

WEATHERFORD GENERAL PLAN

Community Open House

April 2016



Welcome



Agenda

- Presentation
 - General Plan Process
 - Starting Points
 - Trends and Opportunities
- Interactive Exercise
- Where are We Headed, Weatherford?
 - Engagement at eight stations
 - Visit as many as you wish
 - Stay as long as you like
- Use comment form to share additional ideas

Overview of General Plan Process



WHY ???

Why should Weatherford create a General Plan?

Alice and the Cheshire Cat



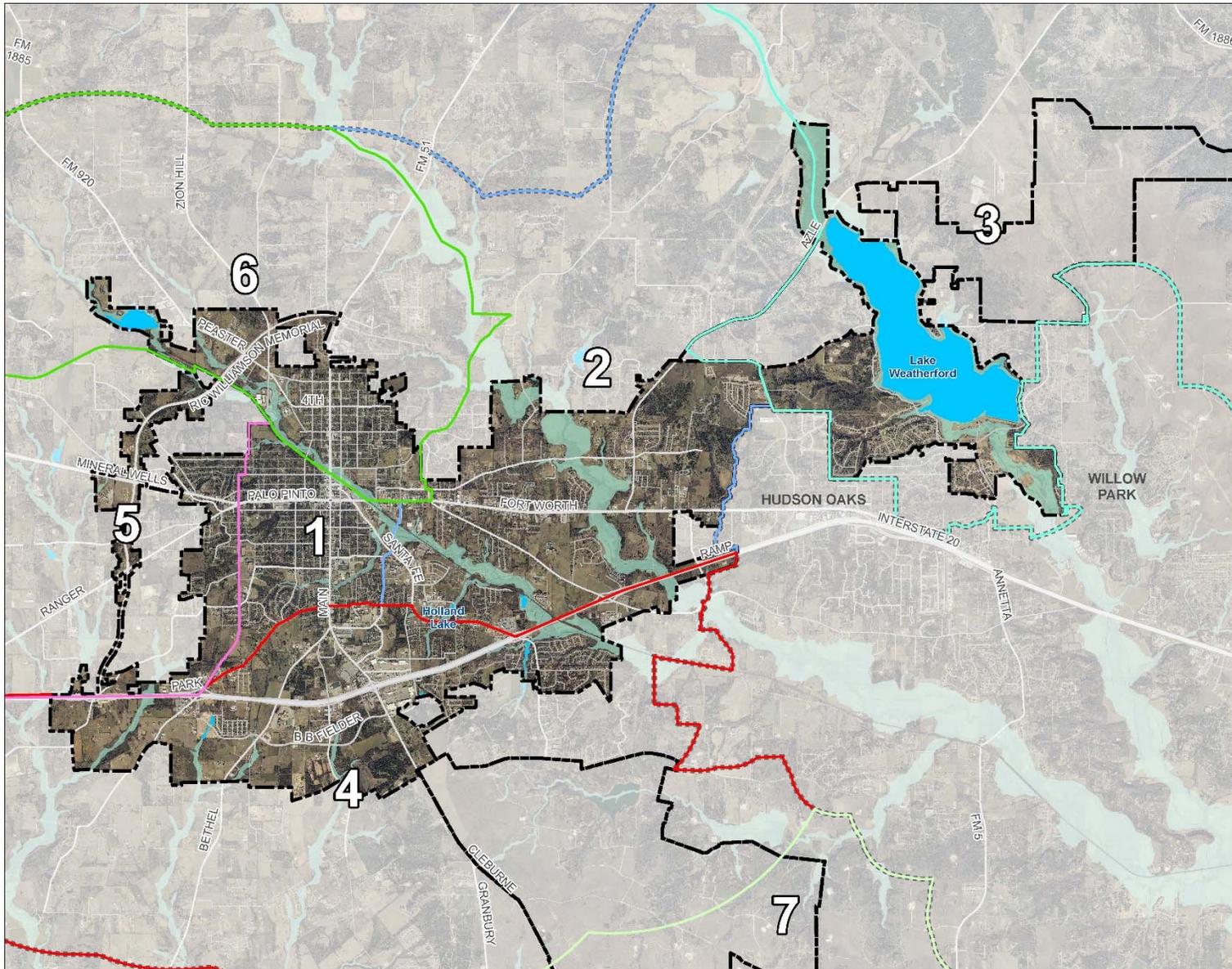
- ‘Would you tell me, please, which way I ought to go from here?’ – said Alice.
- ‘That depends a good deal on where you want to get to,’ said the Cat.
- ‘I don't much care where--’ said Alice.
- ‘Then it doesn't matter which way you go,’ said the Cat.

“Alice in Wonderland”, Lewis Carroll

City of Weatherford General Plan

- **Vision of the future Weatherford wants to achieve**
 - Policy direction to be used by City Council and staff in making decisions
 - “Umbrella” plan that coordinates facility-specific plans
 - Framework to support planning and programs of individual departments and offices
 - Set of priorities for short-term action to implement the plan
- **Process for engaging residents, property & business owners and other stakeholders**
- Texas Local Government Code requires zoning regulations to be adopted in accordance with a comprehensive (or general) plan

Study Area: The City



GENERAL PLAN

WHERE AM I?

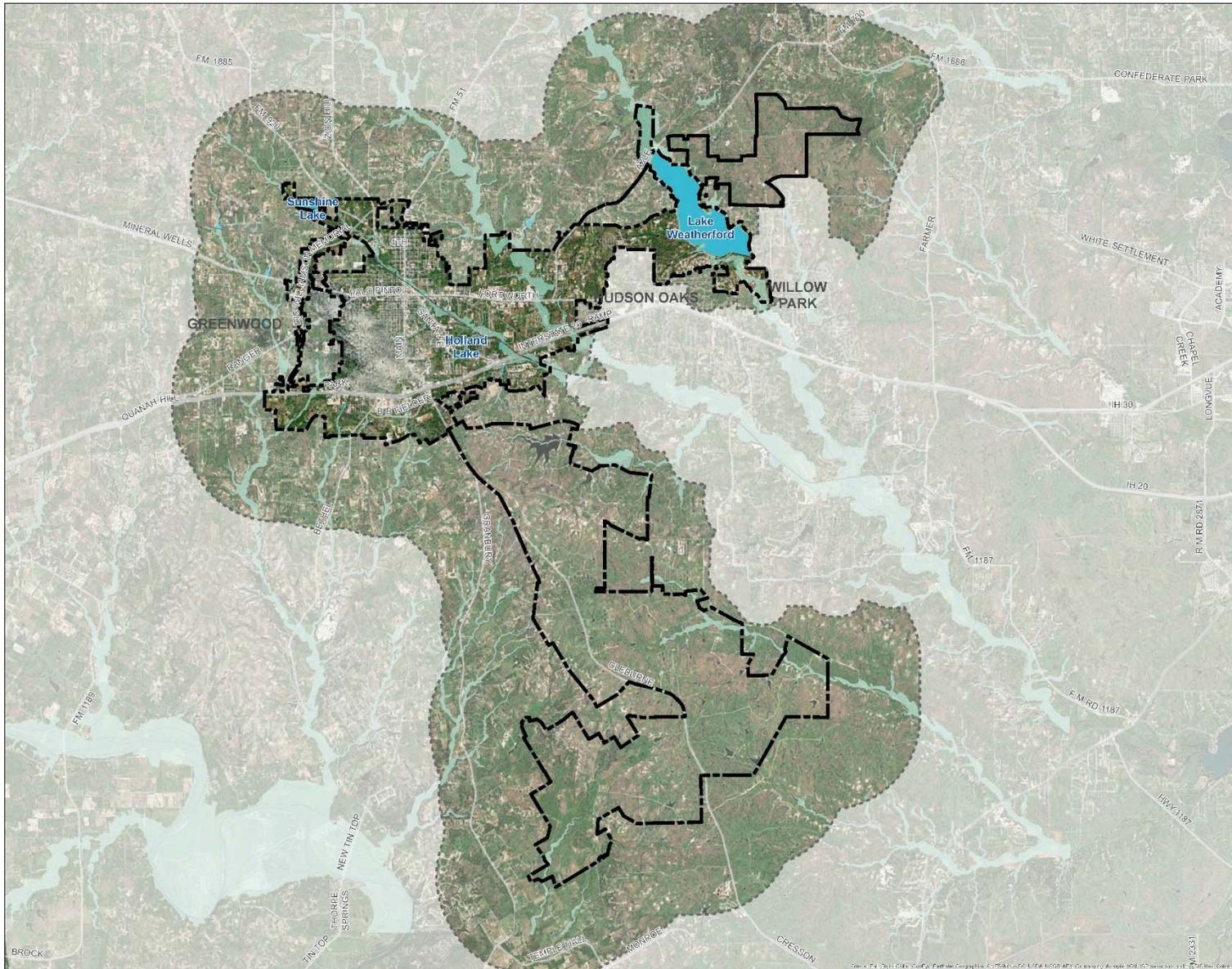
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LEGEND

- Planning Area Boundaries**
- (1) Central Weatherford
 - (2) East of Downtown
 - (3) Lake Weatherford Area
 - (4) I-20 Corridor
 - (5) West of Downtown
 - (6) North of Downtown
 - (7) ETJ
- Weatherford City Limits**
- Weatherford ETJ Limit**
- Railroads**
- Lake / Pond**
- 100 Year Floodplain**
- Where I Live** (Yellow circle)
- Where I Work** (Blue circle)



Study Area: The City and Its ETJ



GENERAL PLAN

EXISTING
AERIAL

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LEGEND

- Weatherford City Limits
- Weatherford ETJ Limit
- Railroads
- Lake / Pond
- 100 Year Floodplain



Project Phases and General Timeline

Public Input Opportunities

Phase		Month																
		Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17
1	Project Initiation																	
2	Project Documentation & Research			*														
3	Outreach, Round 1																	
4	Where Are We Headed, Weatherford?							*										
5	Considering Alternative Futures																	
6	Outreach, Round 2																	
7	Weatherford's Best Future																	
8	Weatherford 2050																	
9	Outreach, Round 3																	
10	Action on General Plan																	
11	Overall Project Management/Coordination																	

What components are included in the plan?

- Plan Elements are expected to include:
 - Vision Statement, Guiding Principles & Other Overall Policy Direction
 - Future Land Use
 - Mobility
 - Parks & Open Space
 - Infrastructure
 - Additional Plan Components (2) could include issues such as:
 - Housing
 - Economic Development
 - Placemaking
 - Community/Neighborhood Character
 - Priority Implementation Plan
- A Plan Element Template will be provided so key aspects of other plans can be included appropriately

Extensive and Diverse Community Outreach

- On-Going Involvement
 - Available online whenever someone wants to find information or provide input
- Event Involvement
 - Scheduled events for face-to-face interaction
 - Staff/Consultant Work Sessions
 - Open House Sessions in Geographic Planning Areas
 - Community-Wide Workshops
- Representational Involvement
 - People who represent different interests and are involved throughout the process to help reach agreement
 - Advisory Committee
 - Leadership Workshops (joint sessions for City Council, Planning & Zoning Commission and Advisory Committee)

Starting Points

The characteristics of Weatherford today that establish the starting point for imagining the future.

Natural Assets



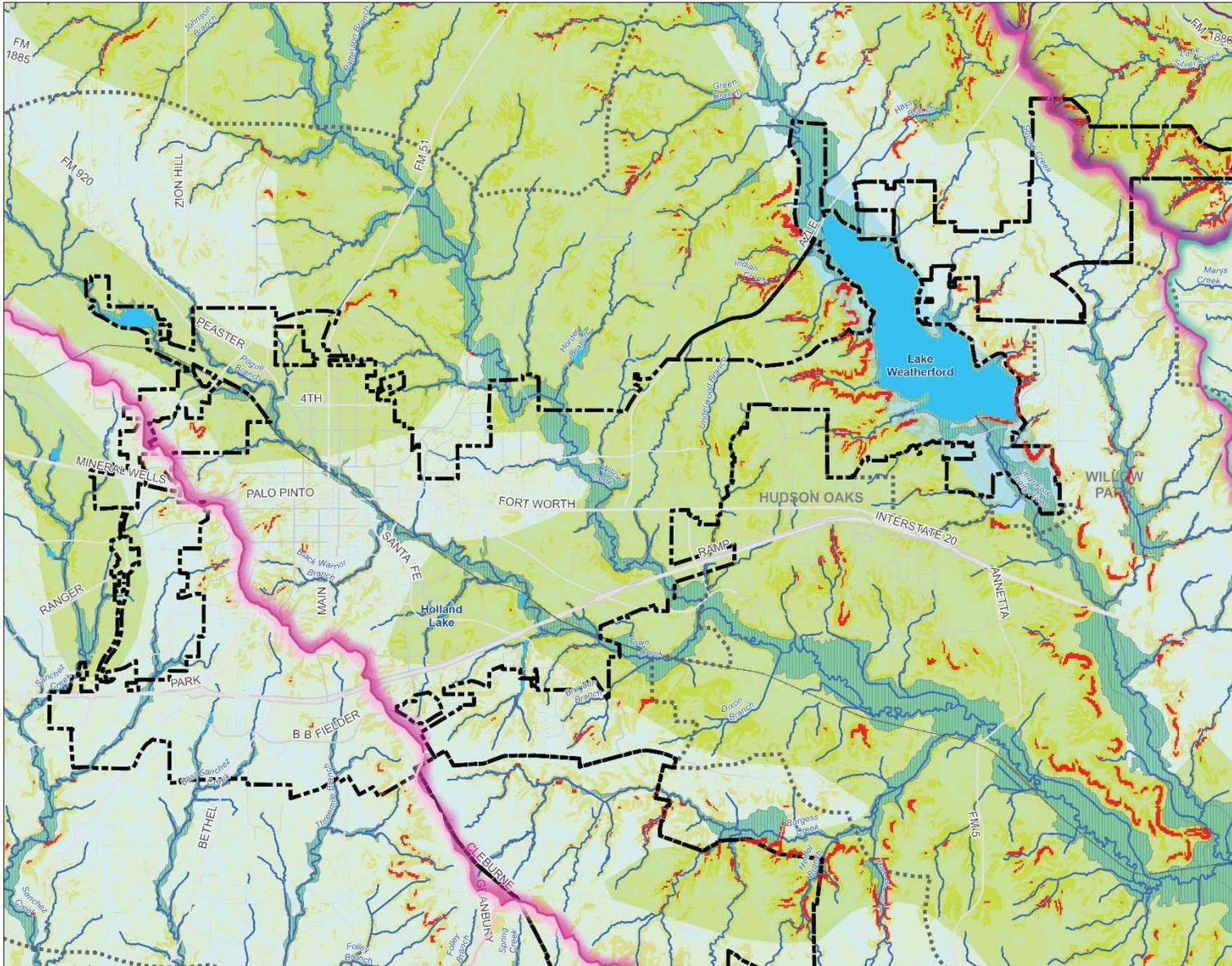
GENERAL PLAN

NATURAL ASSETS

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LEGEND

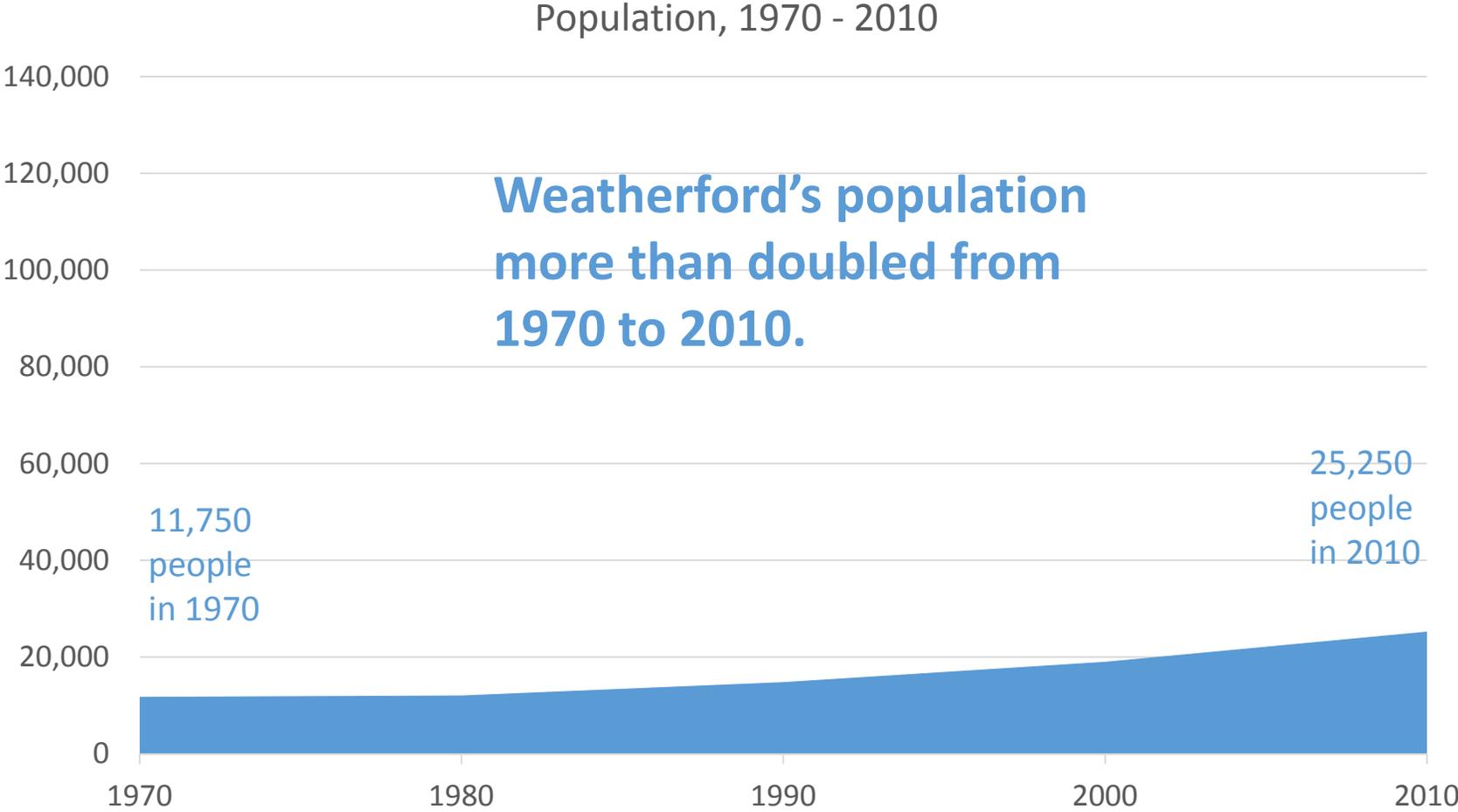
- Weatherford City Limits
- Weatherford ETJ Limit
- Railroads
- Lake / Pond
- River / Creek
- 100 Year Floodplain
- Drainage Basins**
- Lake Granbury-Brazos River
- Lake Worth-West Fork Trinity River
- Lower Clear Fork Trinity River
- Upper Clear Fork Trinity River
- Vegetation Cover**
- Bluestem Grass
- Post Oak Woods, Forest and Grassland Mosaic
- Water
- Existing Slope**
- 0-5% Slope
- 5-10% Slope
- 10-15% Slope
- Greater Than 15% Slope



Starting Points: The People of Weatherford

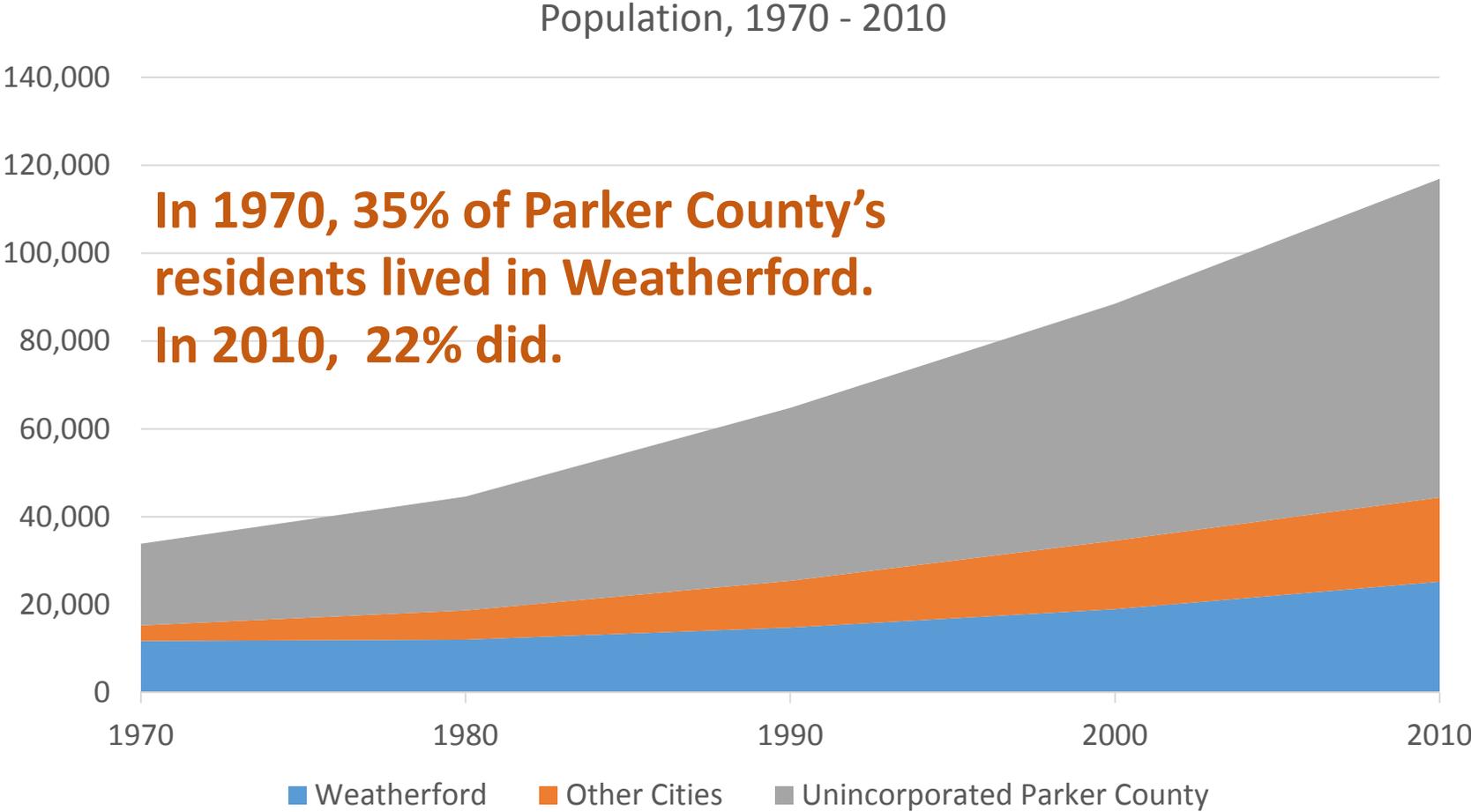


Population Growth, Historic



Source: U.S. Census Bureau

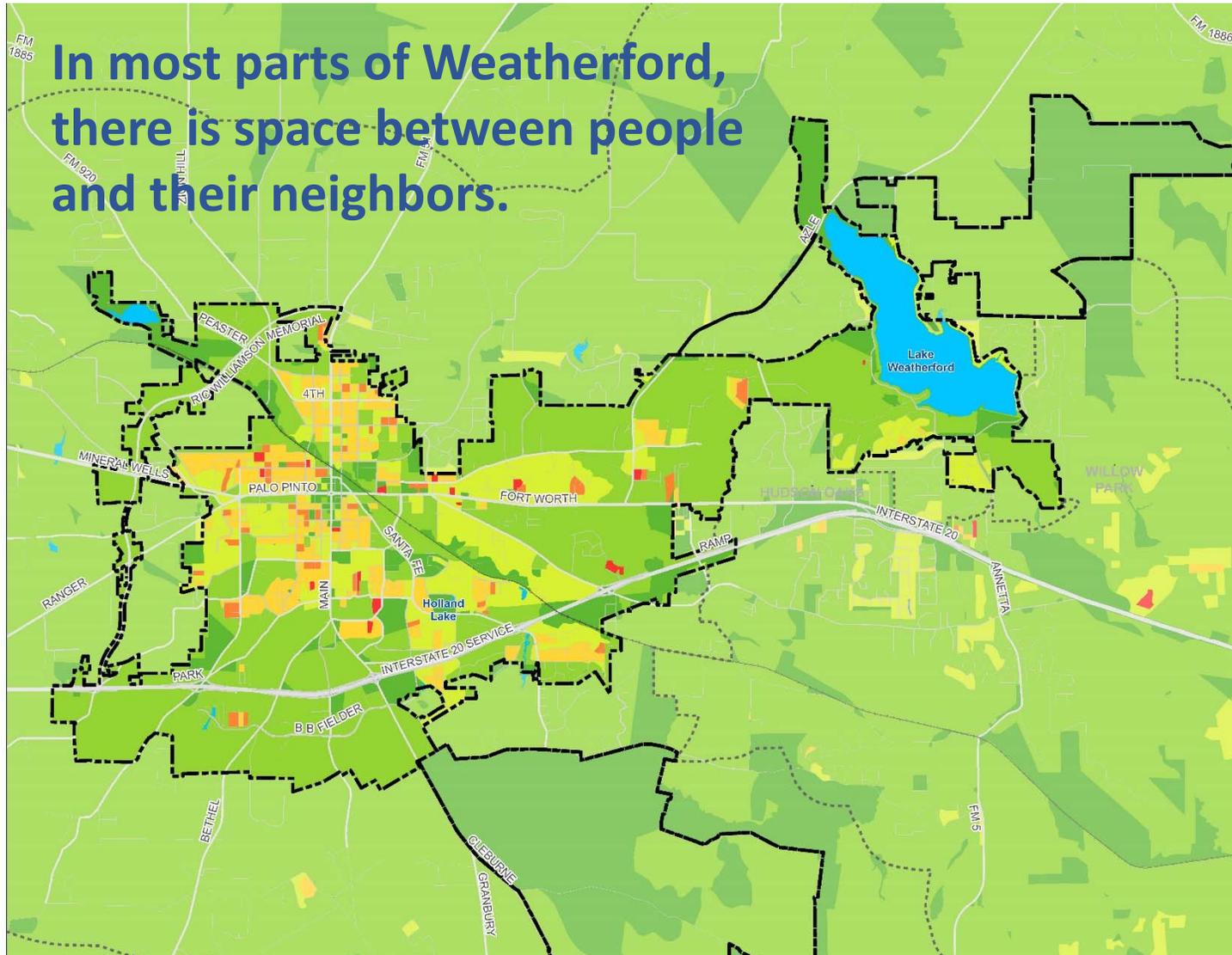
Population Growth, Historic



Source: U.S. Census Bureau

Population per Acre, 2010 Census

In most parts of Weatherford, there is space between people and their neighbors.



GENERAL PLAN

POPULATION
2010 CENSUS

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LEGEND

- Weatherford City Limits
- Weatherford ETJ Limit
- Railroads
- Lake / Pond

Population / Acre

- 0.0
- 0.1 - 2.0
- 2.1 - 4.0
- 4.1 - 8.0
- 8.1 - 12.0
- 12.1 and Greater

Source: 2010 US Census



CITY OF
WEATHERFORD

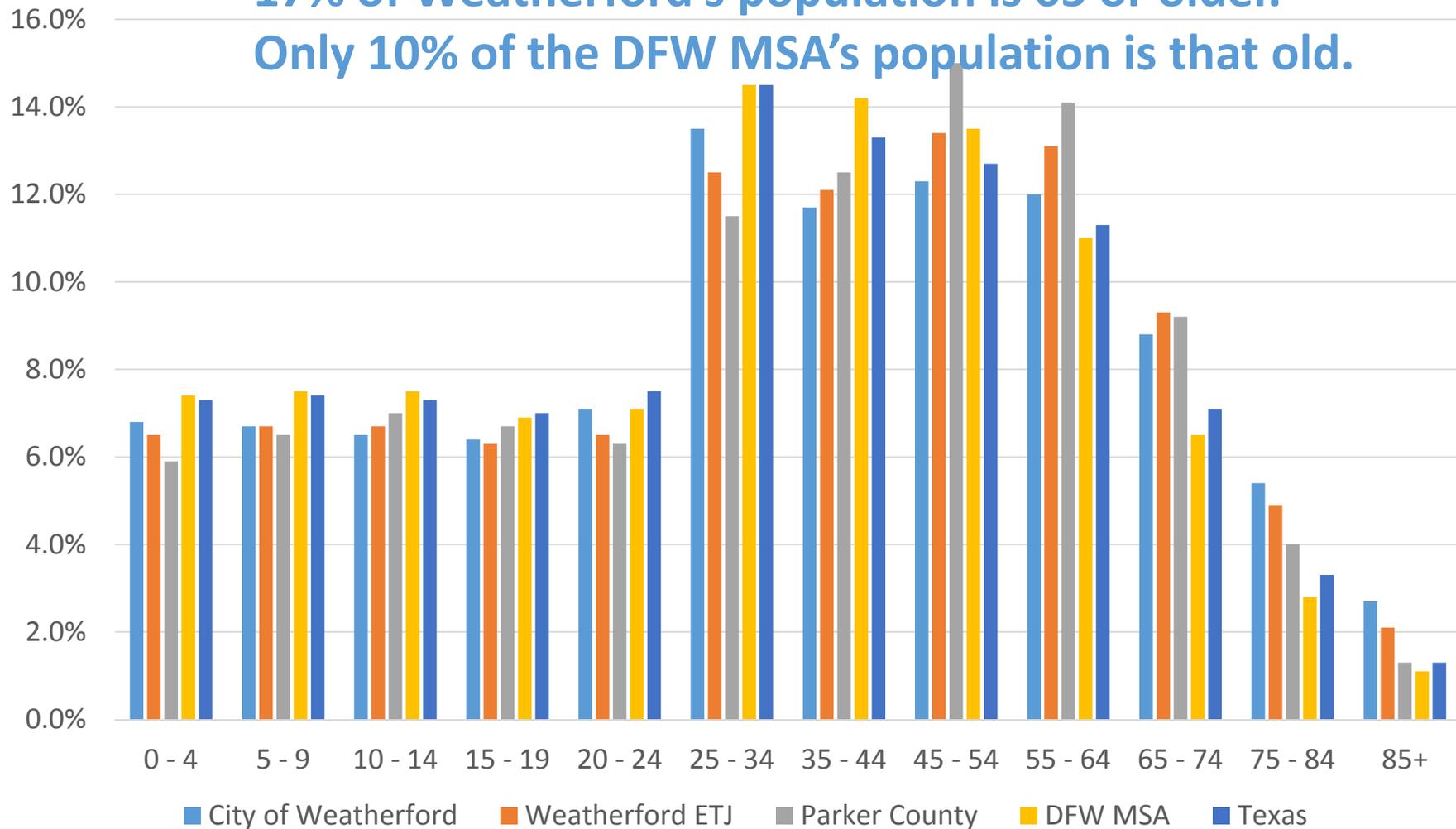


GENERAL PLAN



Population by Age Group, 2015

**17% of Weatherford's population is 65 or older.
Only 10% of the DFW MSA's population is that old.**

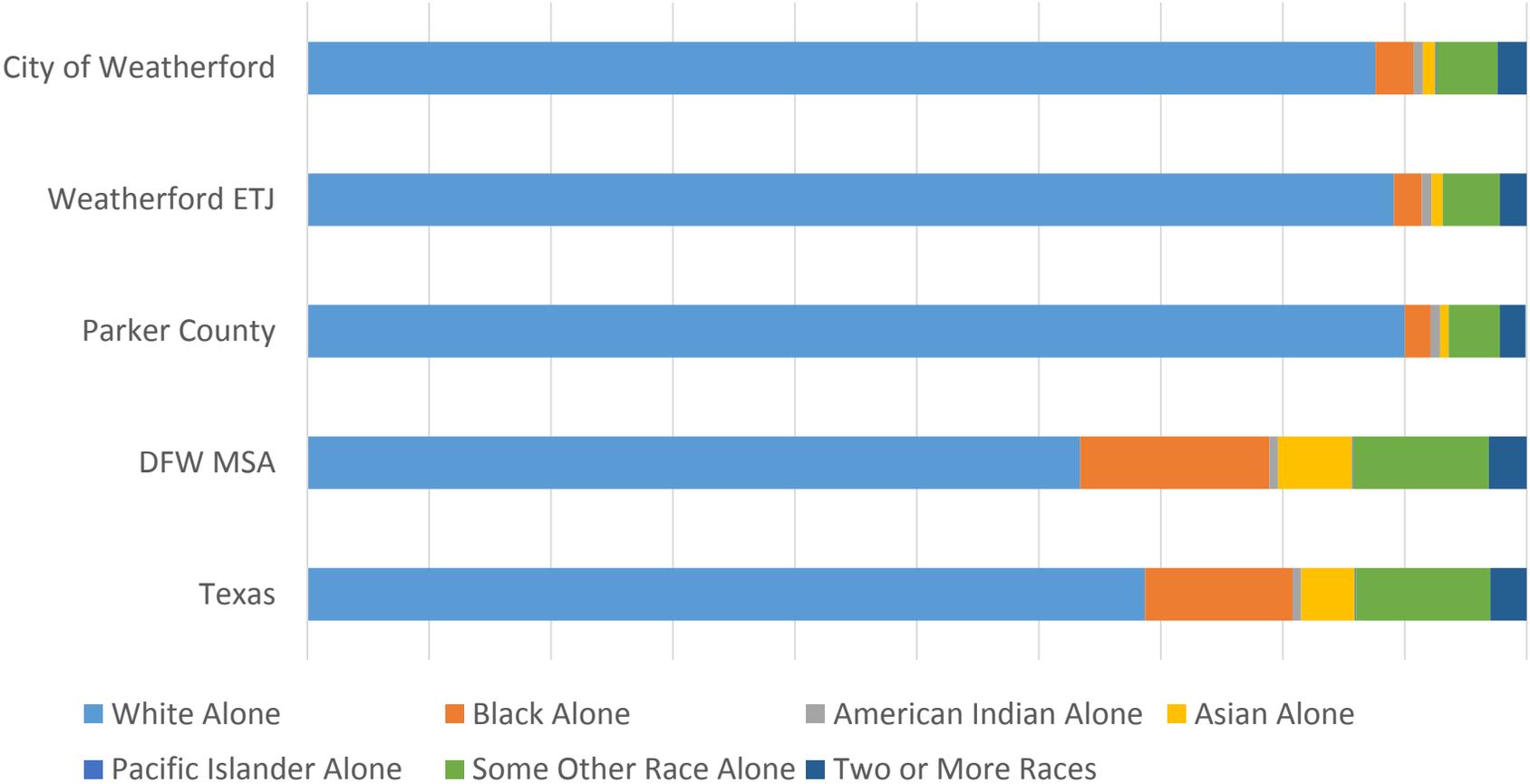


Source: ESRI, U.S. Census Bureau

Population by Race, 2015

Weatherford is less diverse than DFW or Texas.

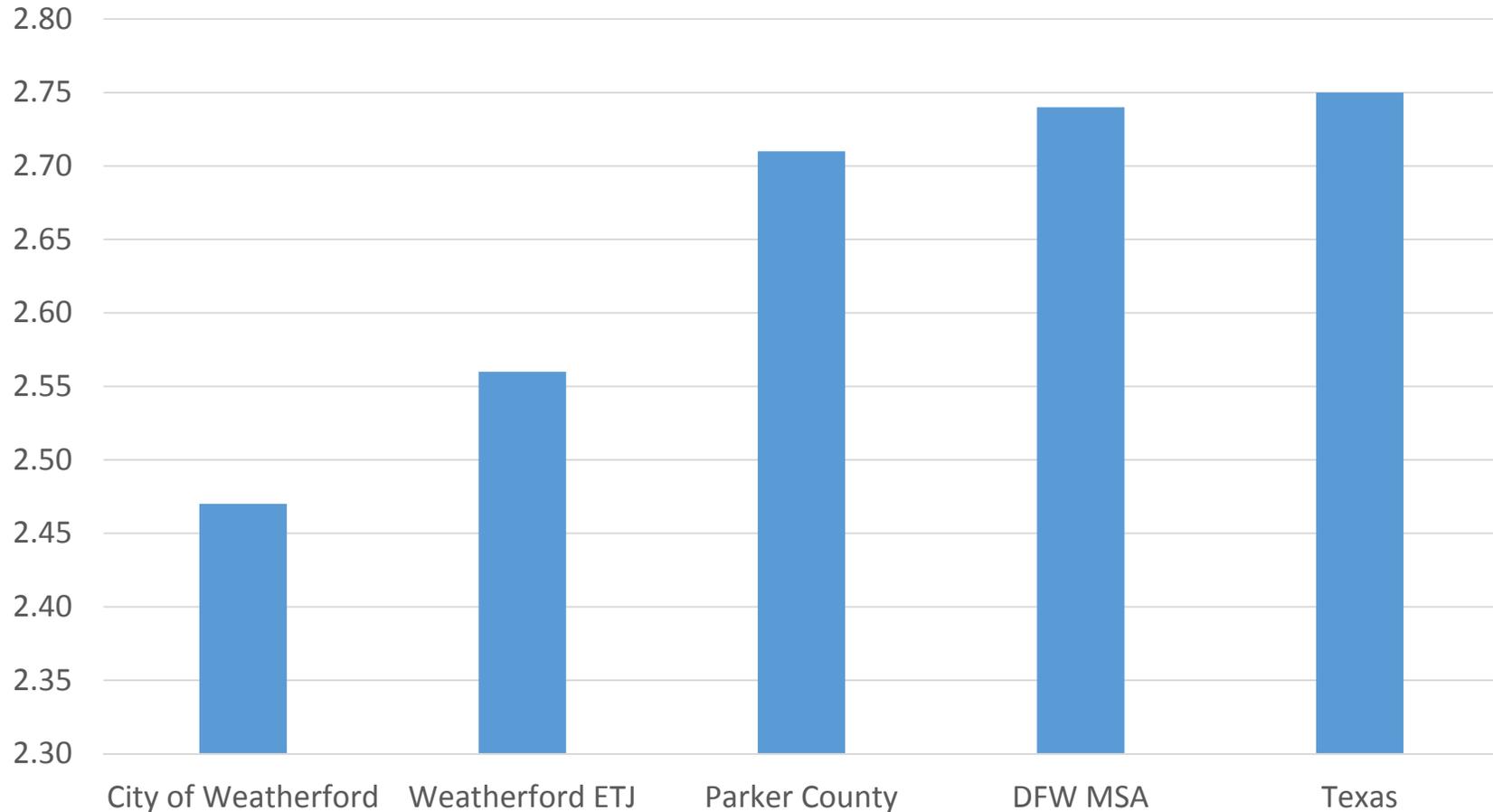
0.0% 10.0% 20.0% 30.0% 40.0% 50.0% 60.0% 70.0% 80.0% 90.0% 100.0%



Source: ESRI, U.S. Census Bureau

Average Household Size, 2015

Weatherford's households are smaller.



Source: ESRI, U.S. Census Bureau

Household Income, 2015

Weatherford’s households are less wealthy than those in surrounding areas. 4% of Weatherford’s households had incomes of \$200,000 or higher. 6.6% of the DFW MSA’s households were that wealthy.

	Median Income	Percent of Households with annual income of \$25,000 and below	Percent of Households with annual income of \$200,000 and above
City of Weatherford	\$56,047	23.1%	3.6%
Weatherford ETJ	\$64,011	19.5%	4.6%
Parker County	\$74,277	16.4%	6.2%
DFW MSA	\$61,302	18.6%	6.6%
Texas	\$53,616	23.3%	5.1%

Source: ESRI, U.S. Census Bureau

People in the Labor Force

- Civilian Labor Force
 - 12,140 people as of September 2012
- Top industries for employment of Weatherford residents
 - Retail Trade (13.0%)
 - Health Care (12.7%)
 - Educational Services (10.0%)
- As of 2010, 41.9% of residents worked in Parker County
- Top employer in Weatherford is Weatherford ISD with 1,500 employees

- Highlights from WEDC Community Profile

Tapestry Analysis

Rank	Tapestry Segment	2015 Weatherford Households		2015 U.S. Households	
		Percent	Cumulative Percent	Percent	Cumulative Percent
1	Old and Newcomers (8F)	18.3%	18.3%	2.3%	2.3%
2	Green Acres (6A)	13.2%	31.5%	3.2%	5.5%
3	Heartland Communities (6F)	10.6%	42.1%	2.4%	7.9%
4	Small Town Simplicity (12C)	10.1%	52.2%	1.9%	9.8%
5	Bright Young Professionals (8C)	9.1%	61.3%	2.2%	12.0%
	Subtotal	61.3%		12.0%	
6	Midlife Constants (5E)	7.5%	68.8%	2.5%	14.5%
7	Traditional Living (12B)	6.9%	75.7%	2.0%	16.5%
8	Exurbanites (1E)	6.6%	82.3%	1.9%	18.4%
9	Up and Coming Families (7A)	5.2%	87.5%	2.2%	20.6%
10	Diners & Miners (10C)	4.2%	91.7%	0.7%	21.3%
	Subtotal	30.4%		9.3%	
11	Middleburg (4C)	3.9%	95.6%	2.8%	24.1%
12	Southern Satellites (10A)	3.3%	98.9%	3.2%	27.3%
13	Savvy Suburbanites (1D)	1.1%	100.0%	3.0%	30.3%
	Subtotal	8.3%		9.0%	



LifeMode Group: Middle Ground

Old and Newcomers

8F

Households: 2,774,000

Average Household Size: 2.11

Median Age: 38.5

Median Household Income: \$39,000

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 environmental causes and Starbucks. 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 2.11.
- 54% renter occupied; average rent, \$800 (Index 88).
- 45% of housing units are single-family dwellings; 44% are multiunit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

SOCIOECONOMIC TRAITS

- Unemployment is lower at 7.8% (Index 91), with an average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 30% of households are currently receiving Social Security.
- 28% have a college degree (Index 99), 33% have some college education, 10% are still enrolled in college (Index 126).
- 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 GR MRI.



LifeMode Group: Cozy Country Living

Green Acres

6A

Households: 3,794,000

Average Household Size: 2.69

Median Age: 43.0

Median Household Income: \$72,000

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 10 years.
- Single-family, owner-occupied housing, with a median value of \$197,000.
- An older market, primarily married couples, most with no children.

SOCIOECONOMIC TRAITS

- Education: 60% are college educated.
- Unemployment is low at 6% (Index 70); labor force participation rate is high at 67.4% (Index 108).
- Income is derived not only from wages and salaries but also from self-employment (more than 15% of households), investments (30% 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

Heartland Communities

6F

Households: 2,864,000

Average Household Size: 2.38

Median Age: 41.5

Median Household Income: \$39,000

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 95).

SOCIOECONOMIC TRAITS

- Retirees in this market depress the average labor force participation rate to less than 60% (Index 95), 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, and agriculture industries.
- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy, but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.



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



LifeMode Group: Hometown

Small Town Simplicity

12C

Households: 2,305,000

Average Household Size: 2.25

Median Age: 40.0

Median Household Income: \$27,000

WHO ARE WE?

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, scrapbooking, and rural activities like hunting and fishing. Since almost 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.

OUR NEIGHBORHOOD

- They reside in small towns or semirural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family houses (61%), apartments, and mobile homes.
- A majority, 51%, of homes are owner occupied. (Index 80).
- Median home value of \$88,000 is about half the US median.
- Average rent is \$600 (Index 62).
- This is an older market, with almost half of the householders aged 55 years or older, and predominantly single-person households (Index 139).

SOCIOECONOMIC TRAITS

- Education: 65% with high school diploma or some college.
- Unemployment higher at 11.9% (Index 138).
- Labor force participation lower at 51% (Index 81), which could result from lack of jobs or retirement.
- Income from wages and salaries (Index 82), Social Security (Index 142) or retirement (Index 112), increased by Supplemental Security Income (Index 203).
- Price-conscious consumers that shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-orientated residents; more conservative than middle-of-the-road.
- Rely on television or newspapers to stay informed.



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



LifeMode Group: Middle Ground

Bright Young Professionals

8C

Households: 2,613,000

Average Household Size: 2.40

Median Age: 32.2

Median Household Income: \$50,000

WHO ARE WE?

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. One out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

OUR NEIGHBORHOOD

- Approximately 56% of the households rent; 44% own their homes.
- Household type is primarily couples, married (or unmarried), with above average concentrations of both single-parent (Index 125) and single-person (Index 115) households.
- Multiunit buildings or row housing make up 55% of the housing stock (row housing (Index 182), buildings with 5–19 units (Index 277)); 44% built 1980–99.
- Average rent is slightly higher than the US (Index 102).
- Lower vacancy rate is at 8.9%.

SOCIOECONOMIC TRAITS

- Education completed: 36% with some college or an associate's degree, 30% with a bachelor's degree or higher. Education in progress is 10% (Index 127).
- Unemployment rate is lower at 7.1%, and labor force participation rate of 73% is higher than the US rate.
- These consumers are up on the latest technology.
- They get most of their information from the Internet.
- Concern about the environment, impacts their purchasing decisions.



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.

Tapestry Analysis

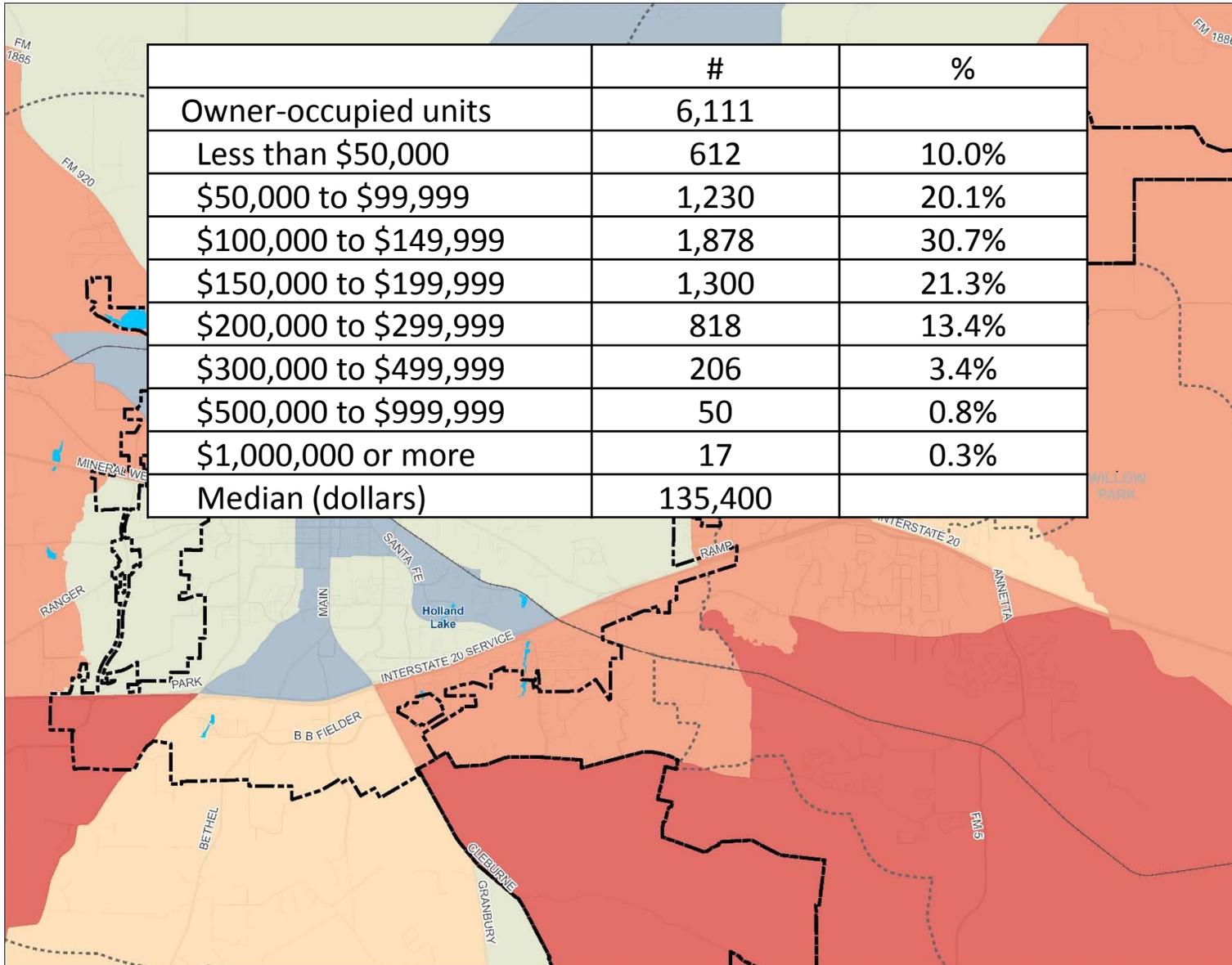
Rank	City of Weatherford		Weatherford ETJ		Parker County		DFW MSA		Texas	
	Tapestry Segment	%	Tapestry Segment	%	Tapestry Segment	%t	Tapestry Segment	%	Tapestry Segment	%
1	Old and Newcomers (8F)	18.3%	Green Acres (6A)	22.1%	Southern Satellites (10A)	25.6%	Up and Coming Families (7A)	7.8%	Up and Coming Families (7A)	6.6%
2	Green Acres (6A)	13.2%	Southern Satellites (10A)	16.6%	Green Acres (6A)	20.1%	Barrios Urbanos (7D)	6.8%	Barrios Urbanos (7D)	6.1%
3	Heartland Communities (6F)	10.6%	Old and Newcomers (8F)	11.3%	Savvy Suburbanites (1D)	9.8%	Young and Restless (11B)	6.3%	Southwestern Families (7F)	6.0%
4	Small Town Simplicity (12C)	10.1%	Heartland Communities (6F)	7.8%	Professional Pride (1B)	7.0%	Boomburbs (1C)	6.0%	Boomburbs (1C)	4.4%
5	Bright Young Professionals (8C)	9.1%	Small Town Simplicity (12C)	6.2%	Middleburg (4C)	6.9%	Home Improvement (4B)	5.1%	Young and Restless (11B)	4.3%
	Subtotal	61.3%	Subtotal	64.0%	Subtotal	69.4%	Subtotal	32.0%	Subtotal	27.4%
6	Midlife Constants (5E)	7.5%	Exurbanites (1E)	5.9%	Old and Newcomers (8F)	4.2%	American Dreamers (7C)	4.7%	Southern Satellites (10A)	3.9%
7	Traditional Living (12B)	6.9%	Bright Young Professionals (8C)	5.8%	Heartland Communities (6F)	4.1%	Professional Pride (1B)	4.5%	American Dreamers (7C)	3.6%
8	Exurbanites (1E)	6.6%	Middleburg (4C)	5.7%	Diners & Miners (10C)	2.9%	Metro Renters (3B)	4.1%	Home Improvement (4B)	3.3%
9	Up and Coming Families (7A)	5.2%	Midlife Constants (5E)	4.8%	Down the Road (10D)	2.8%	Soccer Moms (4A)	4.0%	Soccer Moms (4A)	3.2%
10	Diners & Miners (10C)	4.2%	Traditional Living (12B)	4.3%	Small Town Simplicity (12C)	2.3%	NeWest Residents (13C)	4.0%	Bright Young Professionals (8C)	3.0%
	Subtotal	30.4%	Subtotal	26.5%	Subtotal	16.3%	Subtotal	21.3%	Subtotal	17.0%



Starting Points: Physical Development and Investments



Median Home Value, 2010-2014



GENERAL PLAN

MEDIAN HOME VALUE

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LEGEND

- Weatherford City Limits
- Weatherford ETJ Limit
- Railroads
- Lake / Pond

2010-2014 Median Home Value

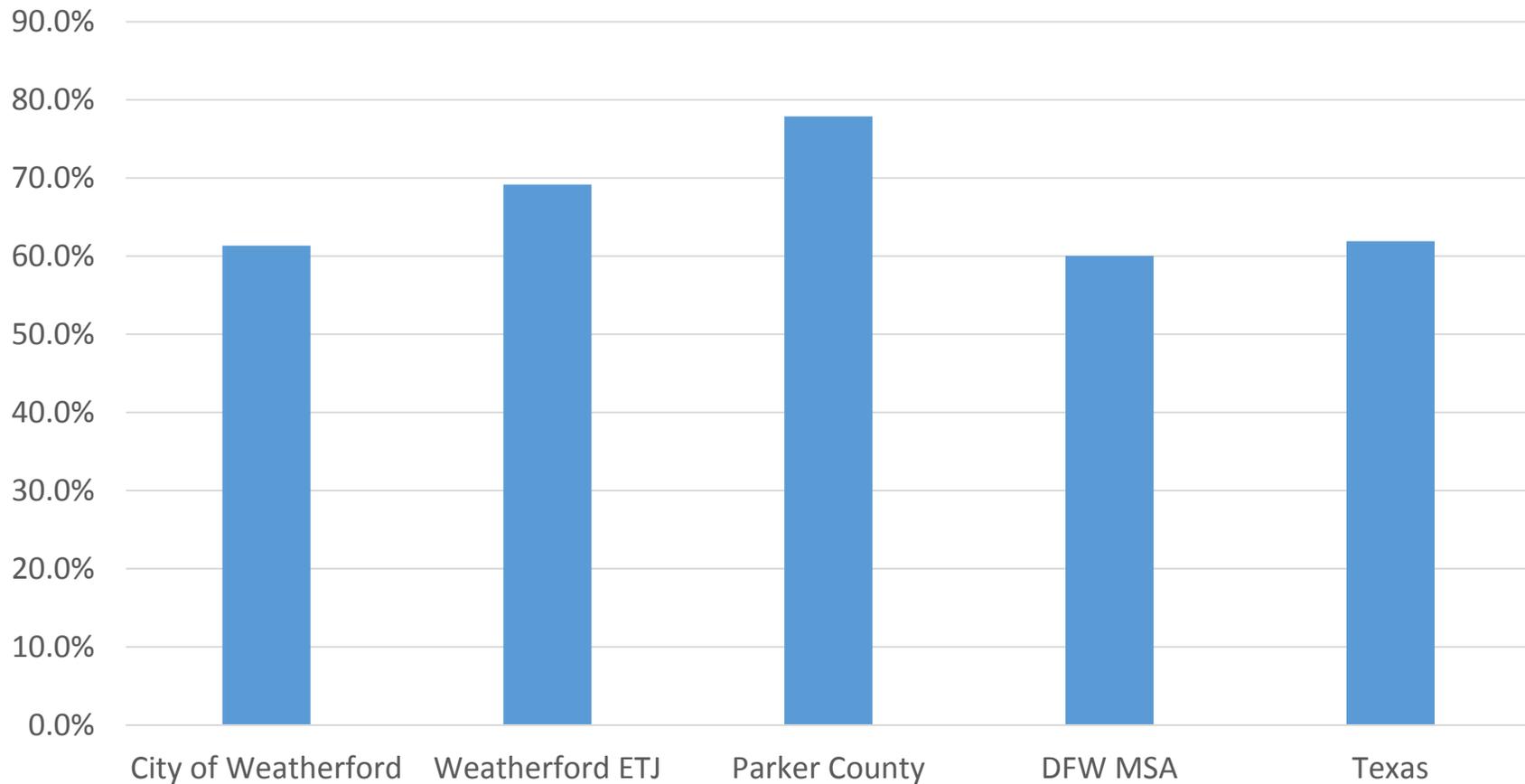
- Less than \$80,000
- \$80,000 - \$115,000
- \$115,000 - \$150,000
- \$150,000 - \$180,000
- \$180,000 - \$240,000
- Greater than \$240,000

Source: 2010-2014 American Community Survey



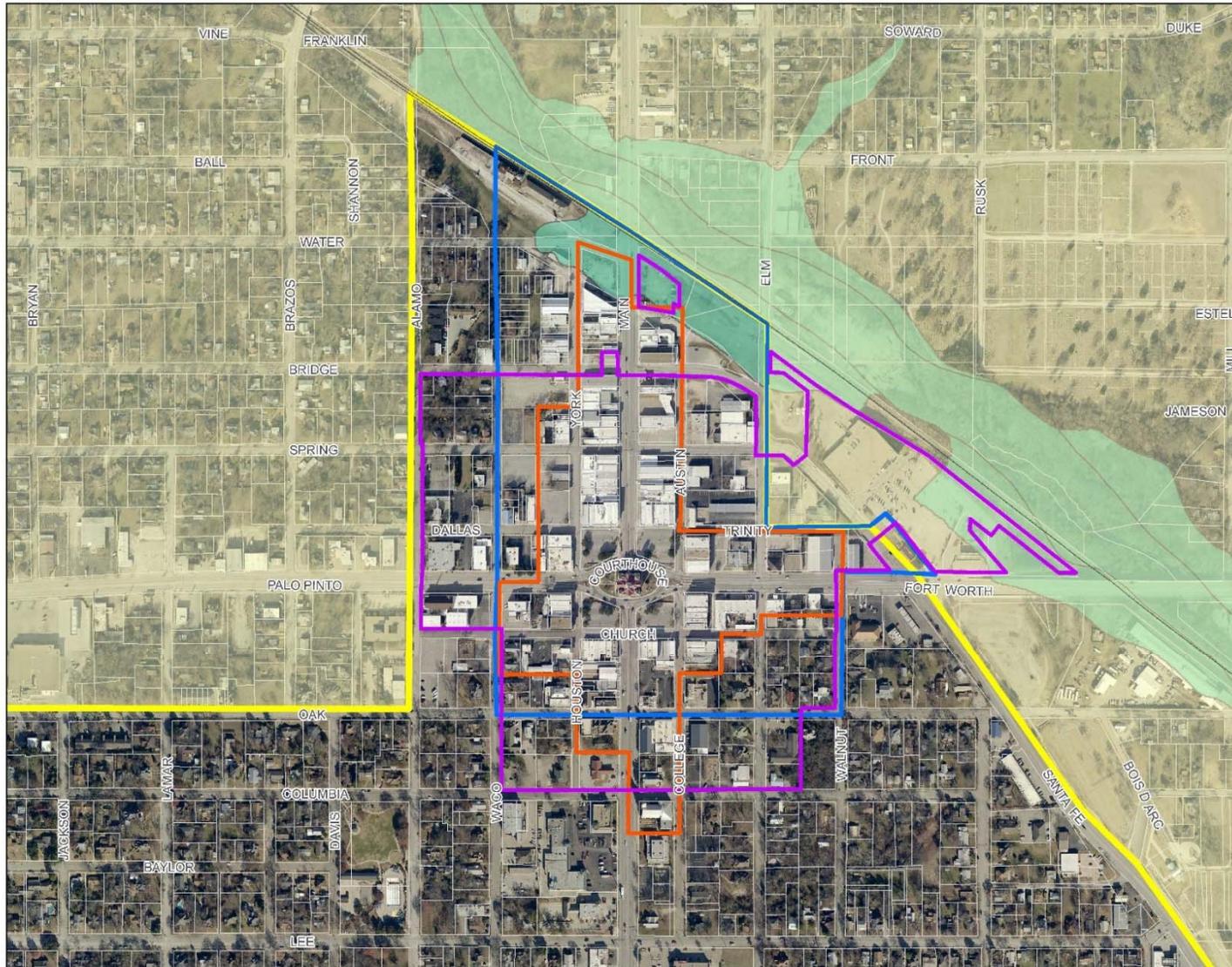
Owner Occupied Housing, 2015

Fewer homes in Weatherford are occupied by owners, compared to Parker County.



Source: ESRI, U.S. Census Bureau

Downtown Assets



GENERAL PLAN

DOWNTOWN

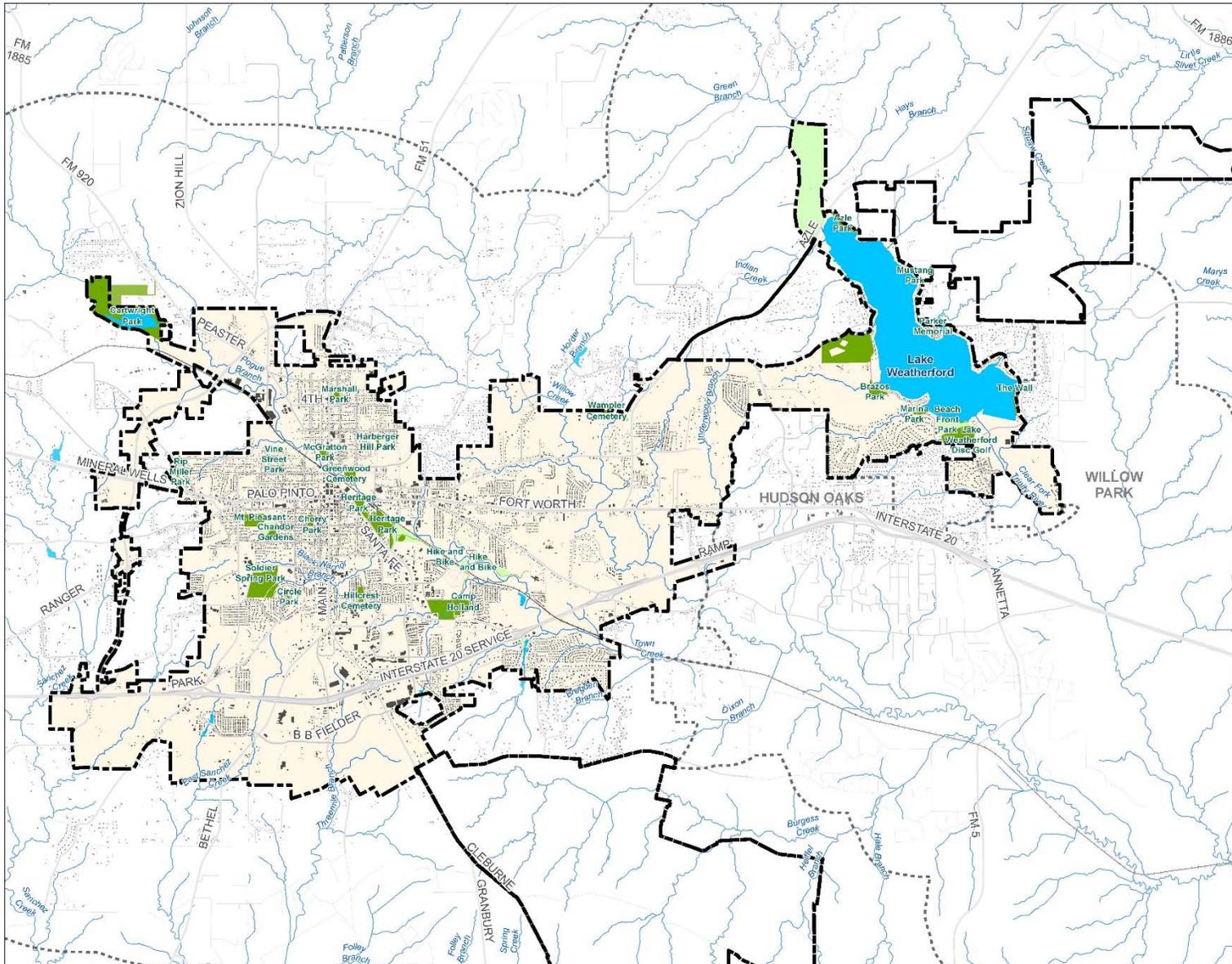
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LEGEND

- Weatherford City Limits
- Weatherford ETJ Limit
- Railroads
- Central Business District
- Downtown Historic District
- Parcels
- 100 Year Floodplain
- Neighborhood Empowerment Zone (NEZ)**
- Downtown
- Northside



Parks & Trails



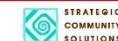
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PARKS & TRAILS

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LEGEND

- Weatherford City Limits
- Weatherford ETJ Limit
- Railroads
- Lake / Pond
- Building Footprints
- Park
- Proposed Park
- River / Creek



Public Services



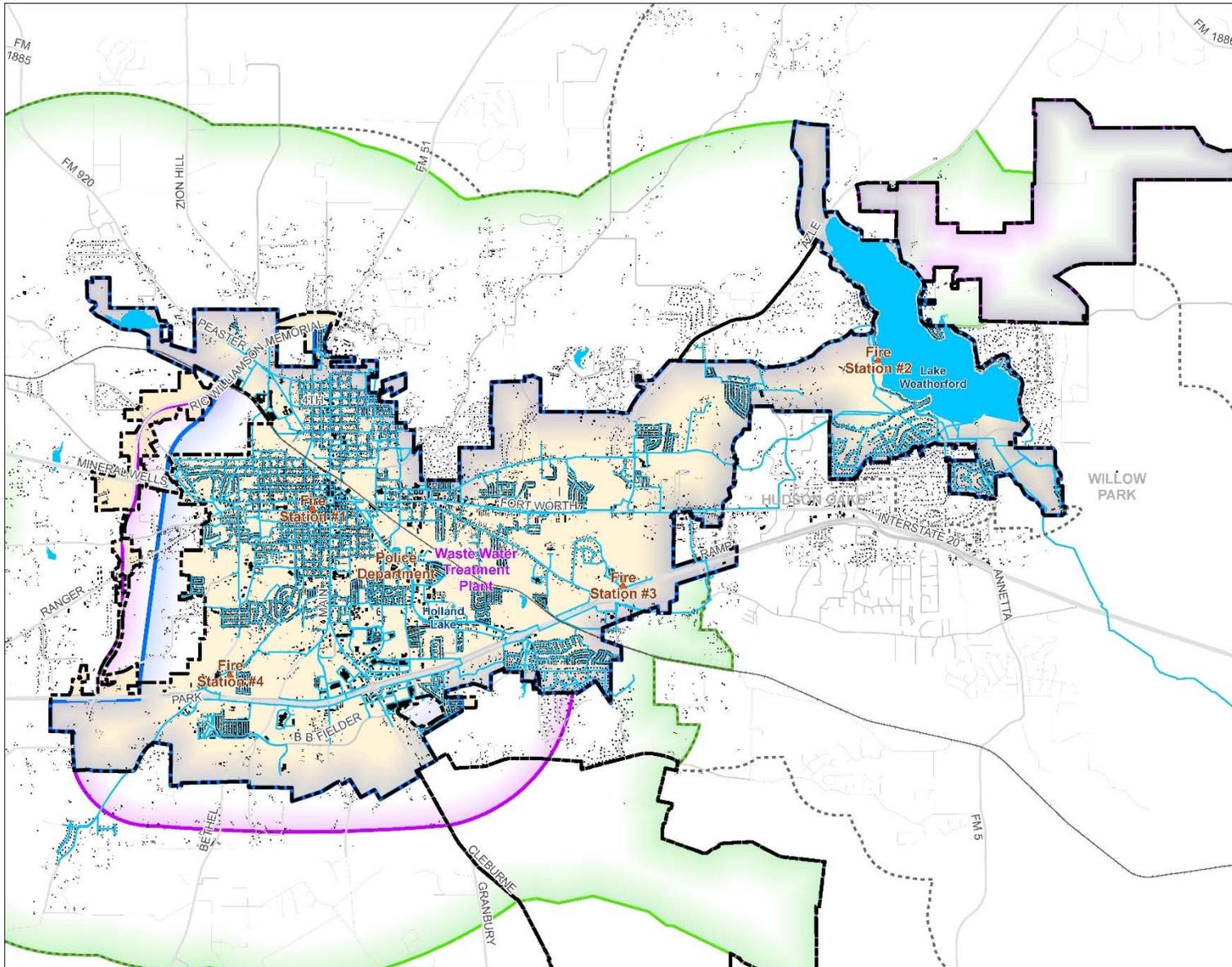
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PUBLIC SERVICES

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LEGEND

- Weatherford City Limits
- Weatherford ETJ Limit
- Railroads
- Lake / Pond
- Fire Station
- Police Department
- Wastewater Treatment Plant
- Building Footprints
- Waterlines
- 2016 Service Area
- 2021 Service Area
- Buildout Service Area



Trends and Opportunities

The changes underway in Weatherford and beyond that create new opportunities and challenges.

Trends and Opportunities: Growth in Weatherford



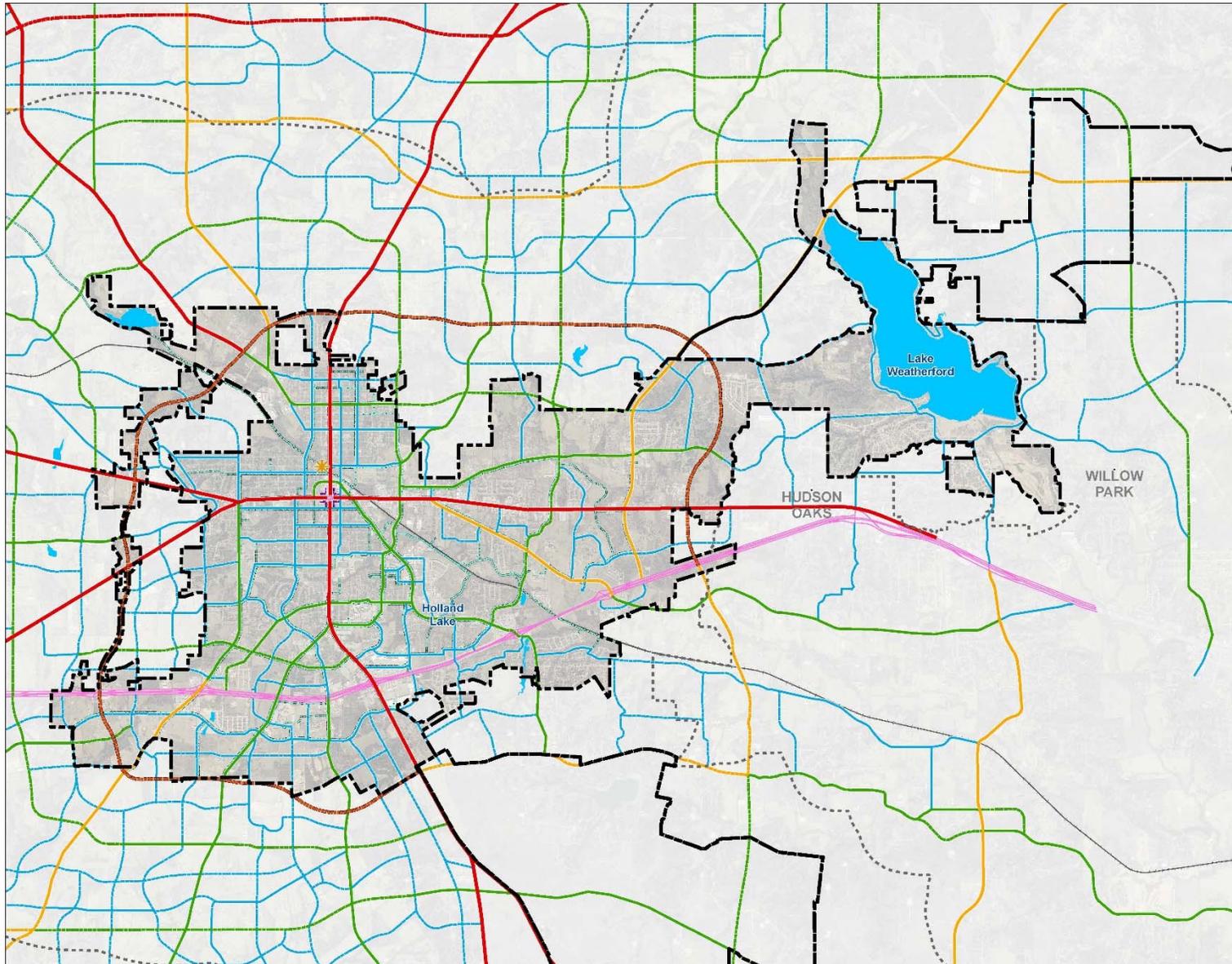
Population Growth, Projected

Weatherford is expected to grow, but more slowly than surrounding areas.

	Census 2010	2015	2020	Growth Rate, 2015 - 2020
City of Weatherford	25,250	26,702	27,949	4.7%
Weatherford ETJ	41,542	44,065	46,647	5.9%
Parker County	116,927	124,992	132,942	6.4%
DFW MSA	6,426,214	6,888,007	7,448,063	8.1%
Texas	25,145,561	26,964,627	29,078,165	7.8%

Source: ESRI, U.S. Census Bureau

Transportation Plan



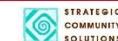
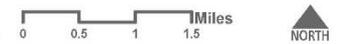
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THOROUGHFARE PLAN

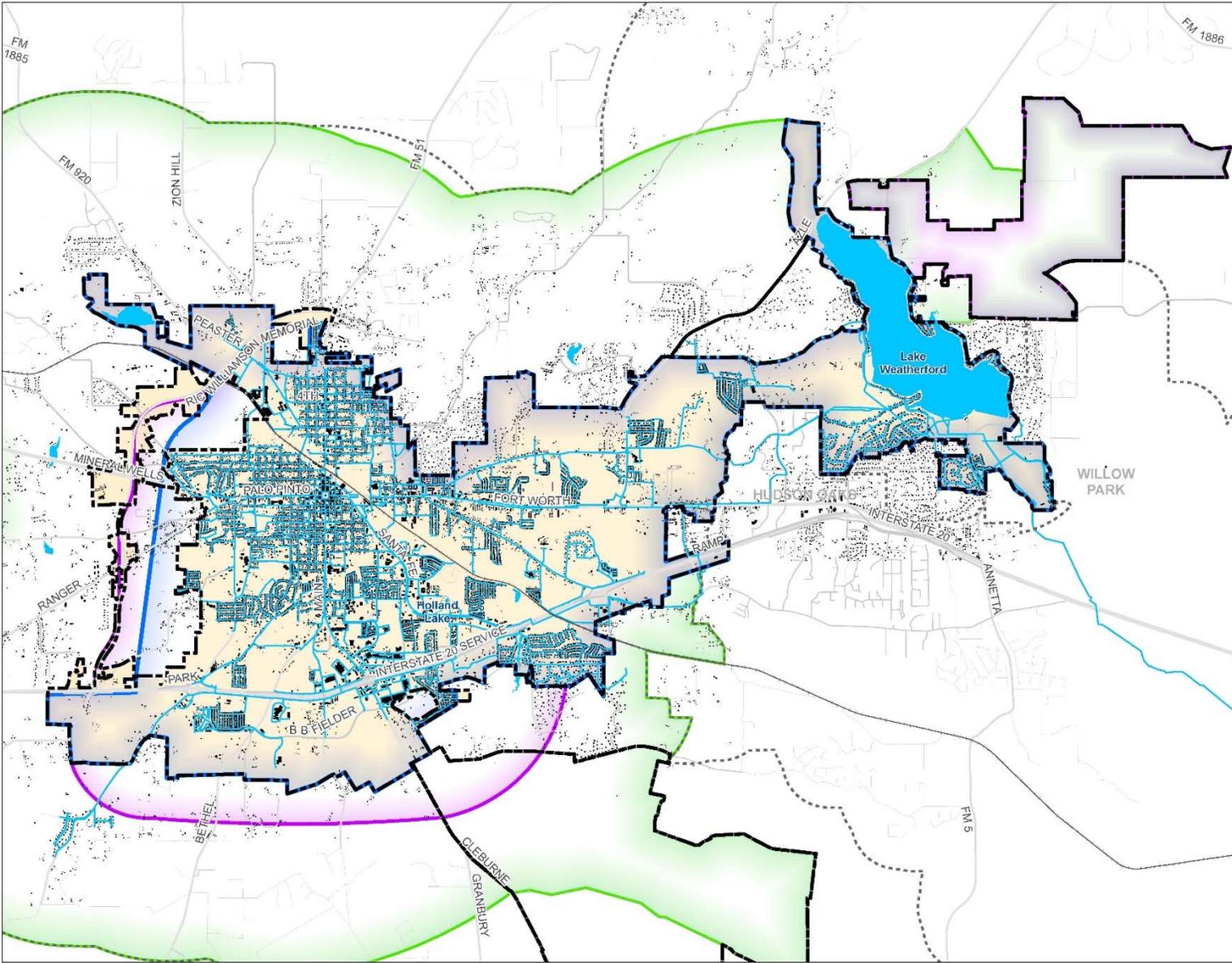
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LEGEND

- Weatherford City Limits
- Weatherford ETJ Limit
- Potential Commuter Rail Station
- Weatherford Loop
- AA -- Major Arterial 120' R.O.W.
- AA -- Future Major Arterial 120' R.O.W.
- A -- Major Arterial 100' R.O.W.
- A -- Future Major Arterial 100' R.O.W.
- B -- Minor Arterial 90' R.O.W.
- B -- Future Minor Arterial 90' R.O.W.
- C/D -- Major/Minor Collector 80'-60' R.O.W.
- C/D -- Future Major/Minor Collector 80'-60' R.O.W.
- Special Downtown Street
- Bridge
- Frontage Road Network
- Established Pathways
- Proposed Pathways
- Railroads
- Lake / Pond



Future Water System



GENERAL PLAN

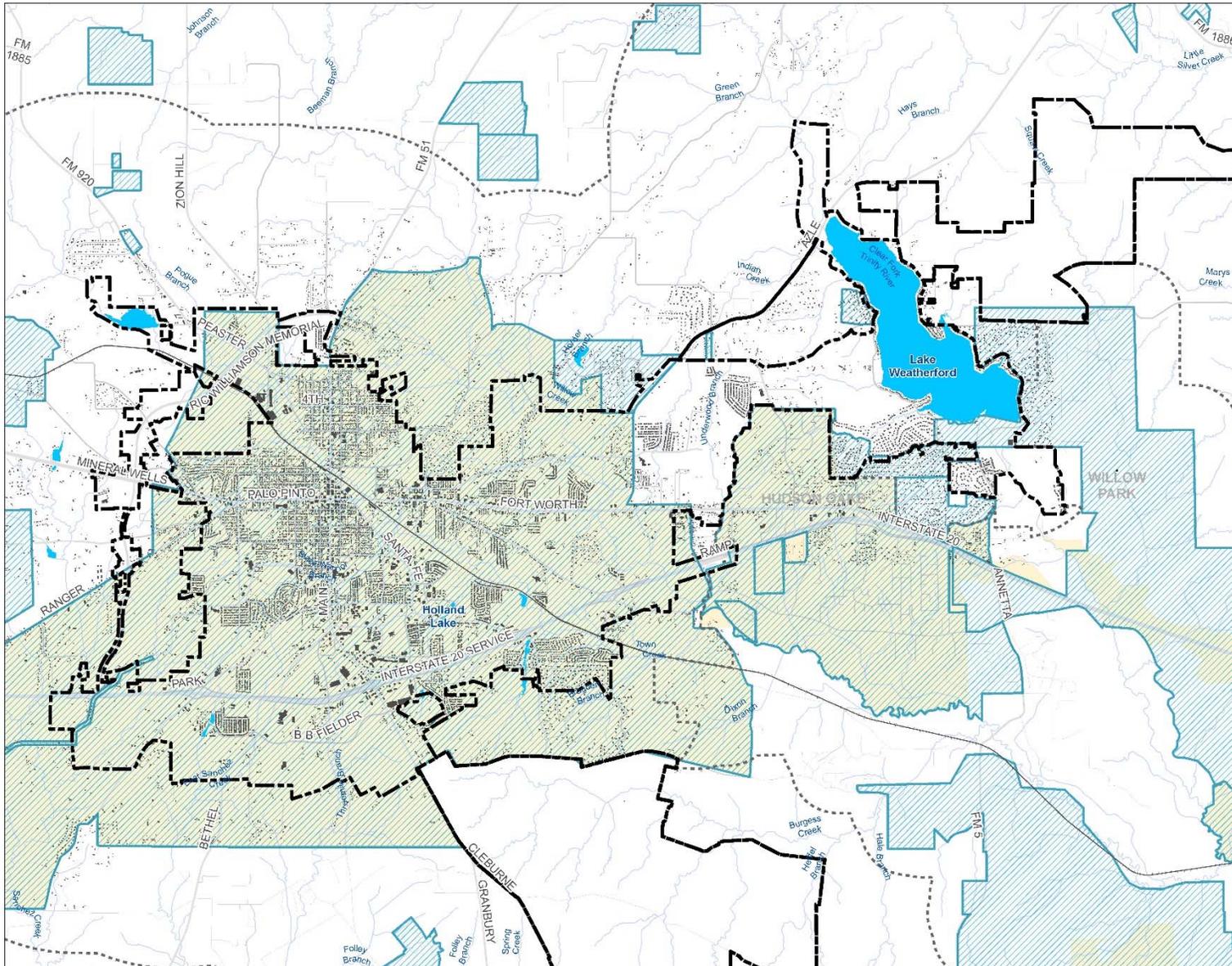
EXISTING UTILITY -
WATERLINES &
SERVICE AREAS
DRAFT

LEGEND

- [Dashed Box] Weatherford City Limits
- [Dotted Line] Weatherford ETJ Limit
- [Solid Line] Railroads
- [Blue Area] Lake / Pond
- [Black Outline] Building Footprints
- [Thin Blue Line] Waterlines
- [Blue Outline] 2016 Service Area
- [Purple Outline] 2021 Service Area
- [Green Outline] Buildout Service Area



CCN & MUD boundaries



GENERAL PLAN

CCN
SERVICE AREAS

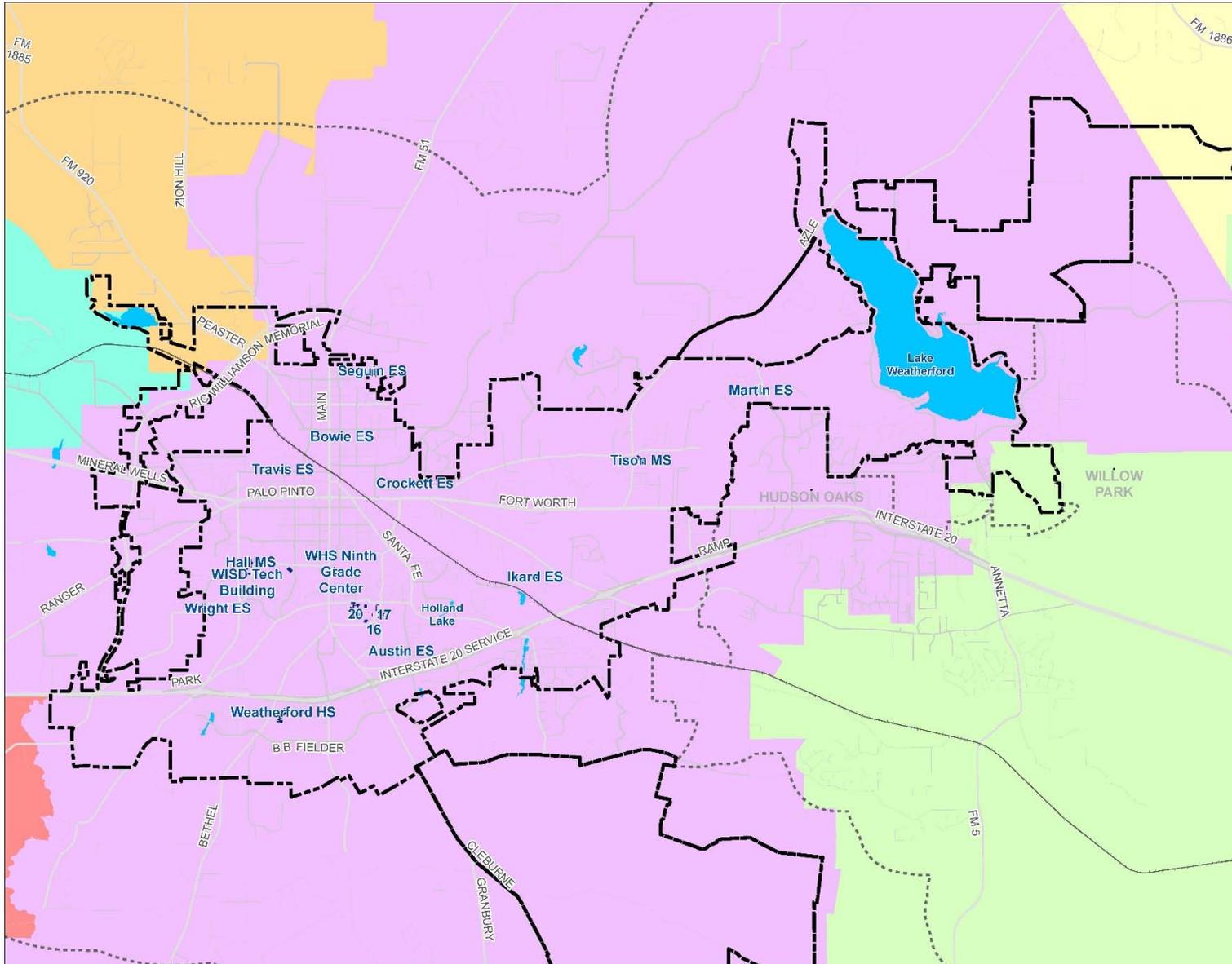
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LEGEND

- Weatherford City Limits
- Weatherford ETJ Limit
- Railroads
- Lake / Pond
- Building Footprints
- Water CCN Service Areas
- River / Creek
- Sewer CCN Service Areas



School Districts



GENERAL PLAN

SCHOOL DISTRICTS

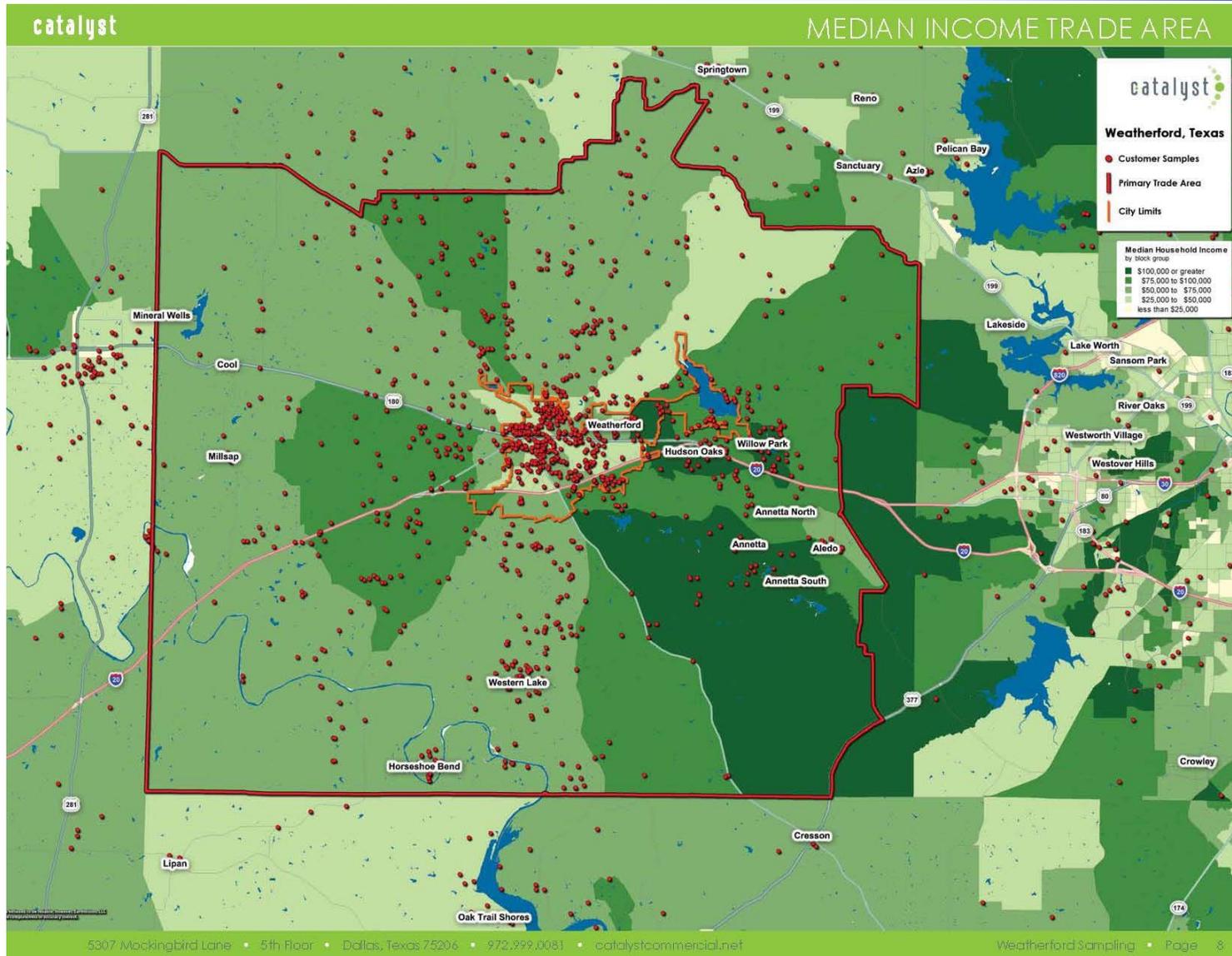
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LEGEND

- Weatherford City Limits
- Weatherford ETJ Limit
- Railroads
- Lake / Pond
- Schools
- Aledo ISD
- Azle ISD
- Brock ISD
- Millsap ISD
- Peaster ISD
- Weatherford ISD



Retail Trade Area



Transportation Investment Partnership

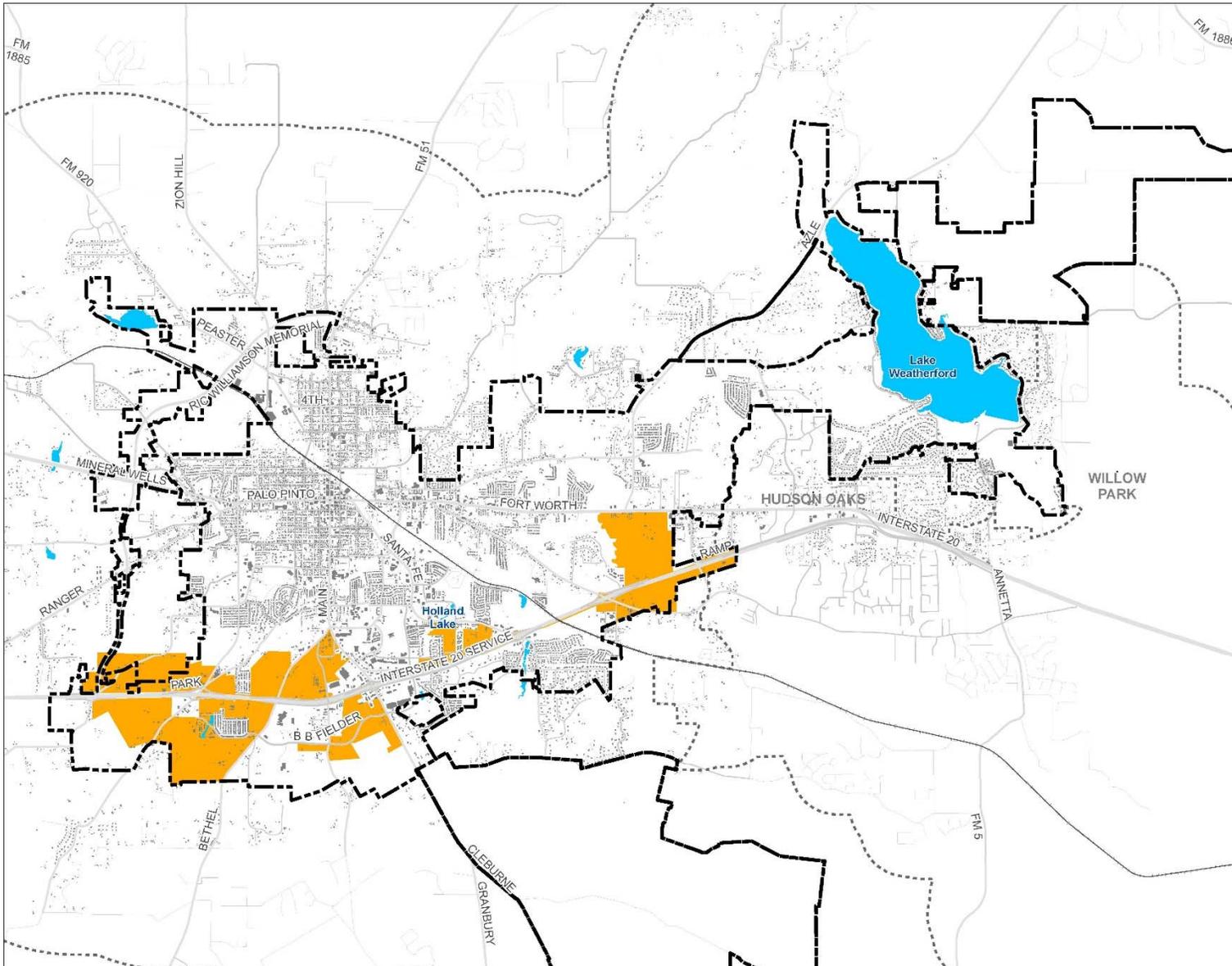


GENERAL PLAN

TRANSPORTATION INVESTMENT PARTNERSHIP

LEGEND DRAFT

- Weatherford City Limits
- Weatherford ETJ Limit
- Railroads
- Lake / Pond
- Building Footprints
- Transportation Investment Partnership Zone



Trends and Opportunities: Emerging Regional and National Issues



Emerging Issues

- Issues that suggest the future will probably not be an extension of past trends.
- Changes that mean ‘business as usual’ won’t be the most successful course.
- Opportunities for the General Plan to provide vision and direction for successful action so Weatherford benefits from these issues.

Emerging Issues

- Aging In Place
 - AARP indicates that nearly 90% of people over age 65 say they want to stay in their home as long as possible.
 - In the next 20 years, the number of adults age 65 and over in the US will nearly double.
 - **How should Weatherford plan to accommodate an increasing number of older residents over time?**
- Housing Choice
 - Millennials say they are not interested in owning homes in low density, single use communities.
 - There is a greater demand for walkable mixed use neighborhoods than the market currently supplies.
 - **Issue: How should Weatherford diversify the housing choices (by housing type, tenure and character) that are available to residents?**

Emerging Issues

- Transportation Options

- Walking and biking can provide alternatives to a single occupancy automobile for short trips.
- Public transportation is increasingly diverse, with options like commuter or light rail, streetcars, buses and more.
- Options like Uber and Lyft are changing travel dynamics.
- **Issue: How should Weatherford meet its residents' future mobility needs?**

- Healthy Communities

- Obesity creates significant health problems for individuals and costs for the health care system.
- Access to healthy, locally-grown food affects residents health and quality of life.
- There is an increasing recognition that the design of communities – how easy it is for people to live active lives – affects residents' health.
- **Issue: How might this General Plan make Weatherford a healthier community?**

Emerging Issues

- Green Design

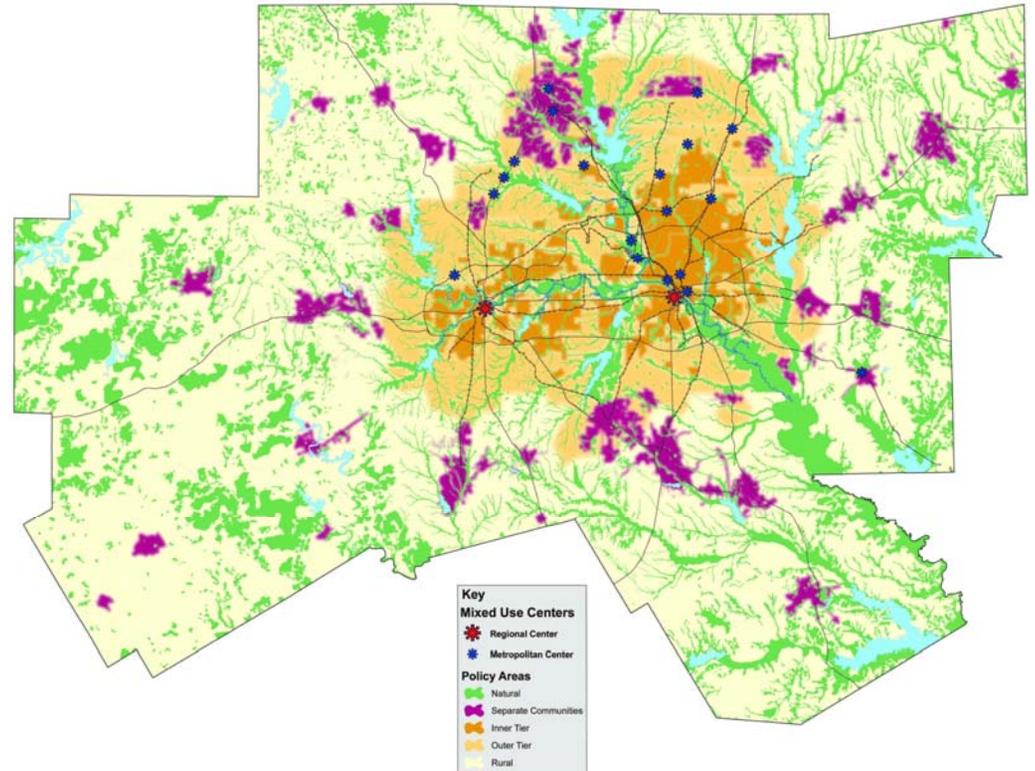
- Systems that use natural features to meet infrastructure needs can mean lower life-cycle costs.
- Private sector owners and corporate tenants now expect green design in the buildings they buy or lease.
- Energy generated locally (such as solar) can reduce costs of transmission and use of non-renewable resources.
- **Issue: What role could green design play in Weatherford's future?**

- Changing Technology

- Technology continues to evolve rapidly, affecting the ways people communicate, work, learn, shop and relax.
- These changes translate into changes to the traditional models for land use and building square footage for retail, industrial and office uses.
- **Issue: How can Weatherford be adaptable and resilient to maximize benefits and reduce damage from changes in technology over time?**

Emerging Issues

- Regional Growth
 - The DFW region is the 4th largest in the U.S.
 - It's one of the fastest-growing large regions.
 - DFW could have almost 12 million residents by 2050 and over 7 million jobs.



- **Issues:**
 - How can Weatherford take advantage of this growth?
 - How can Weatherford avoid the problems that come with this growth?
 - What will distinguish Weatherford from the region's other 200 cities and towns?

Emerging Issues

- Community Identity and Brand
 - No city can be all things to all people.
 - While growth brings new investments and resources, it can eliminate the qualities people love about their community.
 - A distinctive identity means current residents want to stay, new residents want to move in, and businesses want to be here.
 - For many communities, a unique identity shapes their plans for development and economic growth.
 - A General Plan can create that identity and action steps for success.
 - **Issue: What identity do we want for Weatherford in the future?**



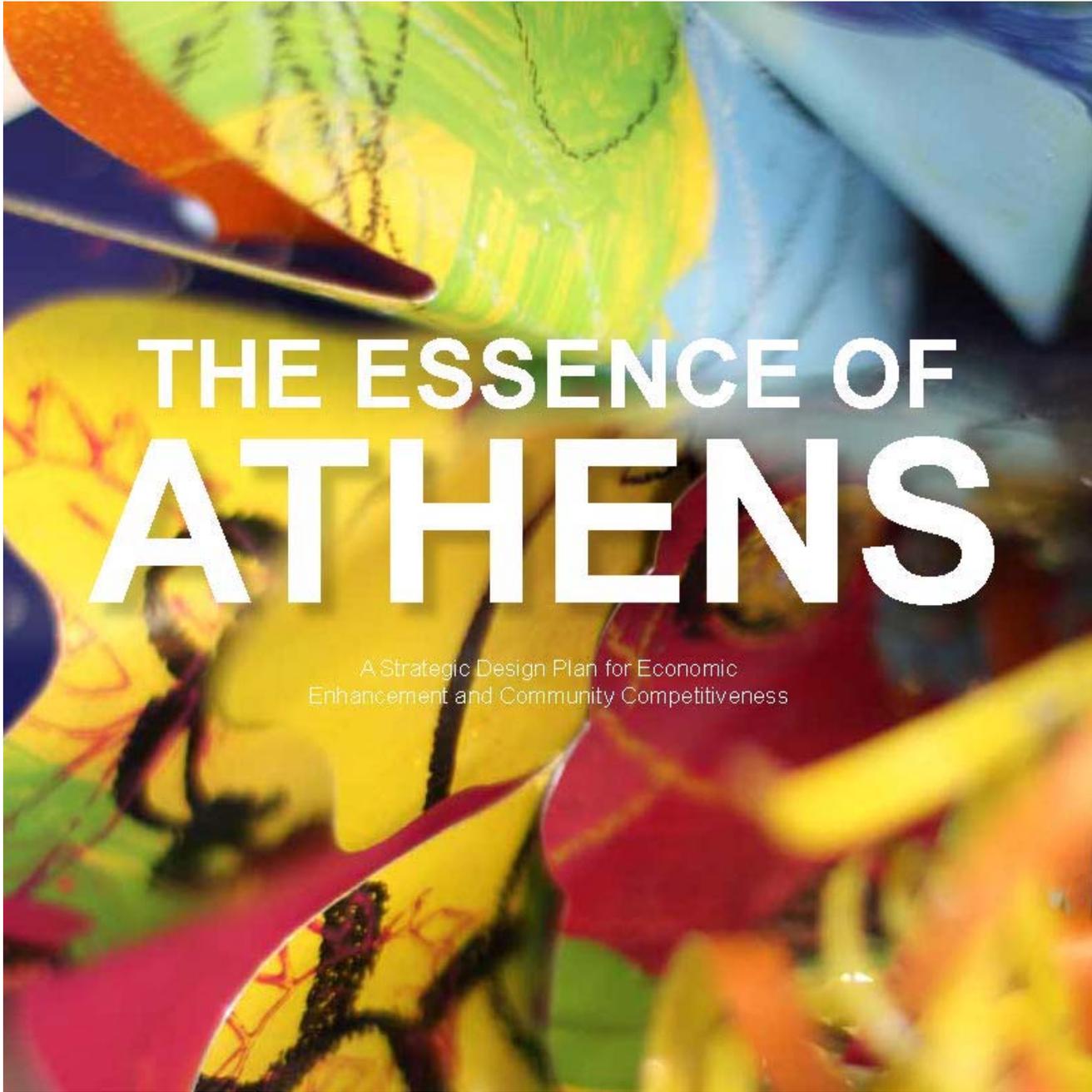
CITY OF
WEATHERFORD



GENERAL PLAN







THE ESSENCE OF ATHENS

A Strategic Design Plan for Economic
Enhancement and Community Competitiveness



KEEPING US ATHENS

This plan is a way to make sure that the City of Athens continues to be defined by the key elements that make Athens what it is. We consider Athens to be a wonderful, interesting, and rare place and we want to ensure that it continues to be so. Ours is a community that is rich with history, culture, art, and soul, and our built environment should always reflect all of these things.

The City of Athens has been thinking and working on this in many ways for the last several years, but until *The Essence of Athens Plan*, a good way to tie it together had not been conceived. This plan is a topical update of our adopted *2003 Athens Comprehensive Plan*. It specifically enhances the Local Attitudes & Planning Themes and Land Use and Urban Design Sections of that adopted plan. Adding this layer of detail gives us a set of bottom-up, locally-organic recommendations we can implement that reinforces the unique aspects of Athens. This plan will help to address ways to ensure that our city is not just a collection of nice or better places, but truly Athens places.



ECONOMY OF UNIQUENESS

Here in Athens, Ohio University hopes students will fall as much in love with the surrounding community as the campus itself. Businesses and entrepreneurs often decide to locate in a city based on the 'vibe' of a place and the uniqueness of a particular address. Visitors and tourists want to stop and spend their hard-earned money in the most interesting, noteworthy communities. There are many studies on the impacts of special places on local economies (notably, *The Economy of Uniqueness* by The World Bank, 2012) and this *Essence of Athens* plan helps solidify our future as even more of a great place to live, visit, and spend money. This document serves as a blueprint for ensuring that the community does not level its economic development playing field by allowing itself to become just another version of every other place. The clear objective of this plan is to increase the viability of Athens as a place where people want to invest money, time, and brain power.

BUILDING IS BRANDING

Branding usually involves inorganic, top-down approaches and outcomes that include logos, slogans, and claims that often can't be backed up. If a place's landscape doesn't match the new story it wants to tell, then the branding effort will fail. Such proclamations often fall on deaf ears and the inauthentic story will be forgotten.

Implementing *The Essence of Athens Plan* means building things that are ATHENS which becomes the collective cultural brand of the city. By creating special infrastructure and real estate development that will especially be appropriate and relevant in Athens, we will never try to make our neighborhoods into some currently famous neighborhoods. We will never sell something that doesn't or will never exist. We will cultivate our unique story by uncovering our culture and amplifying it onto our public and private spaces, and we will do this everywhere.

LITTLE BIGNESS PALETTE



OUR BUILT ENVIRONMENT IS OUR BRAND

We are fortunate to have notable, memorable structures throughout our community. As the years pass and as a direct result of this plan, our buildings and parklands will become even more alive and lovable.

Trends and Opportunities: Identity and Long-Term Success





CITY OF
WEATHERFORD

GENERAL PLAN



Kimley-Horn

















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