
MINUTES

Central Wichita Falls Neighborhood Revitalization Committee

February 18, 2025

PRESENT:

Wendy Browder

◆ Vice Chair

Larry Fox

◆ Member

Jose Garcia

◆ Member

Mike Mitchell

◆ Chairman

Nadia Menchaca

◆ WFAAC Liaison

Terry Floyd, Development Services Director

◆ City Staff

Fabian Medellin, Planning Manager

◆ City Staff

Christal Cates, Neighborhood Revitalization Coordinator

◆ City Staff

ABSENT:

Councilor Robert Brooks

◆ Councilor

Councilor Whitney Flack

◆ Councilor

Andrea Robles

◆ Member

Ann Arnold-Ogden

◆ Member

GUEST:

Cherie Newman, Property Developer

◆ Guest

Heather Langford

◆ Guest

Fuago, Project Manager, WF Alliance for Arts and Culture

◆ Guest

**It is noted that Committee member Jose Garcia entered the meeting at the beginning of the Regular Agenda.*

I. CALL TO ORDER

Chairman Mike Mitchell called the meeting to order at 1:30 p.m.

II. PUBLIC COMMENTS

Chairman Mitchell asked if any members of the public wished to speak. No comments from the public were heard.

III. ADOPTION OF THE MINUTES

Chairman Mitchell asked if there were any public comments regarding the minutes. With no comments, Committee member, Mr. Larry Fox made a motion to approve the minutes from February 4th, 2025, as presented. Vice Chairwoman Wendy Browder seconded. The motion passed unanimously, 3-0.

IV. REGULAR AGENDA

1. Discussion of Initiatives, Goals, and Outcomes for the Neighborhood Revitalization Plan

A. Neighborhood Revitalization Plan Report

Staff briefly outlined the Neighborhood Revitalization Plan report previously discussed and the recent initiatives and goals.

- Socioeconomic Burden Indicators

Staff stated they were aware the Committee knew of the community's disadvantaged status. However, they sought to provide the Committee with a clearer understanding of the specific factors contributing to this designation. Staff went over the list of burden indicators for the Neighborhood Revitalization Area attained from the Climate and Economic Justice Screening Tool and answered questions related to those indicators.

- Population & Density

Staff advised the revitalization area was comprised of approximately 6% of the total population of the City of Wichita Falls. A graph provided to the Committee showed the total population for Wichita Falls was 102,302 for which the Neighborhood Revitalization Area was 6,476.

- Race

Staff displayed multiple graphs and stated the Census Bureau acquires specific information about the population, one of which is race and ethnicity.

The first graph shows the city-wide top four race populations for the Census years of 2010 and 2020. This allows the viewer to see changes in race over a decade. Overall, there were minimal changes in the race populations with a slight decrease in the "White Only" race and a slight increase in the other three ethnicities

The second graph showed that the revitalization area had a similar makeup and reflected similar minimal changes.

- Built Environment

Graphs displayed show the exact breakdown of parcels in the revitalization area with Single Family uses dominated with 2,387 properties, accounting for 83.9% of the total properties in the area. Staff advised the second largest category was Non-Residential uses comprising of 412 properties accounting for 14.5%. Finally, the Multi-Family category represented the smallest number of properties with only 45 making up 1.6% of the uses.

Staff advised that the non-residential classification encompasses various civic uses such as churches, parks, and schools, in addition to commercial offices, retail stores, and medical offices.

The second graph shown provided the total market valuations for the same three categories for the Revitalization Area.

- Average and Median Valuation

The next two graphs displayed showed the range of property values, as well as the typical valuations for each type of property. Compared to the revitalization area, the city-wide highest valued home was 66% higher. The highest multi-family is 332% and the highest other type parcel was 639% more than that of the revitalization area.

- **New Home Permits**

Staff displayed charts showing that only 15 new home permits had been issued in the revitalization area between March 2012 and February 2022. Notably, the 15 permits for new homes were issued after March 2020, indicating a lack of new home permits between 2012 and 2020. The same charts showed over the same 10-year period the City as a whole issued 863 new home permits.

The next graph displayed the combined valuation of the new home permits in the revitalization area amounted to \$1.06 million, resulting in an average value of \$70,067 per new home. Comparatively, the city-wide average new home permit valuation was \$178,372 during the same time frame, 2.5 times higher than the average value of permits in the revitalization area.

The numbers indicated an extremely low degree of new home permit activity relative to the city as a whole within the revitalization area.

- **Residential Addition Permits**

The next two graphs discussed, showed the number of residential remodel permits issued in the same 10-year period to be 18 permits in the revitalization area and 256 city-wide. Of those permits issued, the average valuation per permit in the revitalization area was \$6,966 compared to the average of \$26,306 city-wide.

- **Residential Remodel Permits**

Following the same 10-year time period the number residential remodel permits for the revitalization area was 199 and 4,181 city-wide. Of those permits the average valuation for this issued in the revitalization area was \$7,434 compared to \$9,334 for city wide residential remodel permits.

Looking at the most recent valuations from March 2020 to February 2022, for both areas combined, the average residential remodel permit increased 150%. This is most likely from the rate of inflation and building material costs.

- **Commercial Business Permits**

The next graphs discussed showed the commercial aspect of the revitalization area compared to city-wide commercial businesses and the valuation of those permits over the same 10-year period. Staff advised commercial businesses in a residential area were rare, however, the revitalization area is not a typical single-family neighborhood with only residential uses. This area has a broad array of uses giving this particular neighborhood a unique opportunity to have more retail and commercial resources available to the community.

The first graph showed over 10 years 66 commercial business permits were issued City-wide and only 2 permits for the revitalization area.

The next chart showed the average valuation on commercial business permits city-wide was \$3,742,952 compared to only \$537,500 in the revitalization area.

- Commercial Remodel Permits

Staff advised during the same 10-year span 13 commercial remodel permits were issued city-wide and 2 in the revitalization area.

The average valuation per permit was \$254,787 city-wide and \$37,426 in the revitalization area, an 85% difference.

- Commercial Addition Permits

Staff stated again, over the same 10-year period there were 70 commercial addition permits issued city-wide averaging 7 permits per year compared to the revitalization area only having 2 permits.

The average valuation for the city-wide permit was \$758,917 versus only \$17,300 in the revitalization area. Staff stated the 97.7% gap was indicative of small businesses and “mom & pop” commercial businesses located within the revitalization area that could benefit from city resources and tools to raise the level of investment in this area. These businesses impact the neighborhood and can attract households that will boost property values, therefore starting a contagious pride in the revitalization of the neighborhood.

B. Revitalization Plan Initiatives & Goals

The staff presented a comprehensive overview of all initiatives undertaken by the Committee in the previous year, highlighting key goals, outcomes, and the metrics used to assess the progress of each initiative.

- District Identity

Staff stated during the results of surveys submitted by the community the name selected for the revitalization area was “Heart of the Falls”. The goal of giving this neighborhood a new name is to give positive identity to the area that will foster placemaking opportunities, and showcase the neighborhood's rich culture and history. The Committee was advised once adopted by City Council a branding logo package would be selected and made available for review. No metrics were set for this initiative.

- Neighborhood Empowerment Zone (NEZ)

Next staff discussed the Neighborhood Empowerment Zone (NEZ) that the Committee had previously voted in favor of recommending to Council. Staff advised this initiative was to help stimulate economic development and improve the quality of life within a designated area by encouraging private investment in housing, businesses, and services through incentives like property tax abatements, fee waivers, and other benefits focused on revitalizing the economically distressed neighborhood.

The goals for the NEZ would be the offering of incentives, adjusting permit fees, addressing liens, and implementing tax abatements to help attract new businesses to the area to meet residents' basic needs. Also, incentives for the construction and renovation of infill housing aim to diversify the housing stock while preserving the architectural character of the surrounding homes.

The Committee decided the metrics for this incentive that they would like to see would be based on a percentage. An increase of 10% is the goal except for new residential and commercial structures.

- Neighborhood Revitalization Area Design Guidelines

Staff advised the City of Wichita Falls has established guidelines to shape the appearance and character of new housing developments, ensuring they align with the needs, preferences, and identity of both current and future residents.

The goals for this initiative would be to ensure that the preferred home styles and designs are constructed, renovated, and preserved within the revitalization area. There were no metrics set for this item.

- Neighborhood Revitalization Property Maintenance Code

Staff advised the purpose of the Property Maintenance Code was to establish a minimum standard for the upkeep and maintenance of structures and properties within the neighborhood revitalization area, ensuring public health, safety, and welfare by regulating conditions that could negatively impact a community's appearance and livability through requirements pest control, structural integrity, and exterior upkeep, thereby protecting property values and preventing blight.

The goals were to Address issues like garbage accumulation, rodent infestation, structural hazards, and unsafe electrical or plumbing systems that could pose health risks. To regulate the maintenance of existing buildings and properties, address overgrown vegetation and manage exterior appearance to enhance neighborhood aesthetics. Also, to prevent inoperable vehicles from deteriorating and causing blight on properties and to prevent future deterioration of structures in the revitalization area. No metrics were set for this item.

- Zoning Amendments

The purpose of this initiative was to promote future development and create a pathway for revitalization in the neighborhood. Staff advised this initiative had many goals and listed them as listed below:

- Eliminate parking requirements for all non-residential uses
- Eliminate the 10,000sf. Minimum lot size requirements for Accessory Dwelling Units (ADU's)
- Require 1 parking stall for Accessory Dwelling Units (ADU's)
- Allow for alternative paving material, e.g., gravel, for accessory dwelling unit parking requirements
- Amend setback requirements to both residential and nonresidential uses

fitting with the current built environment to allow for the expansion of developable area

- o Extend the General Commercial (GC) zoning district that is currently Limited Commercial (LC) zoning district on 9th and 10th Street, from Polk Street to Kemp Boulevard
- o Extend Limited Commercial (LC) zoning to cover the gaps currently zoned Single Family-2 (SF-2) Residential on the west side of Harrison Street from Avenue C to Avenue F
- o Extend Limited Commercial (LC) zoning to cover the gaps currently zoned Single Family-2 (SF-2) Residential on both sides of Monroe Street from Avenue E to Avenue H
- o Rezone the Commercial Corridor (CC) zoning district to General Commercial (GC) zoning district
- o Extend the Limited Commercial (LC) zoning district along the east side of Kemp Boulevard from 8th Street to Seymour Highway

As discussed between the Committee and staff, the metrics for these items would collate with permitting.

It was at this time due to inclement weather the Committee tabled the discussions until the next meeting.

V. OTHER BUSINESS

Mr. Fabian Medellin stated an update of the work of the Neighborhood Revitalization Committee and staff would be presented to the City Council on Tuesday, March 4th at 8:30 a.m. at the City Council meeting held at the MPEC.

Ms. Nadia Menchaca with the Wichita Falls Alliance for Arts and Culture introduced Fuago as the project manager for the Bridwell Park Murals.

VI. ADJOURN

Staff advised the next regularly scheduled meeting would be on Tuesday, March 4th, 2025 at 1:30 pm at the Travel Center Conference Room.

Chairman Mitchell adjourned the meeting at 2:32 p.m.



Mike Mitchell, Chairman

3/4/2025

Date



Fabian Medellin, AICP, Planning Manager

3/4/2025

Date