



WOLFFORTH COMPREHENSIVE PLAN – EXISTING PLANS REVIEW

June 2025 *DRAFT*

Prepared For:
The City of Wolfforth

Prepared by:



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1.0 Hazard Mitigation Action Plan (UPDATE 2023)

Resolution 2023-008 - March 6, 2023

City of Wolfforth

Approval of Hazard Mitigation Plan

1.0.1 Purpose

The purpose identified in the Lubbock County Hazard Mitigation Plan Update “The Plan” is to protect people and structures and to minimize the costs of disaster response and recovery. Several goals were identified in The Plan, including:

- To provide a comprehensive update to the 2015 Hazard Mitigation Action Plan (HMAP),
- Minimize disruptions within Lubbock County following a disaster, streamlining disaster recovery,
- And at the local level, ensure a commitment to hazard mitigation principles from participating jurisdictions.

Adoption of this Plan provides the basis for Wolfforth to remain eligible for a full range of Federal disaster relief and to take advantage of rapidly developing mitigation grant opportunities as they arise.

1.1 RISK OVERVIEW

All hazards in this report are ranked by their frequency of occurrence (unlikely to highly likely) and their potential to have a severe impact on the County (limited, minor, major, and substantial). The risk summary lists thunderstorm wind, hail, winter storm, lightning, drought, tornado, wildfire, extreme heat, and flood as highly likely occurrences in Lubbock County. Only thunderstorm wind, winter storm, lightning, and tornado are listed to have the potential to have substantial severity while hail, drought, and flood are listed to have minor severity.

1.1.1 Thunderstorm Wind

Since 1993, there have been 86 reported occurrences in Lubbock County of winds exceeding 60 MPH, which have the potential to cause considerable damage structures and the environment. From the years 2000-2017, the City of Wolfforth has reported \$25,418,934 in damages due to high winds. Wolfforth is noted to have experienced wind gusts up to 95 mph on April 29, 2012. This wind uprooted trees, tore the roof from a house, and blew mobile homes away. The damages from this event totaled \$25 million in economic losses. The potential severity of impact from thunderstorm wind in Lubbock County has been deemed substantial. Like the rest of Lubbock County, Wolfforth is vulnerable to dealing with these high winds every year. This vulnerability is even more concerning because Wolfforth has a great number of manufactured homes (58), and homes built before 1980 (529) that are both not constructed to withstand these conditions. Most of Wolfforth’s government facilities are also at risk of being damaged in a thunderstorm. Adopting and enforcing stringent building codes that require structures to be designed to withstand high wind speeds and implementing guidelines for the construction and maintenance of roofs, windows, and doors to reduce wind damage can increase resiliency. Similarly, the planting of tree species that are more wind-resistant or creating buffer zones with trees and other vegetation can act as windbreakers.

1.1.2 Hail

From 1993, the City of Wolfforth reported 50 hail events and \$8,397,992 in damages from those events. Just as with thunderstorm wind, the structures with the highest vulnerability to being damaged are manufactured homes, homes built before 1980, and most of the government's facilities. Despite the great economic loss incurred by the hail, its minimal disruption to quality of life has deemed it to have a minor potential severity. Ensuring that new developments consider historical hailstorm patterns and opt for designs that minimize exposure can increase resiliency for future events, especially when coupled with the use of hail-proof materials for outdoor structures like carports and patio covers.

1.1.3 Winter Storm

The Plan lists winter storms in Lubbock County to have substantial potential severity for impact to the county. The City of Wolfforth also has a notable senior citizen (355) who have greater susceptibility to dying from hypothermia and people in poverty (462) who have less access to regular use of heat. Infrastructure like roads, bridges, and utility lines can be designed to in a way that they are more resilient to the impacts of winter storms. This includes ensuring that roads have proper drainage to prevent ice formation and that utility lines are buried when feasible to avoid damage from ice and falling trees. Working with the relevant utility providers to develop plans for rapid restoration of services following winter storms is one way to ensure that critical services, such as healthcare facilities, have continuity plans in the case of a weather event.

1.1.4 Lightning

Lightning in Lubbock County has caused 1 recorded death and no injuries since 1997. Because of this death, The Plan lists lightning as having the potential to cause substantial severity of impact to Lubbock County. However, lightning in Lubbock County has historically brought about relatively low damages to property (\$3.1 million since 1997) and has not brought about significant disruption to quality of life or operations of facilities. There was also no damage reported by the City of Wolfforth in this plan, so it is likely that lightning is not as much of a risk for Wolfforth as it might be for other parts of the County.

1.1.5 Drought

It is difficult to quantify the deaths and/or injuries caused by drought or the impact that drought has on the operation of services and facilities. Lubbock County has reported to have lost \$2.3 billion in damages from the effects of 33 of the 51 reported drought periods from 1996-2021. Drought has been deemed to have a minor potential severity, but it still greatly affects Lubbock County. To reduce the impacts of drought, communities can focus on strategies like enhancing water conservation and management efforts, improving infrastructure, and fostering community engagement and policy development. Adopting water-saving measures, upgrading water systems to reduce leaks, and diversifying water sources through initiatives like rainwater harvesting and aquifer storage help ensure efficient water use. Implementing advanced drought monitoring systems and expanding water recycling programs also bolster resilience. Finally, fostering collaborative planning and engagement with stakeholders, alongside supportive policies and financial incentives, ensures that communities are well-prepared and proactive in managing drought conditions.

1.1.6 Tornado

Tornadoes have caused extensive property damage in the history of Lubbock County. In 1970, an F5 (incredible) tornado caused \$1.8 billion in damages, injured 500 people, and took the lives of 26 people. Although no lives have been taken since then by tornadoes in Lubbock County, this event makes tornadoes to have "substantial" potential severity for Lubbock County. First, ensuring that buildings are sturdy and include safe rooms while using thoughtful land planning to avoid high-risk areas can bolster

resilience. Informing the community with public education and robust early warning systems ensures quick and clear communication during emergencies. Enhancing infrastructure resilience, maintaining trees and vegetation, and supporting financial incentives for protective measures all support the notion of resiliency as well. By working together and staying prepared, the city and the county can significantly reduce the impact of tornadoes and keep our communities safe.

1.1.7 Wildfire

49% of the total population of the City of Wolfforth live in the wildland-urban interface (WUI), where the threat from wildfires increases due to the proximity of people and property to wildland vegetation. Human activities in the WUI, such as campfires, electrical equipment, and machinery, increase the likelihood of fire ignition, while proximity to wildland vegetation can exacerbate the spread of fire. Despite this, only 6 acres of land have been suppressed by wildfire from 2005-2020. Wildfires have a limited potential severity for the City of Wolfforth.

1.1.8 Extreme Heat

Only 2 extreme heat events have been reported from 1996 to 2023 in Lubbock County. The City of Wolfforth is not vulnerable to loss of life or property from extreme heat. However, senior citizens (355 people), infants and toddlers (612 people), and people in poverty (462 people) living in Wolfforth all have a higher susceptibility to injury or death due to extreme heat.

1.1.9 Flood

From 1996-2021, the City of Wolfforth has had a high number of flood events (7) relative to the other areas in Lubbock County. It has reported \$23.7 million dollars in losses due to flooding from 1996-2021 and has a minor potential severity of impact from flooding. It is anticipated that the City of Wolfforth could anticipate an impact of “minor” with critical facilities wo would be shut down for one week or more weeks, with more than 10 percent of property would be destroyed or damaged. Any injuries or illness would not potentially result in permanent disability.

1.2 MITIGATION STRATEGY

The 2015 Hazard Mitigation Goals for Lubbock County remain the same goals in the 2023 update. Some notable goals and objectives include informing the public of precautionary measures against hazards, promoting future development regulation that would limit the amount of harm they would bring to existing development, investing into communication/detection technology, and incorporating hazard mitigation measures into upcoming plans.

1.2.1 Mitigation Goals

1. Protect public health and safety.
2. Build and support local capacity and commitment to continuously become less vulnerable to hazards.
3. Increase public understanding, support, and demand for hazard mitigation.
4. Protect new and existing properties.
5. Maximize the resources for investment in hazard mitigation.
6. Promote growth in a sustainable manner.

1.2.2 City of Wolfforth Hazard Mitigation Actions

Most of Wolfforth's planned actions fall under education and awareness. With these, the city intends to make the people more aware of how they should act during a hazard, understand the risks they might have for specific hazards, know where shelter is available, and to be able to be aware of severe weather events. Some actions fall under structure and infrastructure, in which they plan to build shelters for emergency services, a storm shelter, and an emergency operations center. They are also preparing for hazards through the collection of emergency rations, the improvement of alerts systems, the maintenance of roadway and drainage debris, and the creation of an emergency management team to promote public safety. The specific Hazard Mitigation Actions are listed out in **Table 1.1** below.

Table 1.1 | City of Wolfforth Hazard Mitigation Actions

Proposed Action	Hazard(s) addressed	Implementation Schedule
Purchase of NOAA radios for early warning and post-event information to place at schools and critical facilities.	Extreme Heat, Flood, Hail, Lightning, Thunderstorm Wind, Tornado, Wildfire, Winter Storm	Within 12-48 months of plan adoption
Conduct Public Outreach / Education on Smart911 alerting systems, hazard risk, and provide information describing system alerts pertaining to notifications and evacuation during severe weather events.	Extreme Heat, Flood, Hail, Lightning, Thunderstorm Wind, Tornado, Wildfire, Winter Storm	Within 12-48 months of plan adoption
Develop an Emergency Management Team consisting of Council, Emergency Management, and head of all city departments.	Extreme Heat, Flood, Hail, Lightning, Thunderstorm Wind, Tornado, Wildfire, Winter Storm	Within 12-48 months of plan adoption
Purchase emergency rations for responders and public.	Drought, Extreme Heat, Flood, Hail, Lightning, Thunderstorm Wind, Tornado, Wildfire, Winter Storm	Within 12 months of plan adoption
Construct shelter for emergency vehicles and covered walkways for accessing vehicles during severe weather events.	Hail, Lightning, Thunderstorm Wind, Tornado, Winter Storm	Within 12 months of plan adoption
Construct Emergency Operations Center and Community Storm Shelter.	Hail, Lightning, Thunderstorm Wind, Tornado	Within 12-60 months of plan adoption
Develop and implement community wide program to conserve existing water supply source.	Drought, Extreme Heat	Within 12 months of plan adoption
Implement program to purchase air conditioners/ heaters for low income and elderly residents susceptible to severe weather.	Extreme Heat, Winter Storm	Within 12-24 months of plan
Develop and implement NFIP public education program for residents affected by high flood risk areas.	Flood	Within 48 months of plan adoption
Continue to upgrade and expand outdoor warning siren system.	Flood, Hail, Lightning, Thunderstorm Wind, Tornado, Winter Storm, Wildfire	Within 12 months of plan adoption
Promote private storm shelters and safe room program for existing and new residential construction.	Flood, Thunderstorm Wind, Tornado	Ongoing
Continue to evaluate floodplain ordinance, prohibiting construction in high-risk flood zones.	Flood	Ongoing
Purchase equipment and vehicles for emergency response.	Drought, Extreme Heat, Flood, Hail, Lightning, Thunderstorm Wind, Tornado, Winter Storm, Wildfire	Within 12-48 months of plan adoption

2.0 Comprehensive Plan 2030 (2009) Overview

Ordinance No. 390 - June 15, 2009

City of Wolfforth

Ordinance of the City Council of the City of Wolfforth, Texas, providing for the adoption of a comprehensive land use plan for the city of Wolfforth, providing a severability clause and providing an effective date.

This comprehensive plan outlines the goals and objectives that encapsulate Wolfforth's approach to:

- ensure efficient delivery of public services,
- coordinate public and private investment,
- minimize conflict between land uses,
- manage growth in an orderly manner,
- increase the cost-effectiveness of public investments, and
- provide a rational and reasonable basis for making decisions about the community.

2.1 BASELINE ANALYSIS

This analysis notes that the location of the City of Wolfforth within the Lubbock County metro area provides easy access to retail, cultural, and educational opportunities for its residents. Wolfforth has had a growth of 26% in their population from 2000 to 2008, making it the fastest growing community in the area during this time frame. To accommodate the growth, the city has explored the option of the annexation of extra-territorial jurisdiction. At the creation of this comprehensive plan, most of the of land was vacant/undeveloped (65%), while 13.2% was Residential (12.4% for single family) and 15.4% was public/semi-public space.

The high quality of the Frenship Independent School District (FISD) has attracted people to move to Wolfforth. The school district has also helped improve educational outcomes, with a higher percentage of people attending and finishing college in 2008, as compared to itself in the past and to the rest of the state of Texas at the time.

2.2 GOALS & OBJECTIVES

The mission emphasizes the importance of promoting a superior quality of life in Wolfforth through the provision of cost-effective services. The vision foresaw a safe, friendly, and family-oriented community that could attract businesses to serve it.

This plan notes the results of a workshop that sought input from the community on their thoughts about the city. The school, public services, and sense of community were identified as high quality by the people living in Wolfforth, while the biggest issues pointed out were the water, the lack of commercial and retail, and the lack of mobility in the area. People foresaw the city to have a town square center (addressing the lack of retail) and many more paths and parks to increase mobility.

2.2.1 Thoroughfares

The city hoped to develop and maintain throughfares in response to the present and future needs of adjacent areas, regarding their land use and economic input. This required coordinating the implementation of the thoroughfare plan with the future land use plan. This also required input from regional transportation planning groups and neighboring municipalities. There was a focus on supporting access to and from major traffic generators through road integrity, road maintenance, improvements to the vehicle capacity of local roads, and the promotion of alternative modes of transportation.

2.2.2 Housing

The city planned to provide housing diversity with alternatives to the common single-family homes. Denser housing could have been provided throughout the city and especially if near the development of a town square center if were to come about. Housing of different types and of different sizes can help accommodate people with a great range of incomes and preferences. The city also hopes that there is no compromise in the quality of homes, hoping to implement policies that ensure the marketability of older homes and the high standards of new developments.

2.2.3 Recreation

The goals for recreation involved the provision of recreational opportunities for the youth through recreational activities and facilities. This included the city investigating the feasibility of constructing and maintaining a sports complex. This plan also recognized the need for amenities that could serve its senior citizens.

2.2.4 Infrastructure

Water for Wolfforth was a significant issue. The city hoped to improve the water quality, to be more reliable in its provision of water, and to educate citizens on the ways water usage trends can worsen the water issue. This plan states that future development should be done in places that already have the support or the potential to support the development of any public utility systems that it would need.

2.2.5 Public Facilities & Services

Because Fisd has drawn and kept many of the residents in the city, it was imperative that the government of the city recognize the impact that Fisd has on the economic development of the community and its employment base. They intended to do this by developing a relationship with Fisd, conducting activities with them to capitalize on this connection. The city also aimed to encourage the sense of community in Wolfforth and make citizens aware of their ability to be involved in the local city activities and provide their input. Ensure that the emergency services continue to have adequate resources for the community.

2.2.6 Future Land Use

There is a great emphasis on promoting non-residential (especially retail and commercial) opportunities through land use designations. This was seen as a way to help build the tax base for the city to support existing and future residents.

2.2.7 Economic Development

This plan calls to incorporate the economic development strategic plan that envisions an agricultural center, senior housing, a town square, an industrial park, and improved infrastructure. The city seeks to improve economic development through local, regional, state, and national partnerships with other governmental departments, non-profit organizations, and private businesses. It also wanted further economic development by bringing the community together and informing them of the benefits of

beautification. There is an influence from the economic development corporation to promote the city as “the place to be” to attract people to Wolfforth.

The plan notes the intent to collaborate with the area chamber of commerce and agriculture and the Wolfforth Economic Development Corporation to establish a listing of target industries that should be pursued to conduct business in the city. To make business incorporation more attractive to potential developers, they also planned to develop the proposed industrial site with infrastructure improvements and work with landowners to phase property development.

There is also a major focus on the development of a town square center, which has the potential to bring in many more businesses, increase housing density, add to the identity of the city, and provide a public space for people to gather. This town square center would require that the roads leading toward it can support an increased volume of traffic. They would also like for this town center to provide open space with an amphitheater, water features, and festival facilities to draw people both near and far.

2.3 FUTURE LAND USE PLAN

Ordinance No. 2024-011 - April 15, 2024

City of Wolfforth

Ordinance of the City Council of the City of Wolfforth adopting an updated future land use plan: providing a severability clause; providing for the repeal of ordinances in conflict herewith; and providing an effective date.

The city acknowledges its very high population growth in comparison to the surrounding area, seeing it necessary to prepare for the trend in growth to continue through the organized development of land.

2.3.1 Recommended Land Uses

The City of Wolfforth wanted for the low density residential to be maintained as the most prevalent of the residential land-use but with variation in the lot sizes to provide variation in market choice. The prevalence of undeveloped/vacant land is noted as an asset for making this lot variation a possibility. Medium density residential was not very prominent and the only area that they planned to add medium density housing was in the special study area (where there is the town center being planned). High density residential housing is anticipated to be a necessity in response to the high population growth. Thus, two areas have been proposed adjacent to the special study area. The homes were to be built with garages (>50% of homes requiring them) to limit the need for street parking. Manufactured homes, which provide an affordable housing option for the residents, were provided with a few large areas on the Future Land Use Map to support the differences in economic need of the people. The land provided has been deemed adequate, but the city intends to utilize the ETJ annexation option if needed.

Park & Open Space will be added in response to further population growth at the ratio of 17 acres of park space per 1,000 people as suggested by the National Recreation and Park Association. The city hopes to make the parks far more ubiquitous. Office space takes up very little of the area in Wolfforth. Although new office land is designated in the FLUM, there is a potential for office space to be placed adjacent to a variety of uses based on the design of the structure. Like office space, Public/Semi-Public facilities have the flexibility in which they can fit within any area, but knowledge of where they might be built can help residents prepare for changes in their environment.

Because retail requires that people can see the storefronts, retail uses have been placed along major thoroughfares that have high amount of vehicle and foot traffic. The city aimed to place more retail at intersections of arterials or along freeway frontage roads to help the businesses achieve sufficient attention. Although the city intended to increase its retail options, they wanted to avoid retail being ubiquitous along the entirety of the arterials and frontage roads, as it is not sustainable for the long-term success of these businesses.

Commercial land use requires that people can access the businesses, as they often rely heavily on outside storage space. Just like retail, placement of these structures by major thoroughfares is very helpful for the use, but it has the potential to reduce the visual quality. Thus, the City of Wolfforth wished to implement buffer requirements that would separate it from the view of people looking from residential areas or highly traversed paths.

Industrial land use requires proximity to the freeway and is preferable to have access to the railroad. The plan provided the option for the light industrial use to be placed close to the residential areas, as their business is conducted indoors. The heavy industrial use was suggested to be placed further from the residential areas so to prevent the pollution of the area and the uglification of neighborhoods.

The mixed-use designation mainly focuses on the development of a town center with influence from Keller, TX's Keller Town Center, which features businesses, homes, large ponds, nature reserves, and government buildings. The town center would require public-private partnerships, improvements to the road (Main Street), and carefully designed development of the open space.

2.4 THOROUGHFARE PLAN

Ordinance No. 565 - April 5, 2021

City of Wolfforth

Issues with transportation lie in the high population growth and the increase in land development that results from it. This plan notes the need to preserve the quality of neighborhoods, provide easy access to local businesses, and to eliminate congestion from future land uses.

2.4.1 Thoroughfares

The portion of Marsha Sharp Freeway that runs through Wolfforth has had much heavier traffic due to the road connecting several remote Texas cities, the Lubbock MPO, and the NAFTA Ports to Plains route. A proposal for a grade separation between the highway and Quitsna Ave (Research Blvd) has since been completed as it appears on a map. The proposed Outer Loop has been deemed problematic as it would split the town in half, which is why the city, the MPO, and TXDOT were (at the time of the creation of this comprehensive plan) conducting a study on this proposal. The Outer Loop has the potential to be a great disruption to the access that people have to the land in Wolfforth.

The city hopes to construct arterials with raised medians that begin at least 300 feet from the intersection for both safety and aesthetic purposes. The plan wants the collectors to be located at least once every ½ mile along an arterial. Shared driveways should help control the traffic from the collectors to the arterials. Neighborhoods should be developed between the arterials and collectors so that traffic is not pushed to the residential roads. The main concern for local streets is safety, which is suggested to be approached by using offset intersections and by curving the road

2.4.2 Future Land Use Plan

There needs to be adequate space provided for the construction of appropriate roads adjacent to new development. The plan is open to the possibility of single-family homes being constructed adjacent to major throughfares, but there are reservations about the disturbance that the arterials can be for the residences. This is addressed by having the lots rearing on the arterials and onto residential streets, which connect to the arterials through collector streets. They also suggest that Cul-de-sacs could also be used to help ensure that the residential roads remain safe. Cul-de-sacs, however, have the potential to make the roads confusing and less friendly for pedestrians who might wish to use the residential roads.

2.4.3 Impact Analysis

The incorporation of a Traffic Impact Analysis into the subdivision ordinance would make any residential development that would generate more than 1,000 trips per day or any nonresidential development that generates more than 2,500 trips per day.

2.5 PARK, RECREATION, & OPEN SPACE PLAN

There is an anticipation of the need to add 80 acres of park space to accommodate the estimated 2020 population. This is second in priority after ensuring that there is an adequate number of facilities to accommodate people.

2.5.1 Hike and Bike Trails

Citizens and committee members both wished for hike-and-bike trails within Wolfforth. This would set the community apart from others in the region, as none other has them. This would also be utilized by people belonging to all age groups and increase the value of people's property. The city mentioned the importance of ensuring that the community's trails are ADA compliant in their materials while being conducive for multimodal access.

2.5.2 Rails with Trails

Rails-with-trails would utilize unused portions of active railroad lines, making their trails along their railroad rights-of-way. The concern with this idea comes from the proximity to the active railroad, which could easily bring harm to pedestrians on the trail.

2.5.3 Parks

Seven neighborhood parks were recommended. This would have been incorporated into the trail system, with the parks being linked together by the trails. These parks were suggested in proximity to existing neighborhoods, and there was the consideration for the development of parks in/by areas to grow in the future.

2.5.4 Patterson Park

Patterson Park, a 31-acre neighborhood park, was considered for expansion and inclusion of more facilities due to a lack of residents using this park as compared to their willingness to use parks outside of Wolfforth. The city hopes to add a 5,000 square foot play area to add to the enjoyment that the park has to offer and attract more people to it.

2.6 INFRASTRUCTURE ASSESSMENT

2.6.1 Water

There were concerns about the water quality, as fluoride, manganese, and arsenic were found naturally occurring from the Ogallala Aquifer. The city states the plan to install an Electrodialysis Reversal unit to comply with the Texas Commission on Environmental Quality water quality standards. They also put forth a water conservation schedule plan to help reduce capital and operating costs for water and wastewater systems.

2.6.2 Stormwater

The City of Wolfforth utilizes "playas" that form a retention/detention pond system. Urban storm water runoff overflows down the streets from playa to playa. Some playas are dry unless there is a recent storm, and other playas retain water all year long. To prepare for future growth, this plan states the need to expand this storm drainage system. One proposal was to have a park that is placed once every square mile of a neighborhood and a playa implemented into each of those parks. The concern with this was that it would not be able to support the 100-year rainfall events. The city concluded that it would be necessary for these playas to be a part of a network that allows them to drain into each other, into greenbelts, into underground storm drains, and/or into an ultimate outfall or canyon.

2.7 PUBLIC FACILITIES PLAN

City Hall would have to increase to 17,588 square feet to support the estimated 2030 population. There is a discussion about moving the city administration functions into a larger building and constructing new facilities for the emergency service. The city also mentioned the need for more employees in each department to serve the estimated 2030 population. The city hall would need 65 employees.

The plan mentions the potential need to construct a new public safety facility, as the sole one existing at the time was in the Southwest corner of Lubbock County. The city's intention was to build a centrally located emergency services building. Anticipating population growth, there was a plan to develop another station in the southern part of the city, considering that it has the highest potential for growth.

This plan states the future need of adding to the library space with a multi-purpose resource center than would be able to provide resources for research and learning. The maintenance building was suggested to move to the old fire/EMS station when the new one would be constructed.

2.8 HOUSING STRATEGIES PLAN

Housing in this plan spotlights the importance of neighborhoods. The city hopes to approach development to create high quality social, educational, economic, and infrastructural resources within each neighborhood. This neighborhood focus is claimed to be helpful for the city to be organized in its planning and development.

They wished to assist people who need repairs for their homes, but did not qualify for many of the grants and programs due to their small population size (<5,000). The city suggested the coordination of volunteer efforts (such as "Christmas in April") to assist these people. The city also planned to be more proactive in the enforcement of codes, as it would be more visually and physically pleasing for people, and it would not be of much cost to the city. This plan suggests encoding the future residential development guidelines into the subdivision or zoning ordinance for the construction of vacant neighborhoods.

2.9 IMPLEMENTATION STRATEGIES

Changes to the plan are to only come after input from citizens, neighborhood groups, property owners, civic leaders, major stakeholders, and others interested in the long-term growth of the city suggest so. The comprehensive plan is intended to be a guiding document that is subject to change if new perspectives are brought forth and the city leaders deem them better going onward. The special area study to determine the feasibility of a town center was a priority mentioned that would require further funding.

3.0 2023-2026 Strategic Plan

May 2023

Wolfforth Economic Development Corporation

3.1 SWOT ANALYSIS

Some of the strengths of the Economic Development Corporation (EDC) mentioned were regarding the openness to change, the willingness to allow for different projects and ideas, the connection it has to the city leaders and council, its strong relationship with Frenship ISD, and its passion to grow. Weaknesses mentioned were regarding lack of funds and capital, and a lack of a vision. Some opportunities raised involved the cohesion in the community's willingness to grow and the development of a town square to entice businesses and people. The threats brought up were surrounding the lack of an identity, high property taxes, infrastructural quality issues, and the unrealistic and directionless growth strategy.

3.2 START-STOP-ACCELERATE

Though not every idea was agreed upon, these are some of the things that participants stated should be done moving forward with the EDC. People mentioned that they should start branding, focusing on attracting business to available sites, developing services for businesses to open and/or sustain their presence. It was also suggested that they stop being negative, thinking small, and being intimidated by Lubbock. The EDC was told to accelerate their relationship with the school district, its rebranding, creation of guides and resources, and calling on businesses.

3.3 STAKEHOLDER INTERVIEWS

The EDC asked many stakeholders different questions. The stakeholders mentioned that some of the economic development challenges come from the lack of retail, lack of marketability to businesses (no town center and few vacant buildings), high residential growth, and subordination to Lubbock. In its collaboration with educational organizations the EDC has been suggested to reach out to them more and maximize opportunities for students. Quality of life amenities that people wished to see the most are grocery stores, pickleball courts, more/nicer parks and trails/paths, entertainment options, and a community/event center. The EDC could address the needs of businesses by teaching them business promotion and growth plans, creating a directory to showcase businesses, promoting them, and communicating with them. For the city to ease the investor experience they were suggested to seek feedback on their services and be coordinated in their expectations for prospective developers. Many of these stakeholders have land that is ready for development. Stakeholders generally believe that the EDC's primary goal should be to develop a distinct and attractive identity, target specific businesses and industries to recruit, and beautify/redevelop areas near potential sites for development.

3.4 GOALS

The EDC hopes to develop stronger relationships and support existing businesses and industry through the development of a business retention & expansion program, touring of existing business facilities, connecting businesses with FISD, and creating an incubator program with FISD. They have a goal to identify properties for development and redevelopment opportunities by identifying the development potential of different property inventory, updating the central business district plan, and redeveloping the main street plan. To develop & execute a robust business recruitment plan, the EDC is focusing on identifying and reaching out to target industries, attending site selection events, and staying in contact with external influences (Governor's Office & SEDC). THE EDC is rebranding and creating an Economic Development Marketing Campaign by identifying a brand and creating a website to advertise it. They

are also streamlining organizational operations to maximize efficiencies by developing their board and educating the community.