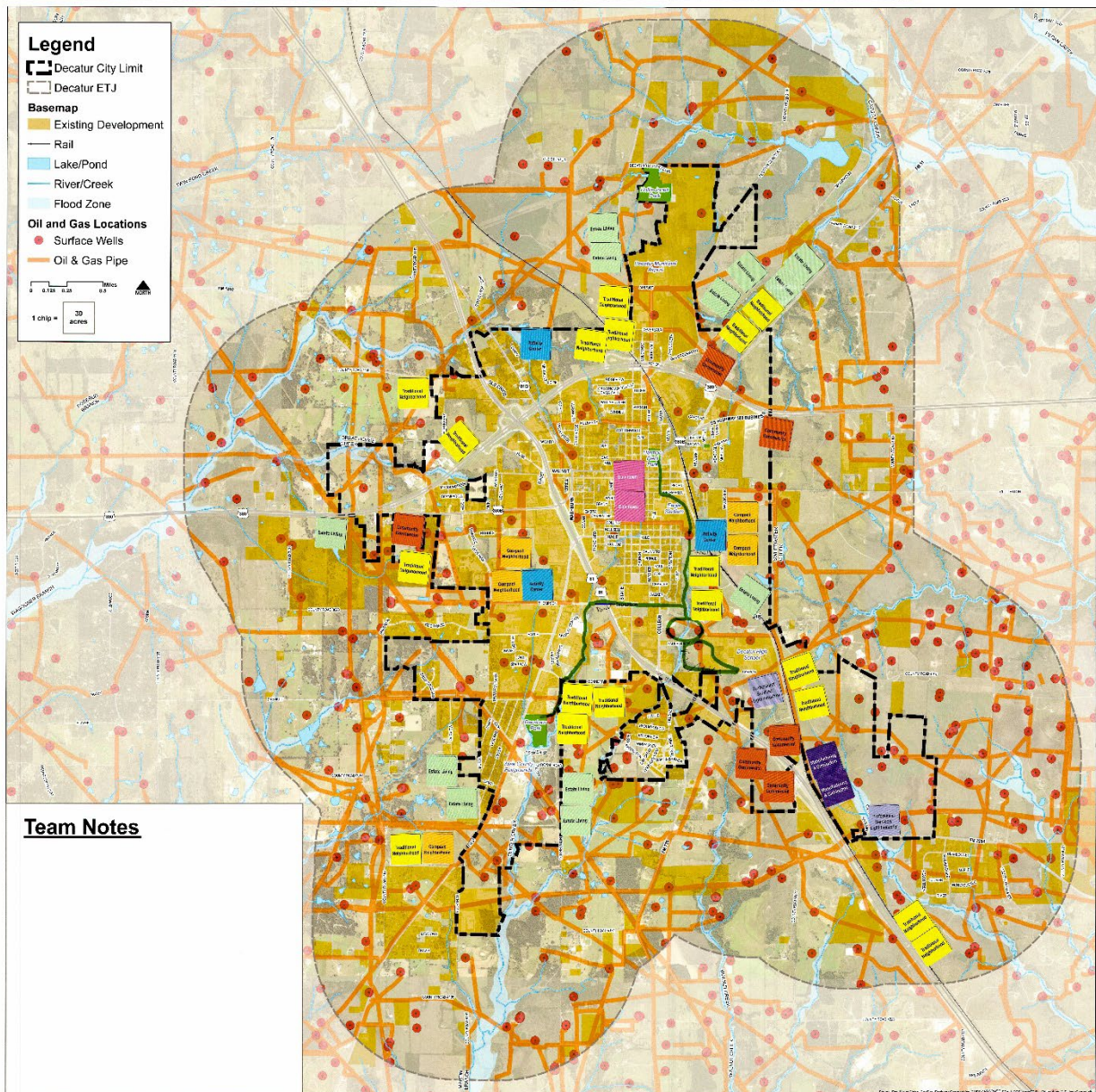
### Exercise 2: Alternative Future Exercise Table 7 (cont.)

- **Activity Center** Chips = 4
  - 1 is associated with Renshaw Park
  - 1 is associated with a new park
- **Professional Services/Light Industrial** Chips = 1
  - Hemp farm
- **Manufacturing and Distribution** Chips = 5
- New road along City Limit

Exercise 2: Alternative Future Exercise  
Table 8

Alternative Future Exercise

Table # 8



CITY OF **DECATUR** *Texas* 2050 Comprehensive Plan

October 2019

Kimley 

- **Estate Living** Chips = 12
- **Traditional Neighborhood** Chips = 18
- **Compact Neighborhood** Chips = 5
- **Community Commercial** Chips = 6
- **Downtown** Chips = 2

## APPENDIX B



Community Charrette  
10/26/19

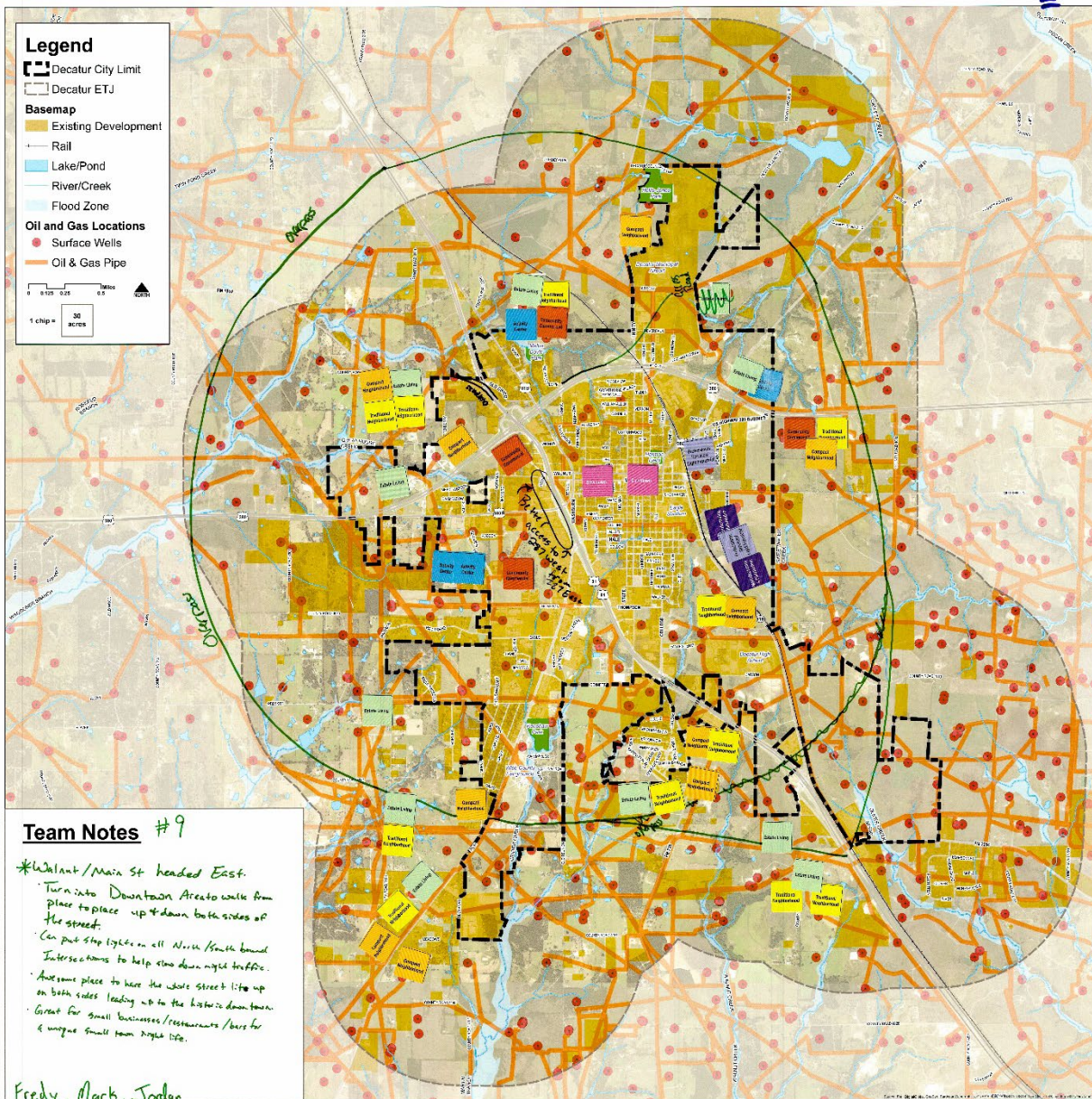
### Exercise 2: Alternative Future Exercise Table 8 (cont.)

- *Activity Center* Chips = 3
- *Professional Services/Light Industrial* Chips = 2
- *Manufacturing and Distribution* Chips = 2

Exercise 2: Alternative Future Exercise  
Table 9

Alternative Future Exercise

Table # **9**



October 2019

CITY OF **DECATUR** 2050 Comprehensive Plan  
*Texas*

Kimley»Horn

- Estate Living Chips = 10
- Traditional Neighborhood Chips = 11
- Compact Neighborhood Chips = 10
- Community Commercial Chips = 4
- Downtown Chips = 2



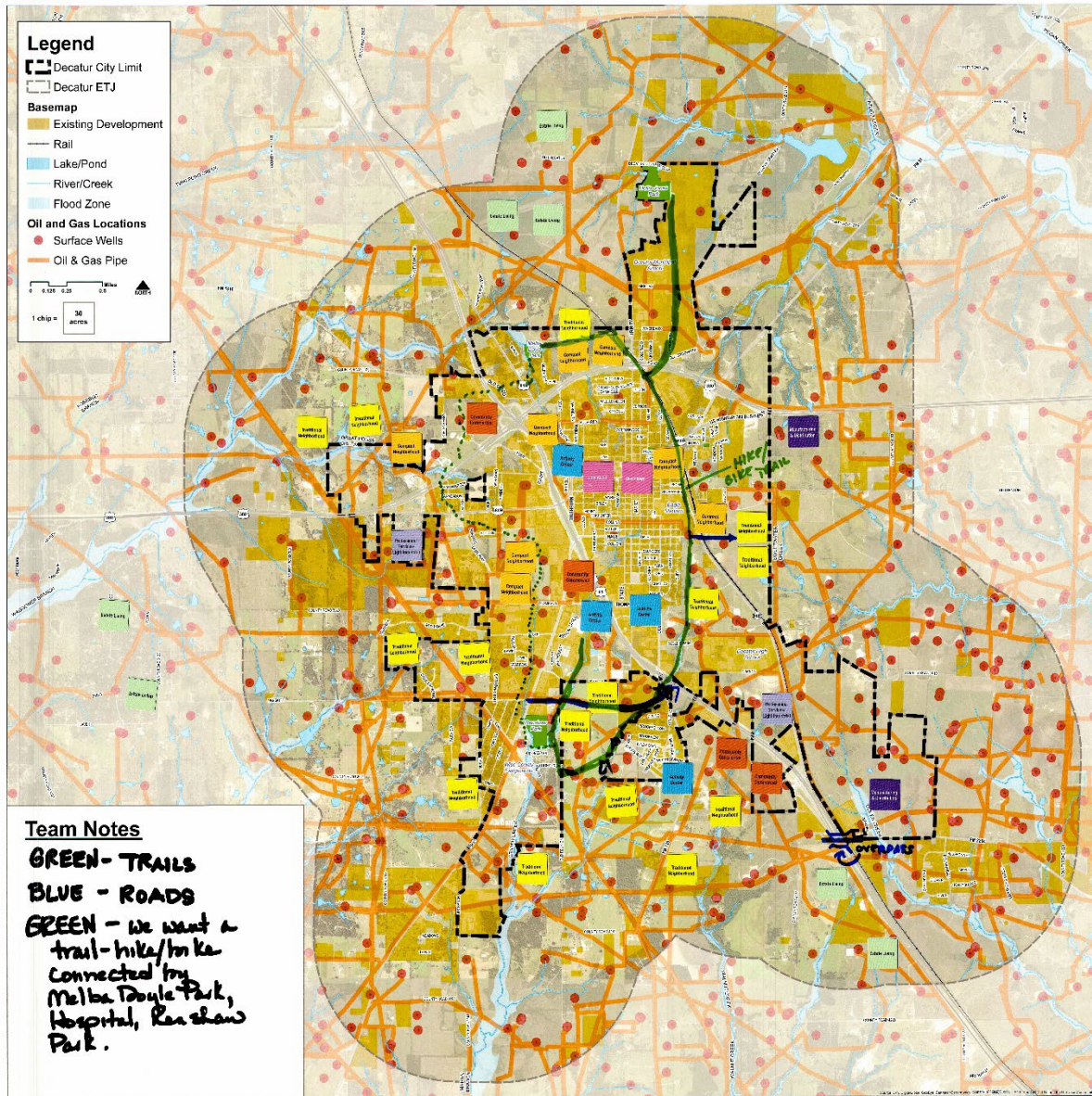
### Exercise 2: Alternative Future Exercise Table 9 (cont.)

- **Activity Center** Chips = 4
- **Professional Services/Light Industrial** Chips = 2
- **Manufacturing and Distribution** Chips = 2
- *Better access to 287 West from 287 East*
- *Bypass around City*
- *Access road from Melba Doyle Park to Chenoweth Rd*
- *Overpass from 287/81 to Old Chico Rd*
- *Walnut/Main St headed East*
  - *Turn into Downtown Area to walk from place to place up and down both sides of the street*
  - *Can put stop lights on all North/South bound intersections to help slow down night traffic*
  - *Awesome place to have the whole street lit up on both sides leading up to the historic downtown*
  - *Great for small businesses/restaurants/bars for a unique small-town night life*

Exercise 2: Alternative Future Exercise  
Table 10

Alternative Future Exercise

Table # 10



Carol Ann Carson, Ronnie Walker, Thom Lambert, Joe Lambert, Will Klose

CITY OF **DECATUR** 2050 Comprehensive Plan  
*Texas*

October 2019

Kimley-Horn

- **Estate Living** Chips = 8
- **Traditional Neighborhood** Chips = 15
- **Compact Neighborhood** Chips = 8
- **Community Commercial** Chips = 4
- **Downtown** Chips = 2

## APPENDIX B



Community Charrette  
10/26/19

### Exercise 2: Alternative Future Exercise Table 9 (cont.)

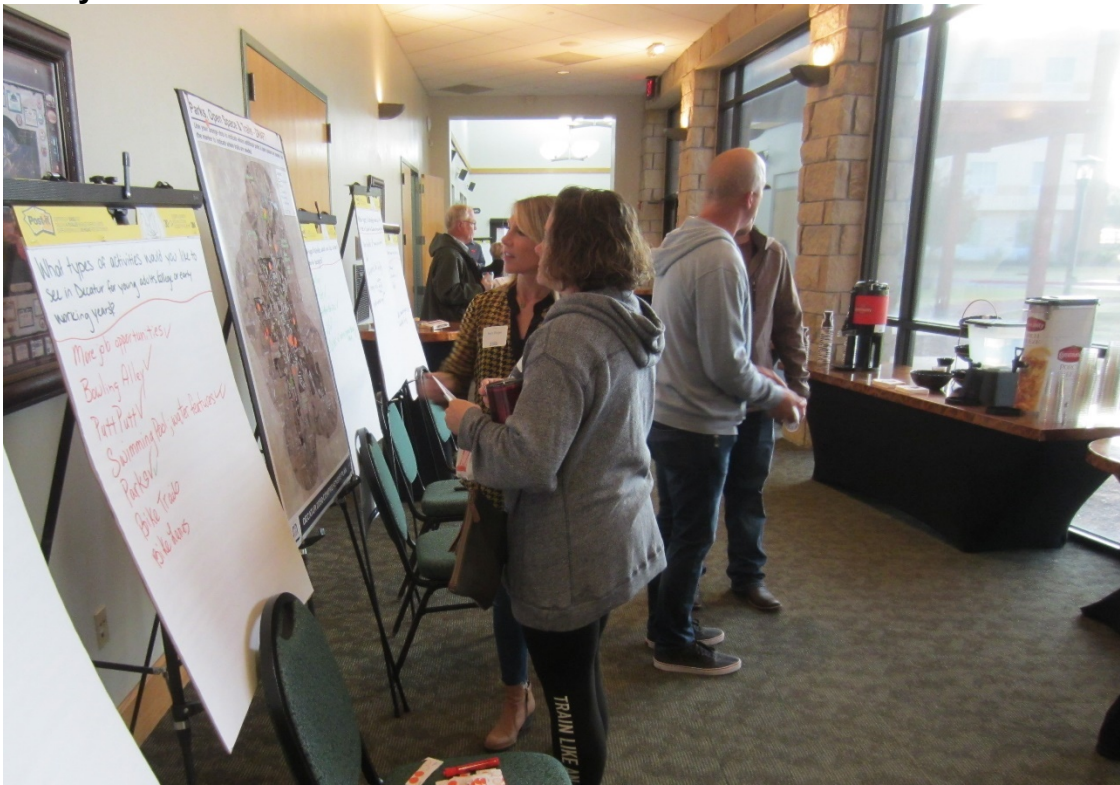
- **Activity Center** Chips = 4
- **Professional Services/Light Industrial** Chips = 2
- **Manufacturing and Distribution** Chips = 2
- **Green – trails**
  - *We want a trail – hike/bike connected by Melba Doyle Park, Hospital, Renshaw Park, Hollis-Jones Park*
- **Blue – roads**
  - *Connect Thompson through to 287*
  - *Continue Hale east*
  - *Overpass for FM 2264 over 81*

# 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



Community Charrette  
10/26/19



# APPENDIX B



Community Charrette  
10/26/19





# APPENDIX B



Community Charrette  
10/26/19



# APPENDIX B



## Community Charrette 10/26/19



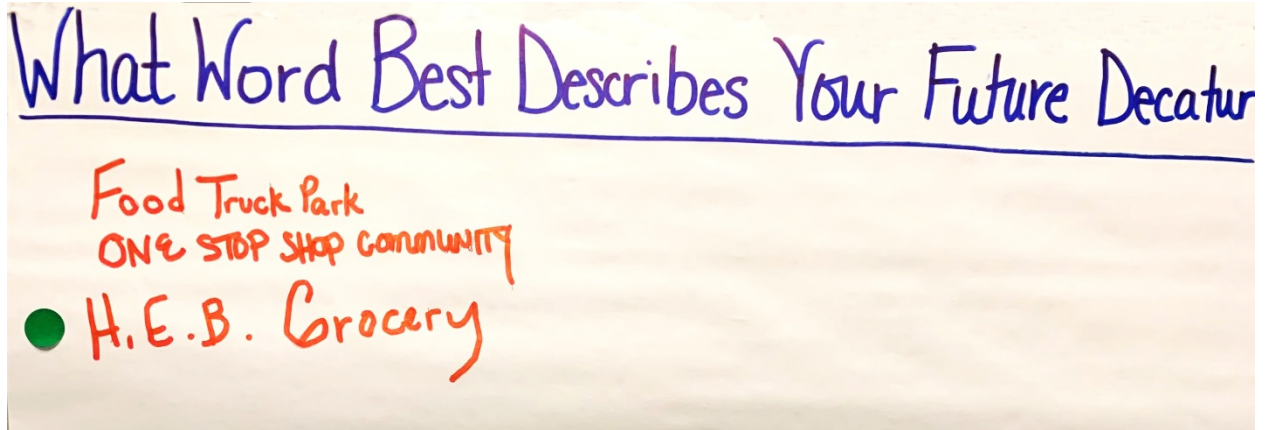
# APPENDIX C: A TOUCH OF RUST NOTES

“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:

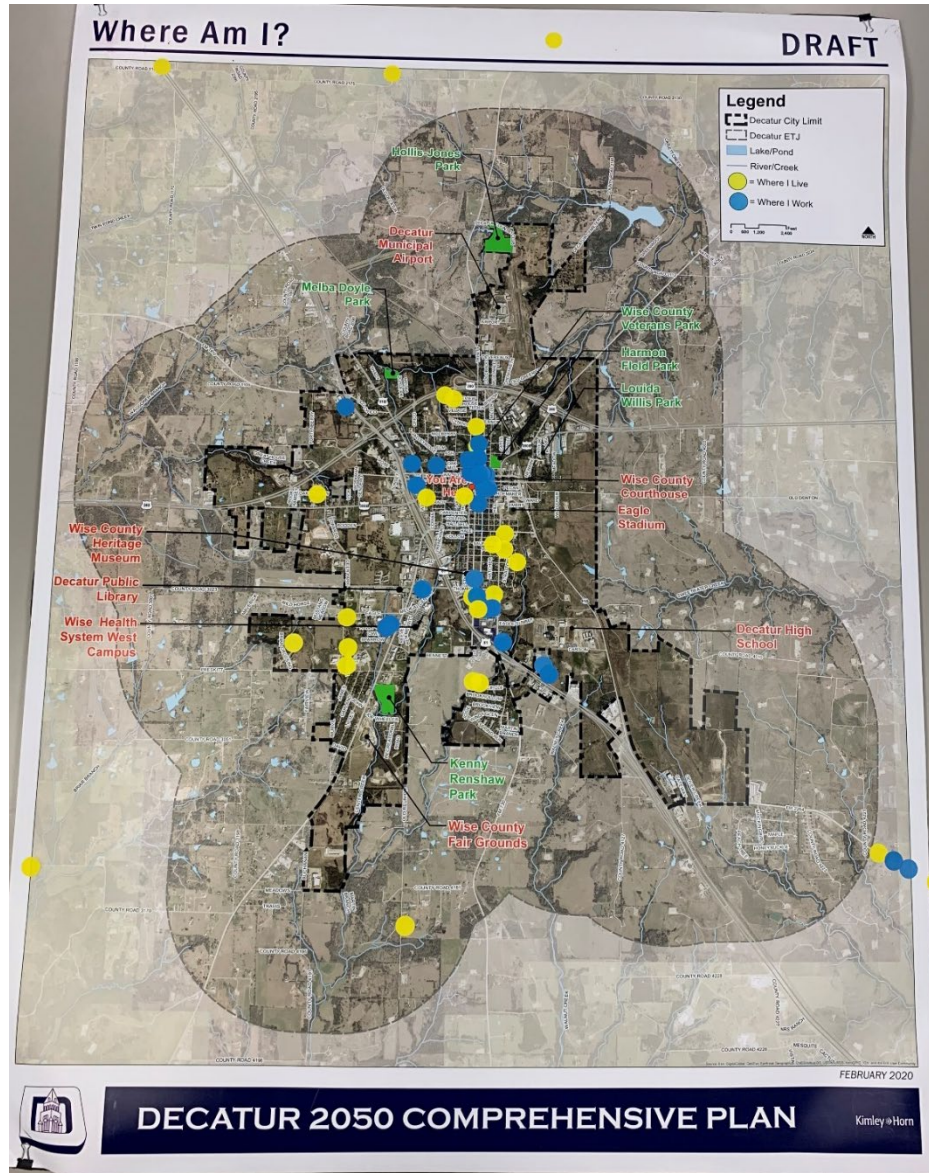


# APPENDIX D: COMMUNITY OPEN HOUSE NOTES



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?”

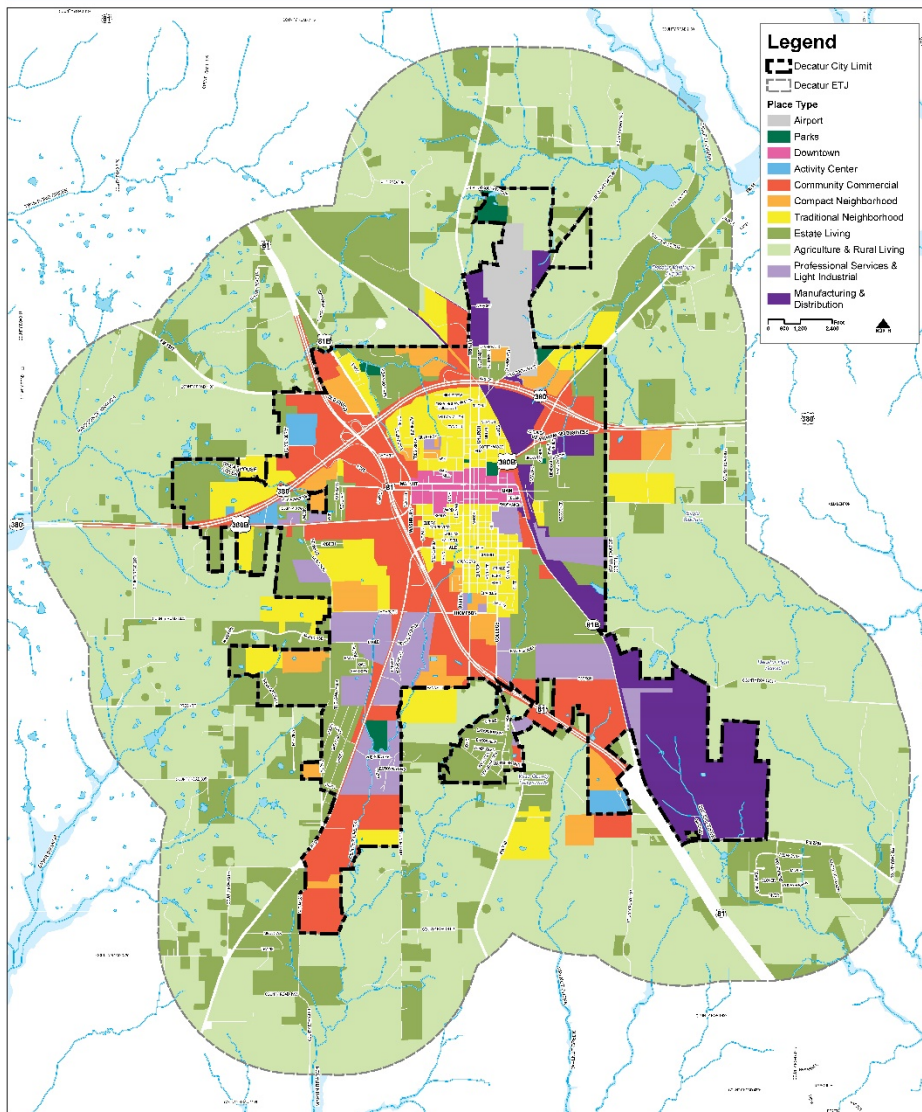
What's Missing?

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*

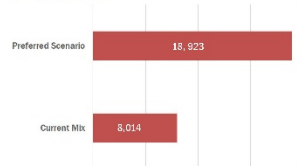
**Station 2: Preferred Scenario**  
**“Preferred Future Development Scenario Implications”**

**Preferred Future Development Scenario Implications** **DRAFT**

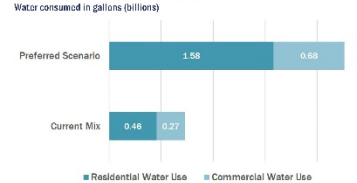
Population



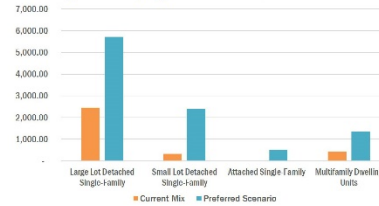
Employment



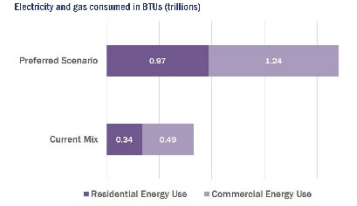
Total Annual Water Use



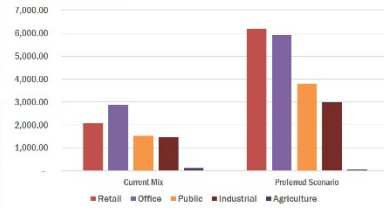
Housing Units by Type



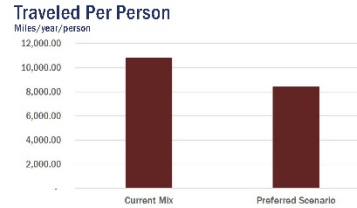
Total Annual Energy Use



Jobs by Sector



Average Annual Residential Vehicle Miles Traveled Per Person



- *No additional comments*

**Station 2: Preferred Scenario  
“Place Types”**

**Place Types**

**DRAFT**

**Agriculture & Rural Living (ARL)**

**Character & Intent**  
Areas characterized by very large tracts of undeveloped land utilized for agricultural production, with active management, farming and hunting. These tracts provide much of the open space of Decatur. The character and intent include opportunities for additional uses that support the character and economic viability of agriculture and tourism.

**Land Use Considerations**

**Primary Land Use**  
Agriculture, hunting, wildlife management, hunting, farming, ranching  
**Secondary Land Use**  
Single-family detached homes and supporting structures, outdoor recreation, local food production, distributed energy generation  
**Indicators & Assumptions**  
Typically utilize private well water and septic system. Lot size (rings) typically greater than 5 acres



**Estate Living (EL)**

**Character & Intent**  
Heterogeneously single-family housing on large lots, located on the outskirts of the community or adjacent to parks, shopping and generally located in planned subdivisions. Residential uses are oriented to the interior of the lot and may or may not include a pool and landscape irrigation.

**Land Use Considerations**

**Primary Land Use**  
Single-family detached homes  
**Secondary Land Use**  
Civic and institutional uses, parks and open space  
**Indicators & Assumptions**  
Lot sizes of 2 acres minimum 2 Acres



**Traditional Neighborhood (TN)**

**Character & Intent**  
Traditionally single-family housing on detached lots. Homes generally located in planned subdivisions with all utilities, residential streets, and sidewalks. May contain a small number of convenience commercial businesses to support the neighborhood.

**Land Use Considerations**

**Primary Land Use**  
Single-family detached homes  
**Secondary Land Use**  
Civic and institutional uses, parks and open space, small amounts of neighborhood service retail and office in specific locations  
**Indicators & Assumptions**  
Lot sizes range typically less than 2 acres  
Connected to public utilities



**DECATUR 2050 COMPREHENSIVE PLAN**

Kimley-Horn

- *No additional comments*

**Station 2: Preferred Scenario  
“Place Types”**

**Place Types**

**DRAFT**

**Compact Neighborhood (CN)**

**Character & Intent**

Can support a wide variety of housing types, including small to mid-rise attached, patio homes, townhomes, and duplexes. A compact network of compact, walkable streets that are easy to navigate by car, bicycle, or foot. May contain a small number of commercial uses to support the neighborhood.

**Land Use Considerations**

**Primary Land Use**

Small-scale, primarily detached, patio homes, town homes, duplexes.

**Secondary Land Use**

Office and institutional uses, parks and open space, small amounts of neighborhood-oriented retail and commercial in specific locations.

**Indicators & Assumptions**

Lot size (range) typically less than 1/2 acre



**Community Commercial (CC)**

**Character & Intent**

Community commercial development is characterized by small, free-standing buildings or buildings of multiple stories. Unlike urban shopping centers, they may attract repeat customers. Community Commercial primarily provides services for the surrounding neighborhoods and city. Business types may include restaurants, food retail, medical offices, banks, and other retail and service uses.

**Land Use Considerations**

**Primary Land Use**

Retail and Commercial

**Secondary Land Use**

Office and Institutional Uses

**Indicators & Assumptions**

Lot size (range) N/A



**Activity Center (AC)**

**Character & Intent**

Activity Centers offer the ability to live, work, and play in one about, typically compact area, with a high hierarchy of uses organized around nodes of activity. This place type includes a mix of office, housing, open space, and other uses. This place type includes services that are dense and used on a daily basis, and may serve as an important center and a source of jobs for the surrounding neighborhoods and city. Business types may include restaurants, food retail, medical offices, banks, and other retail and service uses. The design and scale of development in a mixed-use center encourage active living, through a comprehensive network of walkable, complete streets.

**Land Use Considerations**

**Primary Land Use**

Retail, Commercial, Condominiums, apartment, offices, hotels, entertainment, cultural, services and office uses.

**Secondary Land Use**

Office and Institutional uses

**Indicators & Assumptions**

Lot size (range) N/A



- *No additional comments*

**Station 2: Preferred Scenario  
“Place Types”**

**Place Types**

**DRAFT**

**Downtown (D)**

**Character & Intent**

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

**Land Use Considerations**

**Primary Land Use**

High commercial, single family residential townhomes, condominiums, urban style apartment, offices, and service and office uses. 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 & Assumptions**

Lot Size: Ranges N/A



**Professional Services & Light Industrial (PSLI)**

**Character & Intent**

It is a site characterized by free standing buildings containing uses such as professional services or office uses. Buildings may be of varying scale, but are typically self-contained and the uses do not rely on pedestrian traffic. There is a general lack of connectivity between adjacent businesses. Uses in this place type may not be compatible with residential uses. May require some level of transitional uses or separation from the surrounding community.

**Land Use Considerations**

**Primary Land Use**

High education, research and development, technology, professional offices, medical services, some industrial, light manufacturing, research and development activities, but industrial/office, and service uses

**Secondary Land Use**

None

**Indicators & Assumptions**

Lot Size: Ranges N/A



**Manufacturing & Distribution (MD)**

**Character & Intent**

Manufacturing and distribution uses provide jobs and help support the city. The employees per square foot of building space is usually low due to the large building scale and typical need for storage and vehicles. This place type can be found near major transportation corridors (e.g., highways and railroads) and may include manufacturing centers, warehousing, or logistics hubs.

**Land Use Considerations**

**Primary Land Use**

Manufacturing, distribution centers, technology / data centers, flex office

**Secondary Land Use**

Logistics, retail and office uses, but not food uses, civic and institutional uses, parks and open space

**Indicators & Assumptions**

Lot Size: Ranges N/A



- *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 sidewalk 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

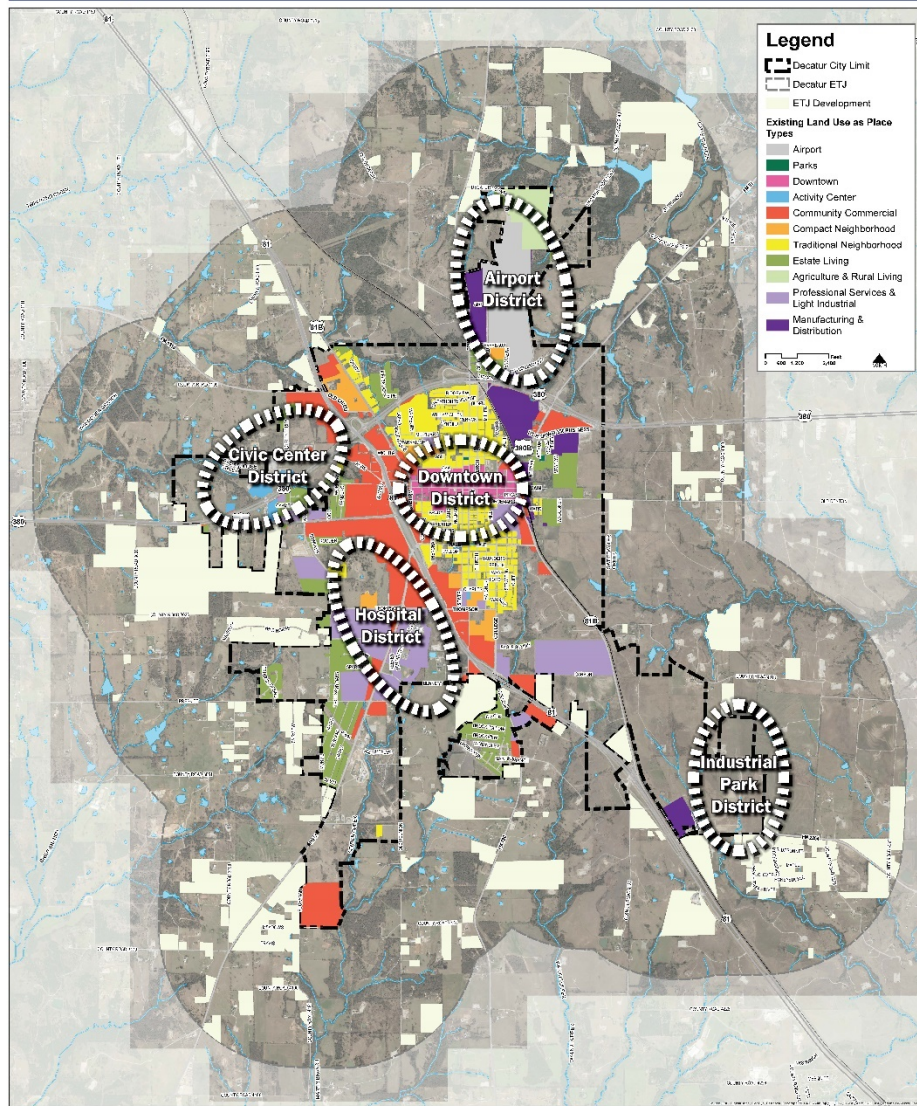


Community Open House  
02/03/2020

## Station 4: Strategic Investment Areas "Strategic Investment Areas"

### Strategic Investment Areas

DRAFT



DECATUR 2050 COMPREHENSIVE PLAN

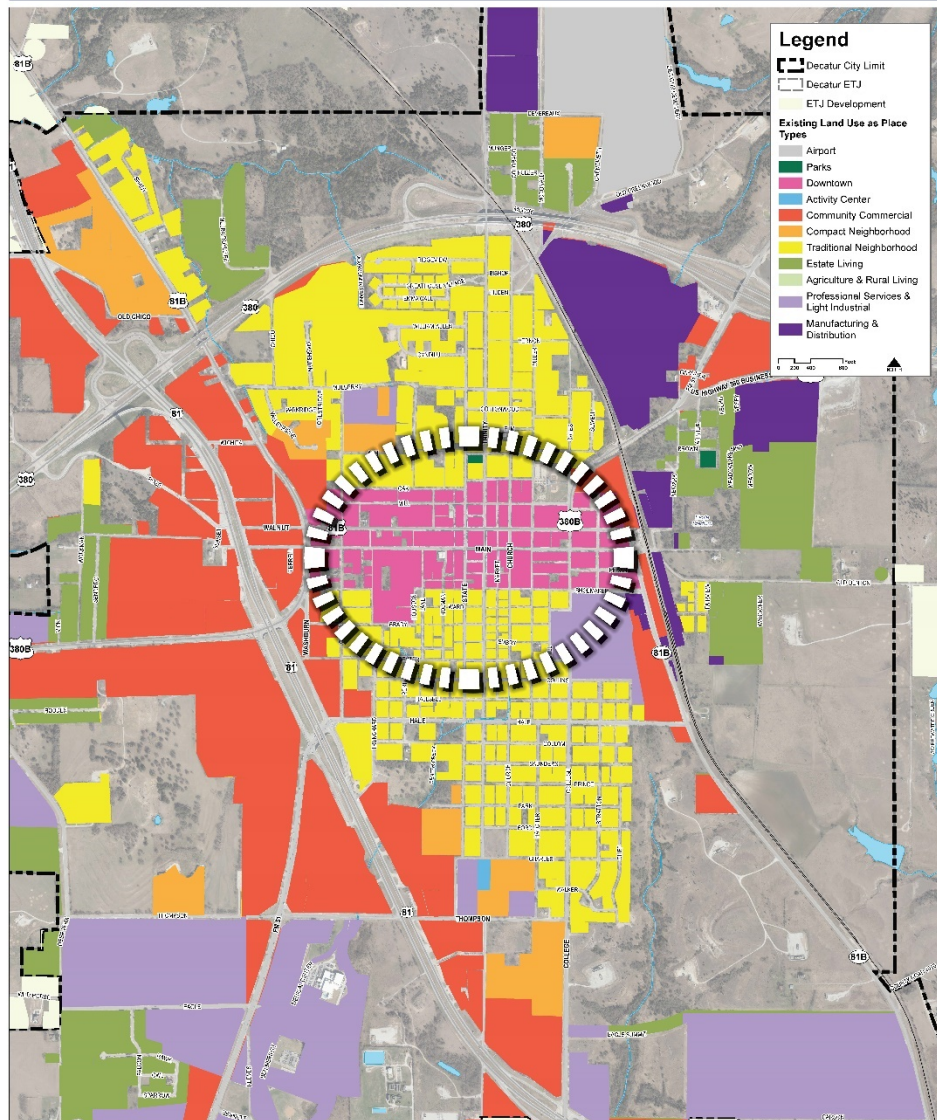
Kimley-Horn

- *No additional comments*

Station 4: Strategic Investment Areas  
"Strategic Investment Area: Downtown"

Strategic Investment Area: Downtown

DRAFT



- *No additional comments*

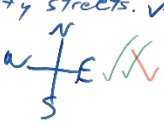
# APPENDIX D



Community Open House  
02/03/2020

## Station 4: Strategic Investment Areas

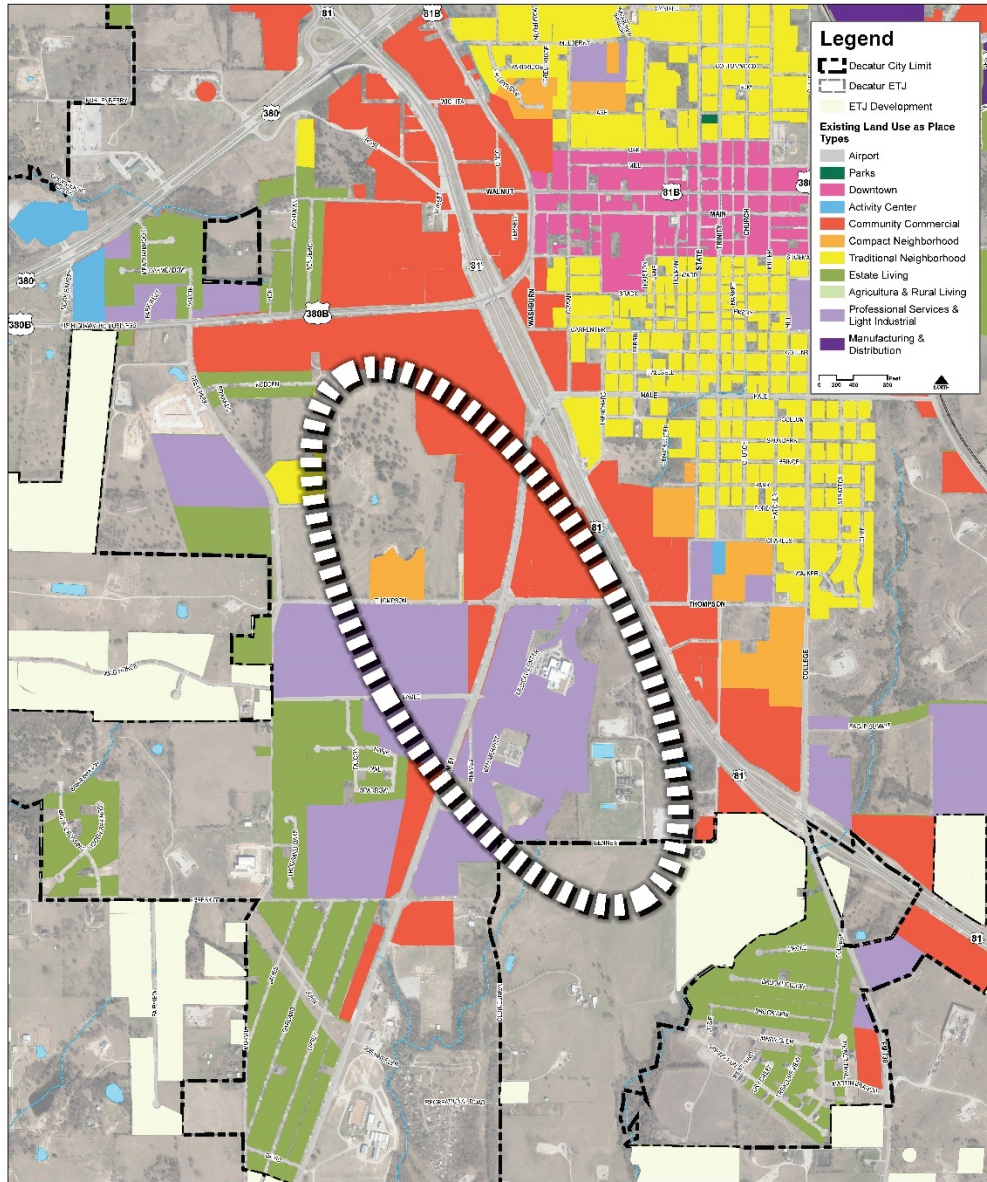
“What activities, businesses, and residential types should support the Downtown District?”

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

**Station 4: Strategic Investment Areas  
“Strategic Investment Area: Hospital”**

**Strategic Investment Area: Hospital DRAFT**



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- *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 Hospital District?”

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

- PARK ACCESS VIA TRAILS
- BRIDGE OVER <sup>HWY</sup> 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

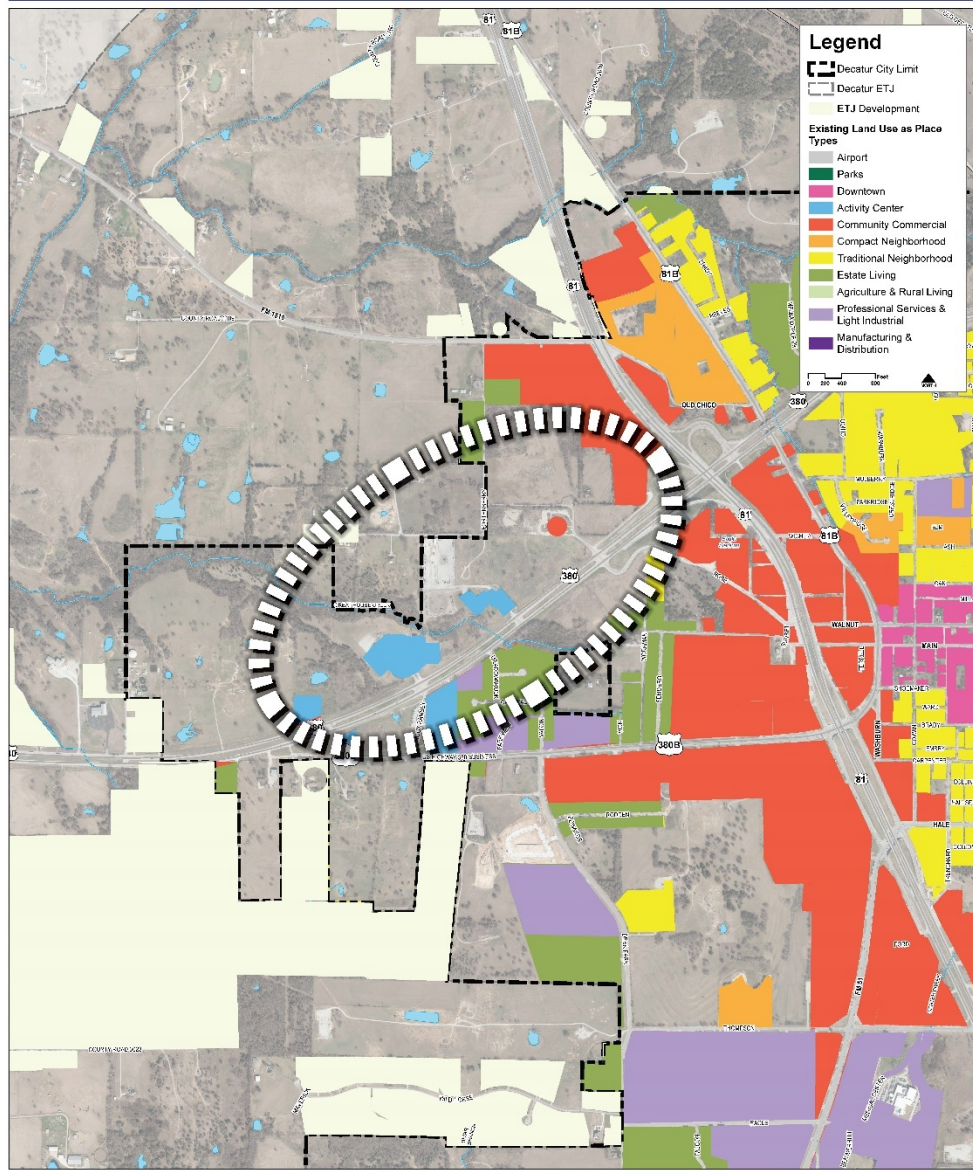


Community Open House  
02/03/2020

## Station 4: Strategic Investment Areas "Strategic Investment Area: Civic Center"

### Strategic Investment Area: Civic Center

DRAFT



FEBRUARY 2020



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 Civic Center District?”

What activities, businesses, and residential types should support the ~~Civic Center~~ <sup>CONF.</sup> 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

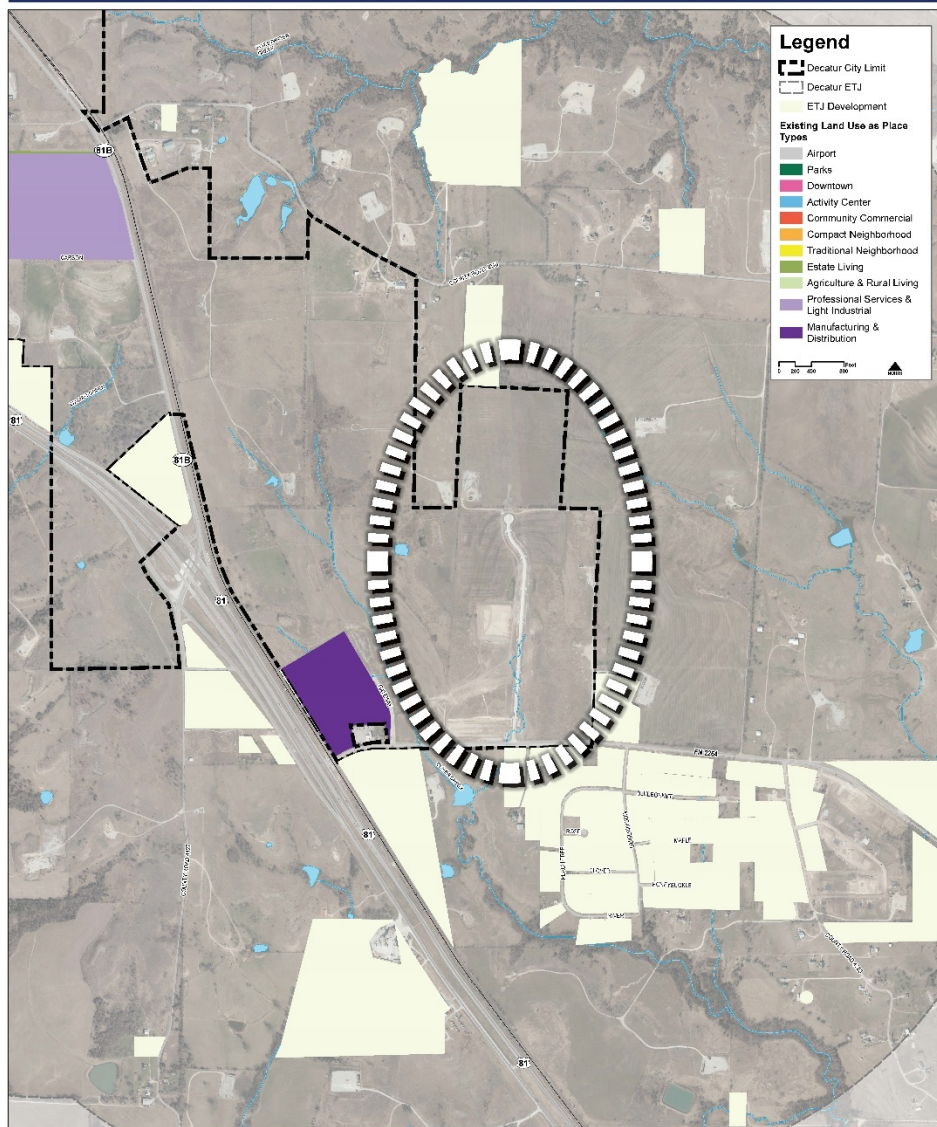
# APPENDIX D



Community Open House  
02/03/2020

## Station 4: Strategic Investment Areas “Strategic Investment Area: Industrial Park”

### Strategic Investment Area: Industrial Park **DRAFT**



FEBRUARY 2020



DECATUR 2050 COMPREHENSIVE PLAN

Kimley+Horn

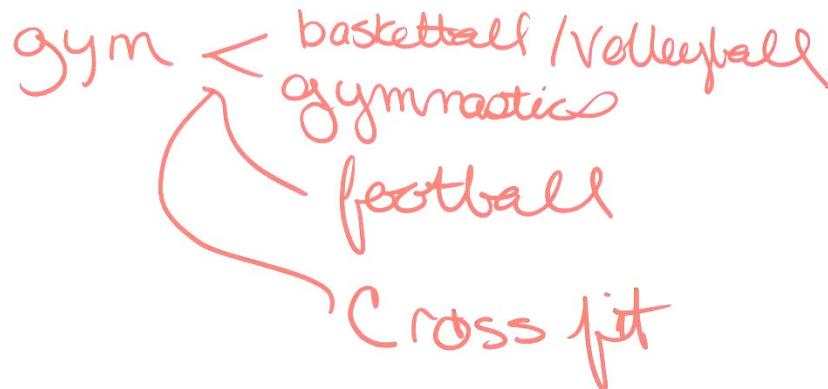
- *No additional comments*



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?

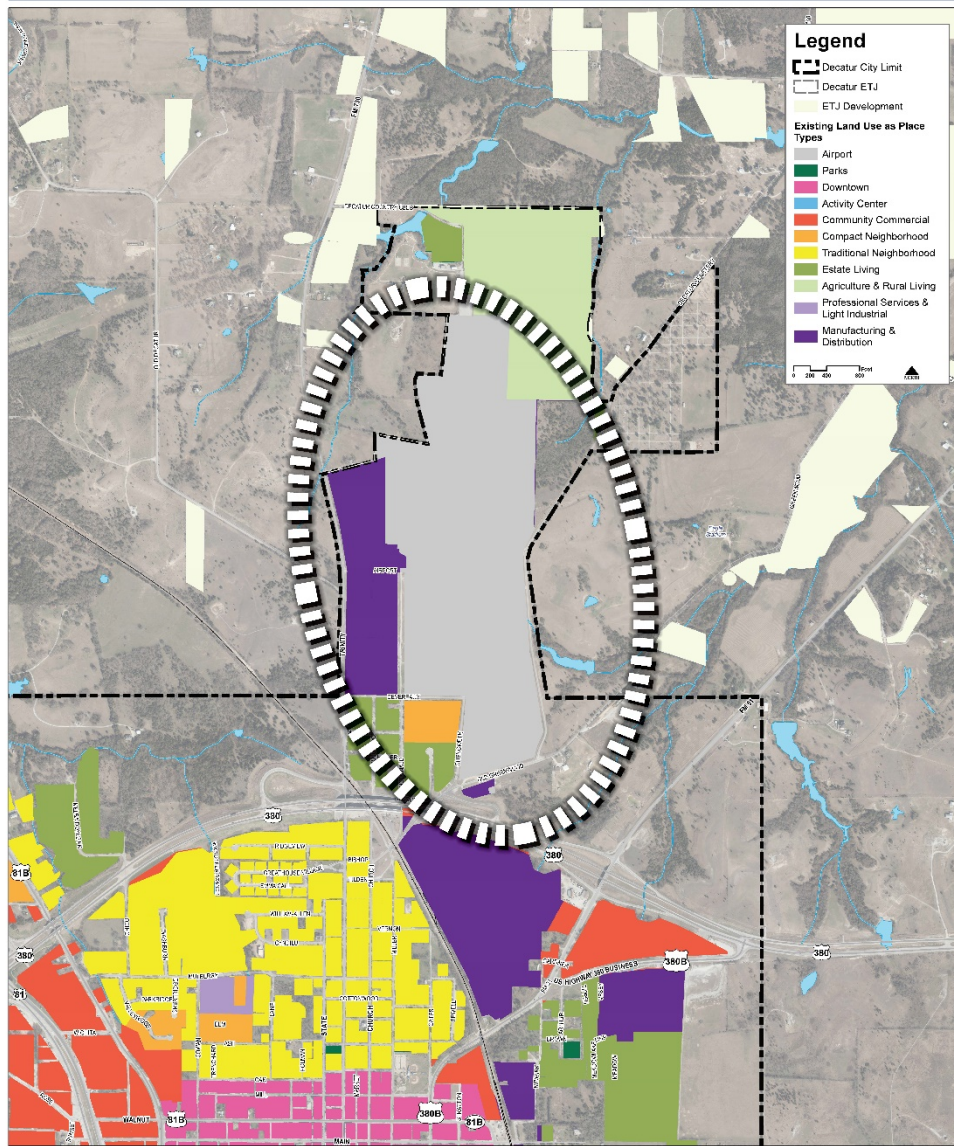


- Gym
  - Basketball/Volleyball
  - Gymnastics
  - Football
  - CrossFit

**Station 4: Strategic Investment Areas**  
**“Strategic Investment Area: Industrial Park”**

**Strategic Investment Area: Airport**

**DRAFT**



FEBRUARY 2020



**DECATUR 2050 COMPREHENSIVE PLAN**

Kimley-Horn

- *No additional comments*

**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

### **Station 5: Additional Comments**

*No additional comments*

# APPENDIX D



Community Open House  
02/03/2020

## Community Open House Photos:



# APPENDIX D



Community Open House  
02/03/2020



APPENDIX D



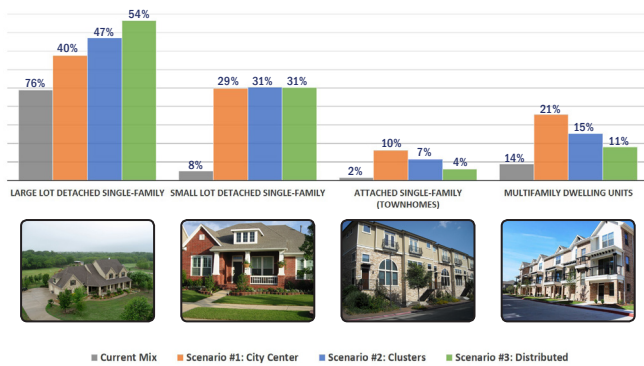
Community Open House  
02/03/2020



# APPENDIX E: SCENARIO IMPLICATIONS

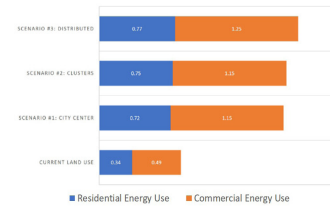
## Scenario Implications - DRAFT

### Housing Units by Type



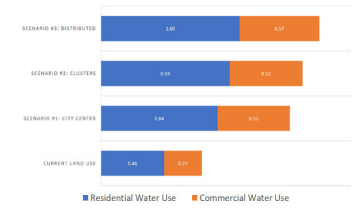
### Total Annual Energy Use

Electricity and gas consumed in BTUs (trillions)

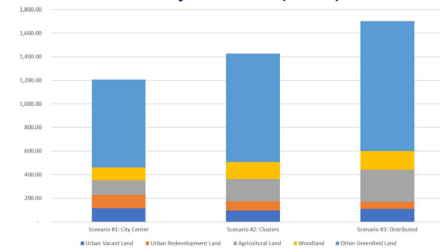


### Total Annual Water Use

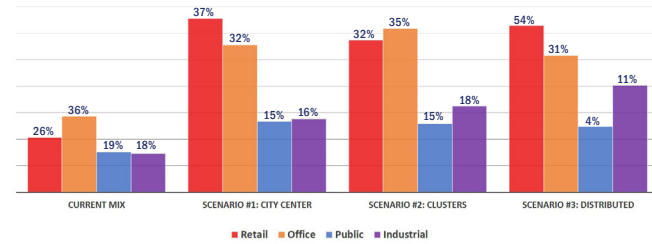
Water consumed in gallons (billions)



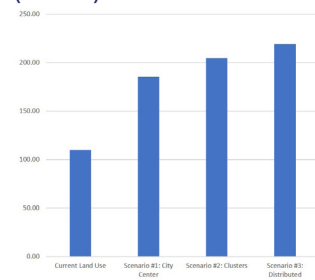
### Land Consumed by Scenario (acres)



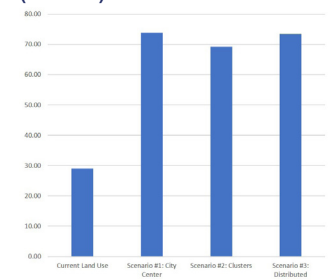
### Jobs by Sector



### Total Annual Vehicle Miles Traveled (millions)



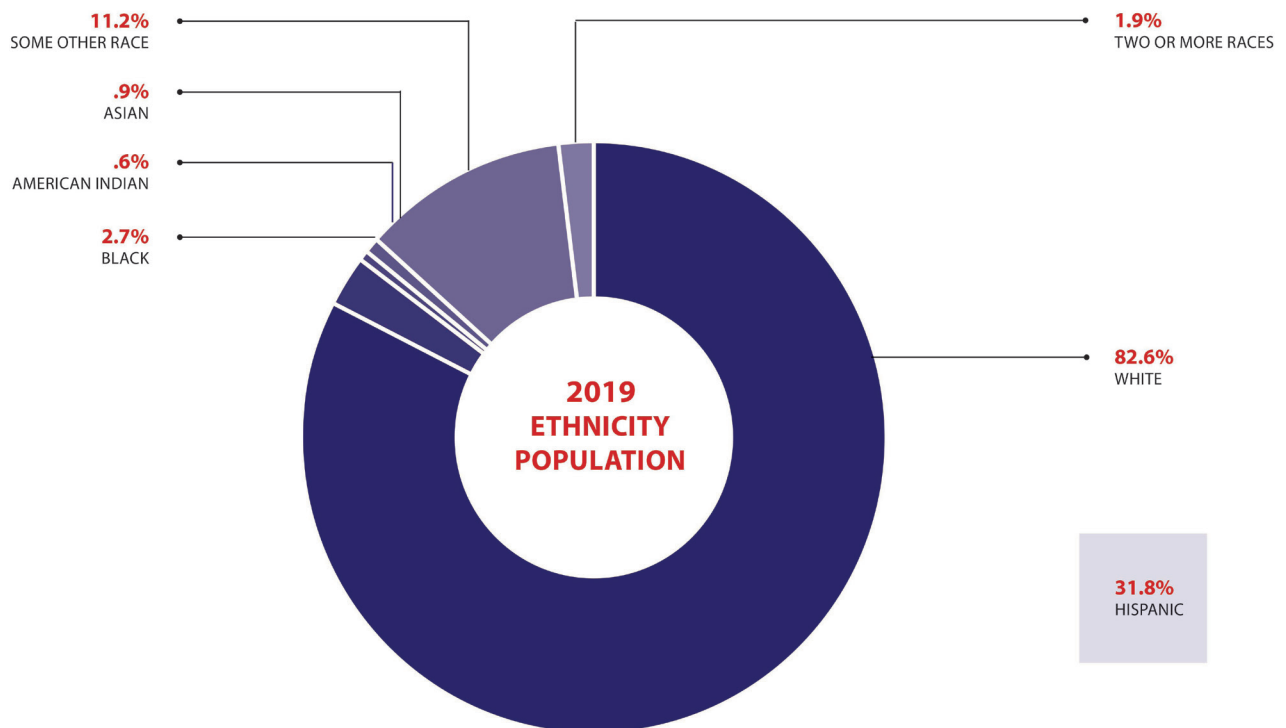
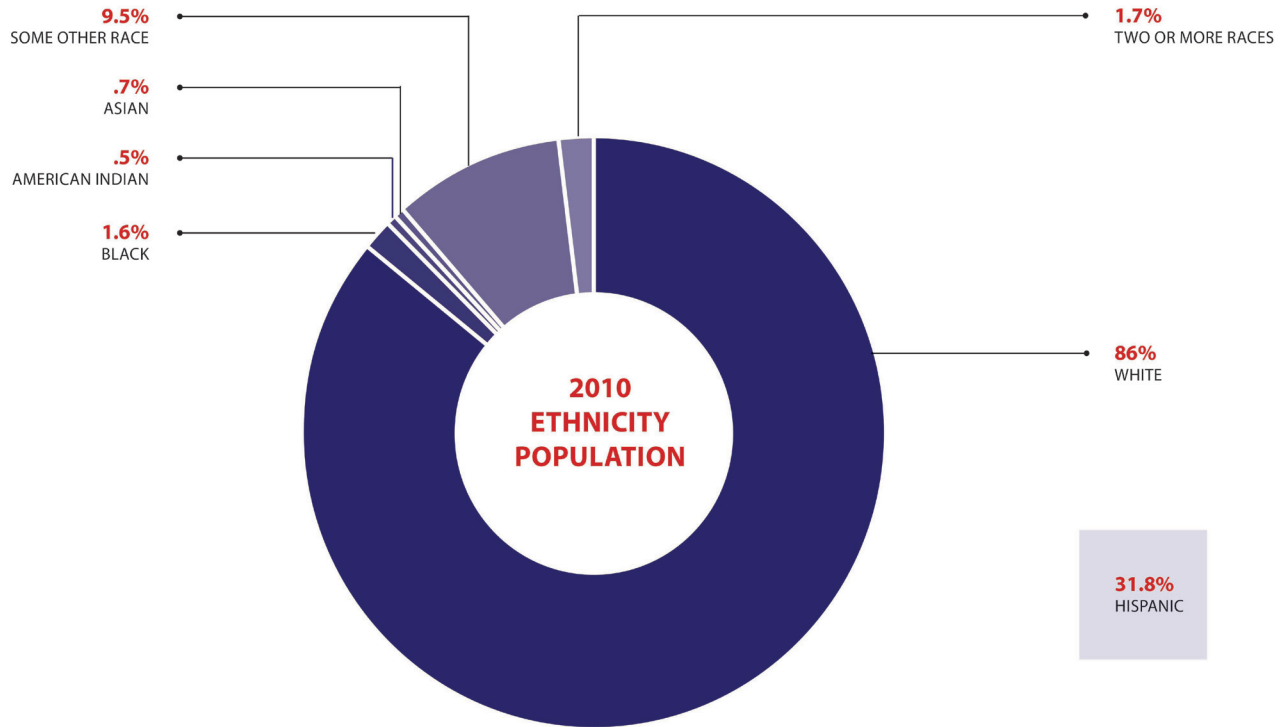
### Total Annual Vehicle Trips (millions)



# DECATUR 2050 COMPREHENSIVE PLAN

Kimley»Horn

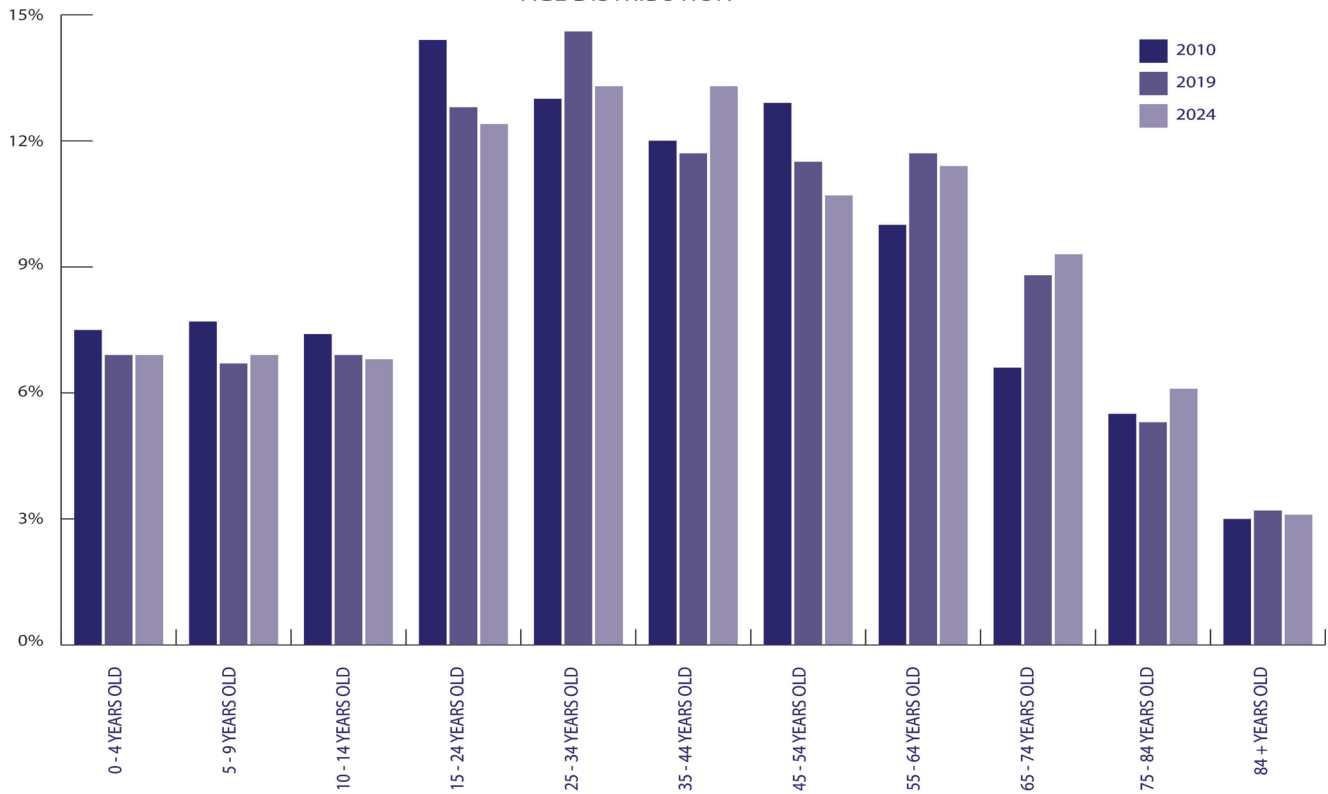
# APPENDIX F: EVALUATION OF GROWTH TRENDS



# APPENDIX F

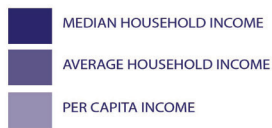
## AGE DISTRIBUTION

2019



## INCOME COMPARISON

2019



### DECATUR



### WISE COUNTY



### DALLAS - FORT WORTH



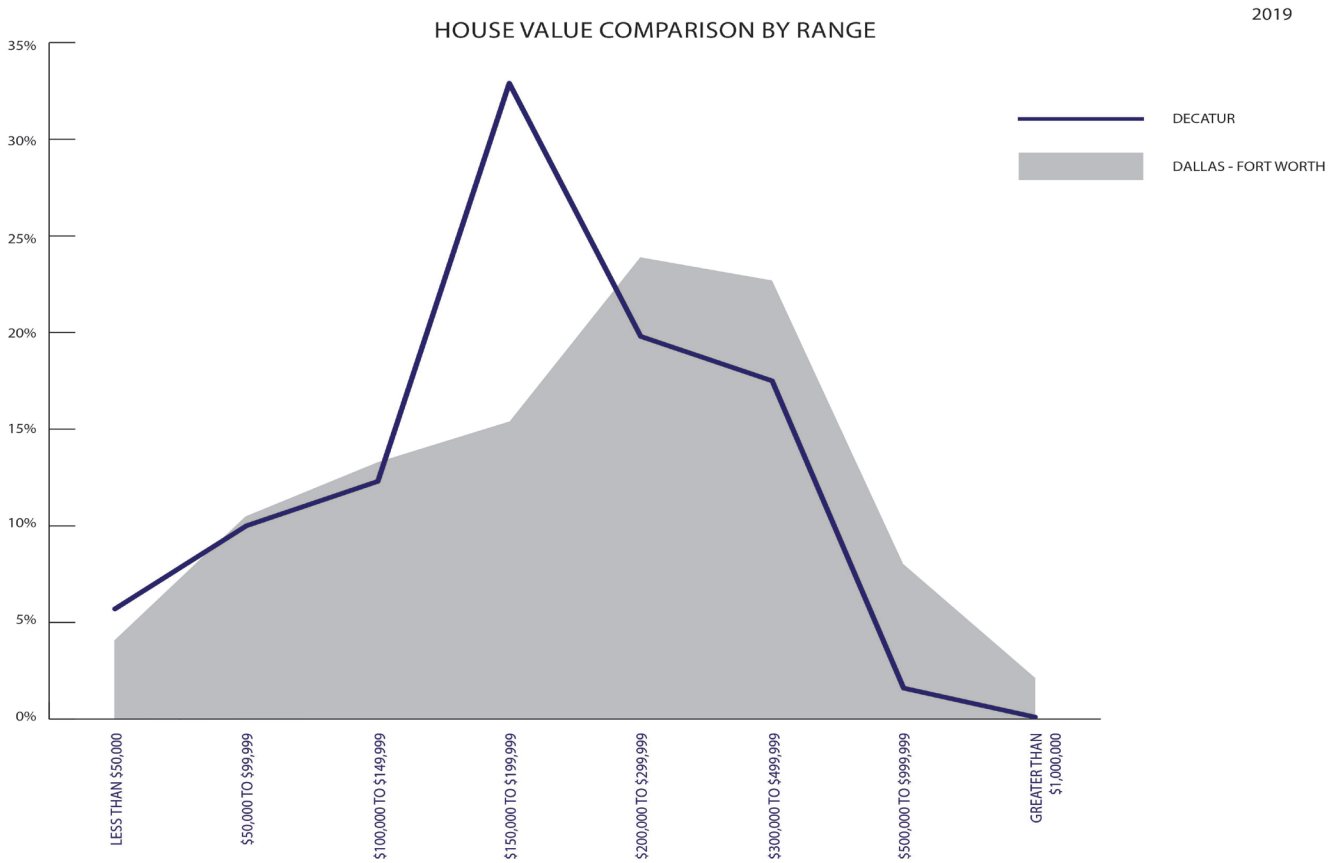
### TEXAS



# 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.

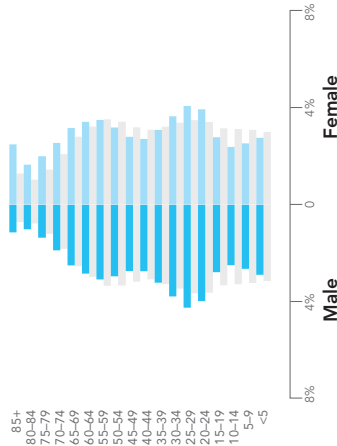


LifeMode Group: Middle Ground  
**8F** Old and Newcomers  
 TAPESTRY SEGMENTATION  
 esri.com/tapestry

**AGE BY SEX** (Esri data)

**Median Age: 39.4** US: 38.2

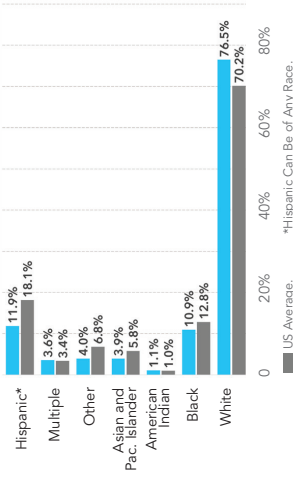
■ Indicates US



**RACE AND ETHNICITY** (Esri data)

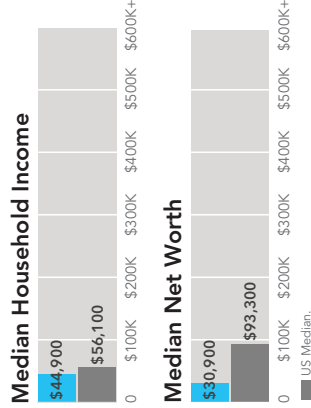
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 52.7** US: 64.0



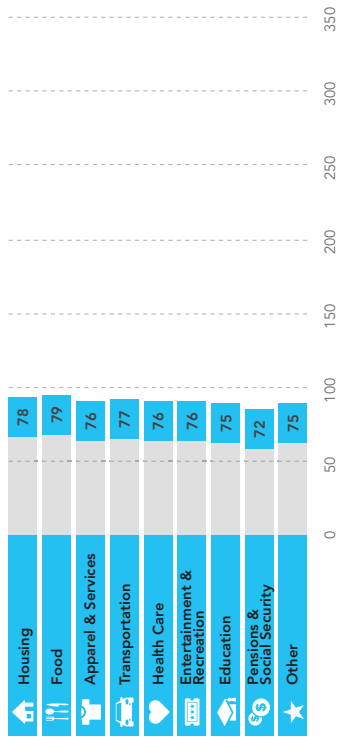
**INCOME AND NET WORTH**

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.



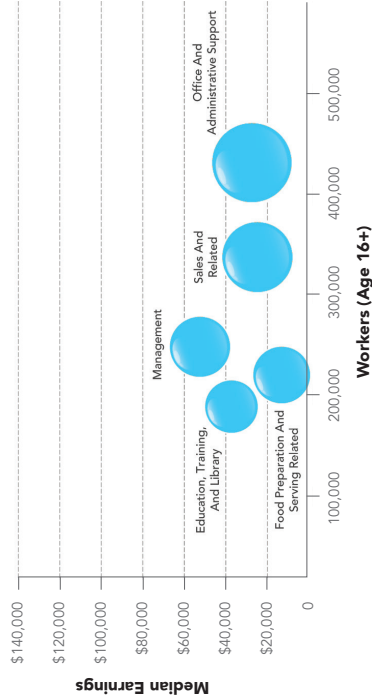
**AVERAGE HOUSEHOLD BUDGET INDEX**

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**  
**TAPESTRY SEGMENTATION**  
 esri.com/tapestry

**MARKET PROFILE** (Consumer preferences are estimated from data by GfK 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.

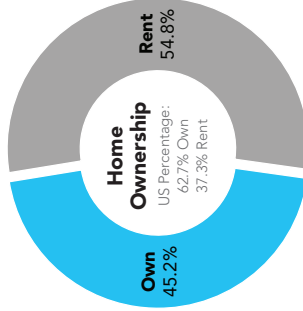
**HOUSING**

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.



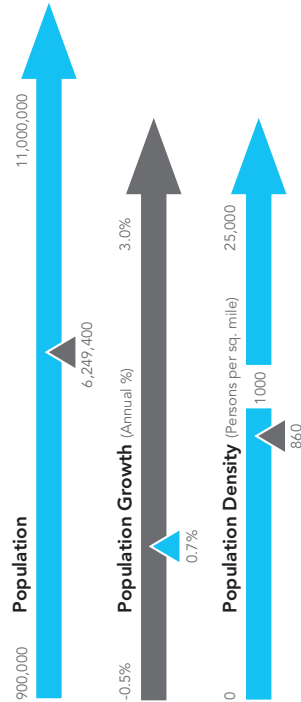
**Typical Housing:**  
 Single Family;  
 Multi-Units

**Average Rent:**  
 \$880  
 US Average: \$1,038



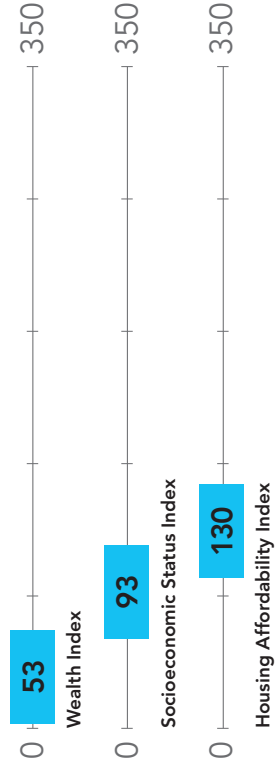
**POPULATION CHARACTERISTICS**

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 MIT.

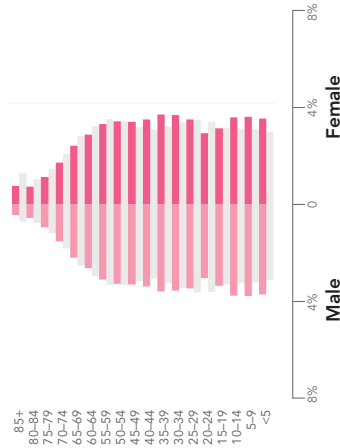
LifeMode Group: Family Landscapes  
**4C Middleburg**



**AGE BY SEX** (Esri data)

**Median Age: 36.1** US: 38.2

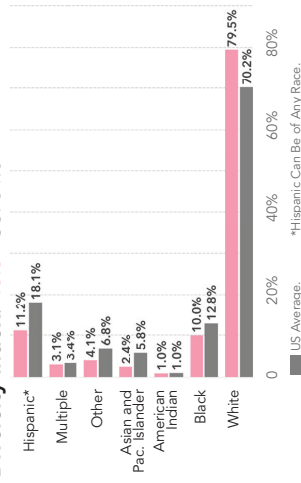
■ Indicates US



**RACE AND ETHNICITY** (Esri data)

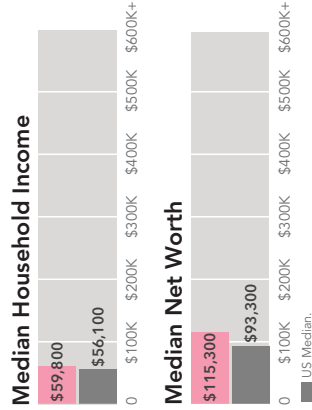
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 48.5** US: 64.0



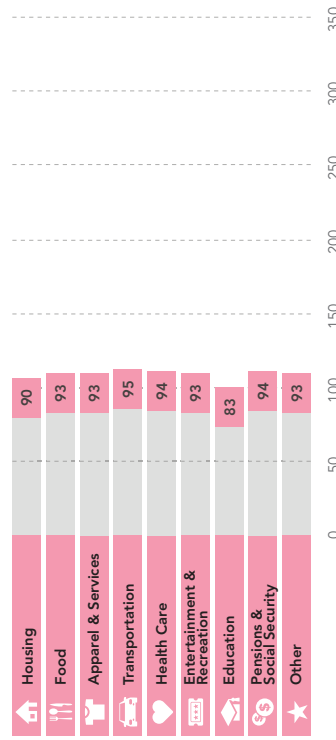
**INCOME AND NET WORTH**

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.



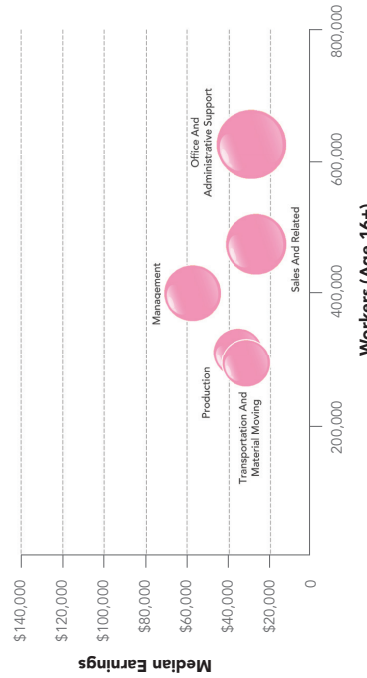
**AVERAGE HOUSEHOLD BUDGET INDEX**

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  
**4C Middleburg**  
**TAPESTRY SEGMENTATION**  
 esri.com/tapestry

**MARKET PROFILE** (Consumer preferences are estimated from data by GfK 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**

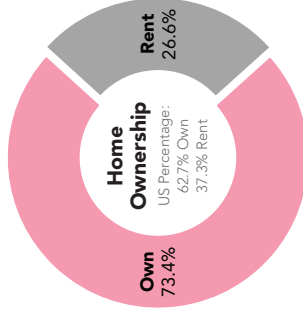
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

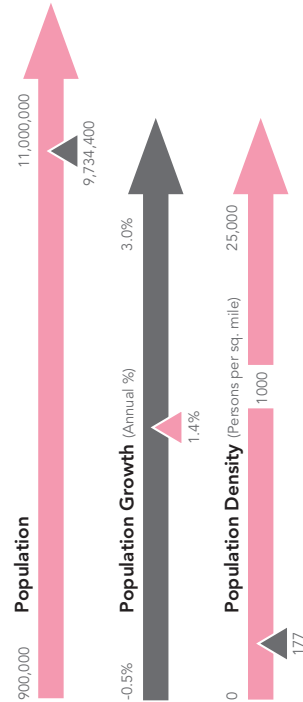
**Median Value:**  
\$175,000

US Median: \$207,300



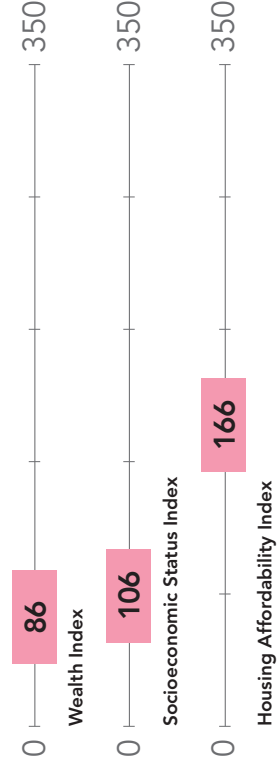
**POPULATION CHARACTERISTICS**

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

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.

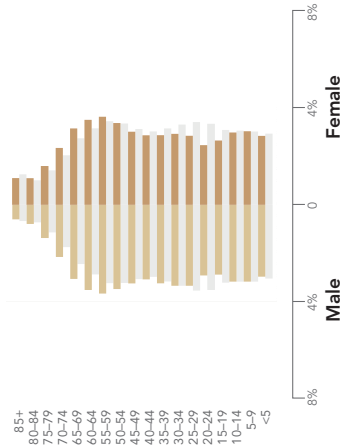
LifeMode Group: Rustic Outposts  
**10C Diners & Miners**



**AGE BY SEX** (Esri data)

**Median Age: 41.3** US: 38.2

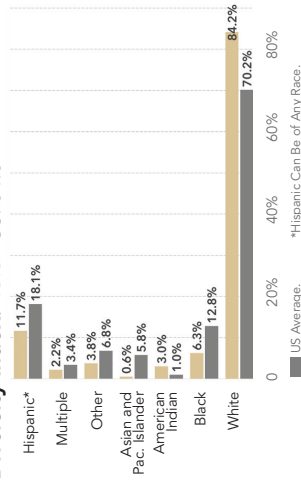
■ Indicates US



**RACE AND ETHNICITY** (Esri data)

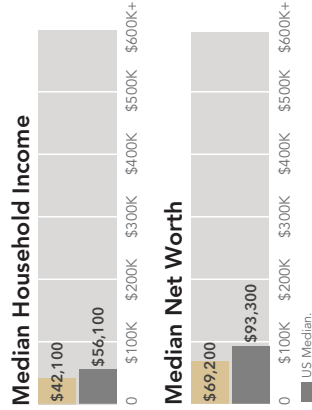
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 43.3** US: 64.0



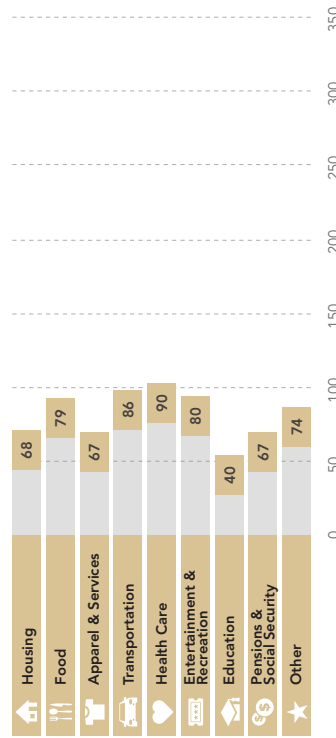
**INCOME AND NET WORTH**

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.



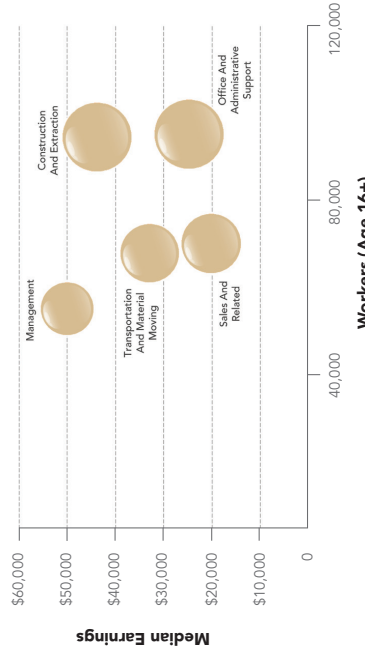
**AVERAGE HOUSEHOLD BUDGET INDEX**

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.



10C LifeMode Group: Rustic Outposts  
Diners & Miners



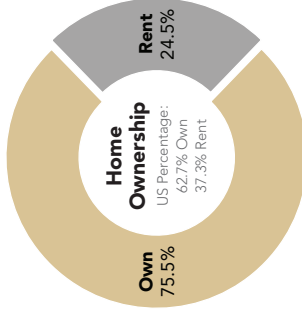
MARKET PROFILE

(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.

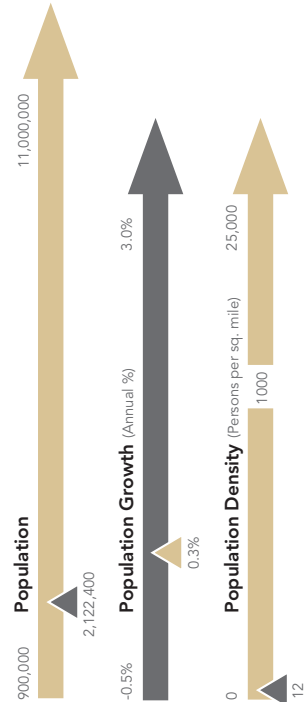


Typical Housing:  
Single Family;  
Mobile Homes

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

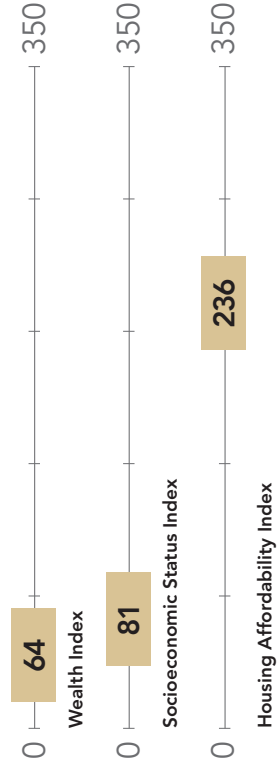
POPULATION CHARACTERISTICS

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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

6A

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 MRI.



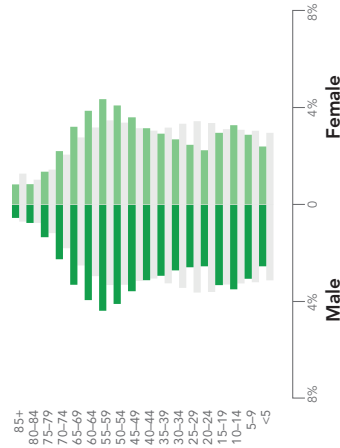
LifeMode Group: Cozy Country Living  
**6A Green Acres**



**AGE BY SEX** (Esri data)

**Median Age: 43.9** US: 38.2

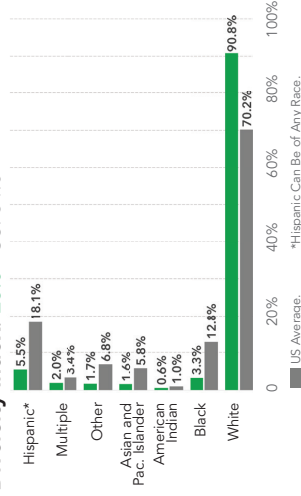
■ Indicates US



**RACE AND ETHNICITY** (Esri data)

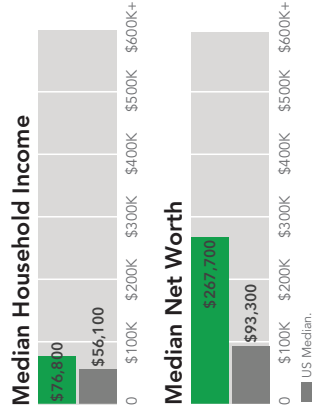
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 26.0** US: 64.0



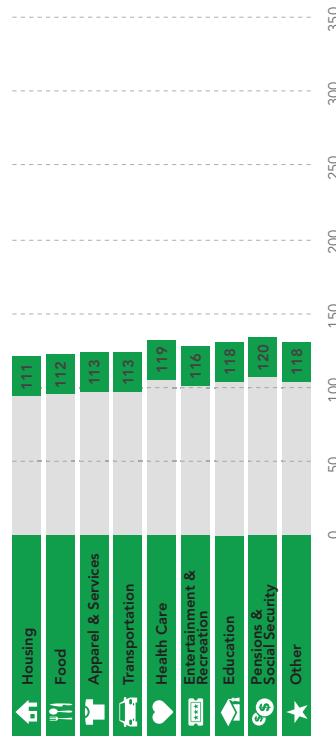
**INCOME AND NET WORTH**

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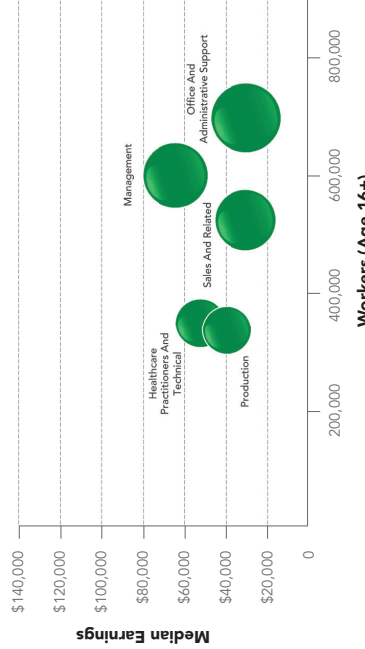
**AVERAGE HOUSEHOLD BUDGET INDEX**

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: Cozy Country Living  
**6A Green Acres**

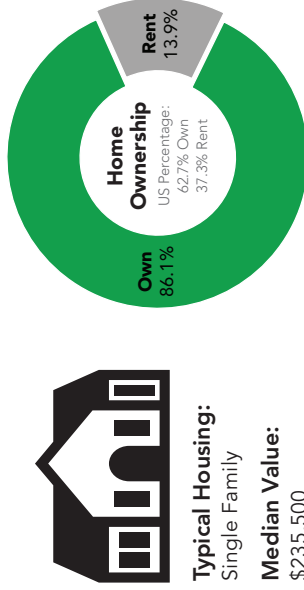


**MARKET PROFILE** (Consumer preferences are estimated from data by GfK MRI)

- 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.

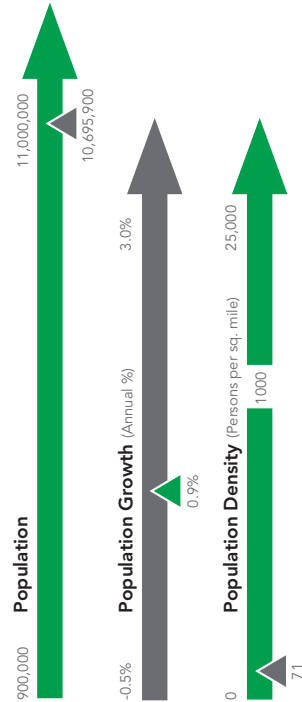
**HOUSING**

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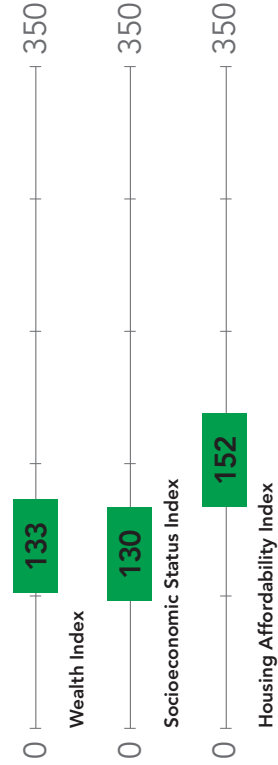
**POPULATION CHARACTERISTICS**

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**

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LifeMode Group: Cozy Country Living

# Heartland Communities



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 GfK MRI.



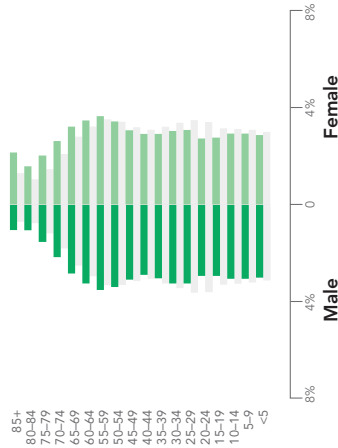
# LifeMode Group: Cozy Country Living Heartland Communities



## AGE BY SEX (Esri data)

**Median Age: 42.3** US: 38.2

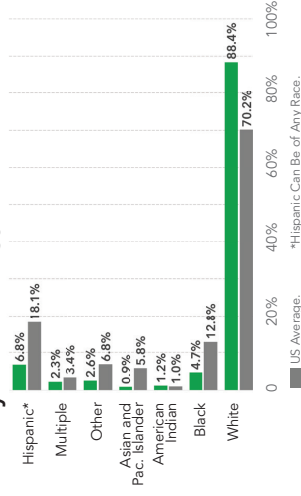
■ Indicates US



## RACE AND ETHNICITY (Esri data)

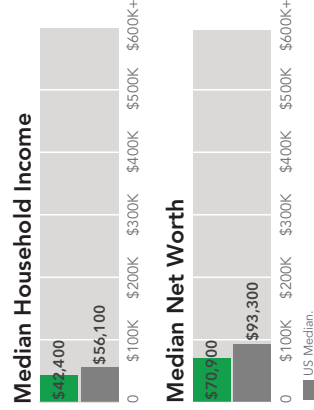
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 31.5** US: 64.0



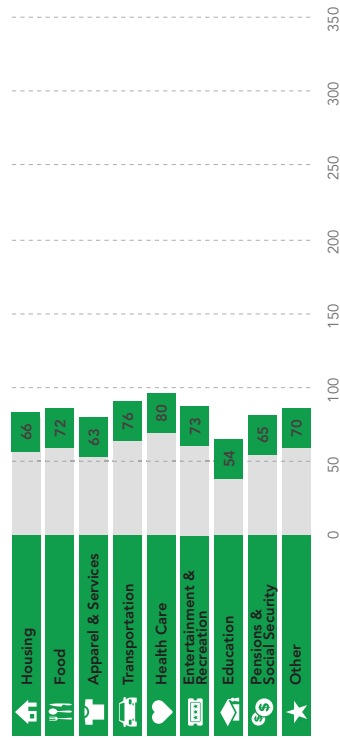
## INCOME AND NET WORTH

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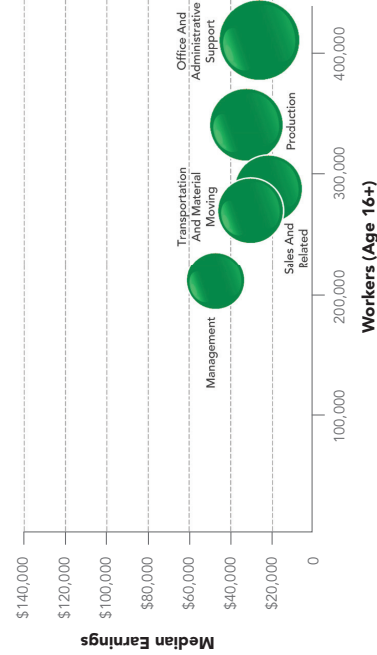
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## OCCUPATION BY EARNINGS

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.



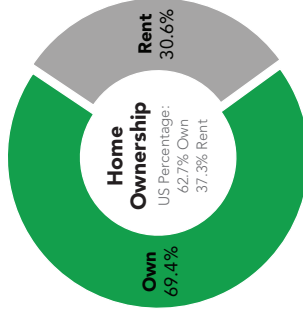
LifeMode Group: Cozy Country Living  
**6F Heartland Communities**  
 TAPESTRY SEGMENTATION  
 esri.com/tapestry

**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.

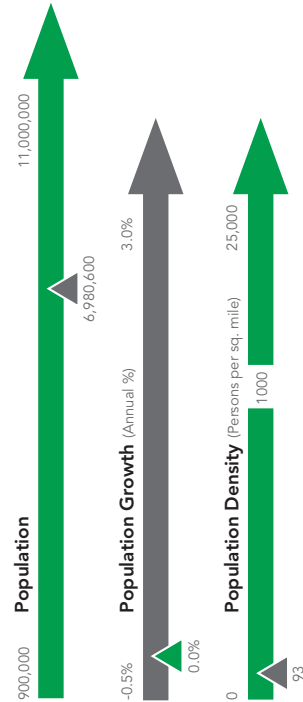


**Typical Housing:**  
Single Family

**Median Value:**  
\$95,700  
US Median: \$207,300

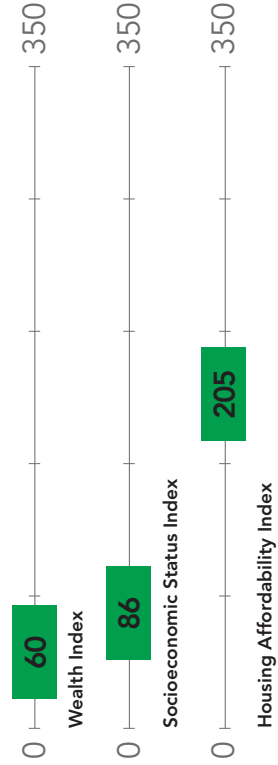
**POPULATION CHARACTERISTICS**

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.



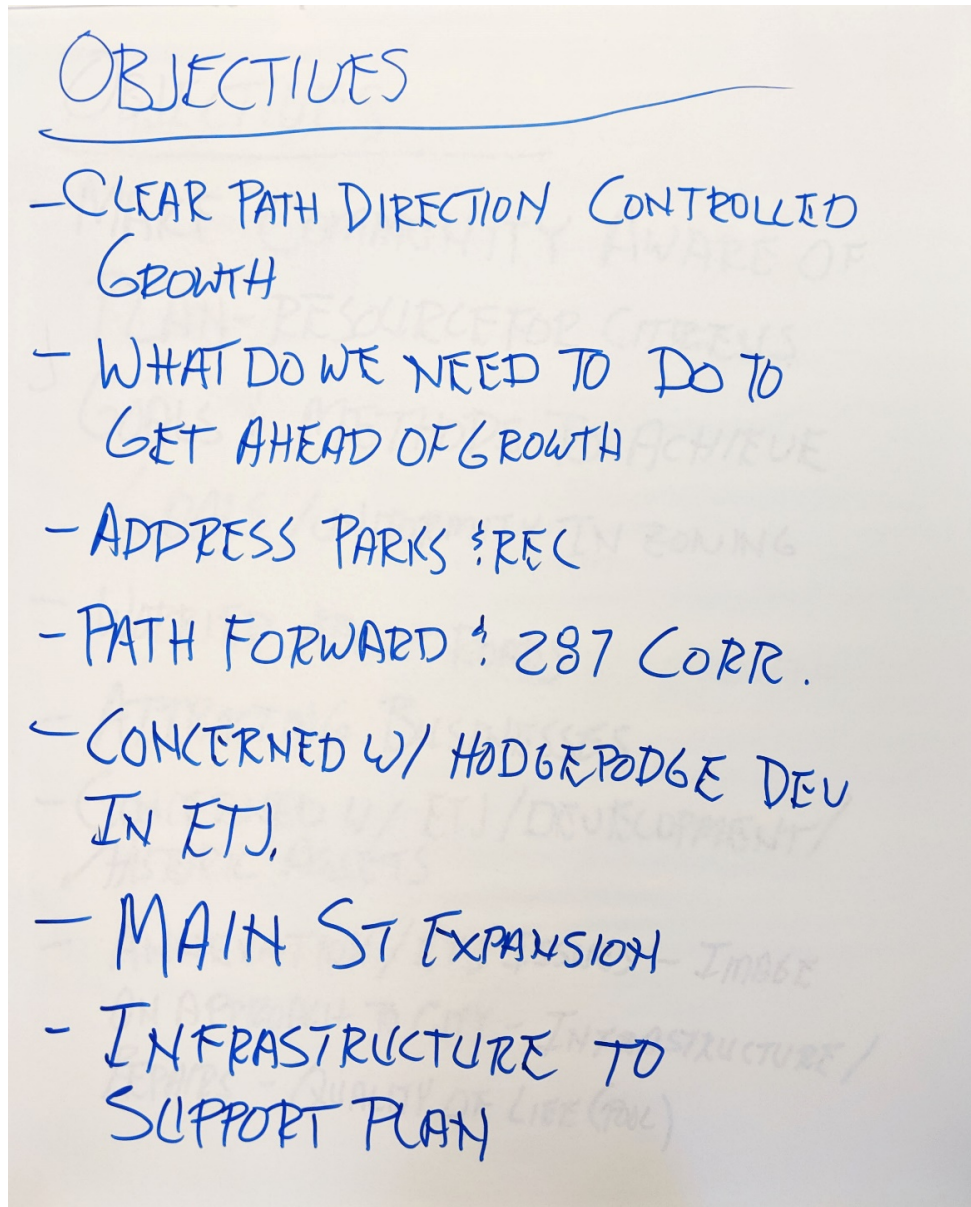
**ESRI INDEXES**

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



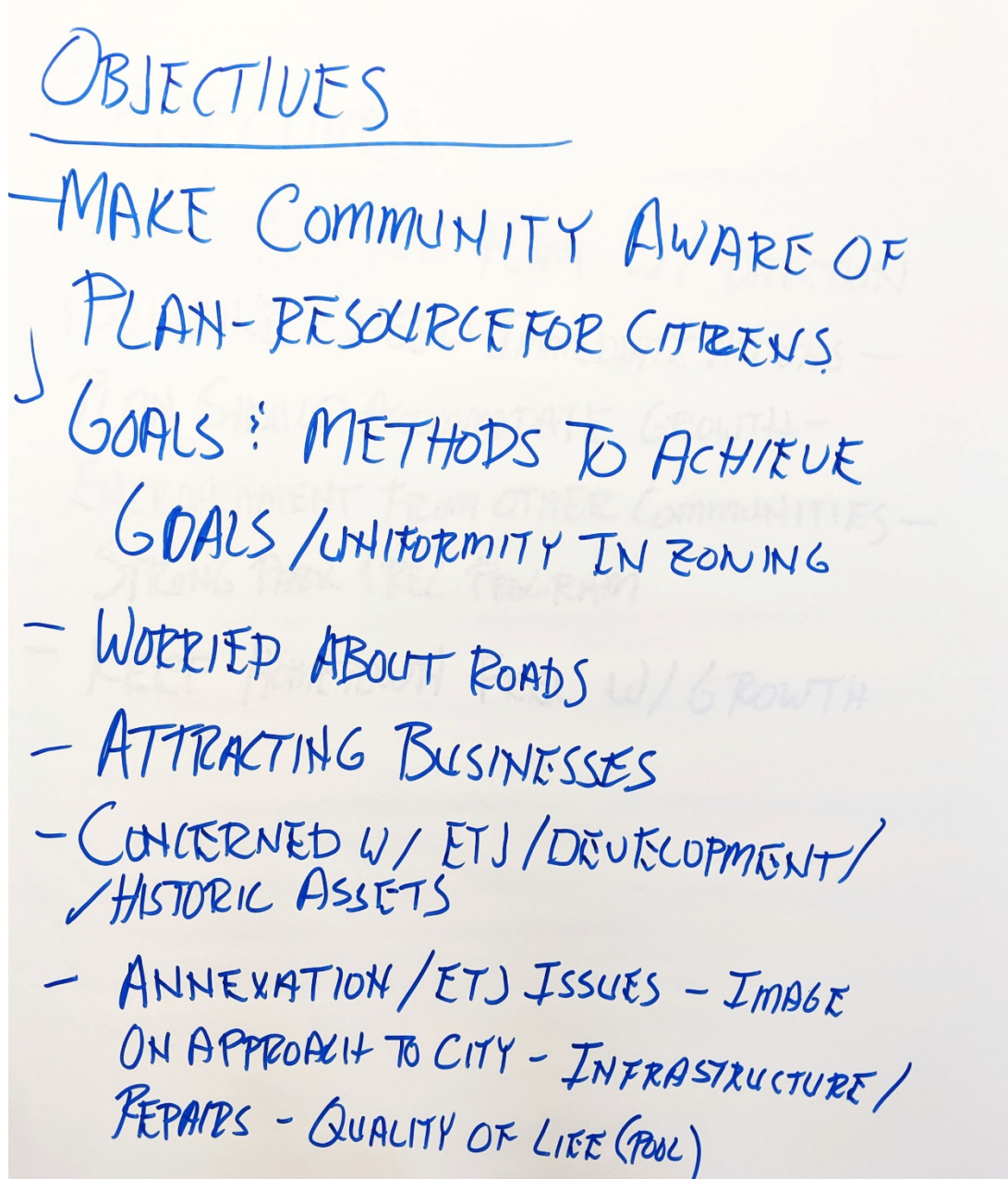
# APPENDIX H: COMPREHENSIVE PLAN ADVISORY COMMITTEE MEETING #1 NOTES

## Exercise 1 "Objectives"



- Clear Path Direction, Controlled Growth
- What Do We Need to Do to Get Ahead of Growth?
- Address Parks & Rec
- Path forward & 287 Corridor
- Concerned with Hodgepodge Development in ETJ
- Main Street Expansion
- Infrastructure to Support Plan

## Exercise 1 "Objectives"



- Make Community Aware of Plan – Resource for Citizens
- Goals & Methods to Achieve Goals/Uniformity in Zoning
- Worried about Roads
- Attracting Businesses
- Concerned with ETJ Development/Historic Assets
- Annexation/ETJ Issues – Image on Approach to City – Infrastructure Repairs – Quality of Life (Pool)

## Exercise 1 "Objectives"

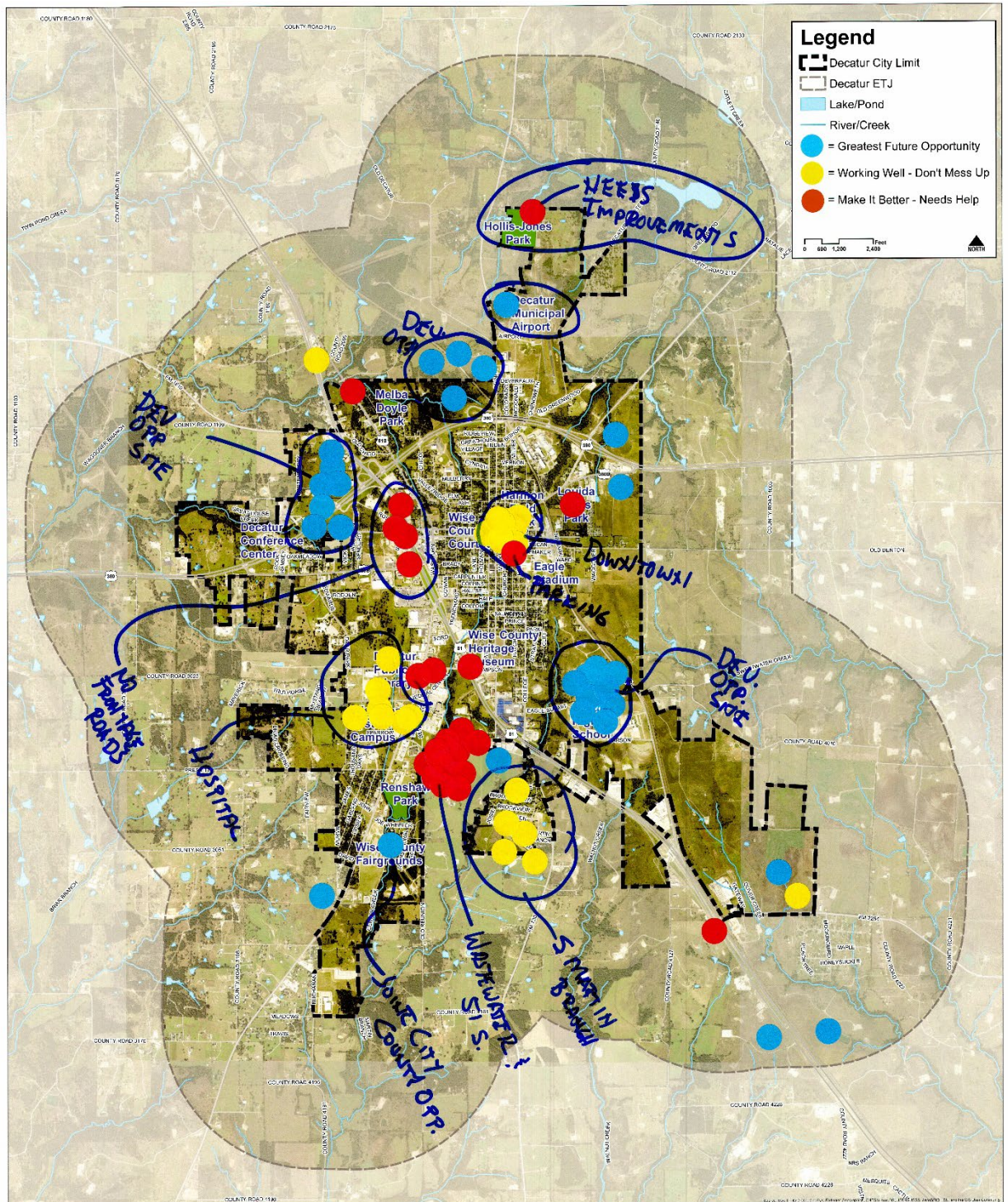
### OBJECTIVES

- WELL ROUNDED PLAN W/ DIRECTION & GUIDANCE - NEED IMMEDIATE ACTIONS - PLAN SHOULD ACCOMMODATE GROWTH - ENCROACHMENT FROM OTHER COMMUNITIES - STRONG PARK & REC PROGRAM
- KEEP HOMETOWN FEEL W/ GROWTH

- *Well Rounded Plan with Direction & Guidance – Need Immediate Actions – Plan Should Accommodate Growth – Encroachment from Other Communities – Strong Park & Rec Program*
- *Keep Hometown Feel with Growth*

# APPENDIX H

## Exercise 2



- **Blue** Dots = "Greatest Future Opportunity" (29)
- **Yellow** Dots = "Working Well – Don't Mess Up" (25)
- **Red** Dots = "Make it Better" (24)

# APPENDIX H



Advisory Committee Meeting # 1  
10/21/19

## Exercise 2 Notes

- *Needs Improvements*
- *Development Opportunities*
- *Development Opportunity Site (x2)*
- *No Frontage Roads*
- *Hospital*
- *Joint City/County Opportunity*
- *Wastewater & 51 S*
- *South Martin Branch*
- *Parking*
- *Downtown*

# APPENDIX H

## Advisory Committee Photos



# APPENDIX H

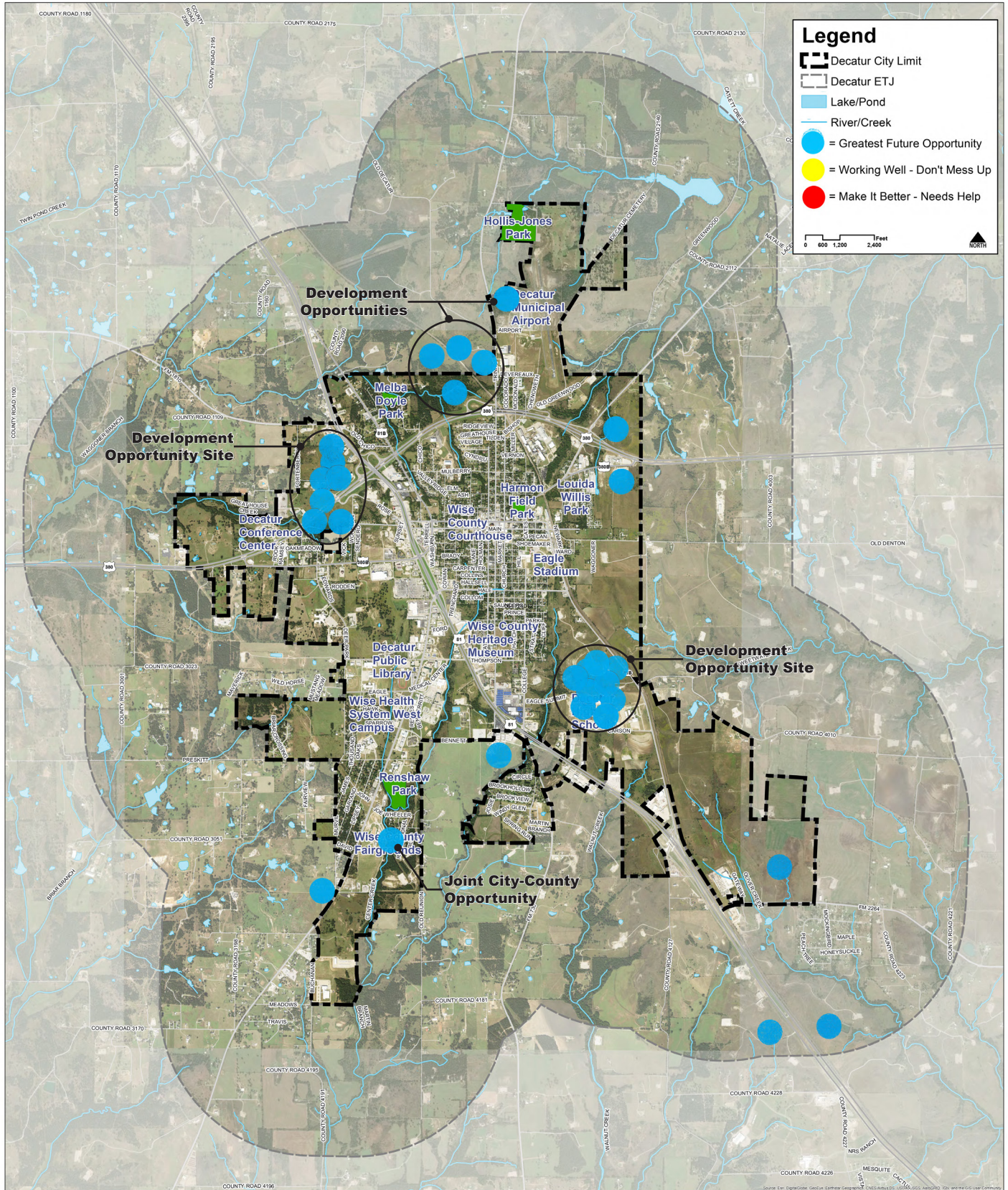


# APPENDIX H

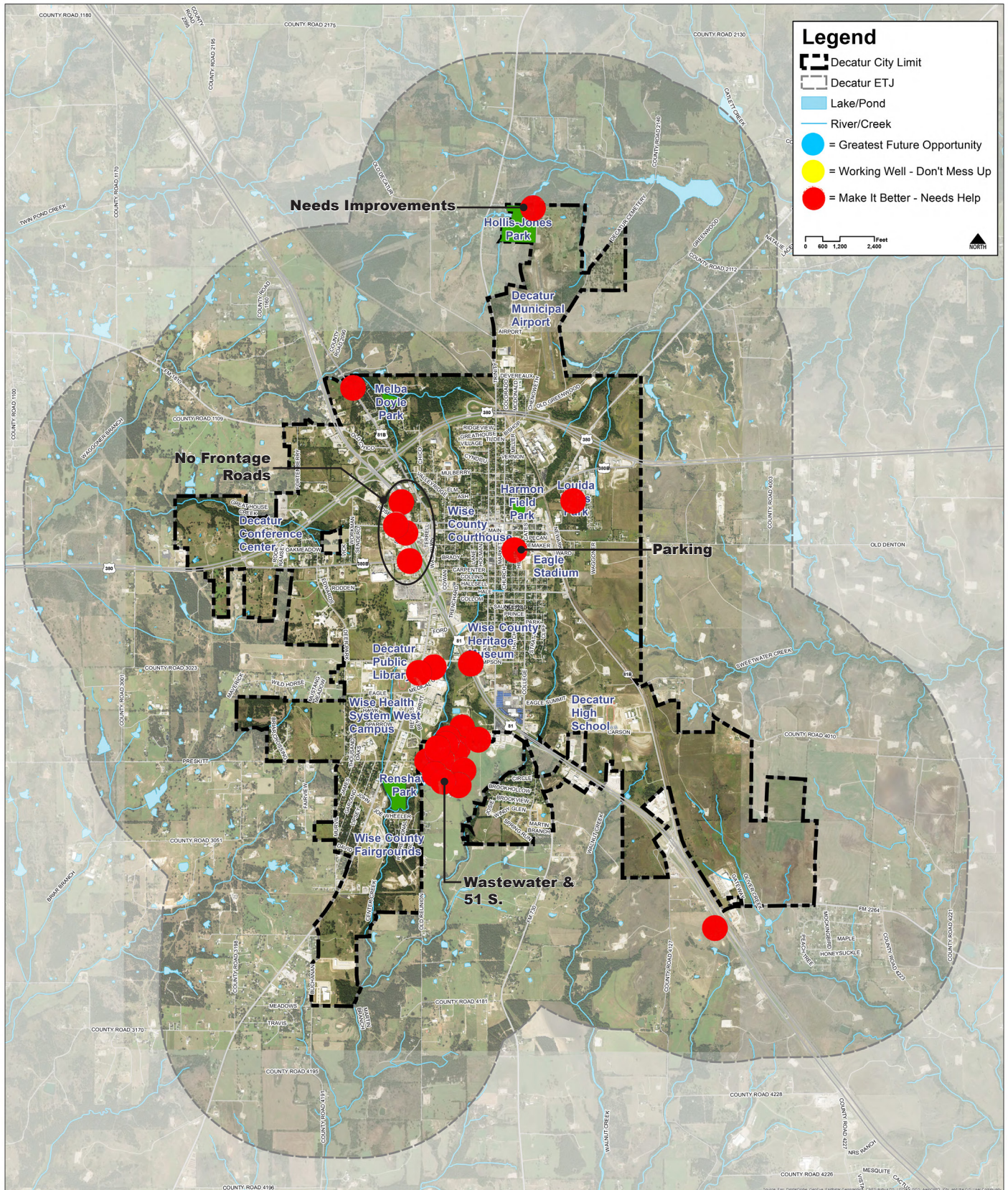




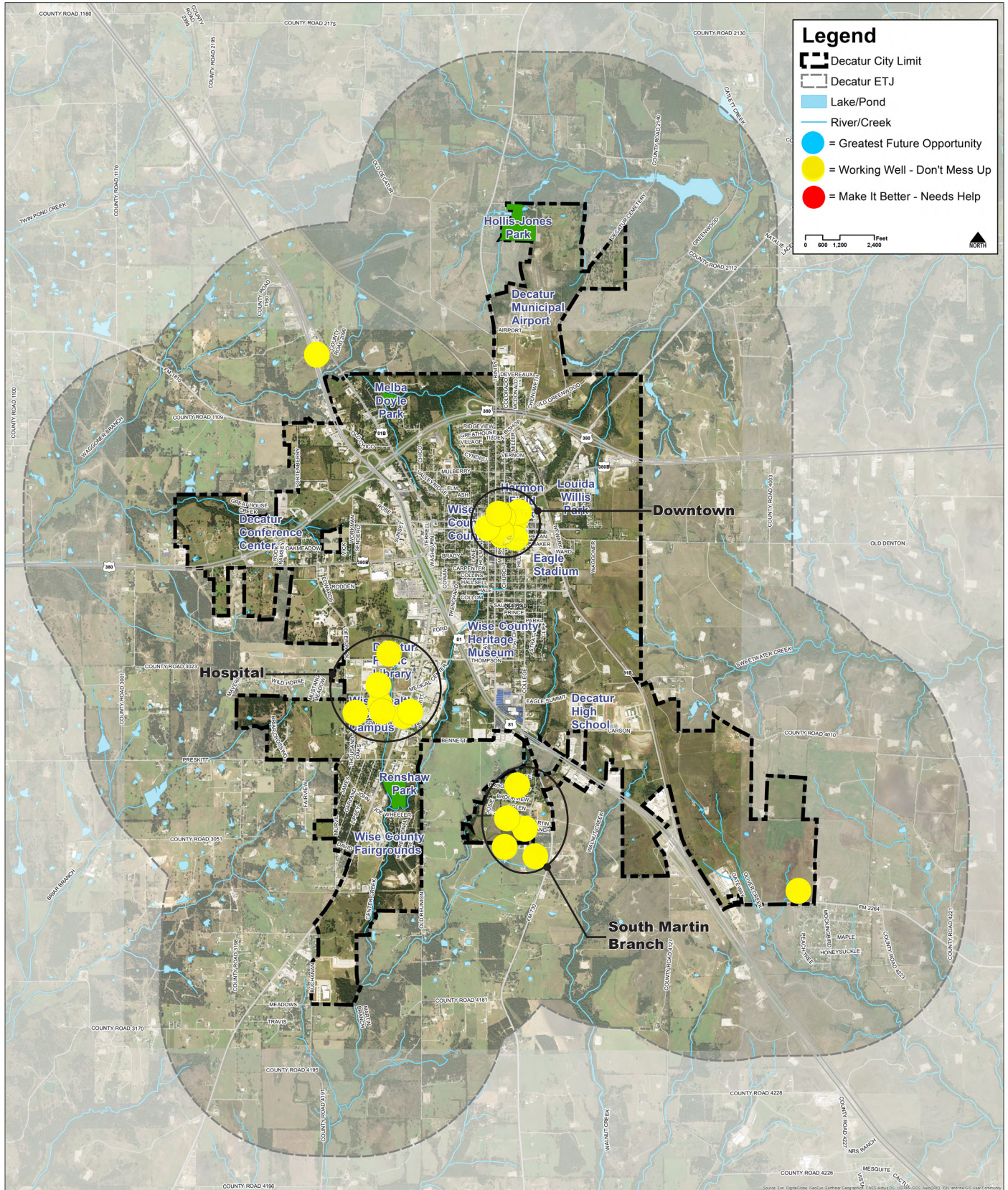
# Existing Aerial - DRAFT



# Existing Aerial - DRAFT



# Existing Aerial - DRAFT

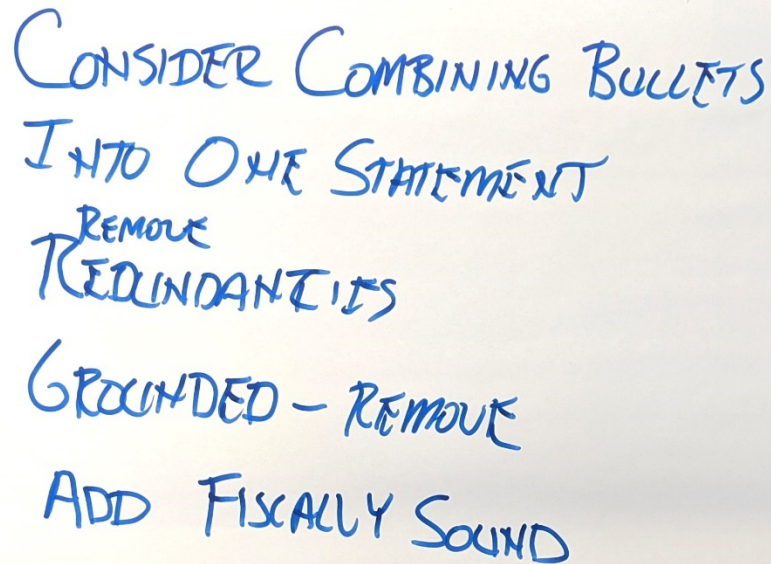


# APPENDIX I: COMPREHENSIVE PLAN ADVISORY COMMITTEE MEETING #2 NOTES

---

## Vision Statement Overview

“How can the draft vision statement be improved?”

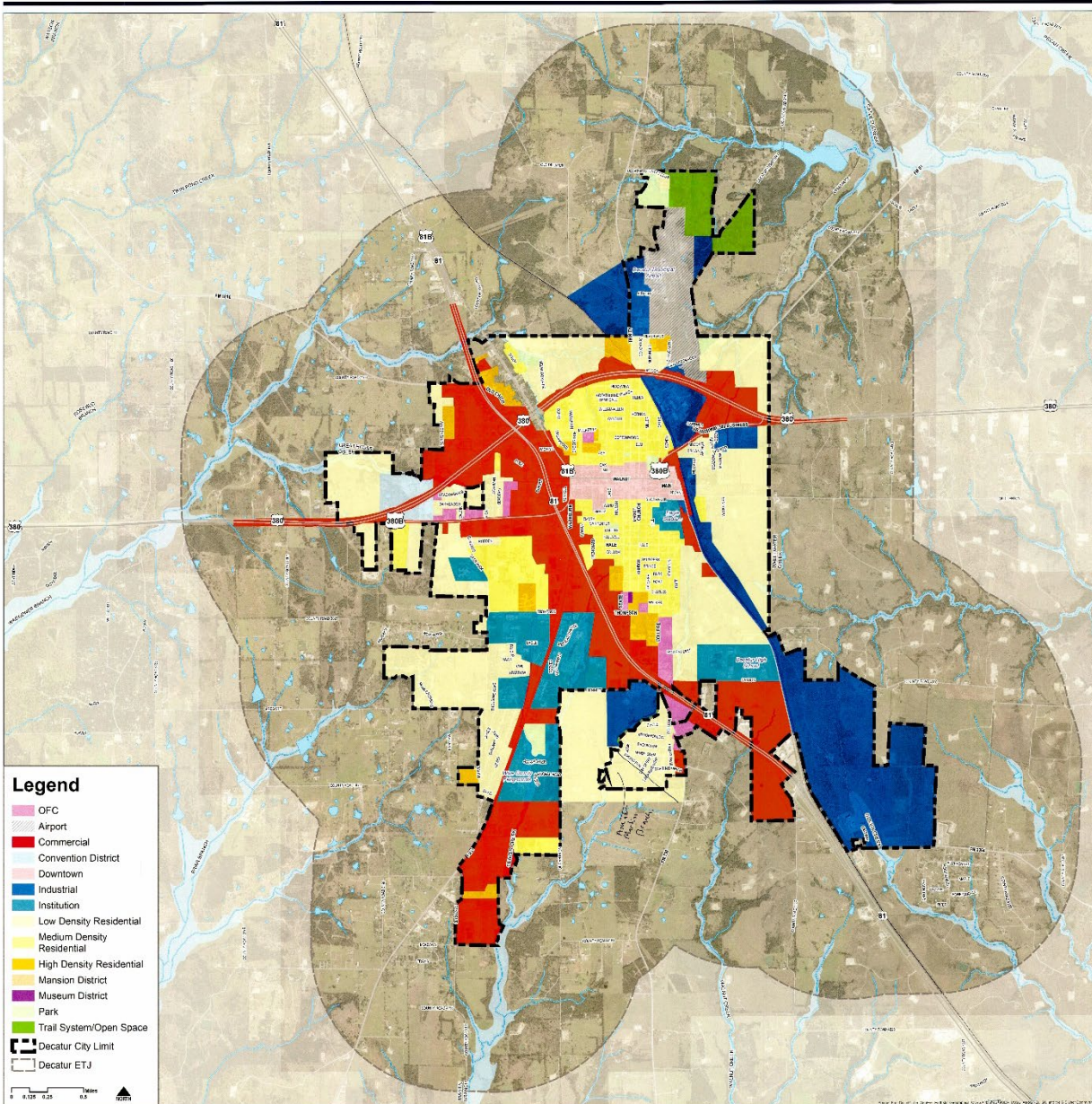


Handwritten notes on a whiteboard:

- CONSIDER COMBINING BULLETS
- INTO ONE STATEMENT
- REMOVE REDUNDANCIES
- GROUNDDED - REMOVE
- ADD FISCALLY SOUND

- *Consider combining bullets into one statement*
- *Remove redundancies*
- *Grounded - remove*
- *Add fiscally sound*

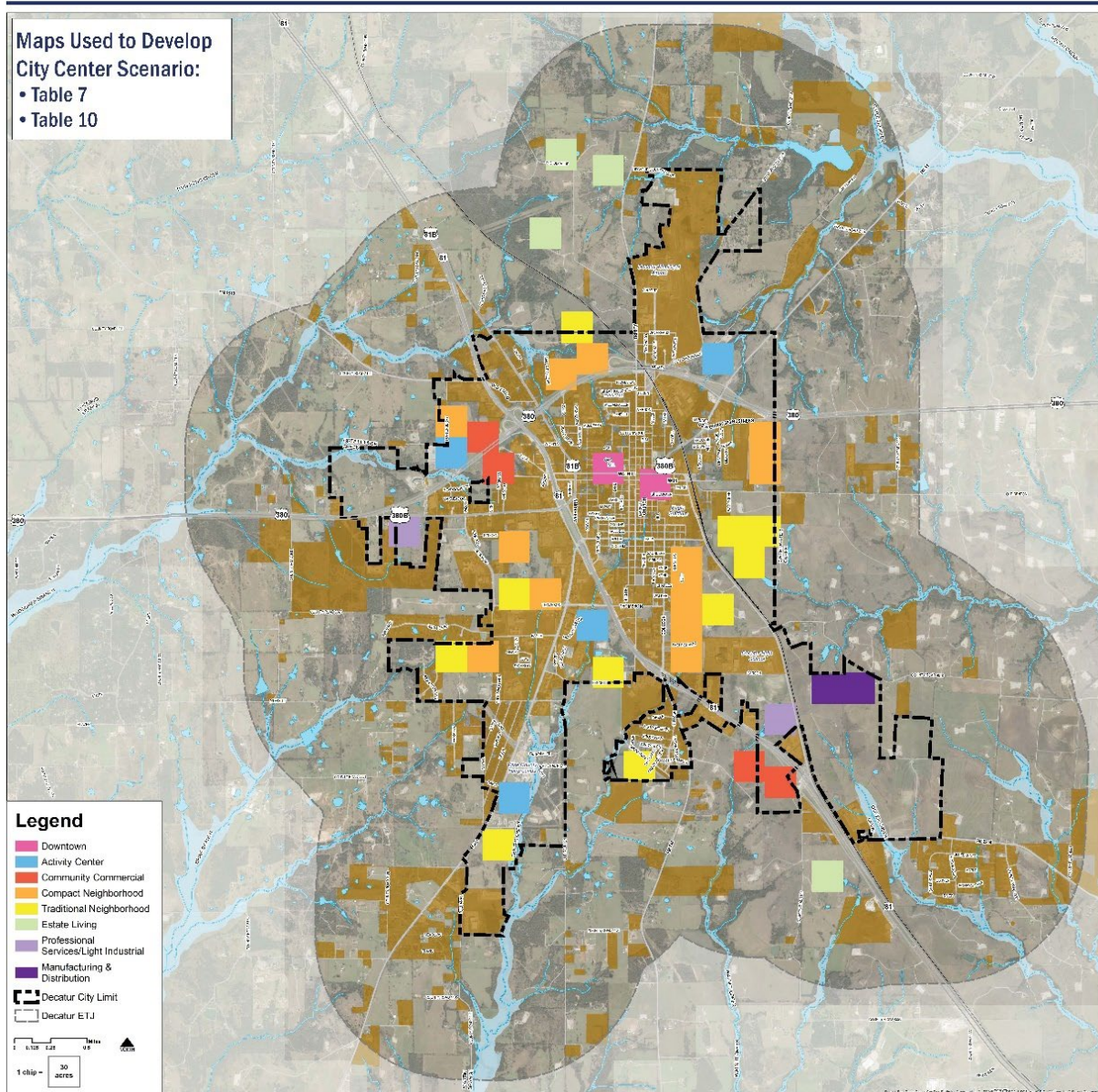
Exercise 1  
"Current Mix"  
Current Mix



- *Ask about Martin Branch*

**Exercise 1**  
**“City Center Scenario”**

**City Center Scenario - DRAFT**



- *No comments*

**Exercise 1**  
**“City Center Scenario Pros and Cons”**

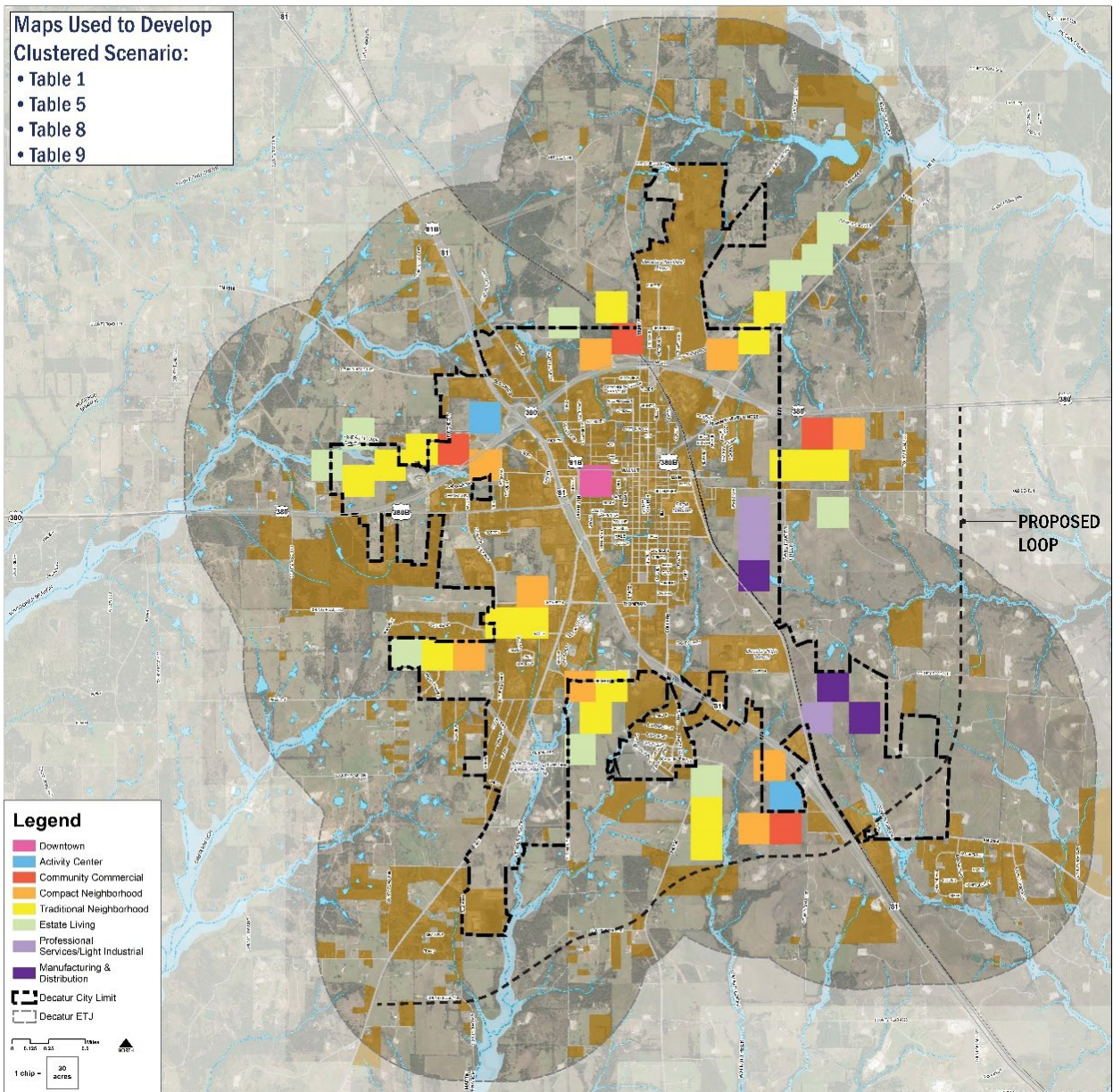
The image shows a whiteboard with the title "CITY CENTER SCENARIO" written in red at the top. A horizontal red line separates the title from the content below. The whiteboard is divided into two columns by a vertical red line. The left column is headed "PROS" in green and contains the following text: "City Growth", "Atmosphere", "Golf Cart Friendly", and "Promotes historic aspect". The right column is headed "CONS" in blue and contains the following text: "Too much traffic", "Parking", "Roads", "Density", "Limited Opportunities", and "Traffic issues".

PROS	CONS
City Growth	Too much traffic
Atmosphere	Parking
Golf Cart Friendly	Roads
Promotes historic aspect	Density
	Limited Opportunities
	Traffic issues

- Pros
  - City Growth
  - Atmosphere
  - Golf cart friendly
  - Promotes historic aspect
- Cons
  - Too much traffic
  - Parking
  - Roads
  - Density
  - Limited Opportunities
  - Traffic issues

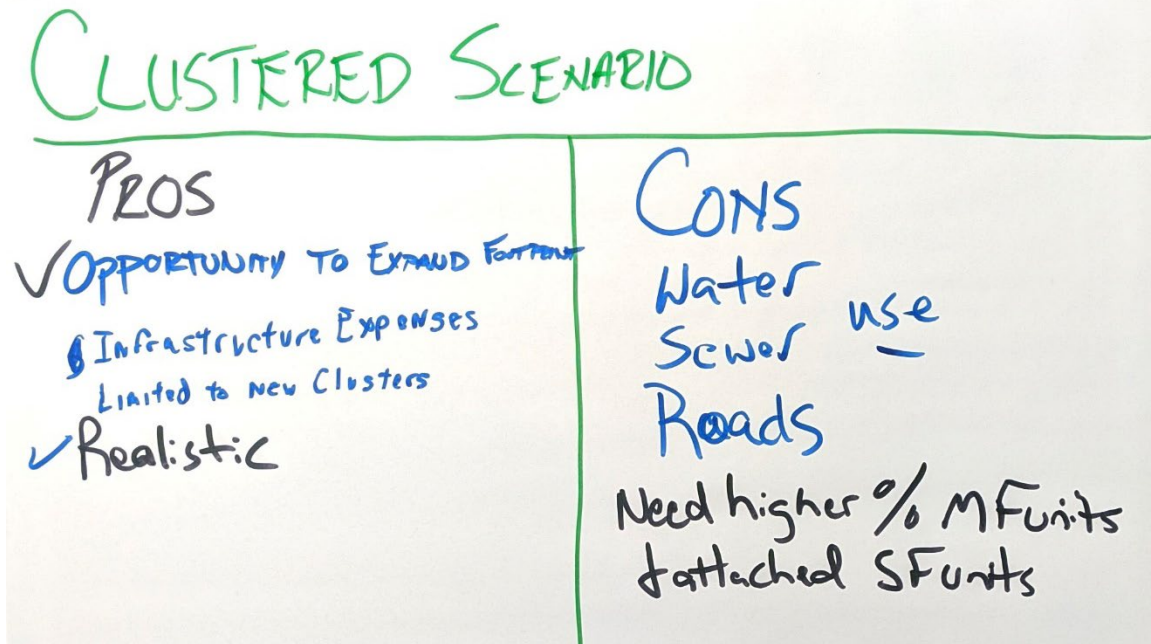
## Exercise 1 "Clustered Scenario"

### Clustered Scenario - DRAFT



- *No comments*

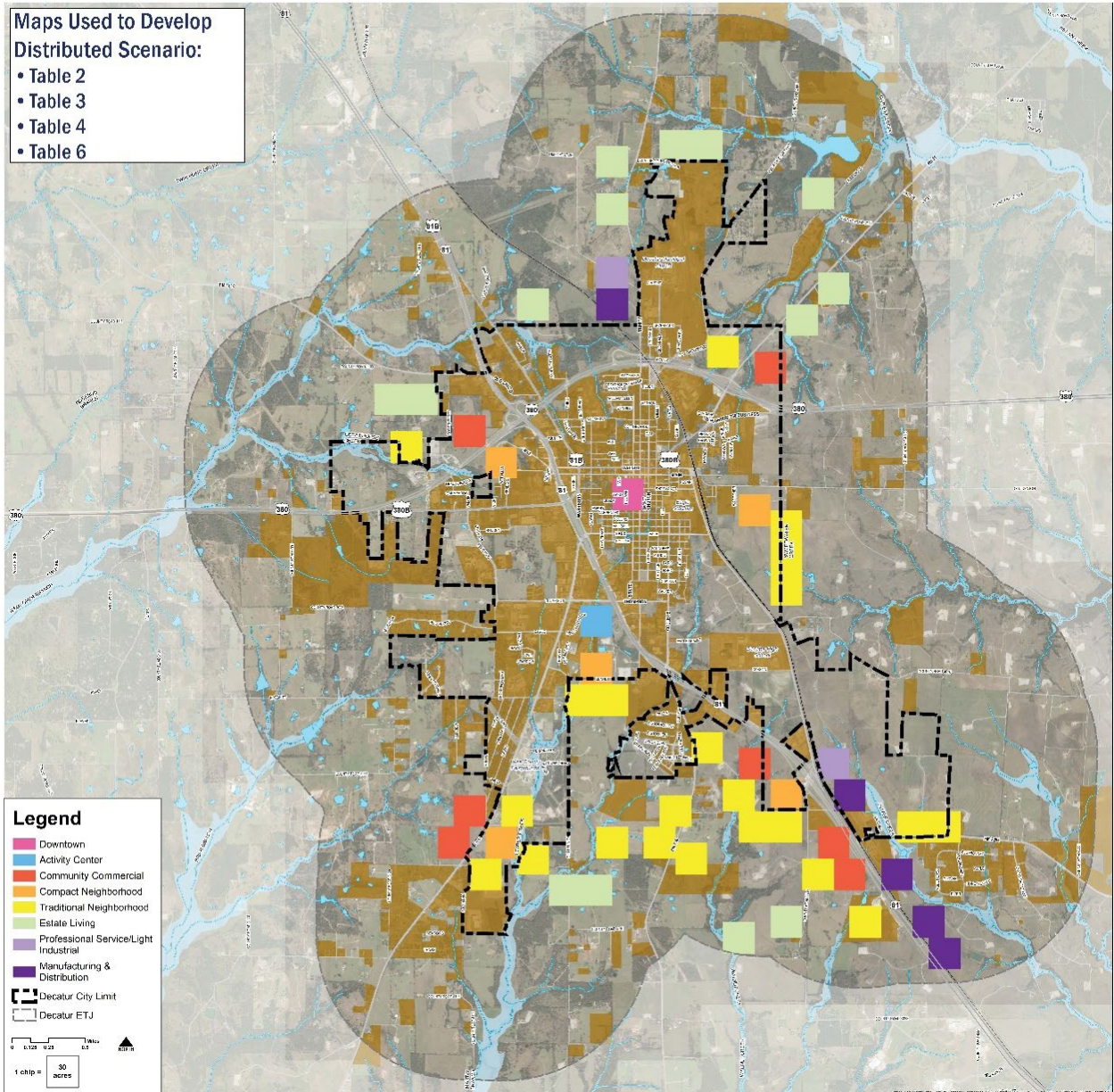
**Exercise 1**  
"Clustered Scenario Pros and Cons"



- Pros
  - Opportunity to expand footprint
  - Infrastructure Expenses
  - Limited to new clusters
  - Realistic
- Cons
  - Water use
  - Sewer use
  - Roads
  - Need higher percentage of multi-family units and attached single family units

**Exercise 1**  
**“Distributed Scenario”**

**Distributed Scenario - DRAFT**



- *No comments*

**Exercise 1**  
**“Distributed Scenario Pros and Cons”**

**DISTRIBUTED SCENARIO**

PROS	CONS
Not too crowded	Requires more Infrastructure
More room to grow	More driving
Buy infrastructure locations before land cost increases	<del>Less</del> Less City Taxes
More long term revenue opport.	Need roads TXDOT won't build
Quicker protection from encroachment of other cities	Not realistic financially right now
	Tier 2 status impede ability to do this

- **Pros**
  - Not too crowded
  - More room to grow
  - Buy infrastructure locations before land cost increases
  - More long-term revenue opportunities
  - Quicker protection from encroachment of other cities
- **Cons**
  - Requires more infrastructure
  - More Driving
  - Less City taxes
  - Needs roads TXDOT won't build
  - Not realistic financially right now
  - Tiered status impedes ability to do this

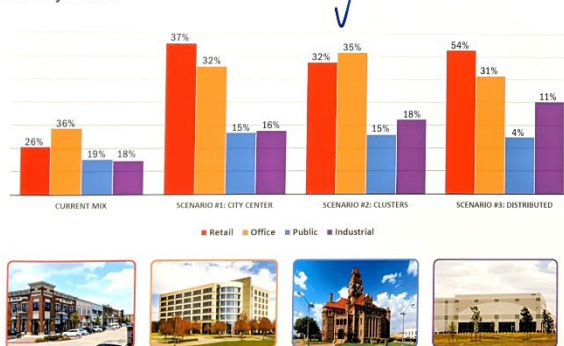
## Exercise 1 "Scenario Implications"

### Scenario Implications - DRAFT

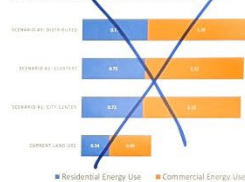
Housing Units by Type



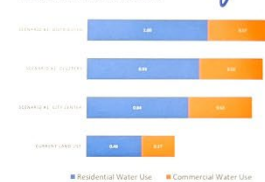
Jobs by Sector



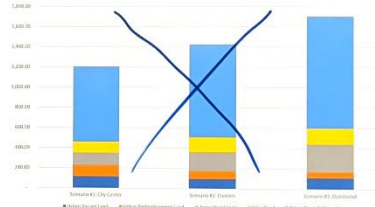
Total Annual Energy Use  
Electricity and gas consumed in BTUs (trillions)



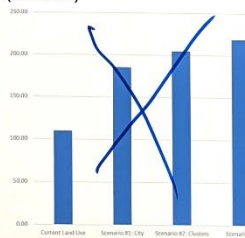
Total Annual Water Use  
Water consumed in gallons (billions)



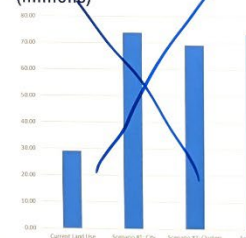
Land Consumed by Scenario (acres)



Total Annual Vehicle Miles Traveled (millions)



Total Annual Vehicle Trips (millions)

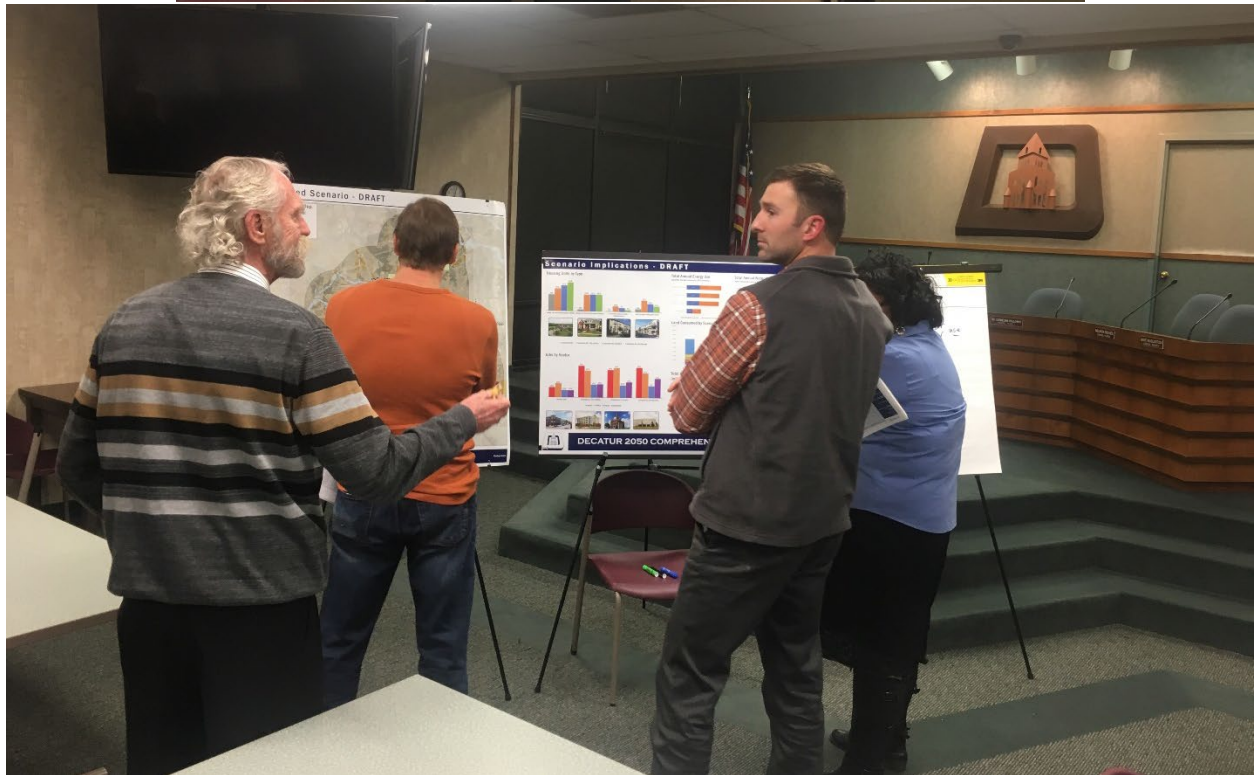


- Implications to show at Open House:
  - Housing Units by Type
  - Jobs by Sector
  - Total Annual Water Use
- No additional comments

Advisory Committee Meeting 2 Photos:



# APPENDIX I



# APPENDIX I



# APPENDIX J: COMPREHENSIVE PLAN ADVISORY COMMITTEE MEETING #3 NOTES

---

## Vision Statement Comments

### Vision

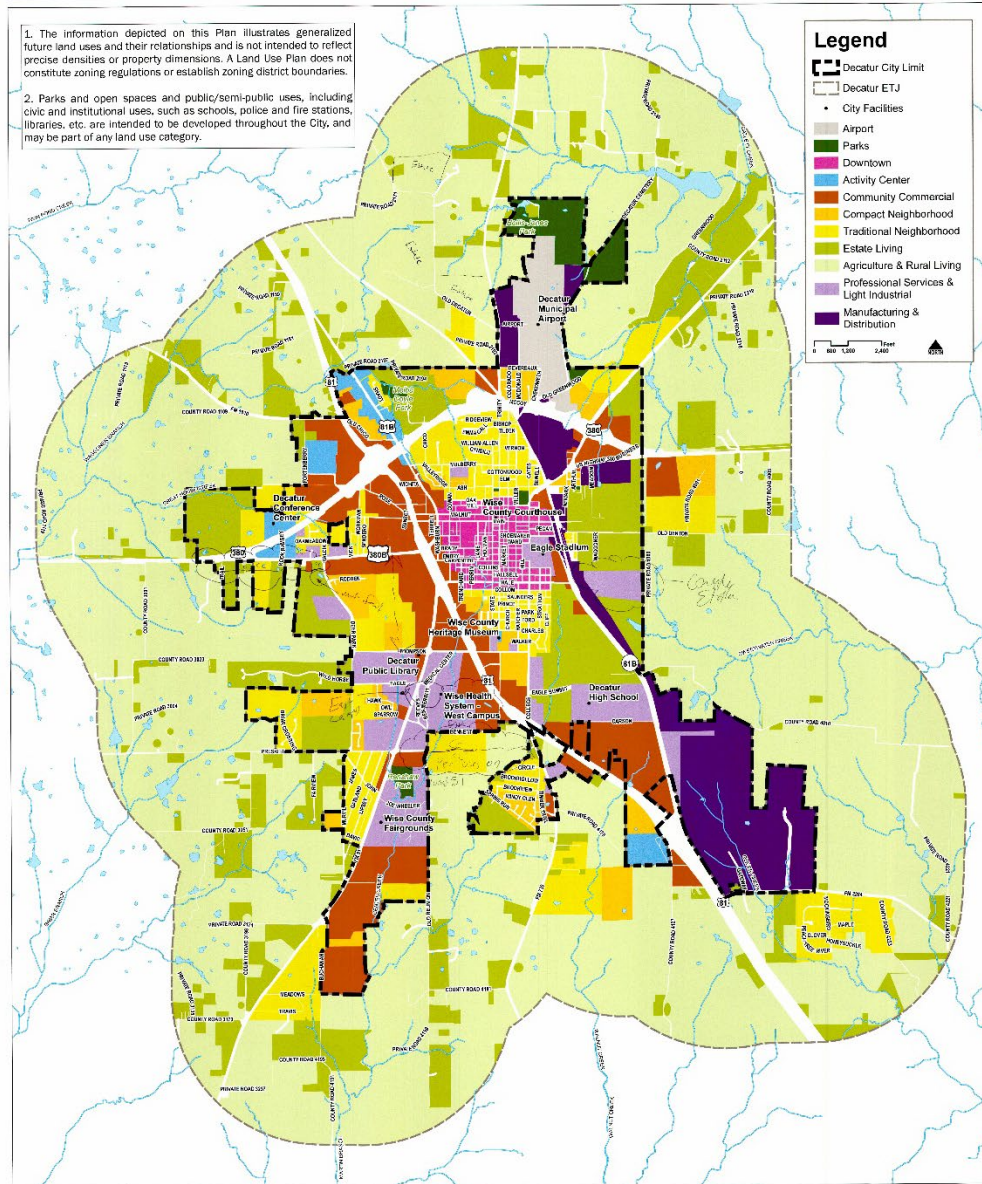
- Seems wordy/too long
- The vision statement as is works
- Should People of All ages be included  
§ It was agreed to keep as is

- *Seems wordy/too long*
- *The vision statement as is works*
- *Should people of all ages be included*
- *It was agreed to keep as is*

**Exercise**  
**“Draft Future Land Use Plan”**

## Decatur 2050 Future Land Use Plan

**DRAFT**



- Estate west of airport x3
- Connector between Business 380 and Thompson
- Community Commercial along 380/380B
- Consider Estate Living where there is currently Professional Services/Light Industrial south of Eagle Stadium
- Multi-family
- East Campus
- Community commercial (south of Bennet) per uses on current 51

# APPENDIX J



Advisory Committee Meeting #3  
03/02/20

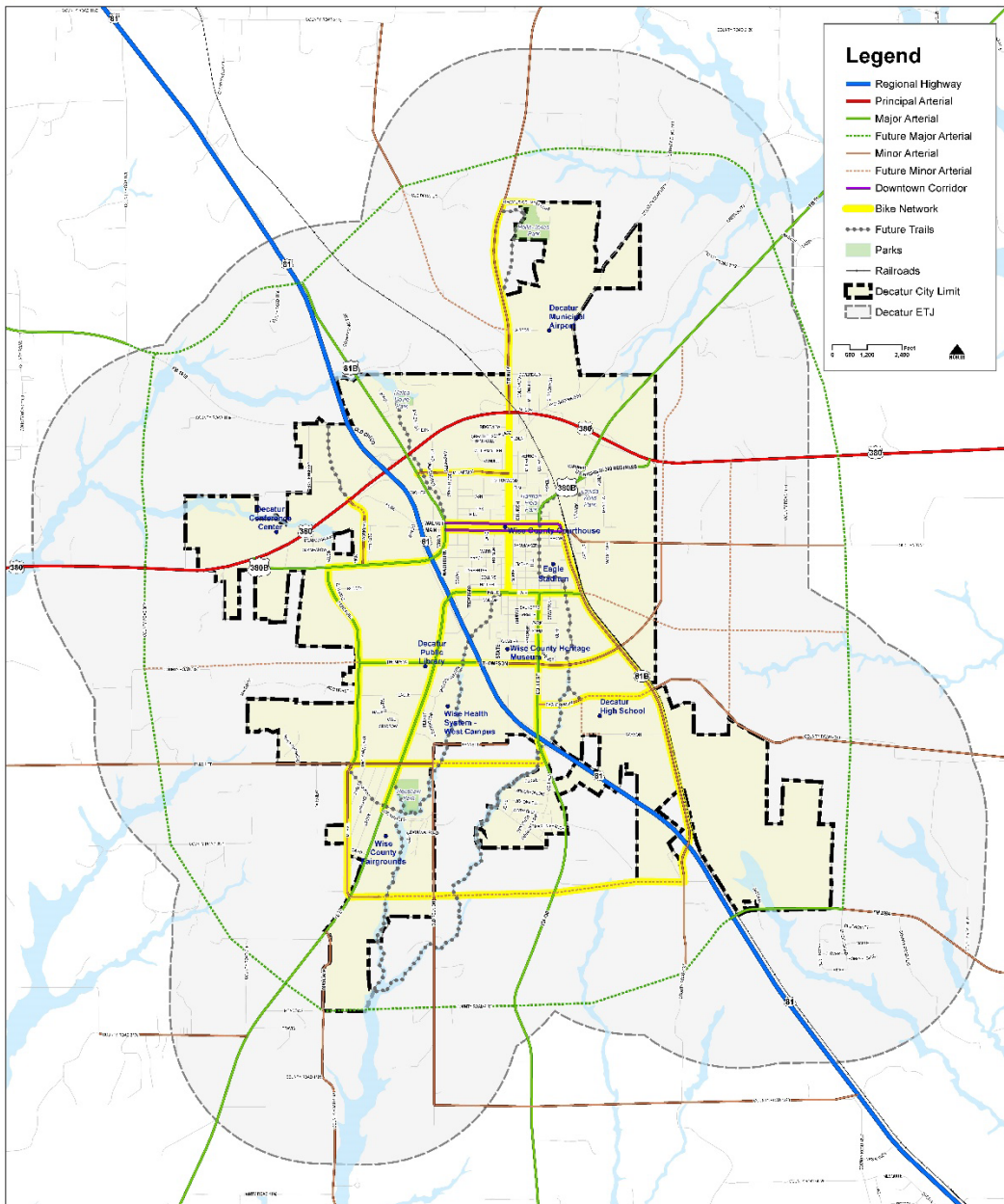
## Exercise "Future Land Use Plan Comments"

- *No additional comments*

Exercise  
“Draft Thoroughfare Plan”

Thoroughfare Plan

DRAFT

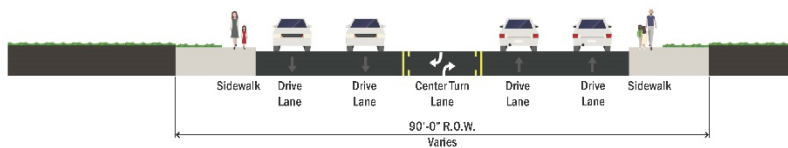


- *No additional comments*

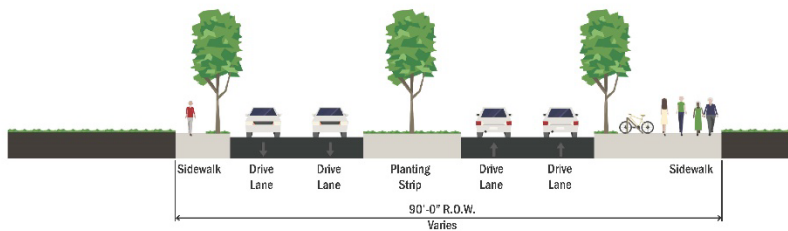
**Exercise**  
“Draft Alternative Street Type Recommendations”

**Alternative Street Type Recommendations** **DRAFT**

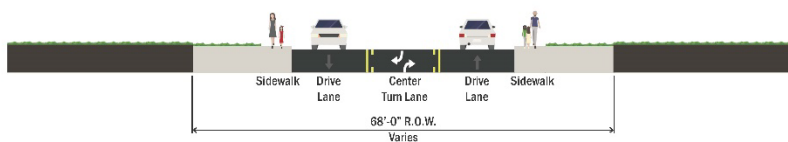
Wise County Major Arterial Cross Section



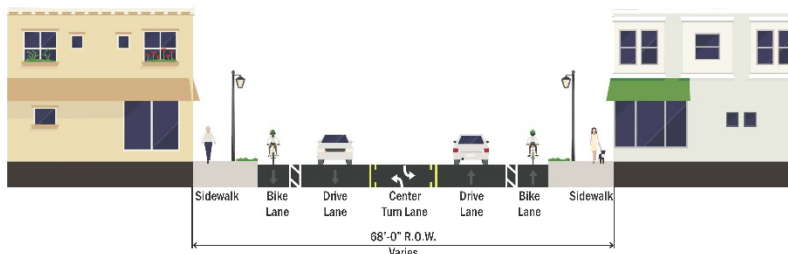
Alternative Major Arterial Cross Section



Wise County Minor Arterial Cross Section



Alternative Minor Arterial Cross Section



- *No additional comments*

**Exercise**  
**"Mobility Comments"**

Mobility Comments

---

BUS  
Connector b/w 380 + Thompson

School District Boundary  
Bennett to college Alternative

- *Connector between Business 380 and Thompson*
- *School District Boundary*
- *Bennett to College Alternative*

# APPENDIX J



## Advisory Committee Meeting #3 03/02/20

Photos:



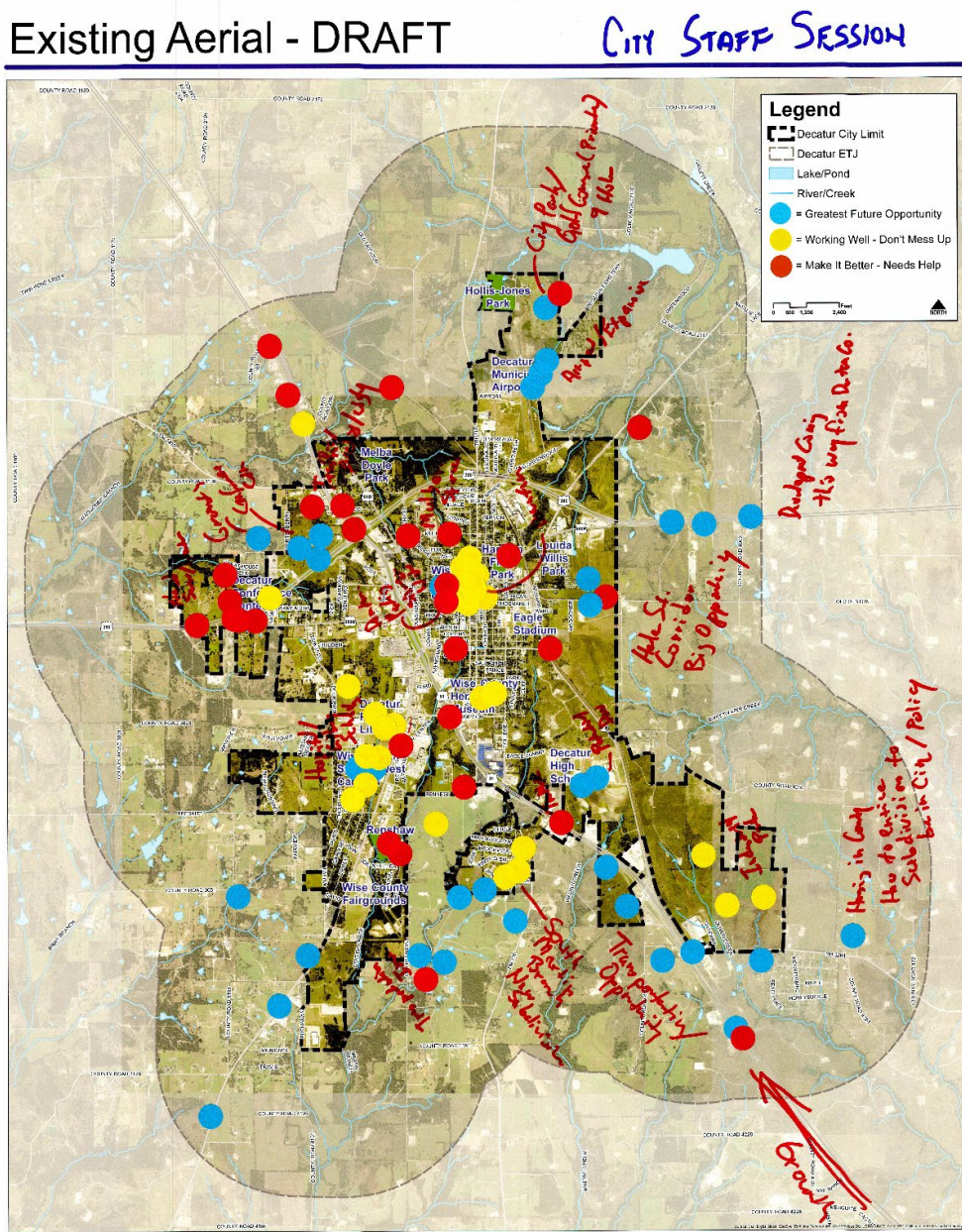
# APPENDIX K: CITY STAFF/JOINT CITY COUNCIL-PLANNING AND ZONING COMMISSION WORK SESSION NOTES



City Staff Work Session / Joint City Council and Planning & Zoning Commission Meeting  
9/17/19

## Exercise 2

### City Staff Session



- **Blue Dots** = “Greatest Future Opportunity” (34)
- **Yellow Dots** = “Working Well – Don’t Mess Up” (29)
- **Red Dots** = “Make it Better” (29)

# APPENDIX K



## City Staff Work Session / Joint City Council and Planning & Zoning Commission Meeting 9/17/19

### Exercise 2

#### City Staff Session

- *City Staff Session Notes:*
  - *City Park/Golf Course (Private) 9 hole*
  - *Airport/Expansion*
  - *Mulberry Street*
  - *Downtown*
  - *Hale Street Corridor Big opportunity*
  - *Industrial Park*
  - *How to entice subdivision to be in city/policy*
  - *Transportation opportunity (along 81)*
  - *Growth from Southeast up along 81*
  - *South Martin Branch new subdivision*
  - *Hospital/School*
  - *New Subdivision*
  - *Growth Conference Center*
  - *Development coming west along 380 from Denton County*
  - *Needs sewer/water*
  - *Downtown Parking*
  - *Sewer/Water*

# APPENDIX K



## City Staff Work Session / Joint City Council and Planning & Zoning Commission Meeting 9/17/19

### Photos

#### City Staff Work Session



# APPENDIX K



## City Staff Work Session / Joint City Council and Planning & Zoning Commission Meeting 9/17/19



# APPENDIX K



## City Staff Work Session / Joint City Council and Planning & Zoning Commission Meeting 9/17/19



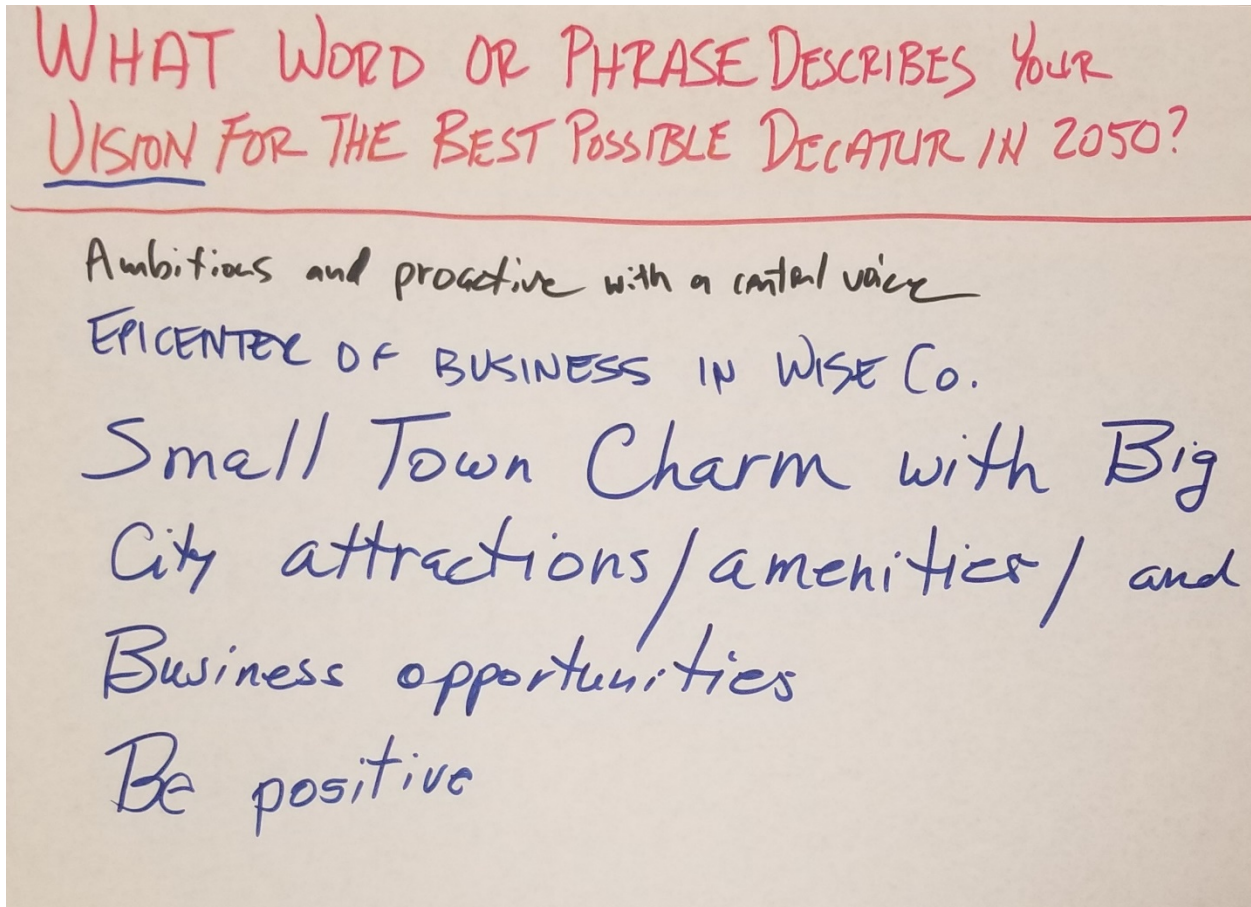
## APPENDIX K



City Staff Work Session / Joint City Council and Planning & Zoning  
Commission Meeting  
9/17/19

Joint City Council and Planning & Zoning Commission: Exercise 1

“What Word or Phrase Describes Your Vision for the Best Possible Decatur in 2050?”

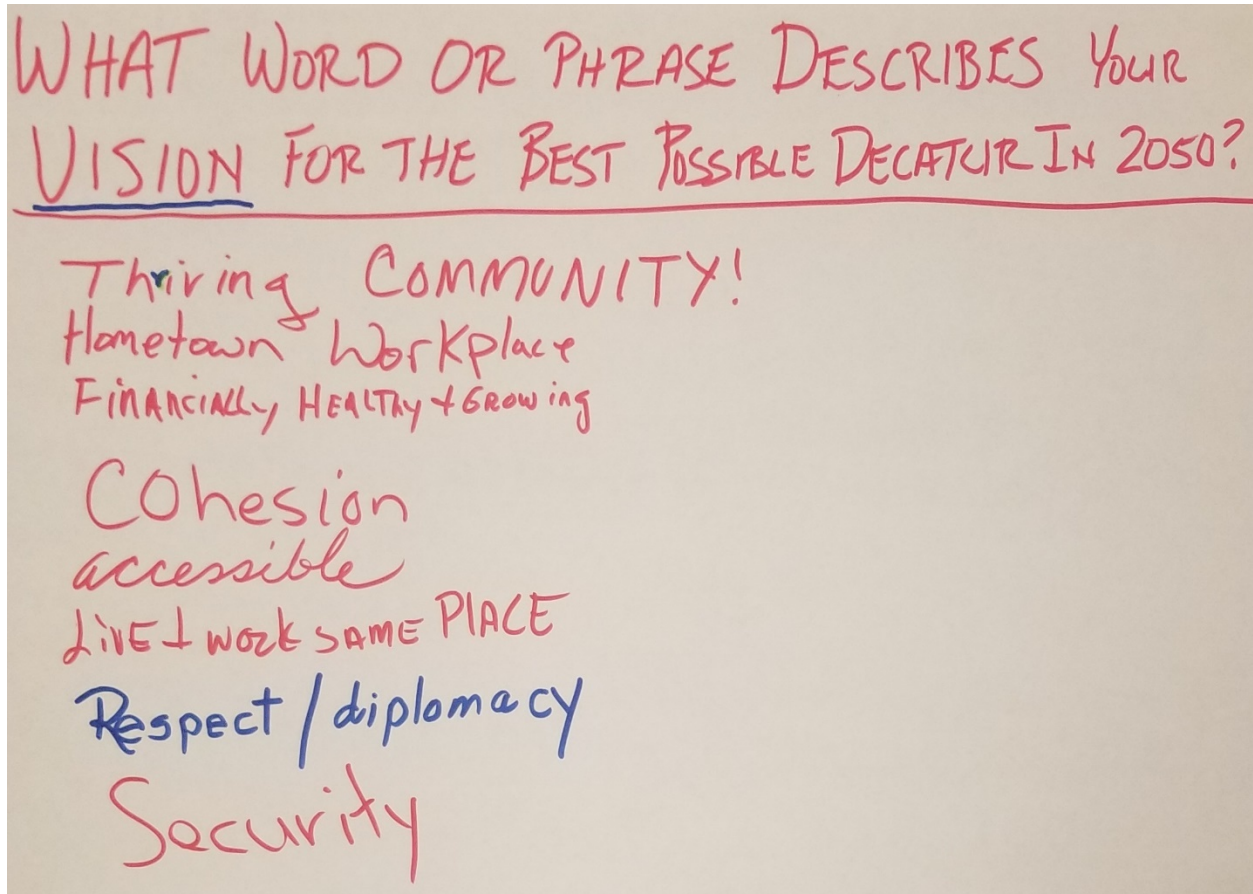


- Ambitious and proactive with a central voice
- Epicenter of business in Wise County
- Small Town Charm with Big City attractions/amenities/and business opportunities
- Be positive

# APPENDIX K

## Exercise 1

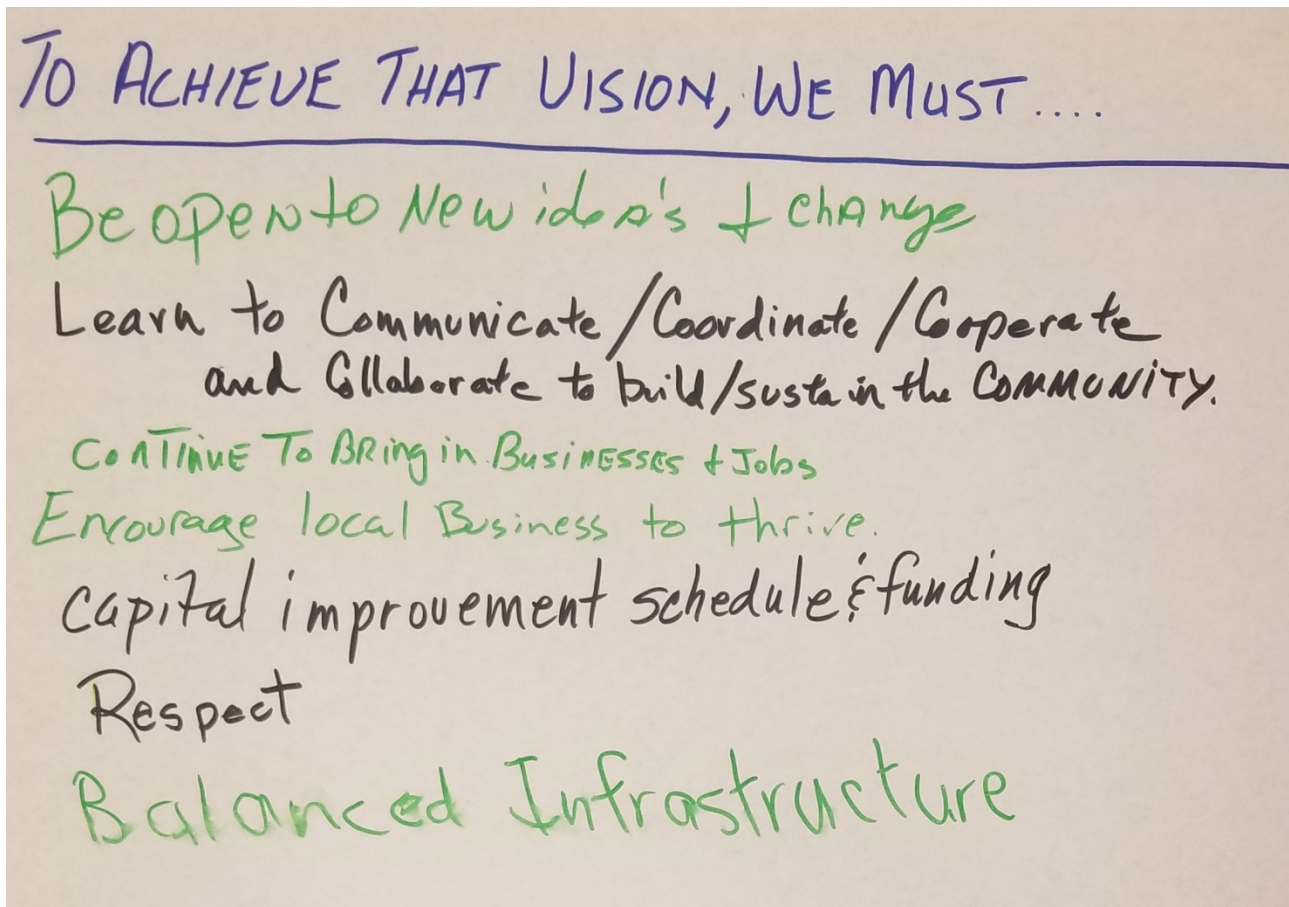
“What Word or Phrase Describes Your Vision for the Best Possible Decatur in 2050?”



- Thriving Community!
- Hometown workplace
- Financially healthy and growing
- Cohesion
- Accessible
- Live and Work same place
- Respect/diplomacy
- Security

## Exercise 1

“To Achieve That Vision, We Must...”

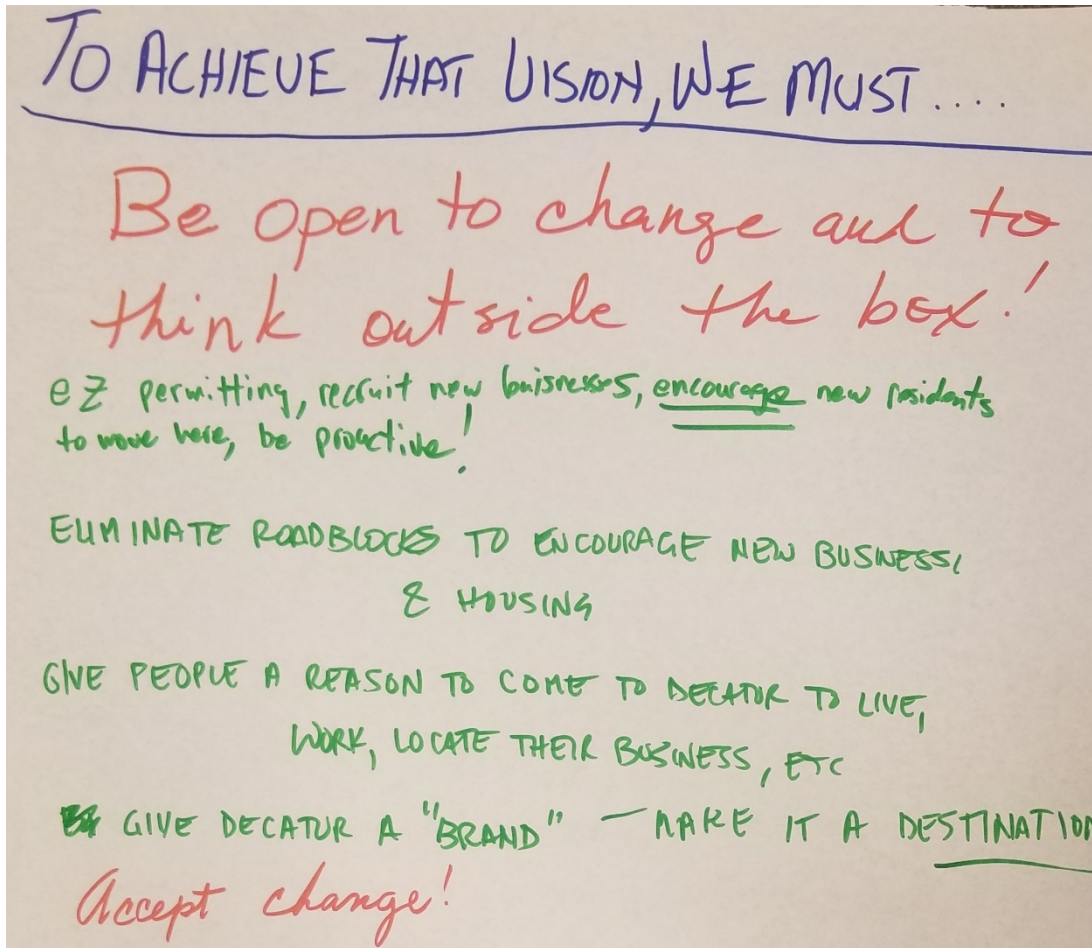


- Be open to new ideas and change
- Learn to communicate/coordinate/cooperate, and collaborate to build/sustain the community
- Continue to bring in businesses and jobs
- Encourage local businesses to thrive
- Capital improvement schedule and funding
- Respect
- Balanced infrastructure

# APPENDIX K

## Exercise 1

“To Achieve That Vision, We Must...”



- Be open to change and to think outside the box!
- Easy permitting, recruit new businesses, encourage new residents to move here, be proactive!
- Eliminate road blocks to encourage new businesses and housing
- Give people a reason to come to Decatur to live, work, locate their business, etc.
- Give Decatur a “brand” -make it a destination
- Accept change!

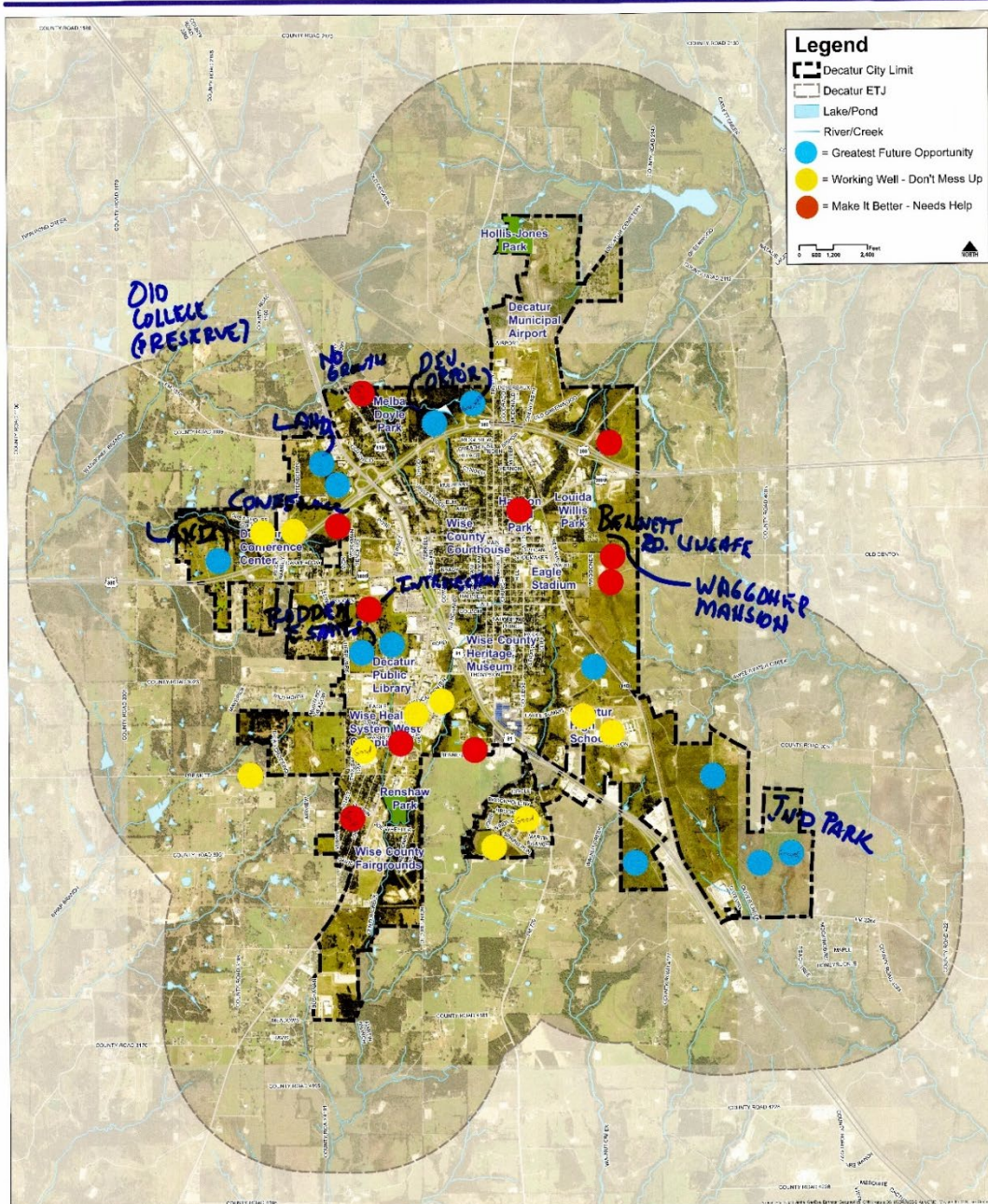
# APPENDIX K

## Joint City Council and Planning & Zoning Commission: Exercise 2

### Board 1

## Existing Aerial - DRAFT

JOINT CITY COUNCIL + P&Z



- **Blue Dots** = "Greatest Future Opportunity" (12)
- **Yellow Dots** = "Working Well – Don't Mess Up" (10)
- **Red Dots** = "Make it Better" (10)

# APPENDIX K



## City Staff Work Session / Joint City Council and Planning & Zoning Commission Meeting 9/17/19

### Exercise 2

#### Joint City Council and Planning & Zoning Commission, Board 1

- *Joint City Council and P&Z Notes:*
  - *Old College (preserve)*
  - *No Growth*
  - *Land x2 (Blue dot)*
  - *Conference*
  - *Intersection (Red dot)*
  - *Rodden Estates (Blue dot)*
  - *Bennet Road Unsafe*
  - *Waggoner's Mansion*
  - *Industrial Park*

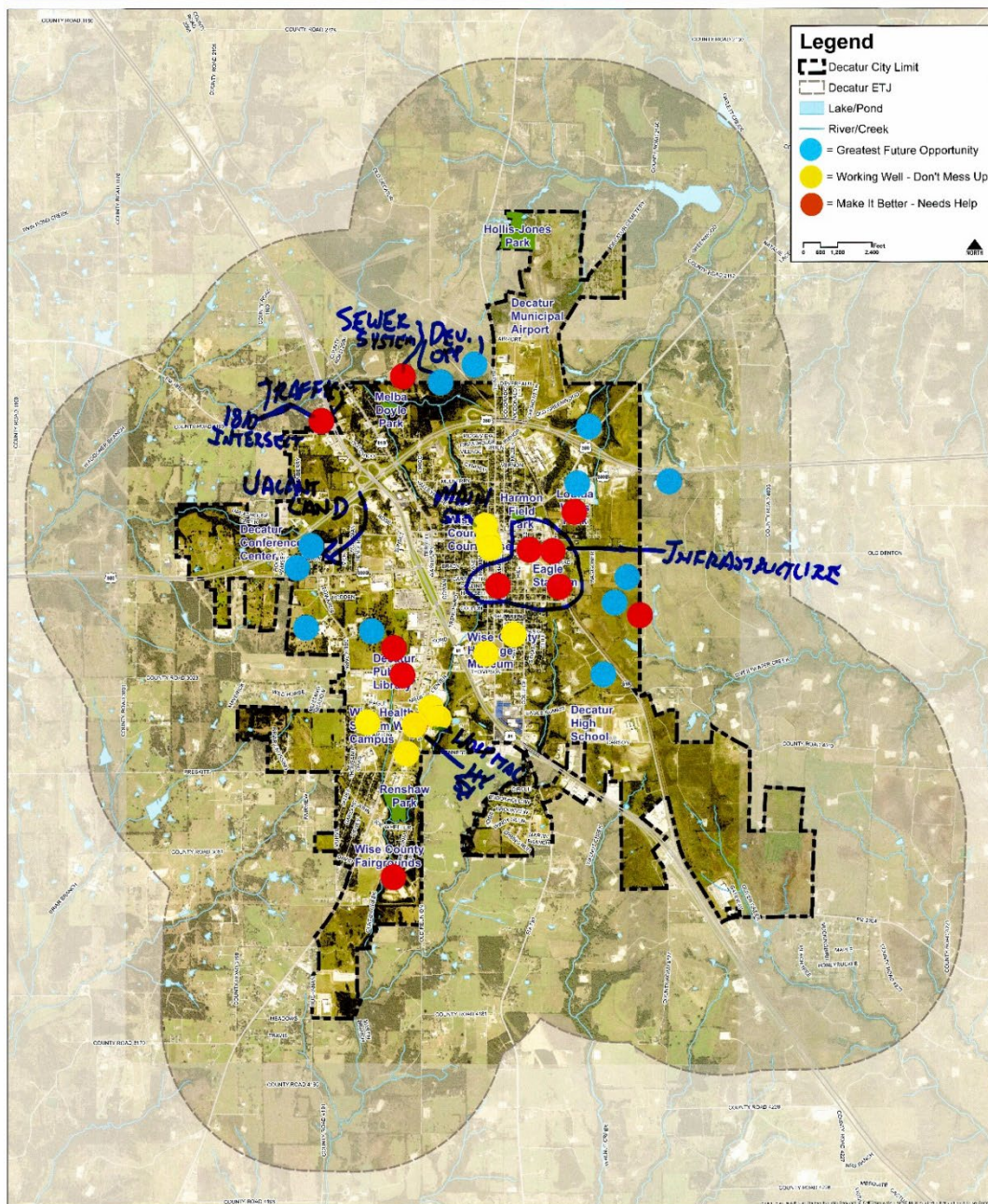
# APPENDIX K

Joint City Council and Planning & Zoning Commission: Exercise 2

Board 2

Existing Aerial - DRAFT

JOINT CITY COUNCIL + PL&Z



- **Blue Dots** = "Greatest Future Opportunity" (12)
- **Yellow Dots** = "Working Well – Don't Mess Up" (10)
- **Red Dots** = "Make it Better" (11)

# APPENDIX K



## City Staff Work Session / Joint City Council and Planning & Zoning Commission Meeting 9/17/19

### Joint City Council and Planning & Zoning Commission: Exercise 2

#### Board 2

- *Joint City Council and P&Z Notes:*
  - *Sewer System (Red dot)*
  - *Development Opportunity (Blue dot)*
  - *Main Street (Yellow dot)*
  - *Infrastructure (4 Red dots)*
  - *Hospital (Yellow dot)*
  - *Vacant land (Blue dot)*
  - *1810 Intersection (Red dot)*
  - *Traffic (Red dot)*

# APPENDIX K



## City Staff Work Session / Joint City Council and Planning & Zoning Commission Meeting 9/17/19

### Photos

#### Joint City Council and Planning & Zoning Commission Meeting



# APPENDIX K



## City Staff Work Session / Joint City Council and Planning & Zoning Commission Meeting 9/17/19



# APPENDIX K



## City Staff Work Session / Joint City Council and Planning & Zoning Commission Meeting 9/17/19



# APPENDIX K



## City Staff Work Session / Joint City Council and Planning & Zoning Commission Meeting 9/17/19



# APPENDIX L: NATIONAL NIGHT OUT FLYER

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Decatur 2050 Comprehensive Plan

## COMMUNITY CHARRETTE

Come out to the Community Charrette and get involved with the Decatur 2050 Comprehensive Plan!

When:

Saturday, October 26  
8:30am to 12:30pm

Where:

Decatur Conference Center  
2010 US-380, Decatur, TX 76234

Pre-registration at [Decatur2050.com](http://Decatur2050.com) required to save a spot.

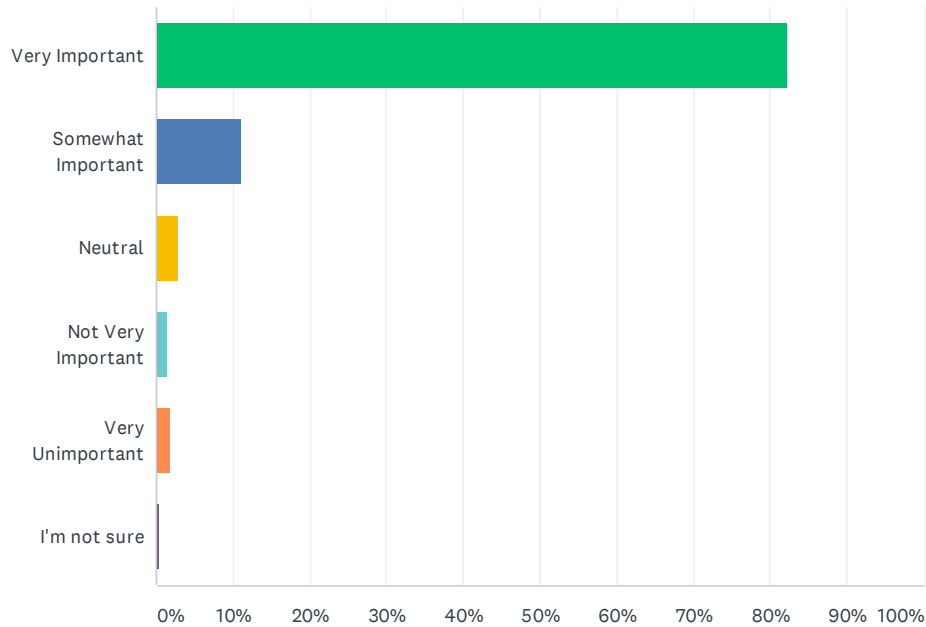


# APPENDIX M: COMMUNITY SURVEY #1 RESULTS

Decatur Community Survey #1

Q1 Properly planning for, designing, and constructing new infrastructure.

Answered: 209 Skipped: 0

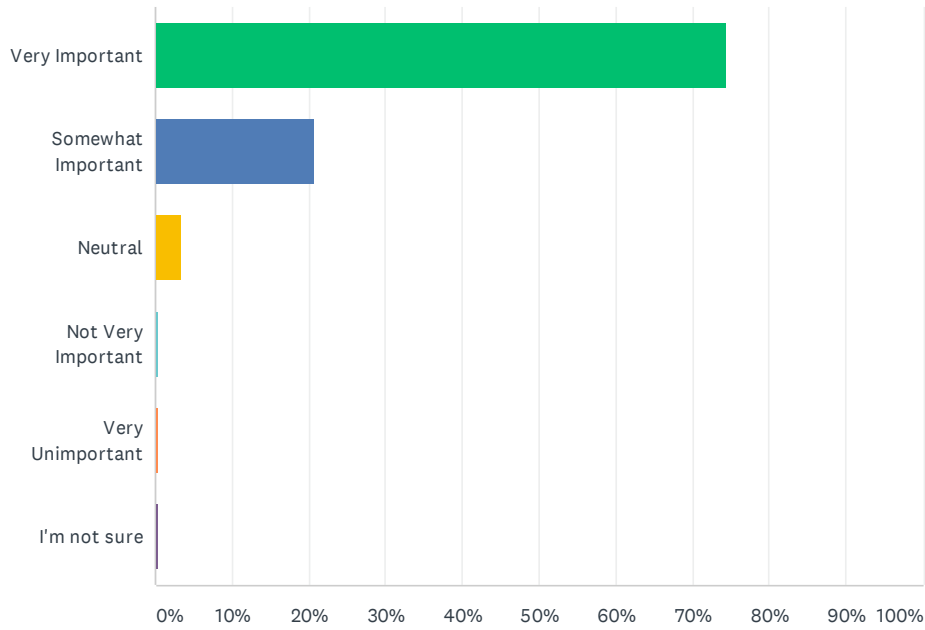


ANSWER CHOICES	RESPONSES	
Very Important	82.30%	172
Somewhat Important	11.00%	23
Neutral	2.87%	6
Not Very Important	1.44%	3
Very Unimportant	1.91%	4
I'm not sure	0.48%	1
<b>TOTAL</b>		<b>209</b>

Decatur Community Survey #1

Q2 Maintaining / replacing existing infrastructure.

Answered: 208 Skipped: 1

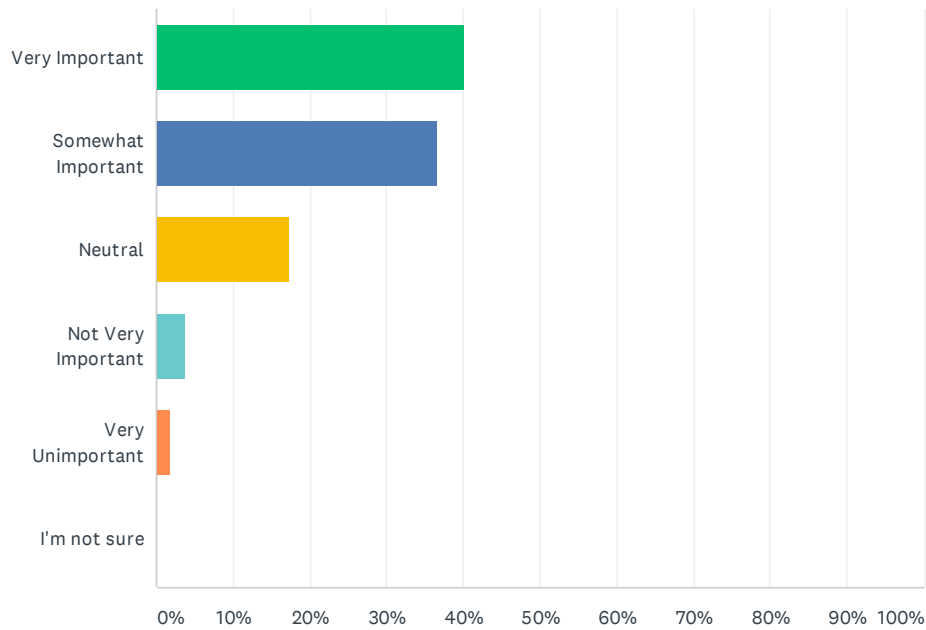


ANSWER CHOICES	RESPONSES	
Very Important	74.52%	155
Somewhat Important	20.67%	43
Neutral	3.37%	7
Not Very Important	0.48%	1
Very Unimportant	0.48%	1
I'm not sure	0.48%	1
<b>TOTAL</b>		<b>208</b>

## Decatur Community Survey #1

### Q3 Providing housing types for residents at all stages of their lives.

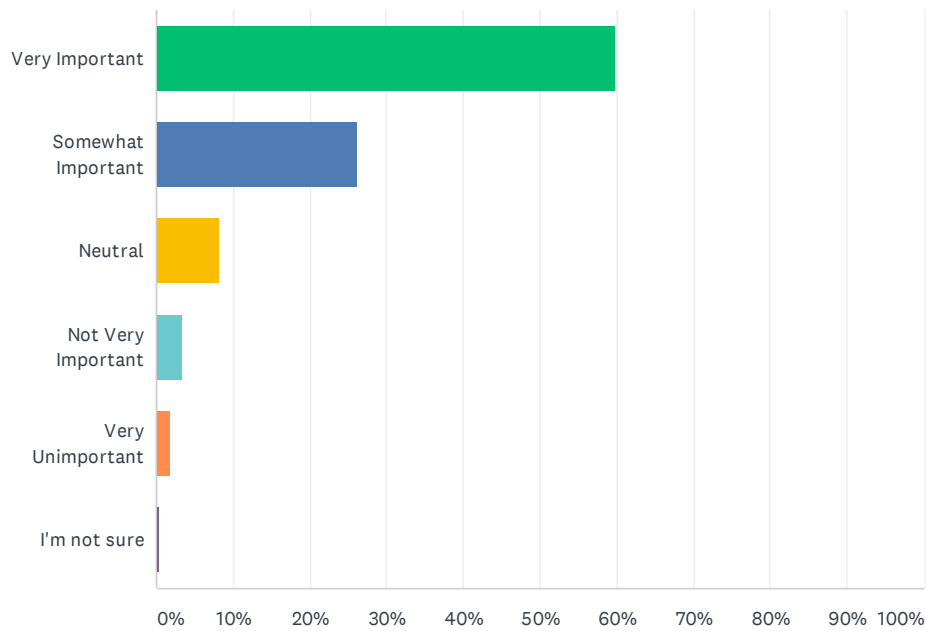
Answered: 207 Skipped: 2



ANSWER CHOICES	RESPONSES	
Very Important	40.10%	83
Somewhat Important	36.71%	76
Neutral	17.39%	36
Not Very Important	3.86%	8
Very Unimportant	1.93%	4
I'm not sure	0.00%	0
<b>TOTAL</b>		<b>207</b>

## Q4 Focusing on “quality of life” assets (parks, trails, recreation programs) to provide benefit to the community.

Answered: 207 Skipped: 2

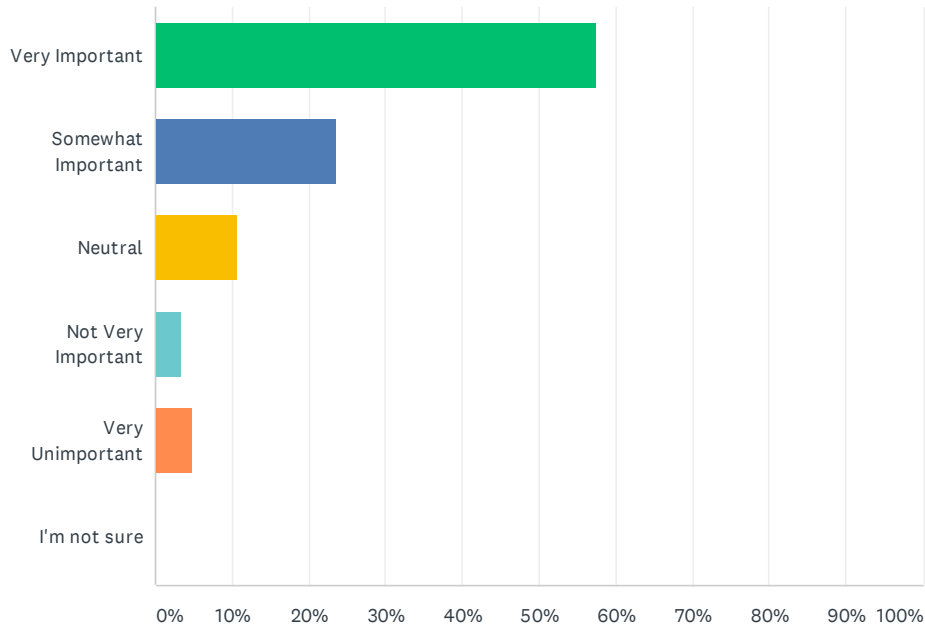


ANSWER CHOICES	RESPONSES	
Very Important	59.90%	124
Somewhat Important	26.09%	54
Neutral	8.21%	17
Not Very Important	3.38%	7
Very Unimportant	1.93%	4
I'm not sure	0.48%	1
<b>TOTAL</b>		<b>207</b>

Decatur Community Survey #1

Q5 Attracting more retail, restaurants and entertainment establishments to Decatur.

Answered: 207 Skipped: 2

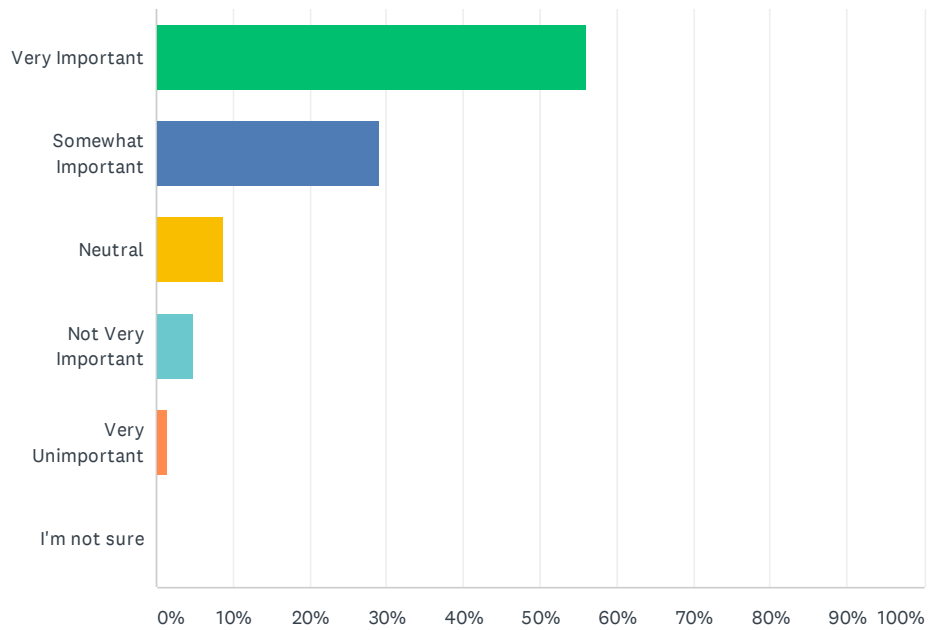


ANSWER CHOICES	RESPONSES	
Very Important	57.49%	119
Somewhat Important	23.67%	49
Neutral	10.63%	22
Not Very Important	3.38%	7
Very Unimportant	4.83%	10
I'm not sure	0.00%	0
<b>TOTAL</b>		<b>207</b>

## Decatur Community Survey #1

### Q6 Continuing to build a distinct, active and attractive downtown.

Answered: 207 Skipped: 2

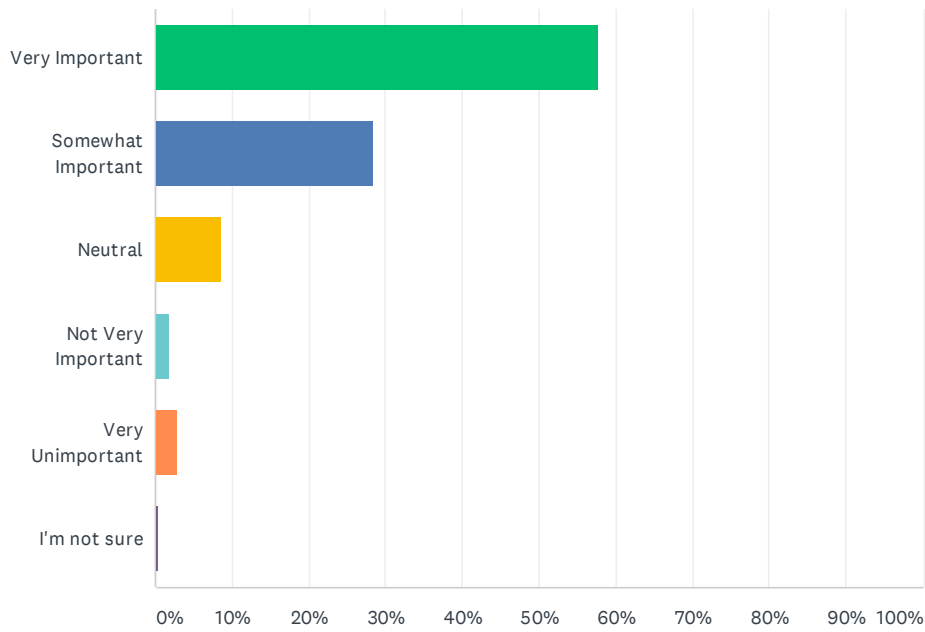


ANSWER CHOICES	RESPONSES	
Very Important	56.04%	116
Somewhat Important	28.99%	60
Neutral	8.70%	18
Not Very Important	4.83%	10
Very Unimportant	1.45%	3
I'm not sure	0.00%	0
<b>TOTAL</b>		<b>207</b>

Decatur Community Survey #1

Q7 Bringing additional jobs to Decatur.

Answered: 208 Skipped: 1

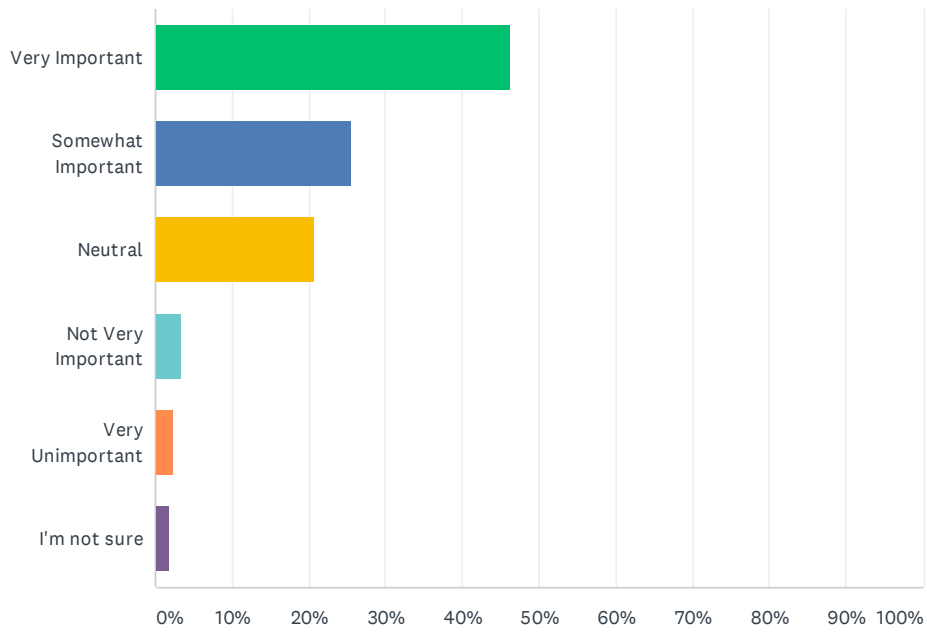


ANSWER CHOICES	RESPONSES	
Very Important	57.69%	120
Somewhat Important	28.37%	59
Neutral	8.65%	18
Not Very Important	1.92%	4
Very Unimportant	2.88%	6
I'm not sure	0.48%	1
<b>TOTAL</b>		<b>208</b>

Decatur Community Survey #1

Q8 Growing Decatur's non-residential tax base.

Answered: 208 Skipped: 1



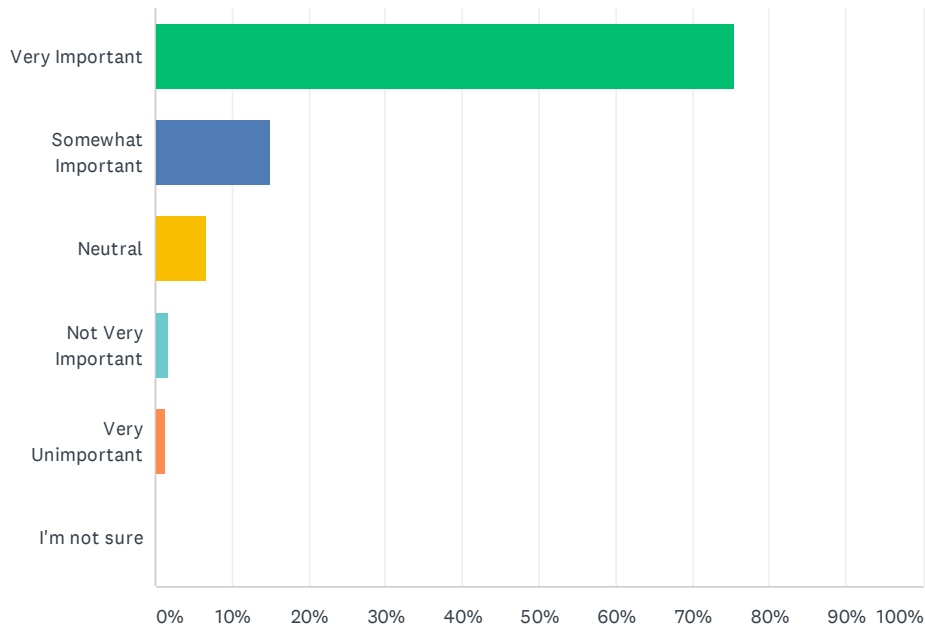
ANSWER CHOICES	RESPONSES	
Very Important	46.15%	96
Somewhat Important	25.48%	53
Neutral	20.67%	43
Not Very Important	3.37%	7
Very Unimportant	2.40%	5
I'm not sure	1.92%	4
<b>TOTAL</b>		<b>208</b>

# APPENDIX N: COMMUNITY SURVEY #2 RESULTS

Decatur 2050 Comprehensive Plan Guiding Principles

Q1 Promote quality residential and nonresidential development that meets the needs of the growing community and provides a diverse economic base.

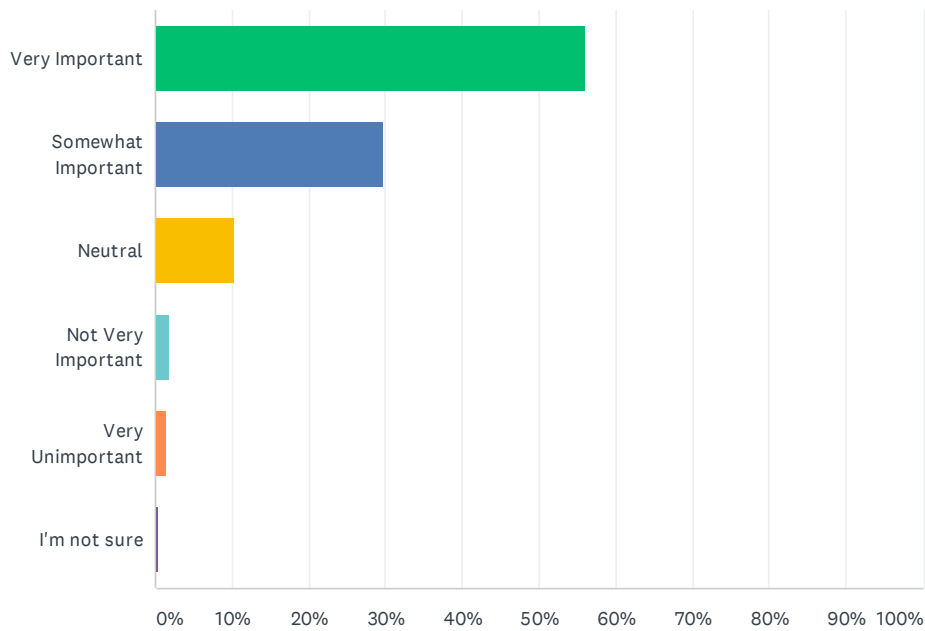
Answered: 254 Skipped: 5



ANSWER CHOICES	RESPONSES	
Very Important	75.59%	192
Somewhat Important	14.96%	38
Neutral	6.69%	17
Not Very Important	1.57%	4
Very Unimportant	1.18%	3
I'm not sure	0.00%	0
<b>TOTAL</b>		<b>254</b>

## Q2 Expand the City’s housing stock to provide people with options to live in Decatur at all stages of their lives.

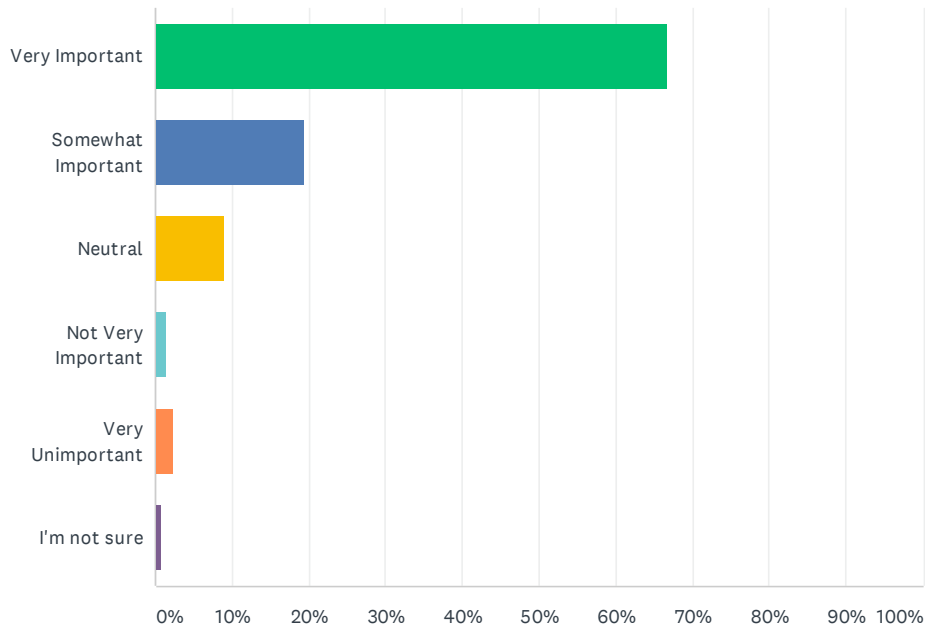
Answered: 255 Skipped: 4



ANSWER CHOICES	RESPONSES	
Very Important	56.08%	143
Somewhat Important	29.80%	76
Neutral	10.20%	26
Not Very Important	1.96%	5
Very Unimportant	1.57%	4
I'm not sure	0.39%	1
<b>TOTAL</b>		<b>255</b>

## Q3 Promote responsible growth patterns that preserve rural character in long-term growth areas and along some of the City’s natural and floodplain areas.

Answered: 256 Skipped: 3



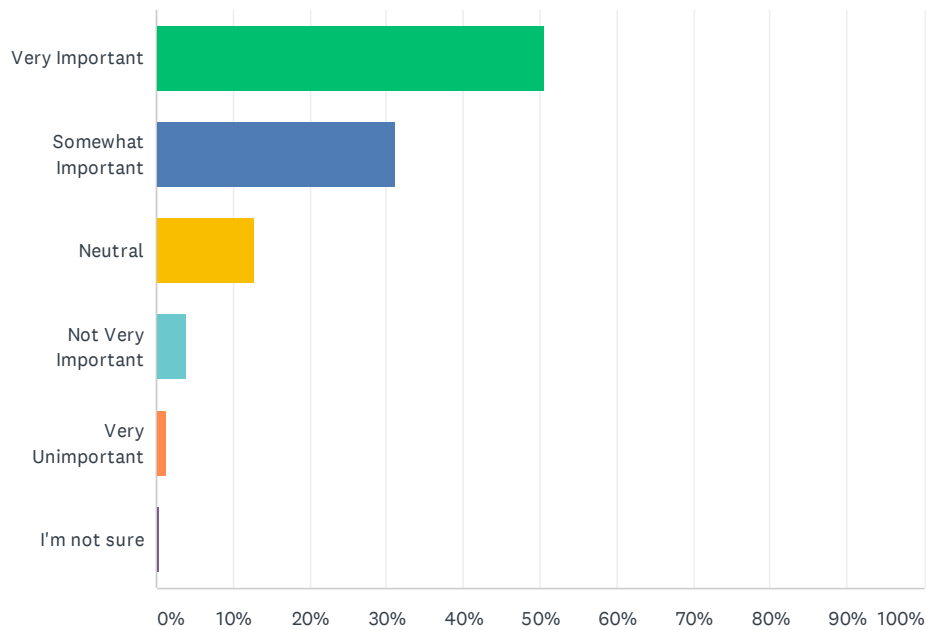
ANSWER CHOICES	RESPONSES	
Very Important	66.80%	171
Somewhat Important	19.53%	50
Neutral	8.98%	23
Not Very Important	1.56%	4
Very Unimportant	2.34%	6
I'm not sure	0.78%	2
<b>TOTAL</b>		<b>256</b>

# APPENDIX N

## Decatur 2050 Comprehensive Plan Guiding Principles

### Q4 Promote appropriate location, design, and connectivity of new neighborhoods, encouraging developments to tie into the existing Decatur community.

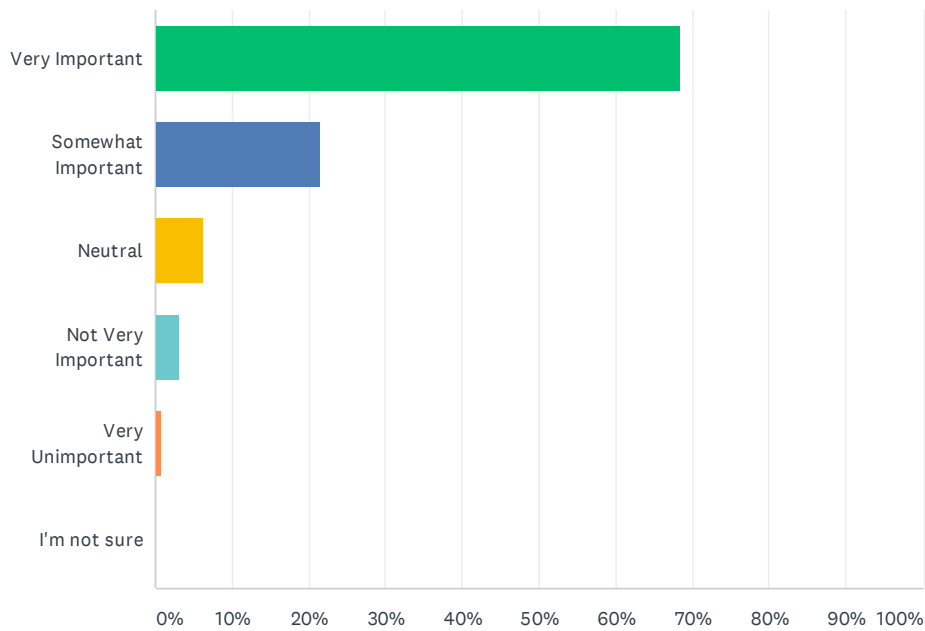
Answered: 257 Skipped: 2



ANSWER CHOICES	RESPONSES	
Very Important	50.58%	130
Somewhat Important	31.13%	80
Neutral	12.84%	33
Not Very Important	3.89%	10
Very Unimportant	1.17%	3
I'm not sure	0.39%	1
<b>TOTAL</b>		<b>257</b>

## Q5 Promote a high quality of life and a more livable City through proactive planning, development, and urban design practices.

Answered: 256 Skipped: 3



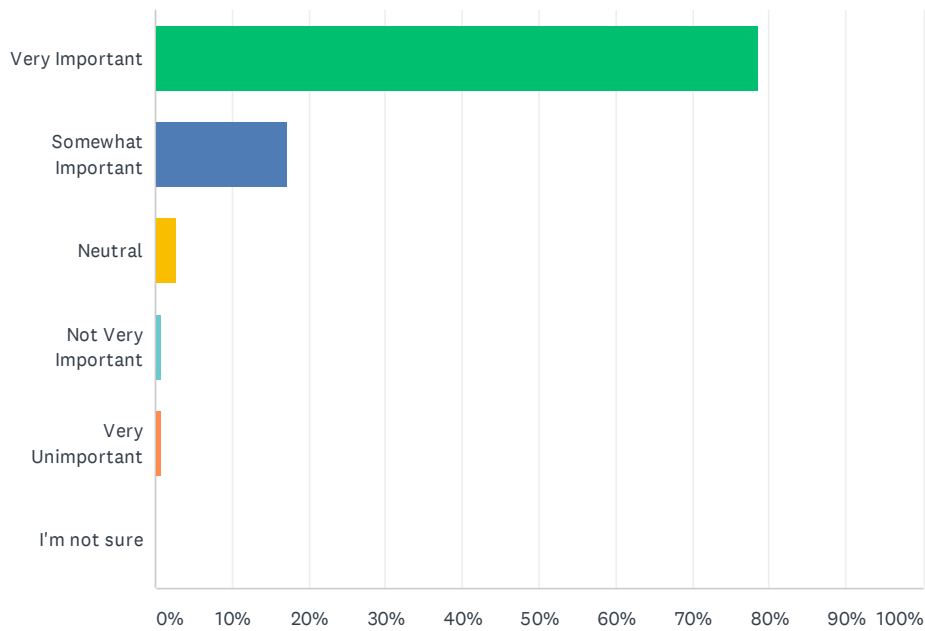
ANSWER CHOICES	RESPONSES	
Very Important	68.36%	175
Somewhat Important	21.48%	55
Neutral	6.25%	16
Not Very Important	3.13%	8
Very Unimportant	0.78%	2
I'm not sure	0.00%	0
<b>TOTAL</b>		<b>256</b>

# APPENDIX N

## Decatur 2050 Comprehensive Plan Guiding Principles

### Q6 Respect the City’s history and heritage as it grows while embracing a bright future for the growing community.

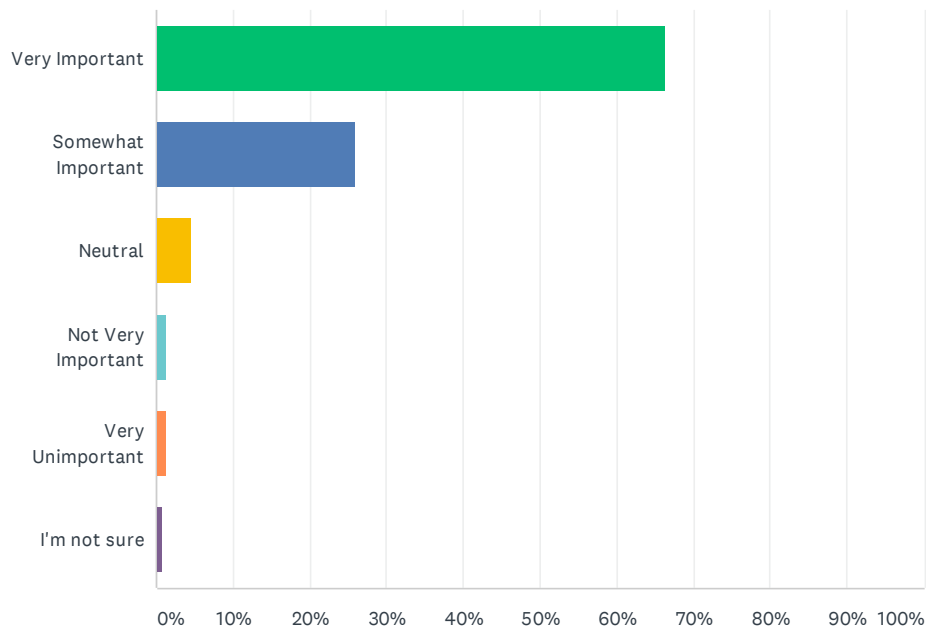
Answered: 258 Skipped: 1



ANSWER CHOICES	RESPONSES	
Very Important	78.68%	203
Somewhat Important	17.05%	44
Neutral	2.71%	7
Not Very Important	0.78%	2
Very Unimportant	0.78%	2
I'm not sure	0.00%	0
<b>TOTAL</b>		<b>258</b>

## Q7 Encourage the most desirable, efficient use of land while maintaining and enhancing the current community spirit and character.

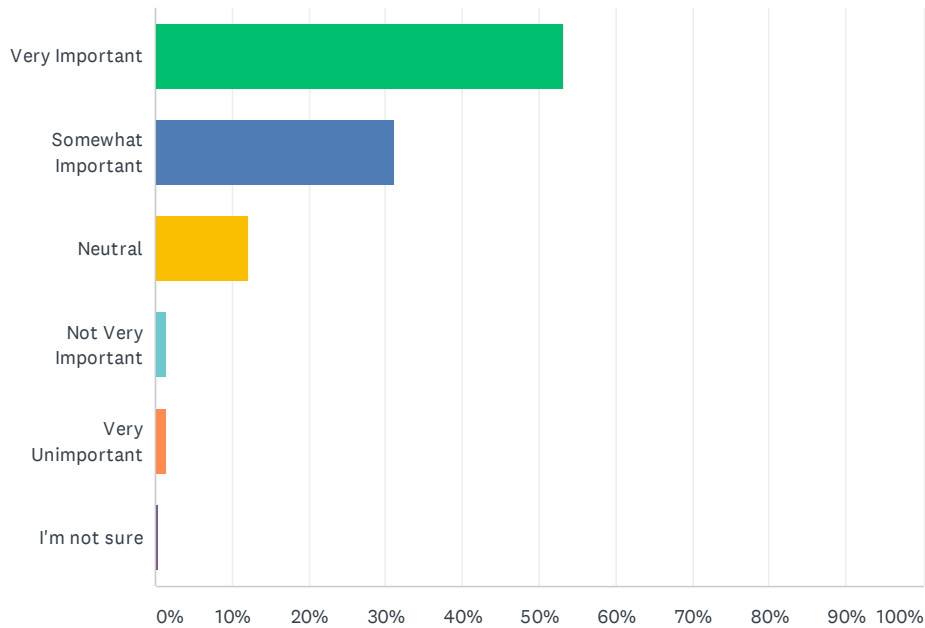
Answered: 258 Skipped: 1



ANSWER CHOICES	RESPONSES	
Very Important	66.28%	171
Somewhat Important	25.97%	67
Neutral	4.65%	12
Not Very Important	1.16%	3
Very Unimportant	1.16%	3
I'm not sure	0.78%	2
<b>TOTAL</b>		<b>258</b>

## Q8 Encourage land use recommendations for development and redevelopment that respect environmental factors and support innovative design.

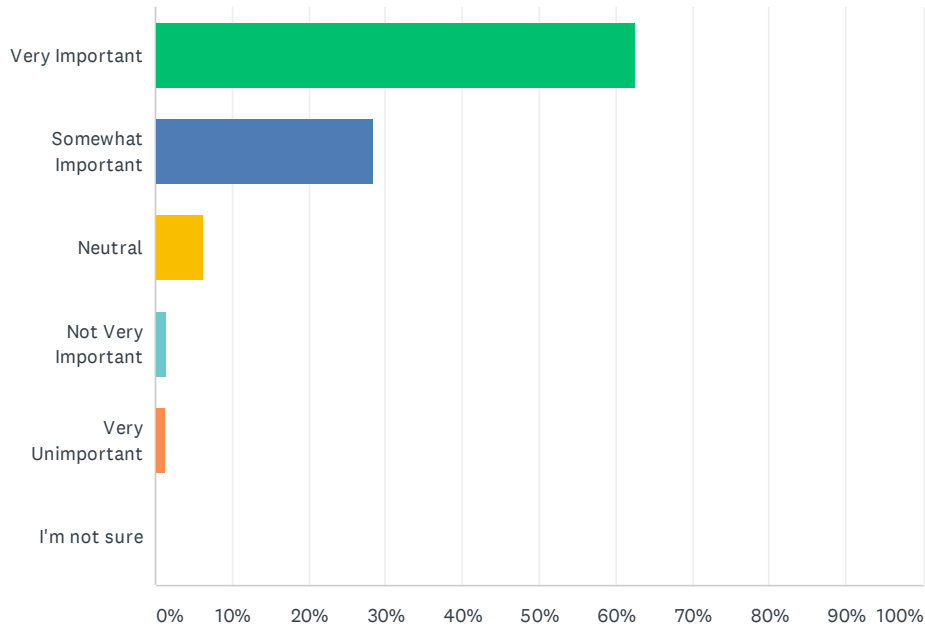
Answered: 256 Skipped: 3



ANSWER CHOICES	RESPONSES	
Very Important	53.13%	136
Somewhat Important	31.25%	80
Neutral	12.11%	31
Not Very Important	1.56%	4
Very Unimportant	1.56%	4
I'm not sure	0.39%	1
<b>TOTAL</b>		<b>256</b>

## Q9 Establish specific land use and infrastructure policies that support Downtown Revitalization.

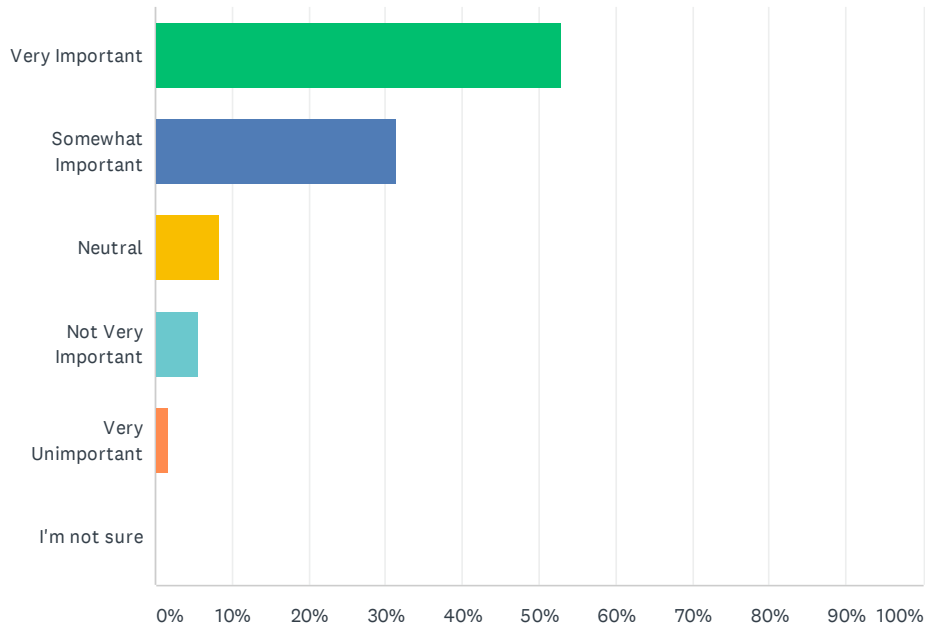
Answered: 257 Skipped: 2



ANSWER CHOICES	RESPONSES	
Very Important	62.65%	161
Somewhat Important	28.40%	73
Neutral	6.23%	16
Not Very Important	1.56%	4
Very Unimportant	1.17%	3
I'm not sure	0.00%	0
<b>TOTAL</b>		<b>257</b>

## Q10 Create recreational connections across the City with linear parks and trails.

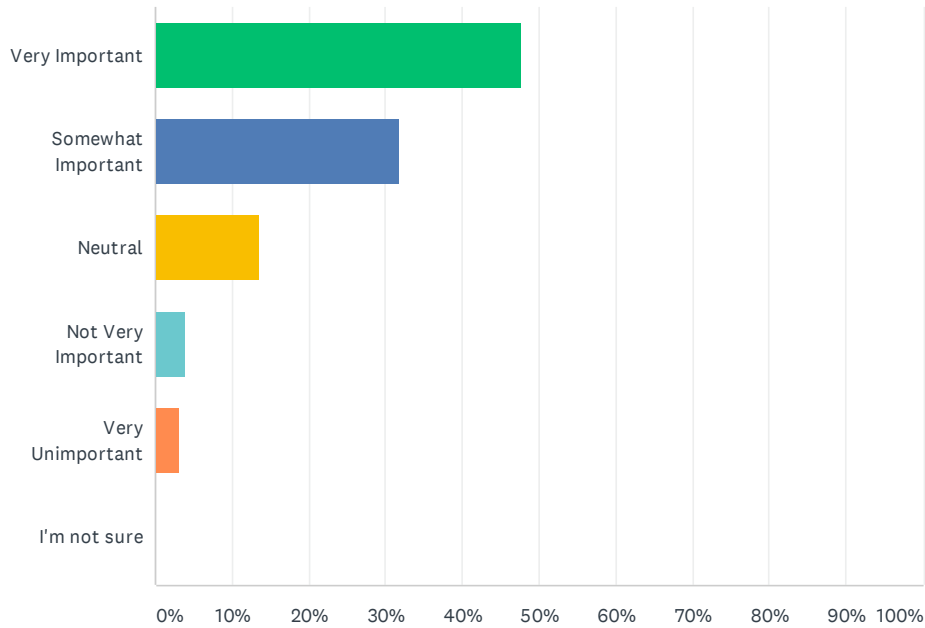
Answered: 229 Skipped: 30



ANSWER CHOICES	RESPONSES	
Very Important	52.84%	121
Somewhat Important	31.44%	72
Neutral	8.30%	19
Not Very Important	5.68%	13
Very Unimportant	1.75%	4
I'm not sure	0.00%	0
<b>TOTAL</b>		<b>229</b>

## Q11 Encourage the development of park land and trails connections within new neighborhoods.

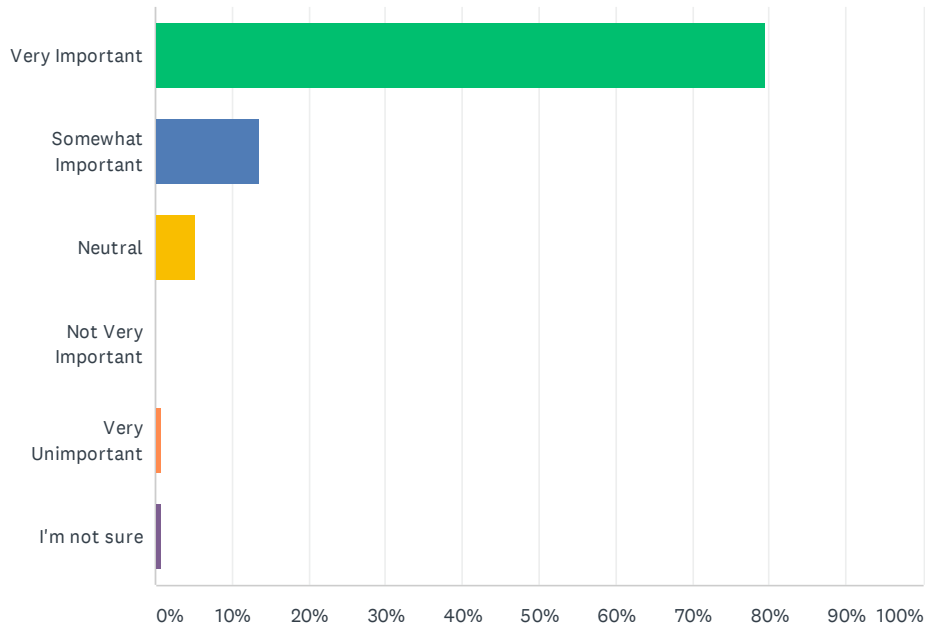
Answered: 229 Skipped: 30



ANSWER CHOICES	RESPONSES	
Very Important	47.60%	109
Somewhat Important	31.88%	73
Neutral	13.54%	31
Not Very Important	3.93%	9
Very Unimportant	3.06%	7
I'm not sure	0.00%	0
<b>TOTAL</b>		<b>229</b>

## Q12 Continue to prioritize education and promote the reputation of Decatur ISD.

Answered: 229 Skipped: 30



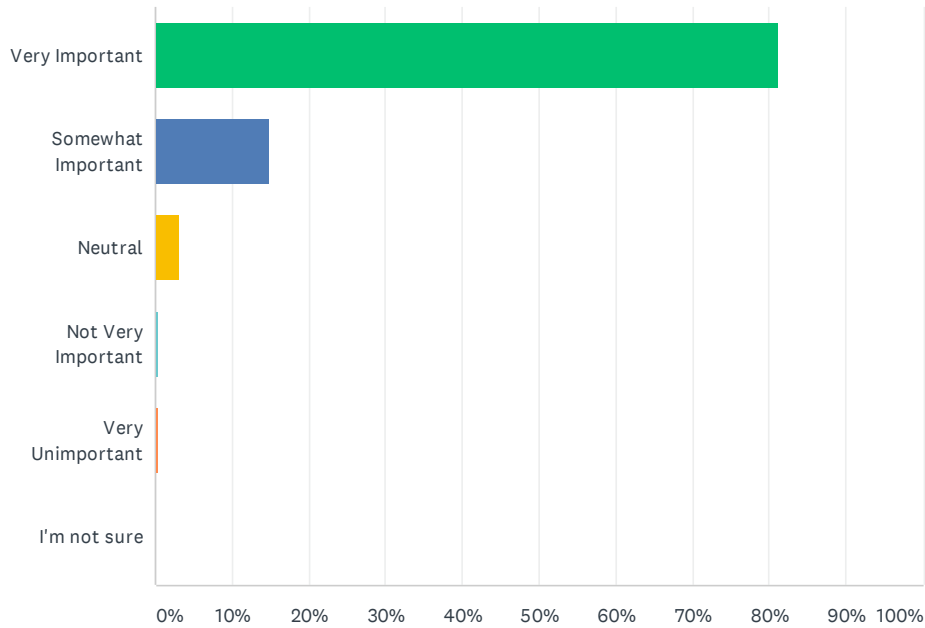
ANSWER CHOICES	RESPONSES	
Very Important	79.48%	182
Somewhat Important	13.54%	31
Neutral	5.24%	12
Not Very Important	0.00%	0
Very Unimportant	0.87%	2
I'm not sure	0.87%	2
<b>TOTAL</b>		<b>229</b>

# APPENDIX N

## Decatur 2050 Comprehensive Plan Guiding Principles

### Q13 Ensure necessary coverage and capacity of public services, amenities, and utilities for anticipated future growth.

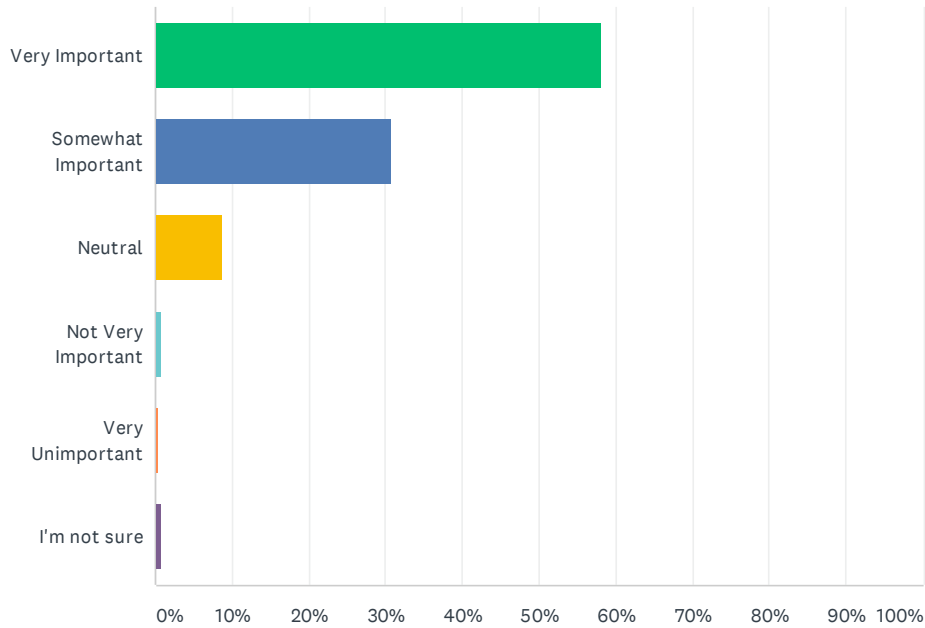
Answered: 229 Skipped: 30



ANSWER CHOICES	RESPONSES	
Very Important	81.22%	186
Somewhat Important	14.85%	34
Neutral	3.06%	7
Not Very Important	0.44%	1
Very Unimportant	0.44%	1
I'm not sure	0.00%	0
<b>TOTAL</b>		<b>229</b>

## Q14 Coordinate infrastructure investments to guide the desired locations and types of new development.

Answered: 227 Skipped: 32



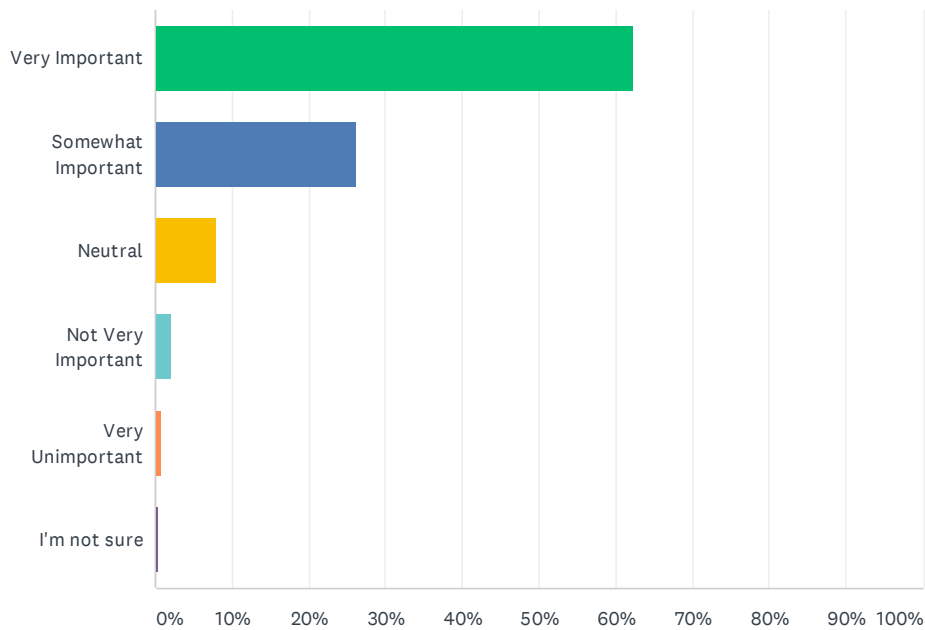
ANSWER CHOICES	RESPONSES	
Very Important	58.15%	132
Somewhat Important	30.84%	70
Neutral	8.81%	20
Not Very Important	0.88%	2
Very Unimportant	0.44%	1
I'm not sure	0.88%	2
<b>TOTAL</b>		<b>227</b>

# APPENDIX N

## Decatur 2050 Comprehensive Plan Guiding Principles

**Q15 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.**

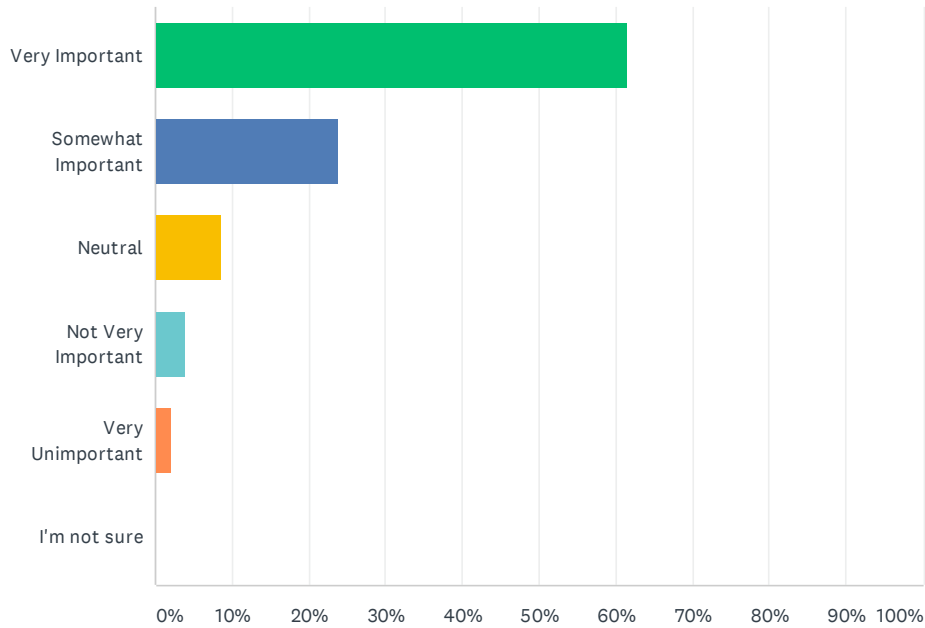
Answered: 229 Skipped: 30



ANSWER CHOICES	RESPONSES	
Very Important	62.45%	143
Somewhat Important	26.20%	60
Neutral	7.86%	18
Not Very Important	2.18%	5
Very Unimportant	0.87%	2
I'm not sure	0.44%	1
<b>TOTAL</b>		<b>229</b>

## Q16 Maintain and promote a community identity rooted in the city’s small-town appeal.

Answered: 231 Skipped: 28



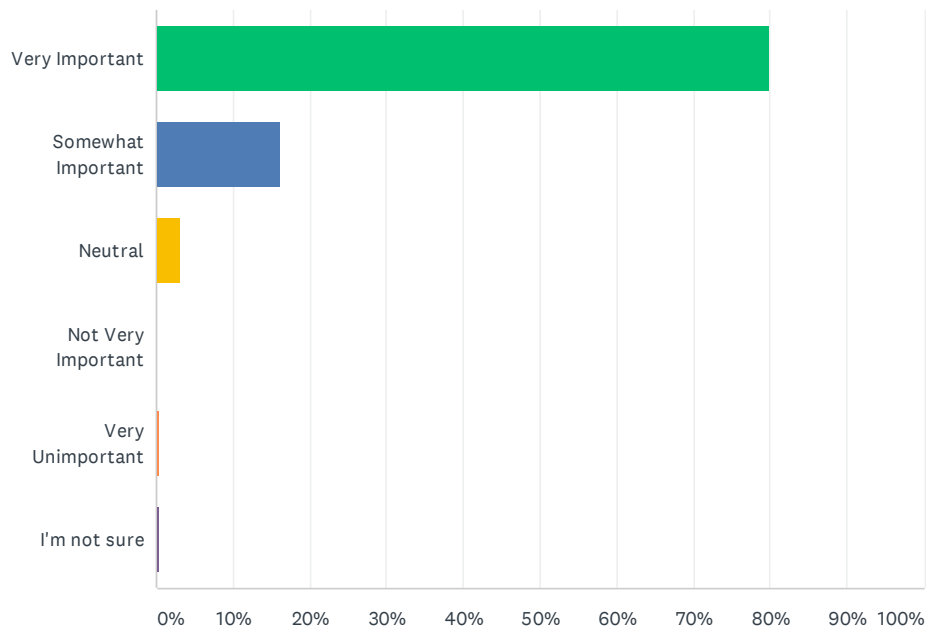
ANSWER CHOICES	RESPONSES	
Very Important	61.47%	142
Somewhat Important	23.81%	55
Neutral	8.66%	20
Not Very Important	3.90%	9
Very Unimportant	2.16%	5
I'm not sure	0.00%	0
<b>TOTAL</b>		<b>231</b>

# APPENDIX N

## Decatur 2050 Comprehensive Plan Guiding Principles

Q17 Give the same level of importance and attention to the maintenance of infrastructure as to the construction of new facilities.

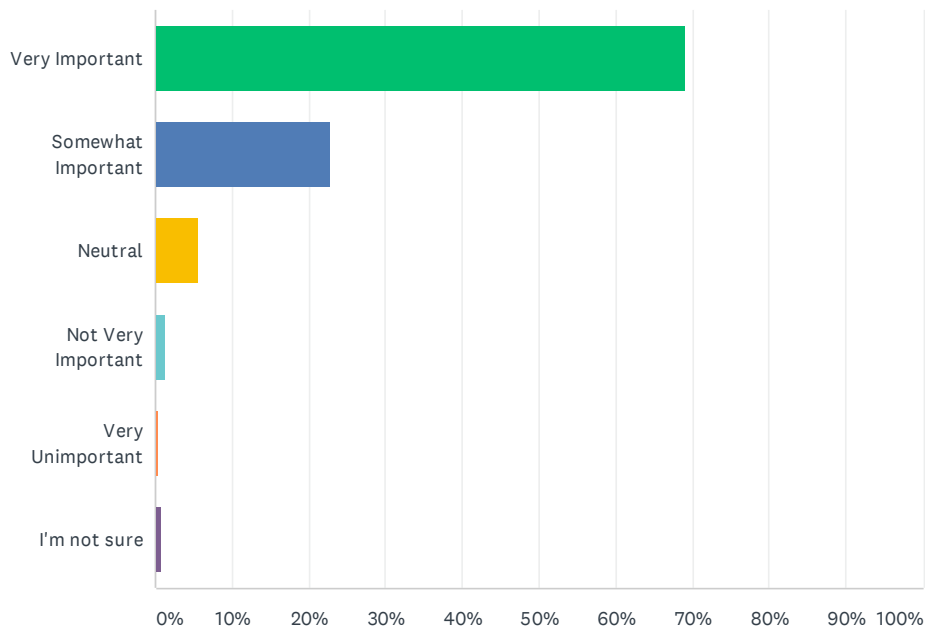
Answered: 229 Skipped: 30



ANSWER CHOICES	RESPONSES	
Very Important	79.91%	183
Somewhat Important	16.16%	37
Neutral	3.06%	7
Not Very Important	0.00%	0
Very Unimportant	0.44%	1
I'm not sure	0.44%	1
<b>TOTAL</b>		<b>229</b>

## Q18 Prioritize infrastructure improvements and maintenance projects to provide the best economic return to the tax base.

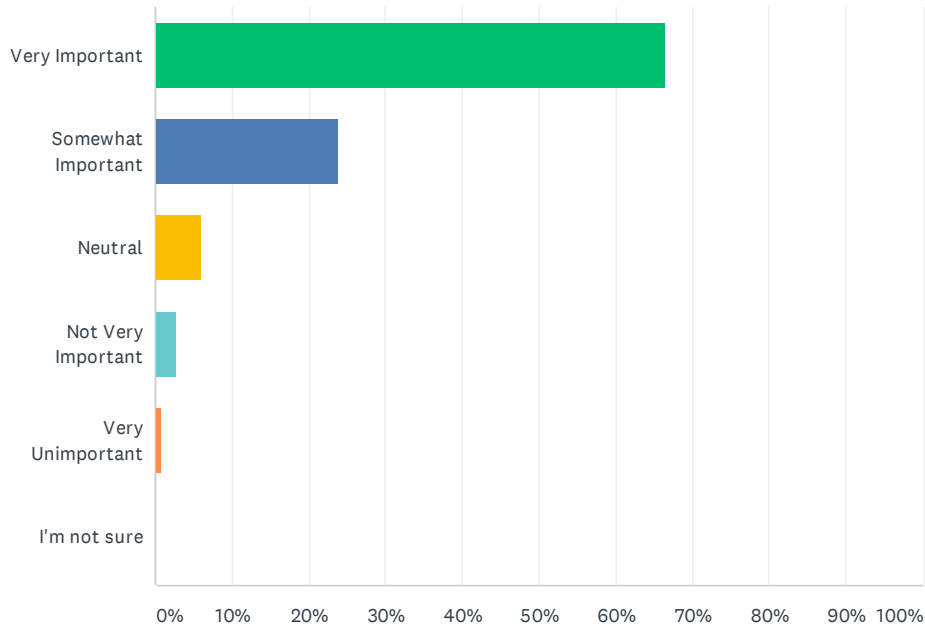
Answered: 229 Skipped: 30



ANSWER CHOICES	RESPONSES	
Very Important	69.00%	158
Somewhat Important	22.71%	52
Neutral	5.68%	13
Not Very Important	1.31%	3
Very Unimportant	0.44%	1
I'm not sure	0.87%	2
<b>TOTAL</b>		<b>229</b>

Q19 Encourage more local choices for entertainment, dining, and public social spaces.

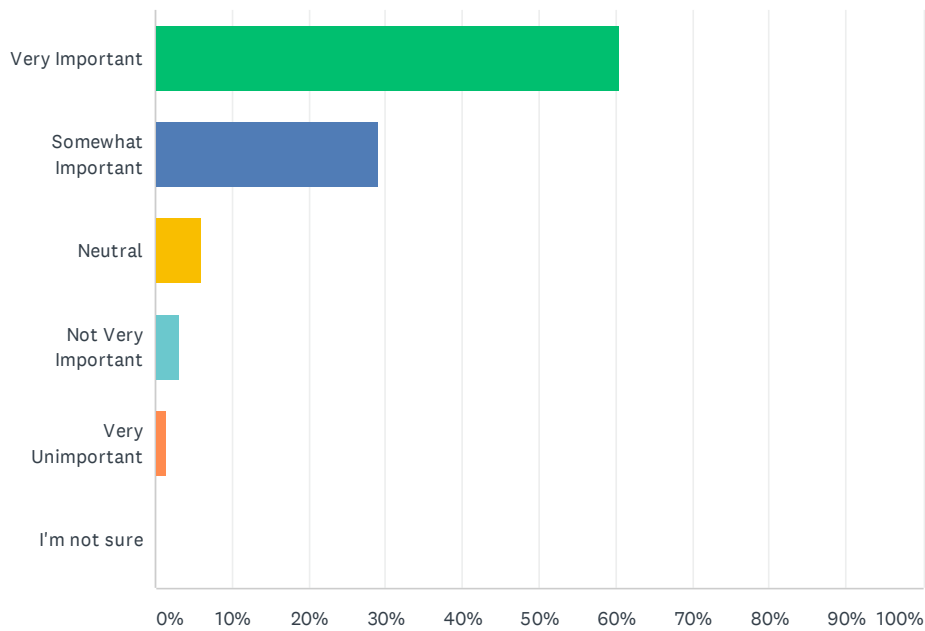
Answered: 218 Skipped: 41



ANSWER CHOICES	RESPONSES	
Very Important	66.51%	145
Somewhat Important	23.85%	52
Neutral	5.96%	13
Not Very Important	2.75%	6
Very Unimportant	0.92%	2
I'm not sure	0.00%	0
<b>TOTAL</b>		<b>218</b>

## Q20 Encourage non-residential development that diversifies the City's tax base by attracting new industry and professional services.

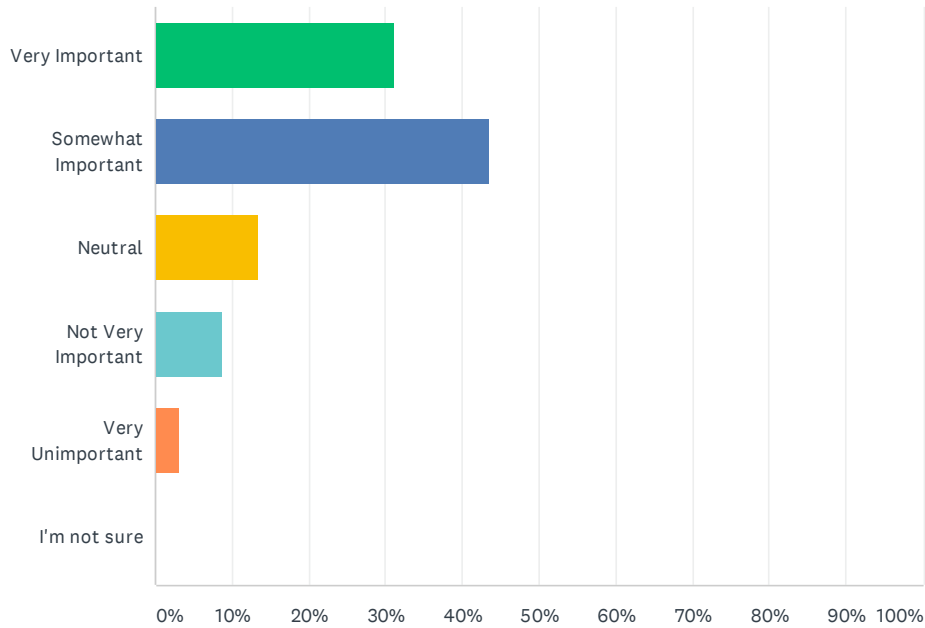
Answered: 217 Skipped: 42



ANSWER CHOICES	RESPONSES	
Very Important	60.37%	131
Somewhat Important	29.03%	63
Neutral	5.99%	13
Not Very Important	3.23%	7
Very Unimportant	1.38%	3
I'm not sure	0.00%	0
<b>TOTAL</b>		<b>217</b>

## Q21 Promote the city as a destination for office space, in addition to retail and industrial uses.

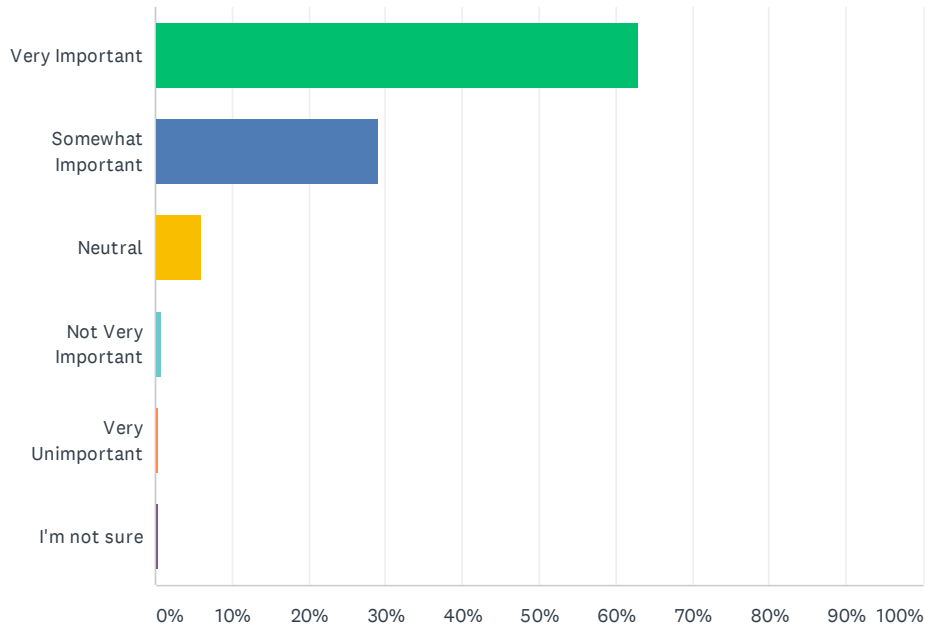
Answered: 218 Skipped: 41



ANSWER CHOICES	RESPONSES	
Very Important	31.19%	68
Somewhat Important	43.58%	95
Neutral	13.30%	29
Not Very Important	8.72%	19
Very Unimportant	3.21%	7
I'm not sure	0.00%	0
<b>TOTAL</b>		<b>218</b>

## Q22 Invest in physical infrastructure to support economic development and job growth.

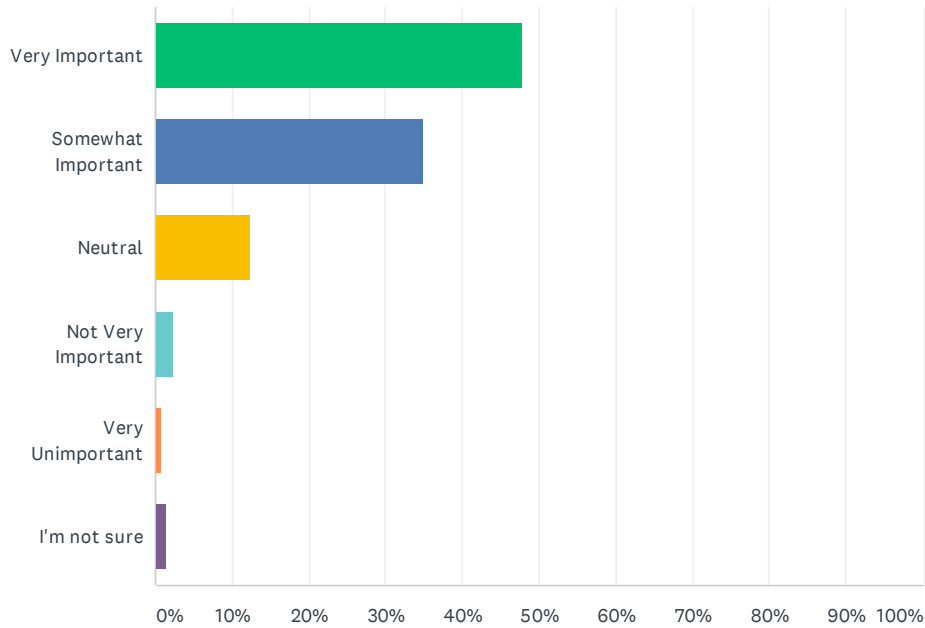
Answered: 216 Skipped: 43



ANSWER CHOICES	RESPONSES	
Very Important	62.96%	136
Somewhat Important	29.17%	63
Neutral	6.02%	13
Not Very Important	0.93%	2
Very Unimportant	0.46%	1
I'm not sure	0.46%	1
<b>TOTAL</b>		<b>216</b>

## Q23 Create quality working environments that foster an attractive sense of place.

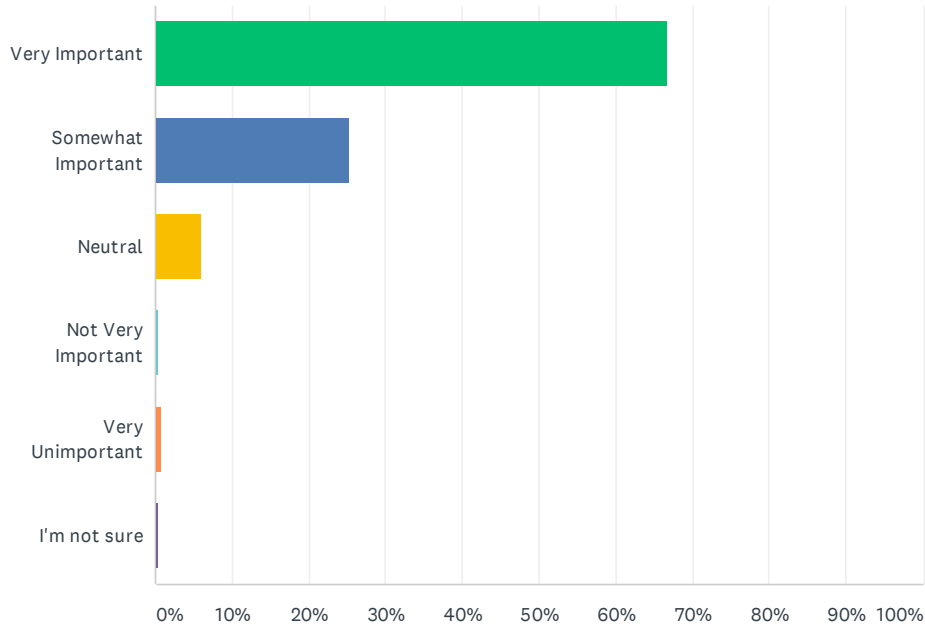
Answered: 217 Skipped: 42



ANSWER CHOICES	RESPONSES	
Very Important	47.93%	104
Somewhat Important	35.02%	76
Neutral	12.44%	27
Not Very Important	2.30%	5
Very Unimportant	0.92%	2
I'm not sure	1.38%	3
<b>TOTAL</b>		<b>217</b>

## Q24 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.

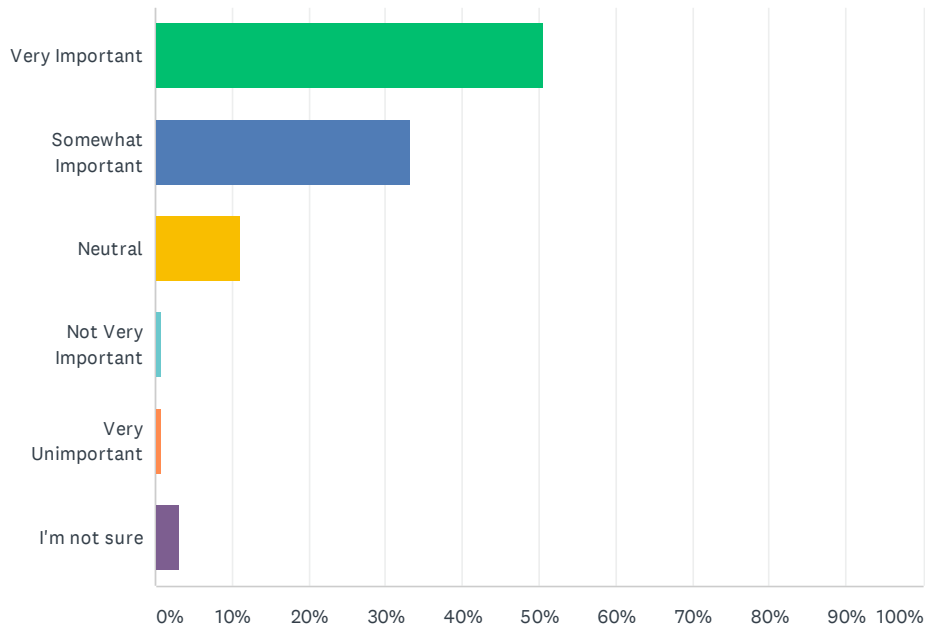
Answered: 217 Skipped: 42



ANSWER CHOICES	RESPONSES	
Very Important	66.82%	145
Somewhat Important	25.35%	55
Neutral	5.99%	13
Not Very Important	0.46%	1
Very Unimportant	0.92%	2
I'm not sure	0.46%	1
<b>TOTAL</b>		<b>217</b>

**Q25 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.**

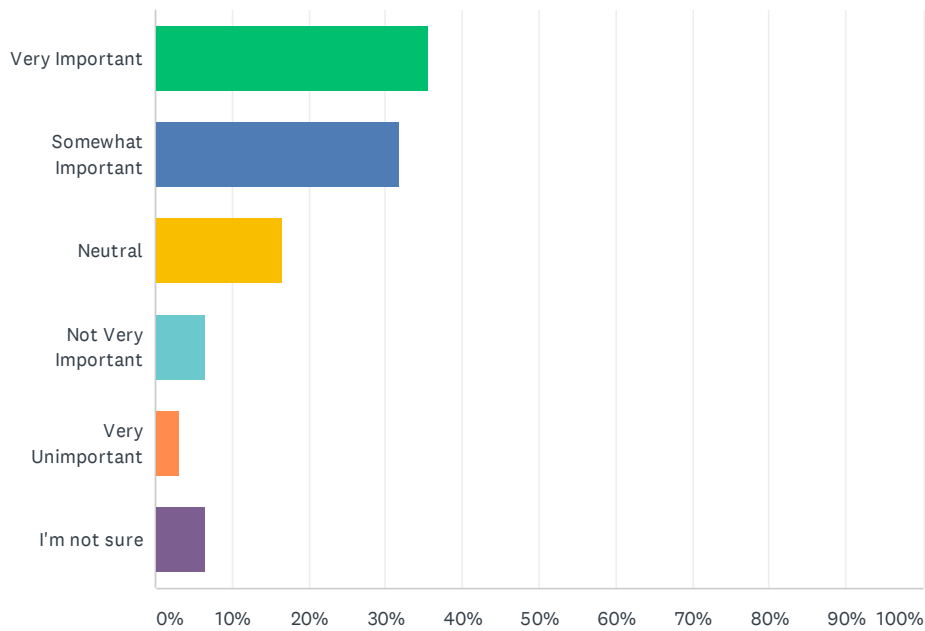
Answered: 217 Skipped: 42



ANSWER CHOICES	RESPONSES	
Very Important	50.69%	110
Somewhat Important	33.18%	72
Neutral	11.06%	24
Not Very Important	0.92%	2
Very Unimportant	0.92%	2
I'm not sure	3.23%	7
<b>TOTAL</b>		<b>217</b>

## Q26 Continue to support the EDC's efforts with the Eagles Landing Business Park to insure the development's future success.

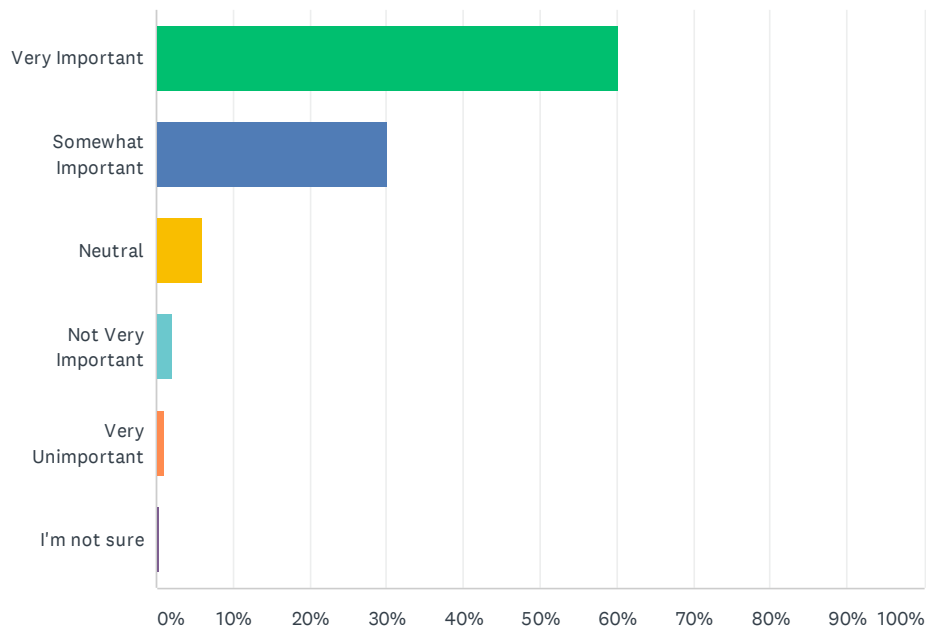
Answered: 217 Skipped: 42



ANSWER CHOICES	RESPONSES	
Very Important	35.48%	77
Somewhat Important	31.80%	69
Neutral	16.59%	36
Not Very Important	6.45%	14
Very Unimportant	3.23%	7
I'm not sure	6.45%	14
<b>TOTAL</b>		<b>217</b>

## Q27 Modernize and maintain the quality of existing transportation infrastructure and preserve the necessary right-of-way for future connectivity and expansion.

Answered: 196 Skipped: 63



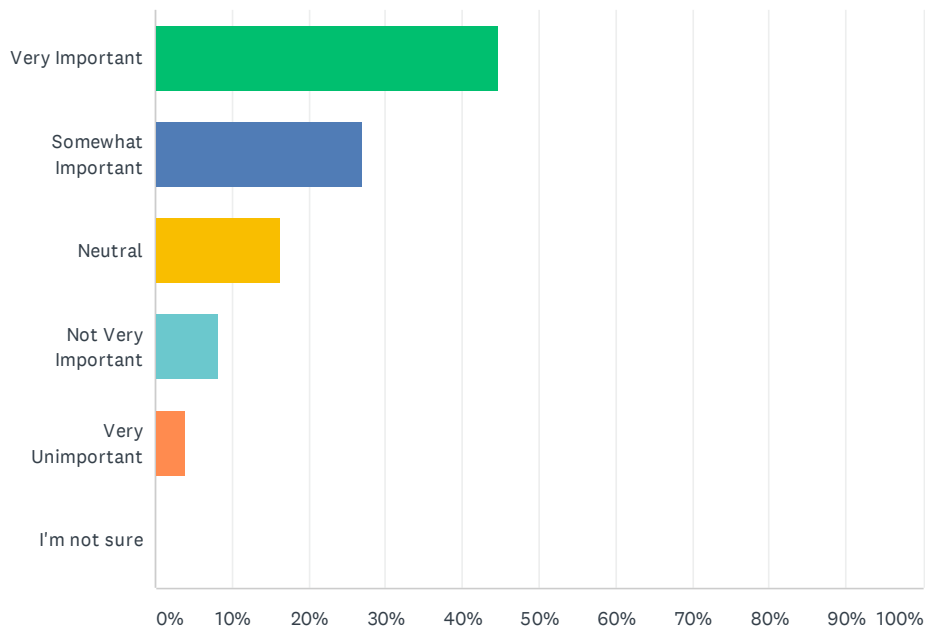
ANSWER CHOICES	RESPONSES	
Very Important	60.20%	118
Somewhat Important	30.10%	59
Neutral	6.12%	12
Not Very Important	2.04%	4
Very Unimportant	1.02%	2
I'm not sure	0.51%	1
<b>TOTAL</b>		<b>196</b>

# APPENDIX N

## Decatur 2050 Comprehensive Plan Guiding Principles

### Q28 Encourage more transportation options in the city, to include walking and biking, and explore new transportation strategies to reduce vehicle trips.

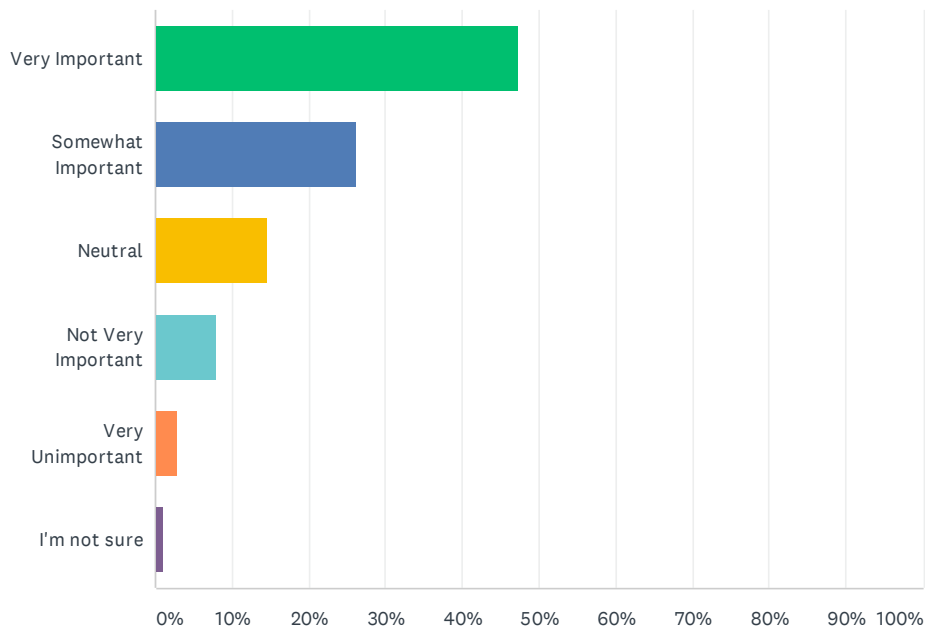
Answered: 197 Skipped: 62



ANSWER CHOICES	RESPONSES	
Very Important	44.67%	88
Somewhat Important	26.90%	53
Neutral	16.24%	32
Not Very Important	8.12%	16
Very Unimportant	4.06%	8
I'm not sure	0.00%	0
<b>TOTAL</b>		<b>197</b>

## Q29 Implement street design that supports a walkable and bikeable community, including the addition of sidewalks to fill gaps around the city.

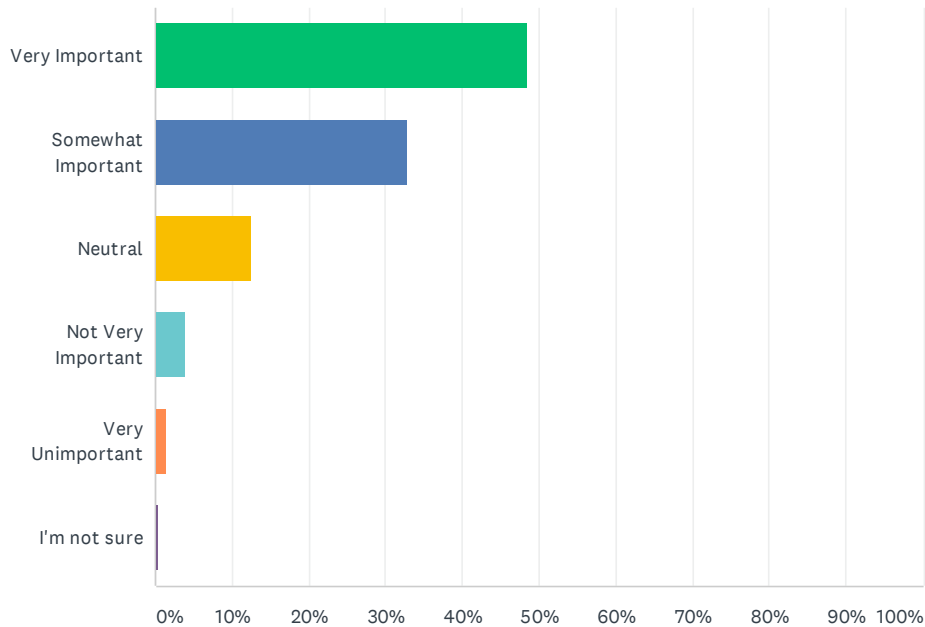
Answered: 199 Skipped: 60



ANSWER CHOICES	RESPONSES	
Very Important	47.24%	94
Somewhat Important	26.13%	52
Neutral	14.57%	29
Not Very Important	8.04%	16
Very Unimportant	3.02%	6
I'm not sure	1.01%	2
<b>TOTAL</b>		<b>199</b>

## Q30 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.

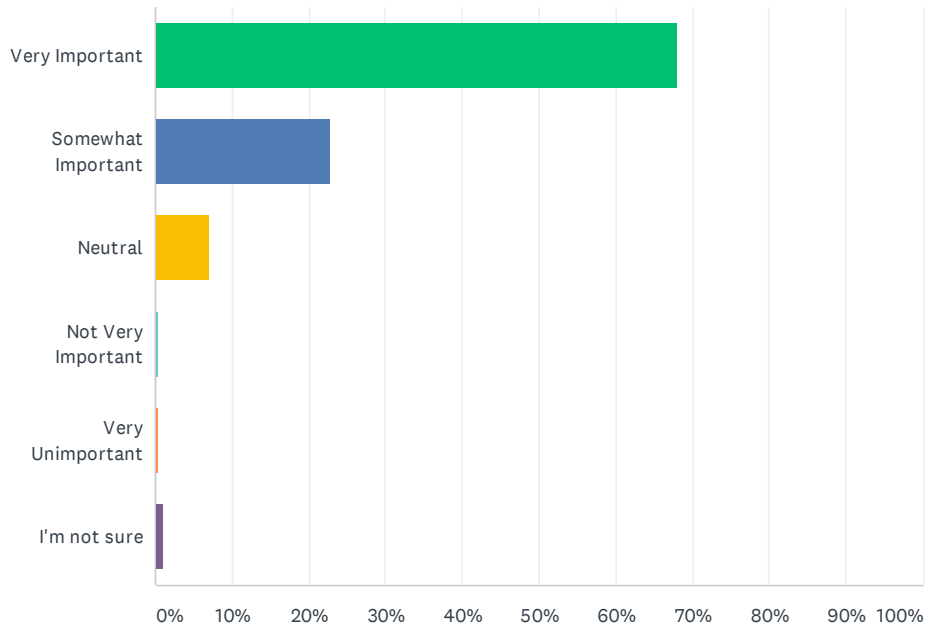
Answered: 198 Skipped: 61



ANSWER CHOICES	RESPONSES	
Very Important	48.48%	96
Somewhat Important	32.83%	65
Neutral	12.63%	25
Not Very Important	4.04%	8
Very Unimportant	1.52%	3
I'm not sure	0.51%	1
<b>TOTAL</b>		<b>198</b>

## Q31 Pursue strategies with TxDOT to promote efficient and safe travel along TxDOT Corridors.

Answered: 197 Skipped: 62



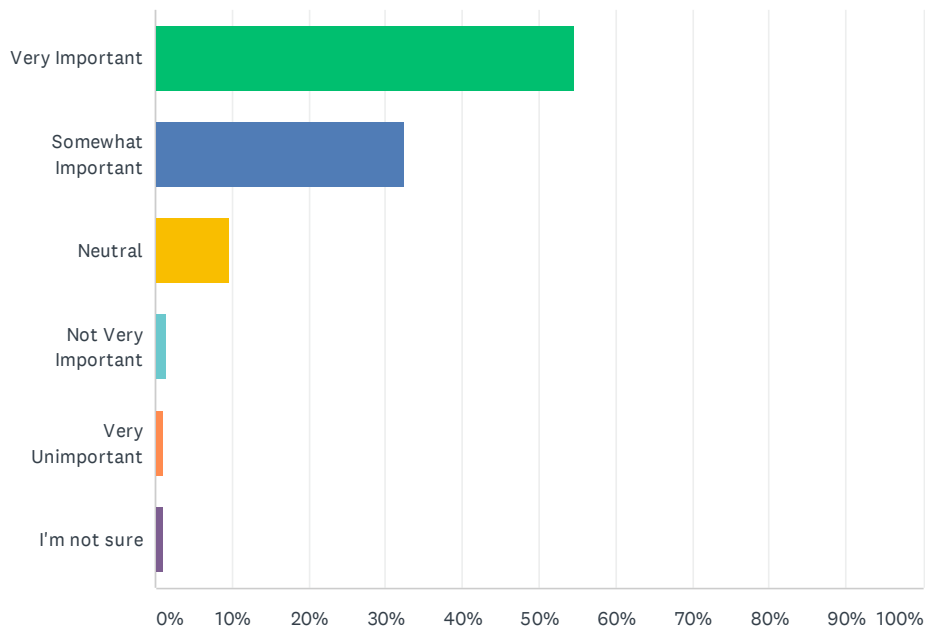
ANSWER CHOICES	RESPONSES	
Very Important	68.02%	134
Somewhat Important	22.84%	45
Neutral	7.11%	14
Not Very Important	0.51%	1
Very Unimportant	0.51%	1
I'm not sure	1.02%	2
<b>TOTAL</b>		<b>197</b>

# APPENDIX N

## Decatur 2050 Comprehensive Plan Guiding Principles

**Q32 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.**

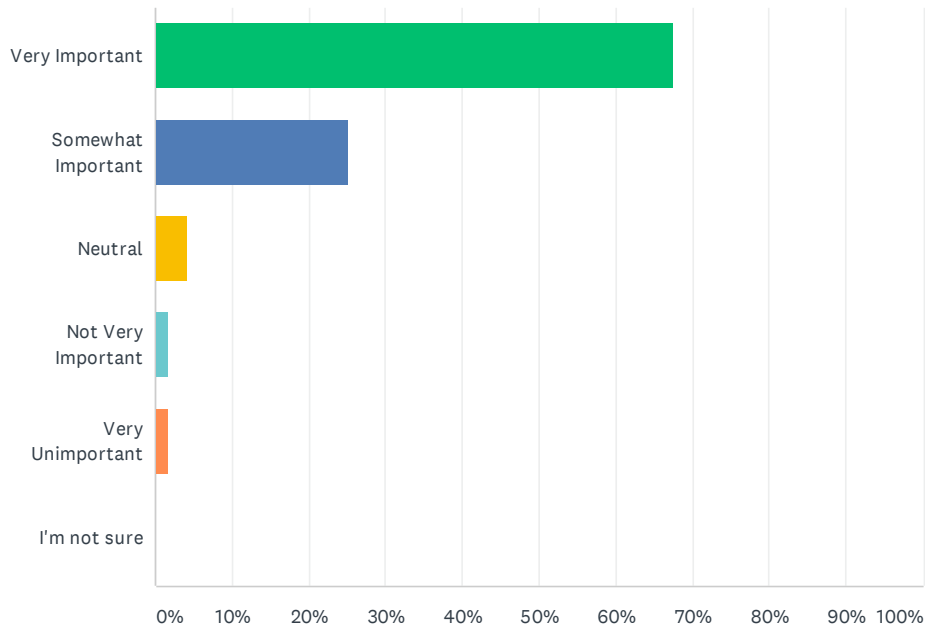
Answered: 198 Skipped: 61



ANSWER CHOICES	RESPONSES	
Very Important	54.55%	108
Somewhat Important	32.32%	64
Neutral	9.60%	19
Not Very Important	1.52%	3
Very Unimportant	1.01%	2
I'm not sure	1.01%	2
<b>TOTAL</b>		<b>198</b>

## Q33 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.

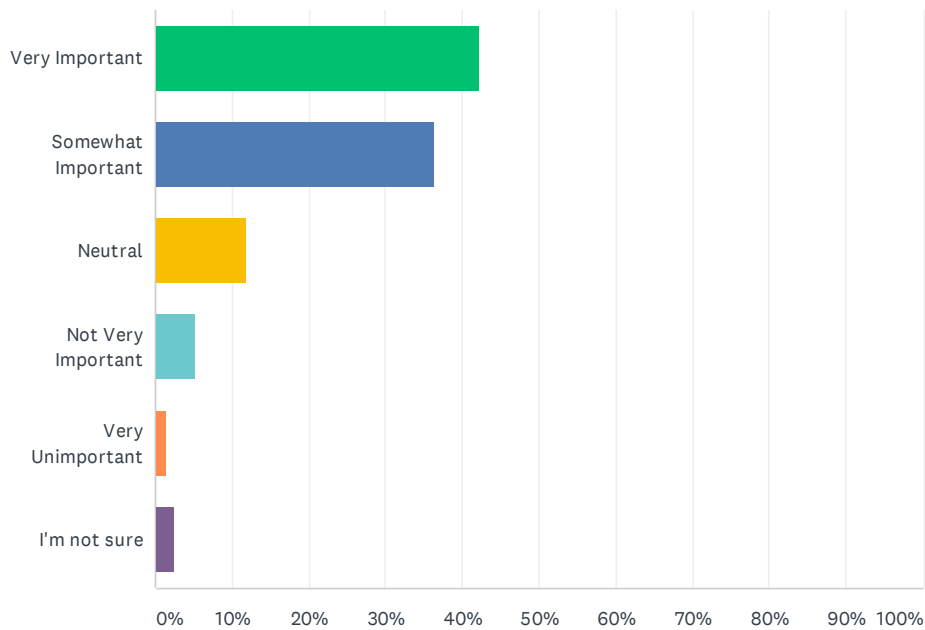
Answered: 191 Skipped: 68



ANSWER CHOICES	RESPONSES	
Very Important	67.54%	129
Somewhat Important	25.13%	48
Neutral	4.19%	8
Not Very Important	1.57%	3
Very Unimportant	1.57%	3
I'm not sure	0.00%	0
<b>TOTAL</b>		<b>191</b>

## Q34 Consider expanding the footprint of the Downtown District to provide new opportunities for supporting horizontal and vertical mixed-use developments.

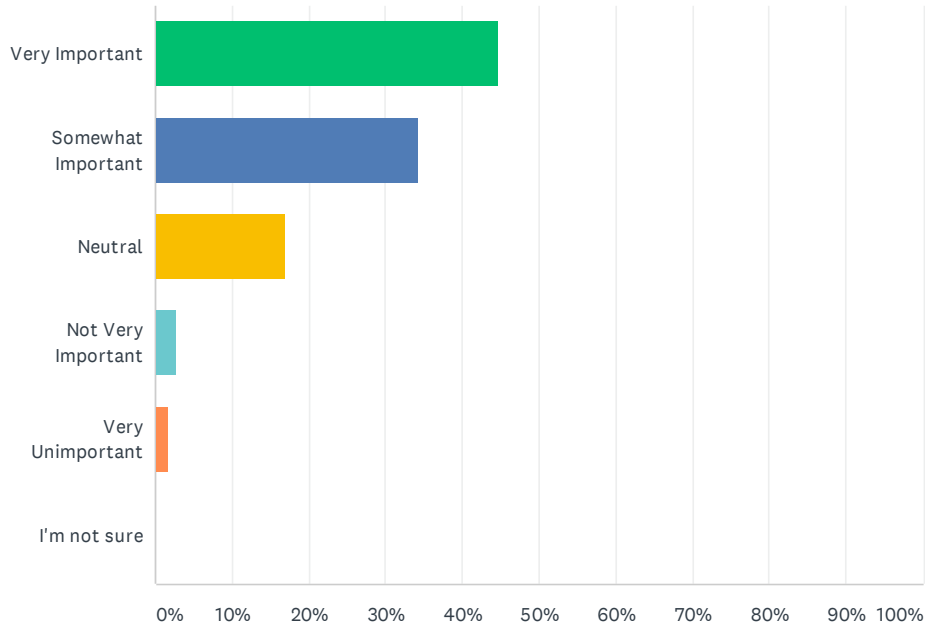
Answered: 192 Skipped: 67



ANSWER CHOICES	RESPONSES	
Very Important	42.19%	81
Somewhat Important	36.46%	70
Neutral	11.98%	23
Not Very Important	5.21%	10
Very Unimportant	1.56%	3
I'm not sure	2.60%	5
<b>TOTAL</b>		<b>192</b>

**Q35 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.**

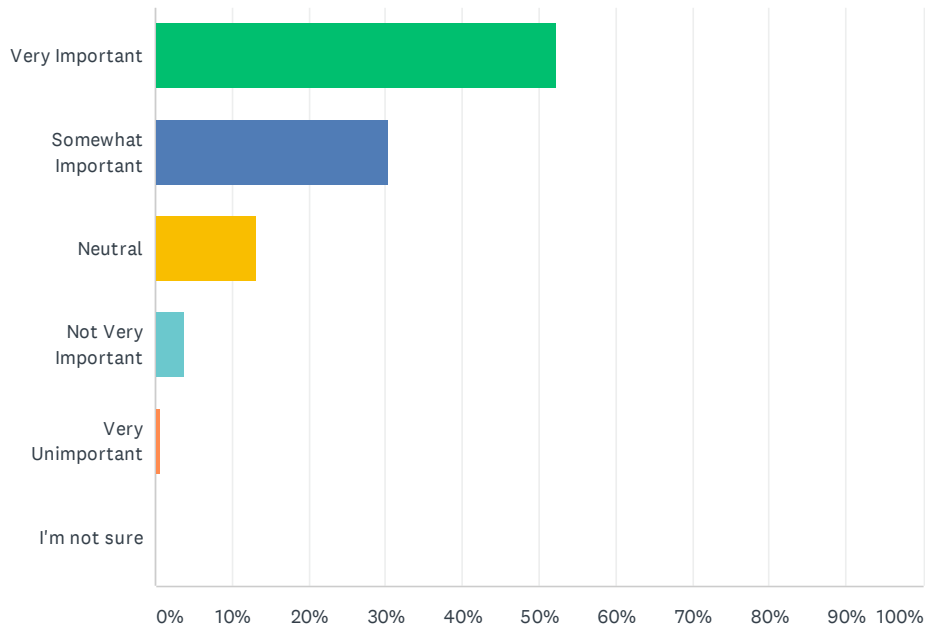
Answered: 190 Skipped: 69



ANSWER CHOICES	RESPONSES	
Very Important	44.74%	85
Somewhat Important	34.21%	65
Neutral	16.84%	32
Not Very Important	2.63%	5
Very Unimportant	1.58%	3
I'm not sure	0.00%	0
<b>TOTAL</b>		<b>190</b>

## Q36 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.

Answered: 191 Skipped: 68



ANSWER CHOICES	RESPONSES	
Very Important	52.36%	100
Somewhat Important	30.37%	58
Neutral	13.09%	25
Not Very Important	3.66%	7
Very Unimportant	0.52%	1
I'm not sure	0.00%	0
<b>TOTAL</b>		<b>191</b>