

# **City of Wichita Falls**

## **Neighborhood Revitalization**



**Heart of the Falls Neighborhood  
Revitalization Plan**



# Table of Contents

## Our Purpose

Plan Purpose.....	7
-------------------	---

## The Neighborhood: Existing Conditions

Location.....	9
Socioeconomic Burden Indicators.....	10
Population & Density.....	11
Property Breakdown.....	12
Race.....	13

## Built Environment

Parcel Breakdown.....	15
Revitalization Area Breakdown & Market Valuations.....	16
Revitalization Area Uses.....	17
City Wide Valuations.....	18
New Home Permits & Valuations.....	19
Residential Addition Permits & Valuations.....	21
Residential Remodel Permits & Valuations.....	22
Commercial Business Permits & Valuations.....	23-24
Commercial Remodel/Addition Permits & Valuations.....	25
Commercial Addition Permits & Valuations.....	26

## Zoning

Zoning Districts.....	27
Property Breakdown.....	28

## Public Engagement

Methodology.....	29
Meetings & Summary.....	30-32
Vision Statement.....	33
Values.....	33
Implementation.....	33



## Previous Planning Efforts

Neighborhood Revitalization Stakeholder Committee.....	35
City of Wichita Falls Vision 20/20.....	35
City of Wichita Falls Strategic Plan.....	35
City of Wichita Falls Parks Master Plan.....	36
City of Wichita Falls Metropolitan Transportation Plan.....	36

## Where We're At Now

Ongoing Realization Efforts.....	37
----------------------------------	----

## Action Steps

Preservation.....	37
Advancement.....	38
Connection.....	41
Implementation Plan.....	43
Conclusion.....	45
Timeline Matrix.....	47-49



## Purpose of the Plan

The Neighborhood Revitalization Area Plan seeks to rebuild trust between the City and the community, integrate the ideas and aspirations of residents and stakeholders, and offer recommendations for strategies and actionable steps to address resident concerns. It aims to foster community investment while minimizing displacement and provide direction for future land use decisions.

### Goals

Revitalization will be an ongoing, intergenerational process challenging current ways of living and promoting continuous learning, unlearning, and action. Hope for the future lies in setting strategic goals today to transcend legacies and co-create inclusive futures where all people are acknowledged, respected, and protected. Our priority is to work together with citizens and move forward with shared wisdom, experiences, and cultures in planning and development to ensure sustainability and equity for future generations in this community.

- Identify locations residents and stakeholders' value for maintaining the neighborhood's cultural character.
- Identify areas where change can take place to promote the progress of the neighborhood and the broader community.
- Gather proposed ideas for future enhancements, including transportation, housing, connectivity, parks, open spaces, and the overall quality of life in the community.



## The Neighborhood: Existing Conditions

To drive the progress of a community through revitalization, it is essential to have a clear understanding of its current condition. The term "community" refers to the buildings, places, and the people who live, work, and spend time in the neighborhood. In the upcoming sections, we have gathered historical data to present a snapshot of the neighborhood's demographics, including information about the residents, as well as details about the existing buildings, their purpose, value, and construction permits.

### Location

The Heart of the Falls Revitalization Area is an approximately 911-acre core, located in central Wichita Falls. The area is bounded by Seymour Highway to the north, Kemp Boulevard to the west, Kell Freeway to the south, and Brook Avenue to the east.



Figure 1

## Socioeconomic Burden Indicators

The Council on Environmental Quality has published the Climate and Economic Justice Screening Tool which collects Census data on tracts that are marginalized by underinvestment, overburdened by pollution in disadvantaged communities in real time. The following information has been collected for Census tracts 48485010800, 48485010700, and 48485011000, all located within The Heart of the Falls Revitalization Area.

**Low Income – 86<sup>th</sup> Percentile** (*People in households where income is less than or equal to twice the federal poverty level, not including students enrolled in higher education*)

**Energy Costs – 94<sup>th</sup> Percentile** (*Average annual energy costs divided by household income*)

**Low Life Expectancy – 85<sup>th</sup> Percentile** (*Average number of years a person can expect to live*)

**Asthma – 56<sup>th</sup> Percentile** (*Share of people who have been told they have asthma*)

**Diabetes – 83<sup>rd</sup> Percentile** (*Share of people ages 18 years and older who have diabetes other than diabetes during pregnancy*)

**Heart Disease – 68<sup>th</sup> Percentile** (*Share of people ages 18 years and older who have been told they have heart disease*)

**Housing Cost – 90<sup>th</sup> Percentile** (*Share of households making less than 80% of the area median family income and spending more than 30% of income on housing*)

**Lack of Indoor Plumbing – 69<sup>th</sup> Percentile** (*Share of homes without indoor kitchens or plumbing*)

**Lead Paint – 89<sup>th</sup> Percentile** (*Share of homes that are likely to have lead paint*)

**Linguistic isolation – 83<sup>rd</sup> Percentile** (*Share of households where no one over age 14 speaks English fluently*)

**Poverty – 89<sup>th</sup> Percentile** (*Share of people in households where income is at or below 100% of the Federal poverty level*)

**Unemployment – 67<sup>th</sup> Percentile** (*Number of unemployed people as a part of the labor force*)

**High School Education – 23<sup>rd</sup> Percentile** (*Percent of people ages 25 years or older whose high school education is less than a high school diploma*)

## Demographics

A city is built and governed by the people it serves. To gain insights into various aspects of the community, such as population, density, and racial composition, we utilized the 2020 Census data to generate visual representations. It is important to note that the demographic data available at the time of gathering information from the Federal Census Bureau was limited. Therefore, this report will focus on a specific subset of the city's population and geographic area, providing a snapshot rather than a comprehensive overview.

## Population & Density

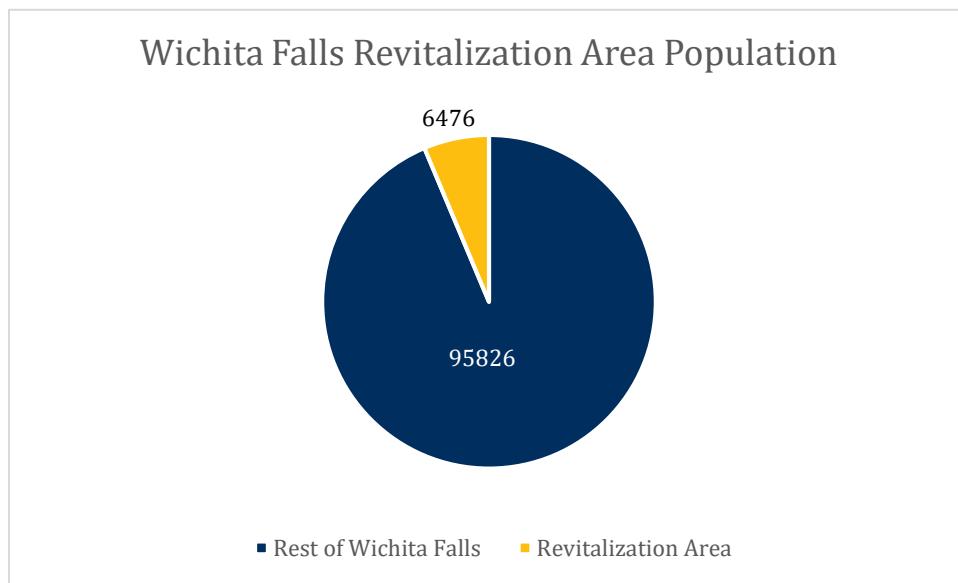


Figure 2

The revitalization area comprises approximately 6% of the total population of the city of Wichita Falls.

The Figures 3 and 4 below illustrate the population density within the city, indicating the number of individuals residing in each Census Block. A Census Block typically corresponds to a city block, although it may be larger in rural areas or due to unique land features.

Upon examining the entire city (figure 3), it becomes apparent that most city blocks fall within the first two density ranges: 0-38 and 39-153. The revitalization area covers a total of 900 acres with a density of 7.2 persons per acre. To provide a comparison, the combined area of University Park and Faith Village amounts to 869.11 acres, with a density of 6.63 persons per acre. This comparison demonstrates that a similar number of people reside in a relatively recent subdivision of comparable size located in a different part of the city.

When zooming in on the revitalization area (figure 4), it becomes evident where the highest population concentration lies. The three block groups with the greatest number of residents consist of an apartment complex, a fraternity house, and an irregularly shaped city block with more homes than the standard city block. Initially, the lot layout for the area allowed for approximately 16-18 homes per city block.

Hypothetically, if each city block housed 16 homes, each with two parents and two dependents, the population would amount to 64 individuals per city block. This indicates that the revitalization area generally has a low number of households, as most city blocks fall within the population range of 15-47 individuals.

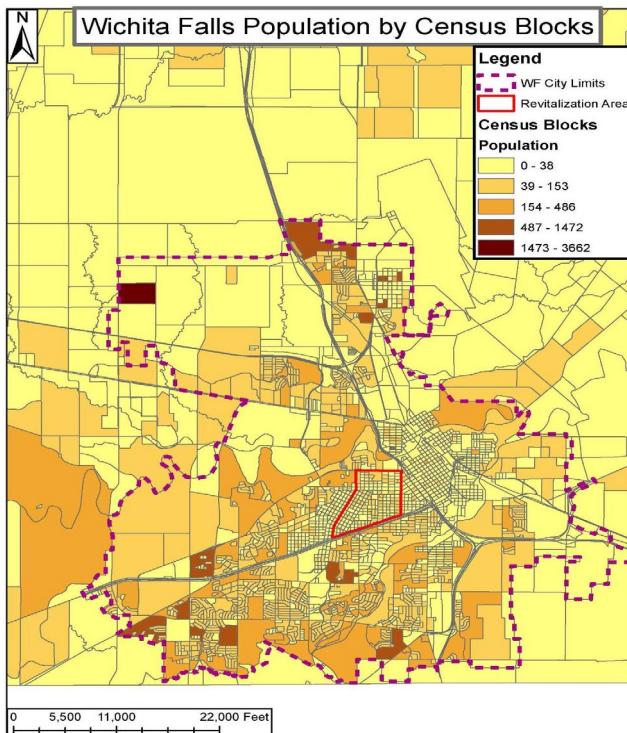


Figure 3

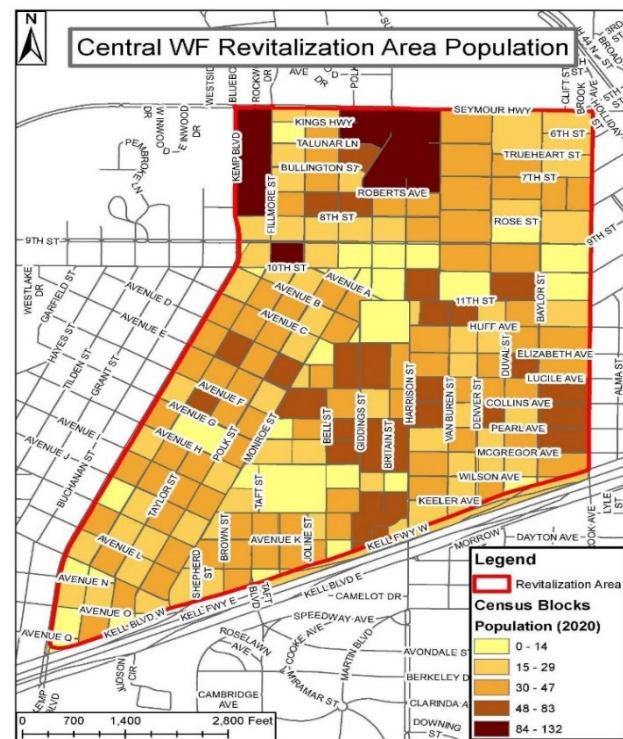


Figure 4

## Race

The decennial Census acquires specific information about the population, one of which is race and ethnicity. In order to provide some context, the following graph (figure 5) shows the city-wide top 4 race populations for the Census years of 2010 and 2020. This allows to see the change in race over the past decade. Overall, there was minimal changes in the race populations with a slight decrease in White Only race and a slight increase in Black Only race, Asian Only race, and Hispanic Ethnicity.

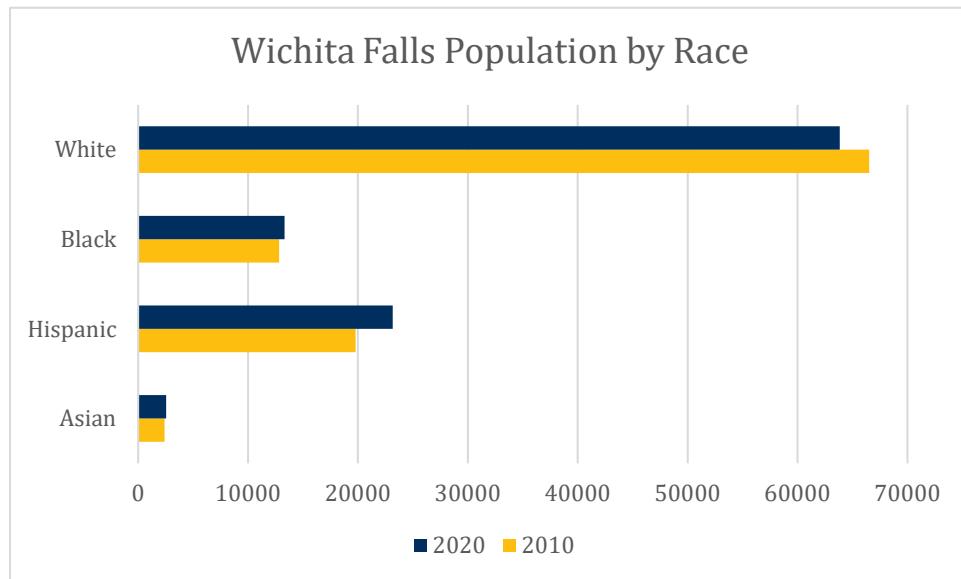


Figure 5

The Revitalization Area has a similar makeup and reflects similar minimal changes.

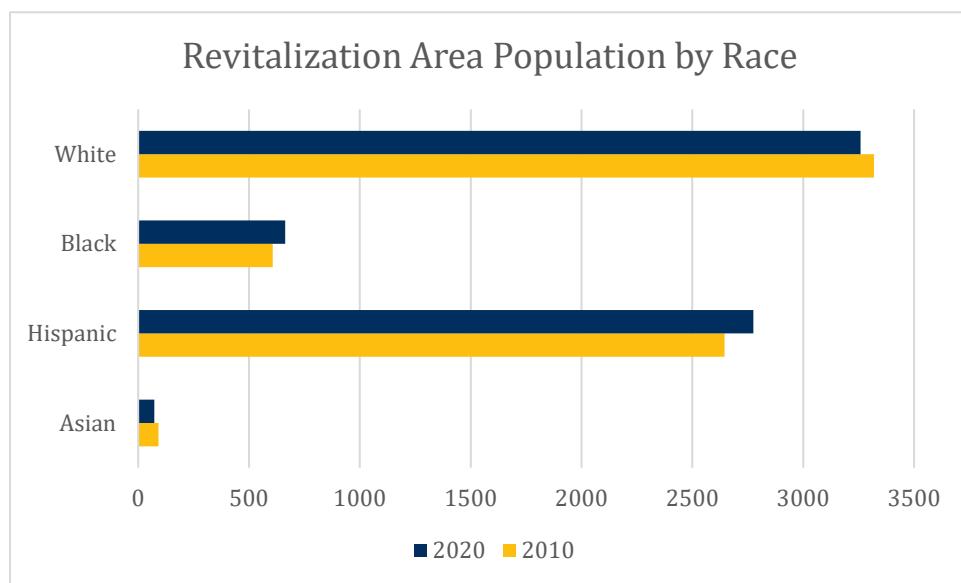


Figure 6



## Built Environment

To understand the current conditions of the revitalization area, it's important to consider the physical surroundings that shape the neighborhood. The built environment encompasses the structures where people live, work, and gather. In this section, we will identify the different types of structures, their current values, and the investments made in them over the past ten years.

In the City's zoning ordinances, a distinction is made between residential and non-residential properties, which guides development requirements. Single-family structures, known as a typical home and duplexes are classified as residential properties. However, properties with three or more units, known as multi-family uses, are considered commercial properties due to the higher number of people living in those buildings. In the following map, we highlight the differences between residential, non-residential, and multi-family properties and their locations throughout the Central WF Revitalization Area. By examining the map, it becomes clear that a majority of the non-residential properties are situated along the major

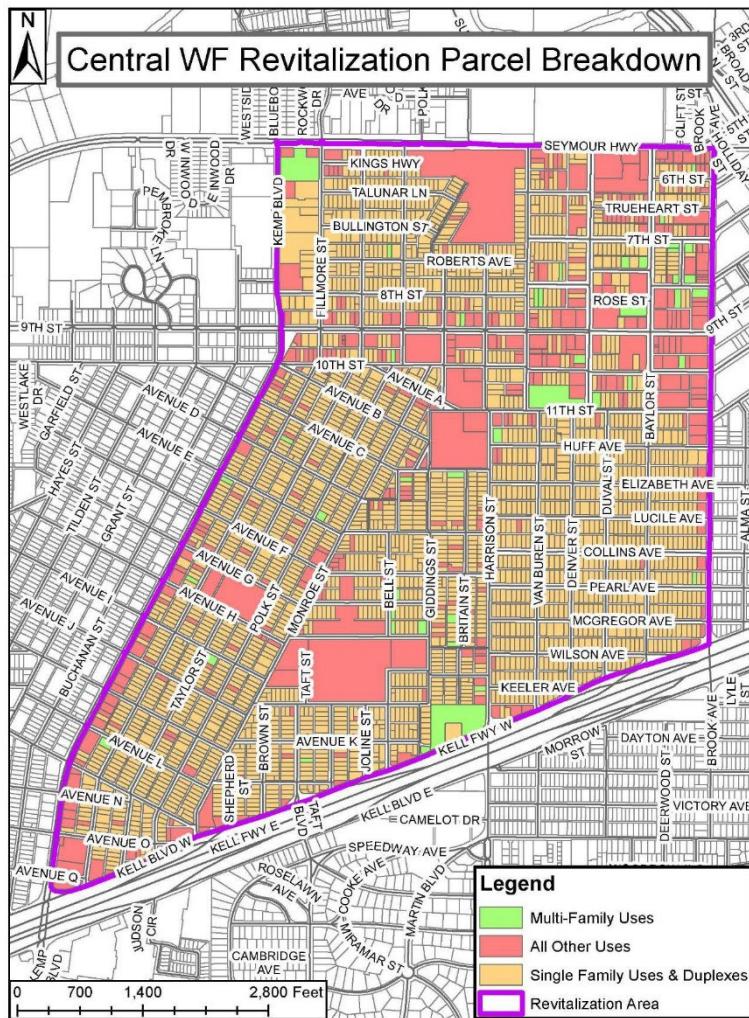


Figure 7

roadways of the neighborhood, including Kemp Blvd., 9th St., 10th St., Seymour Hwy., Brook Ave., and Kell Blvd.

When examining the exact breakdown of parcels in the revitalization area, it reveals interesting insights. Single Family uses dominate the total with 2,387 properties, accounting for 83.9% of the total properties in the area. The second largest category is non-residential uses, comprising 412 properties (14.5%). Finally, the multi-family category represents the smallest number of properties, with only 45 (1.6%).

It's important to note 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.

*\*\*Data as of 2022*

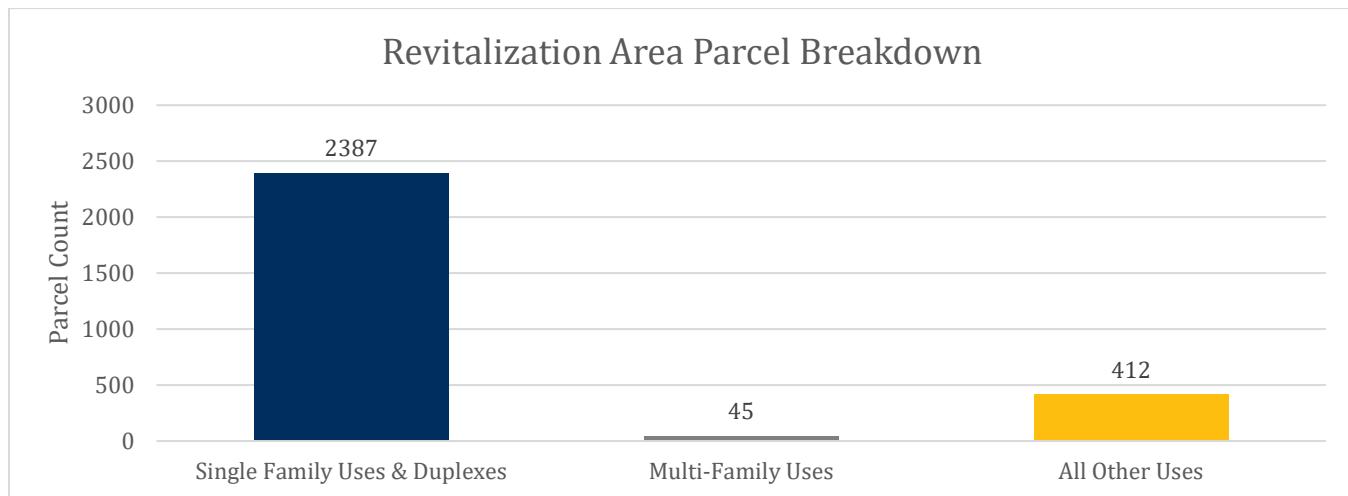


Figure 8

The following three graphs provide insights into the property values within the revitalization area. These graphs show the range of property values, as well as the typical valuations for each type of property. The valuation of a property type is shown using both the mean and median values.

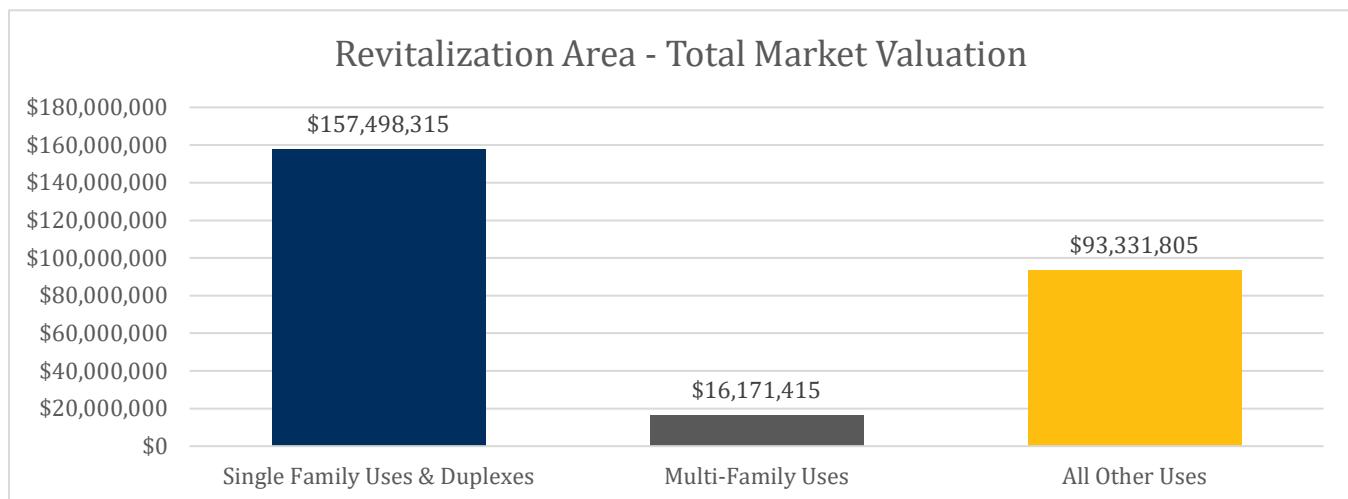


Figure 9

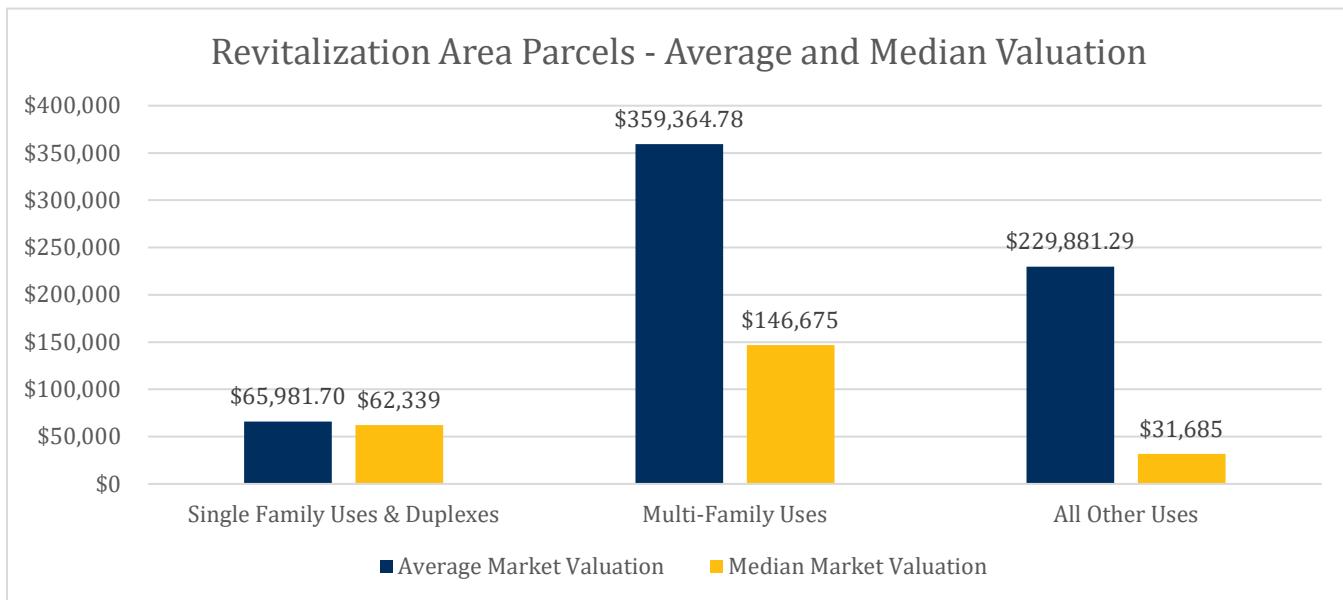


Figure 10

Parcel Type	Count	Average Market Valuation	Median Market Valuation	Low	High
Single Family Uses & Duplexes	2387	\$65,981	\$62,339	\$3,361	\$1,044,444
Multi-Family Uses	45	\$359,364	\$146,675	\$16,742	\$3,445,959
All Other Uses	412	\$229,881	\$31,685	\$100	\$23,245,652

Figure 11

Figures 10 and 11 display the average, median, and range of valuations for each parcel type. The average represents the mean value of the parcels, while the median corresponds to the value of the parcel at the 50th percentile. Notably, the average value exceeds the median value across the board, indicating that the majority of properties are below the median value.

The gap between the average and median values directly relates to the concentration within the lower end of the scale. Larger disparities signify a greater concentration in this lower segment. Among the three parcel types, single-family homes and duplexes exhibit the most even value distribution. This observation is sensible as these parcel types are more common in the revitalization area, resulting in a larger sample size, and they generally have less variance in their values.

The highest-valued home is just slightly above \$1 million, significantly lower than the highest valued parcels of other types. Specifically, the highest multi-family use parcel is valued at about \$3.5 million, and the largest other use parcel commands a valuation exceeding \$23 million. It is noted the largest other use parcel is that of Old High school.

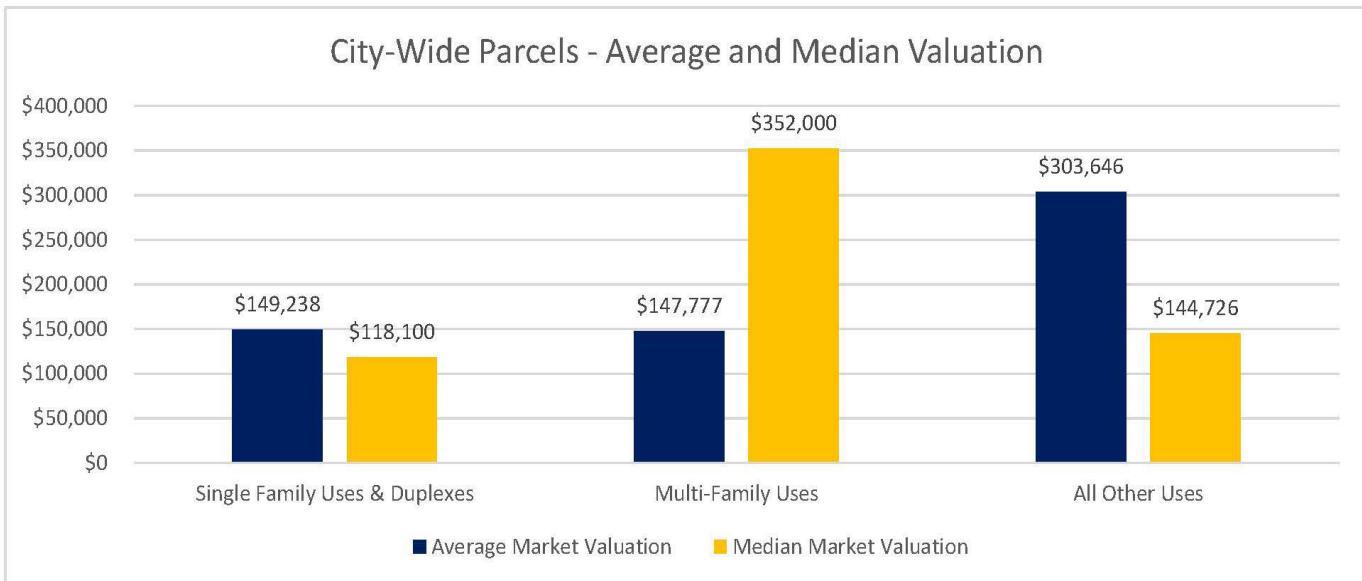


Figure 12

Parcel Type	Count	Average Market Valuation	Median Market Valuation	Low	High
Single Family Uses & Duplexes	19,337	\$149,238	\$118,100	\$163	\$1,729,595
Multi-Family Uses	267	\$147,777	\$352,000	\$0	\$14,899,000
All Other Uses	20,418	\$303,646	\$144,726	\$10	\$171,736,233

Figure 13

Figures 12 and 13 display the average, median, and range of valuations for each parcel type city-wide. The highest valued home is just over \$1.7 million dollars. The highest multi-family is \$14.9 million and the largest other use parcel comes in at \$171.7 million dollars.

Compared to the revitalization area, the city-wide highest valued home is 66% higher. The highest for multi-family and other type parcels are where we see the most astounding gap. Following the same upward trend, the highest multi-family is 332% with the highest other type parcel in at 639% more than that of the revitalization area.

The following graphs uses permit data to showcase the level of investment in the revitalization area compared to the rest of the city. It examines the number of permits issued and the valuation of the work covered by the permit. The permits are categorized into residential and commercial, followed by several permit types, including new construction, remodels, and additions. This analysis sheds light on the level of development and economic activity in the revitalization area as compared to the rest of the city.

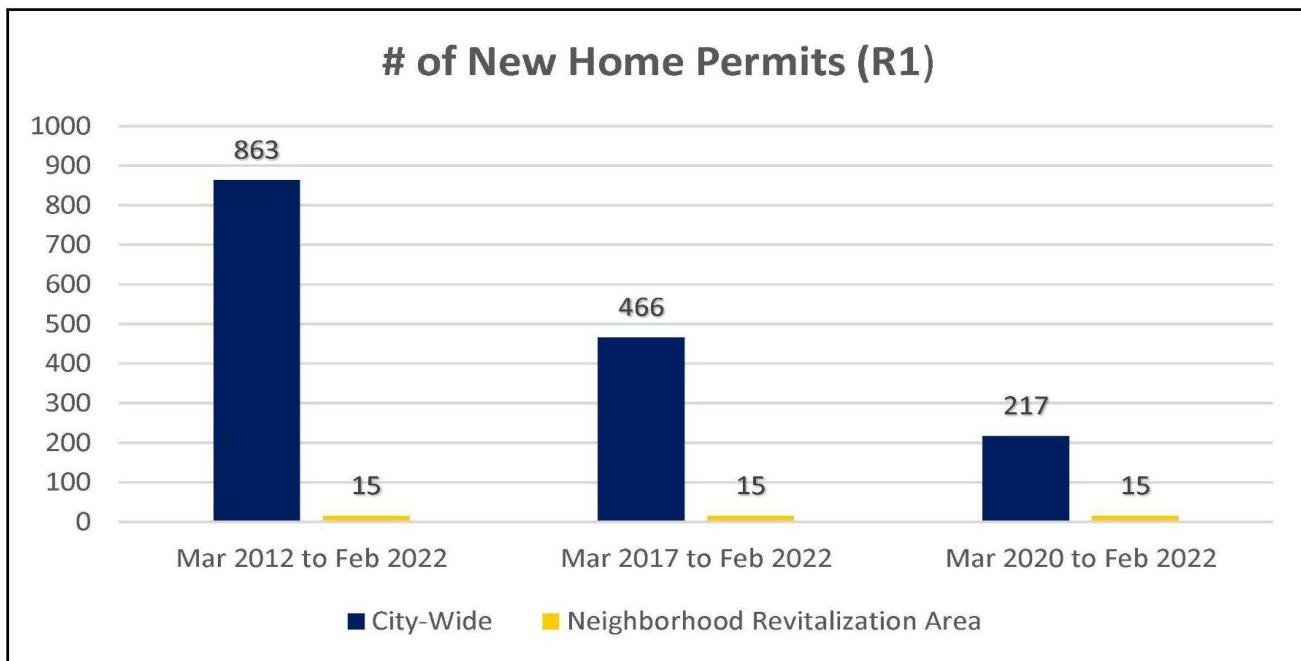


Figure 14

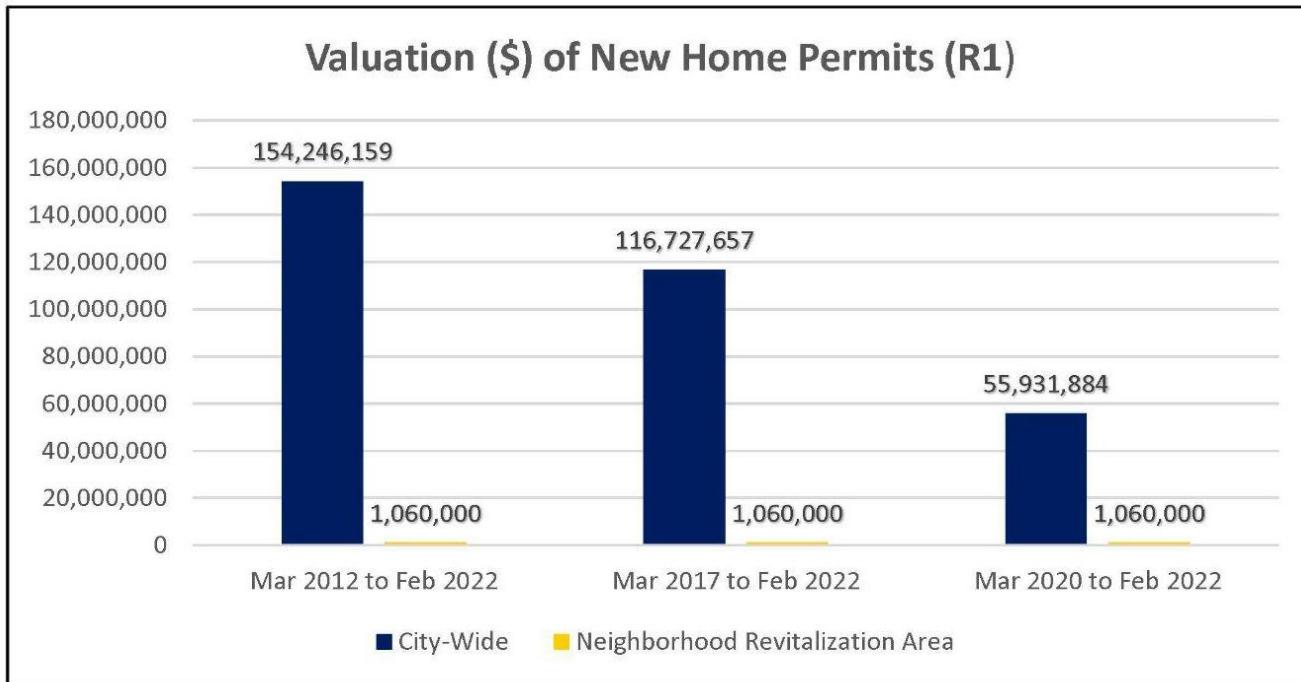


Figure 15

Figures 14 and 15 reveal that only 15 new home (R1) permits were issued in the revitalization area between March 2012 and February 2022. Notably, all these permits were issued after March 2020, indicating a lack of new home permits between March 2012 and March 2020 in the Revitalization Area. Over the ten-year period from 2012 to 2022, the city as a whole saw 863 new home permits issued. Despite comprising 6% of the city's population, the revitalization area accounted for just 1.73% of the new home permits issued.

The combined valuation of the new home permits in the revitalization area amounts 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 period, which is over 2.5 times higher than the average value of permits in the revitalization area. Consequently, the total valuation of revitalization area new home permits represents only 0.7% of the city-wide new home permit valuation.

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

Figures 16 and 17 give us information regarding the number of residential additions and their valuations from the City as a whole compared to the revitalization area. Since March of 2012 permits for additions have shown to be holding steady for the revitalization area at a rate of 1.8 per year while the city-wide an average of 25.6 addition permits per year are obtained.

From March 2012 to February 2022 only 18 residential permits had been issued for the revitalization area, compared to 256 city-wide. During a 5-year time from March 2017 to February 2022 only 8 addition permits were issued giving the average of 1.6 per year while 115 addition permits were issued for the City at the average rate of 23 permits per year. In the most recent findings from March 2020 to February 2022, a slight improvement is shown as 4 permits issued for the revitalization area with an average of 2 per year and 52 city-wide permits with the average of 26 per year.

Figure 15 clearly shows the economic hardship of the revitalization area compared to the city-wide investment of additions. From March 2012 to February 2022, the valuation for the 18 addition permits was \$125,400 compared to \$6,734,554 for the City. The average valuation on each addition permit in the revitalization area during this 10-year span was \$6,967 while the average City wide was \$26,307. During the last two years there has been a considerable increase in valuations for permits obtained city-wide at an average of \$37,593 while the average addition permit for the revitalization area dropped to \$6,125.

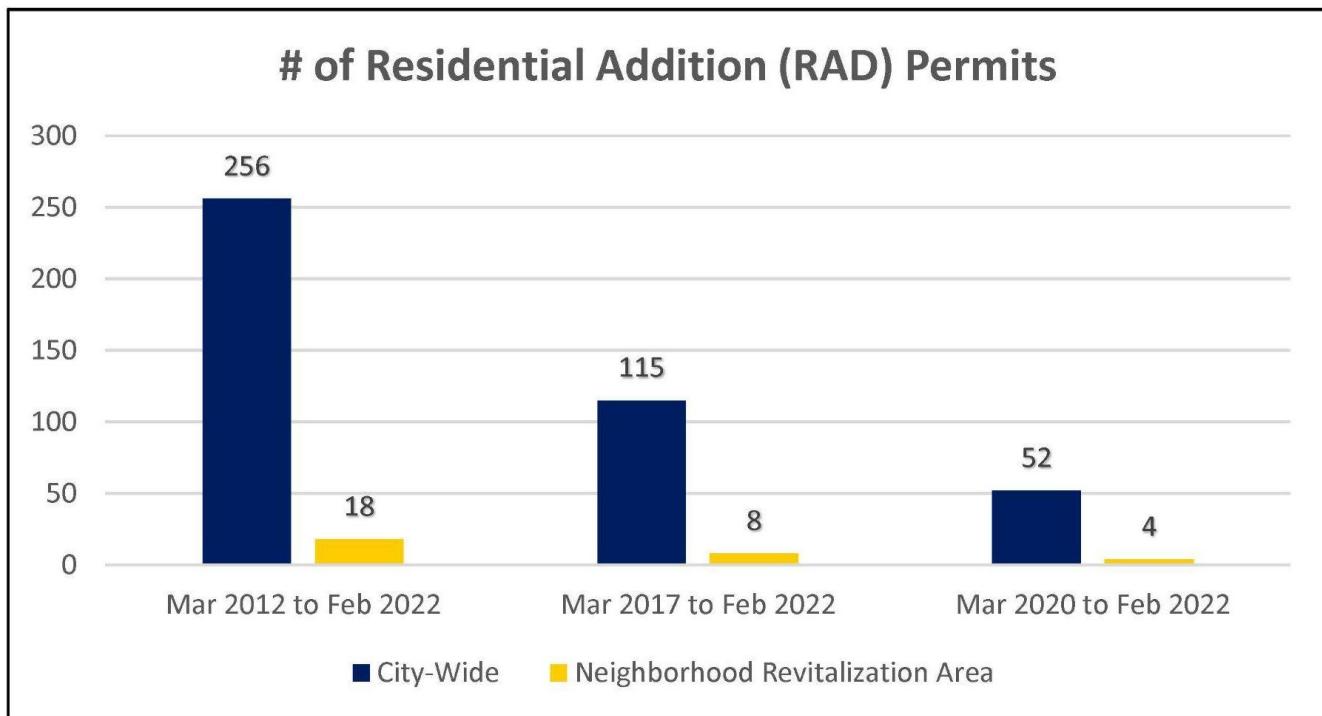


Figure 16

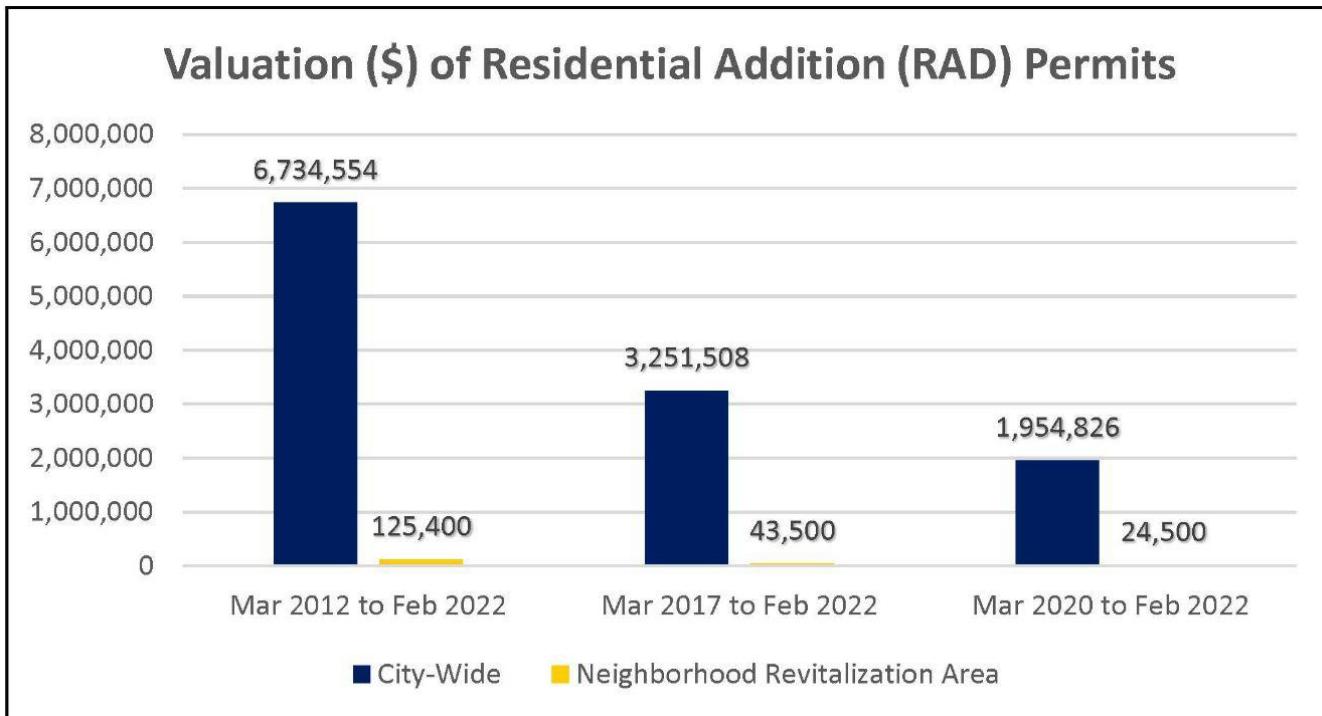


Figure 17

The following two graphs clearly show the economic gap of the revitalization area compared to city-wide residential remodels.

Figure 18 shows over a 10-year period from March 2012 to February 2022 city-wide residential remodel permits averaged 418 per year with the revitalization area averaging only 19.9 a year.

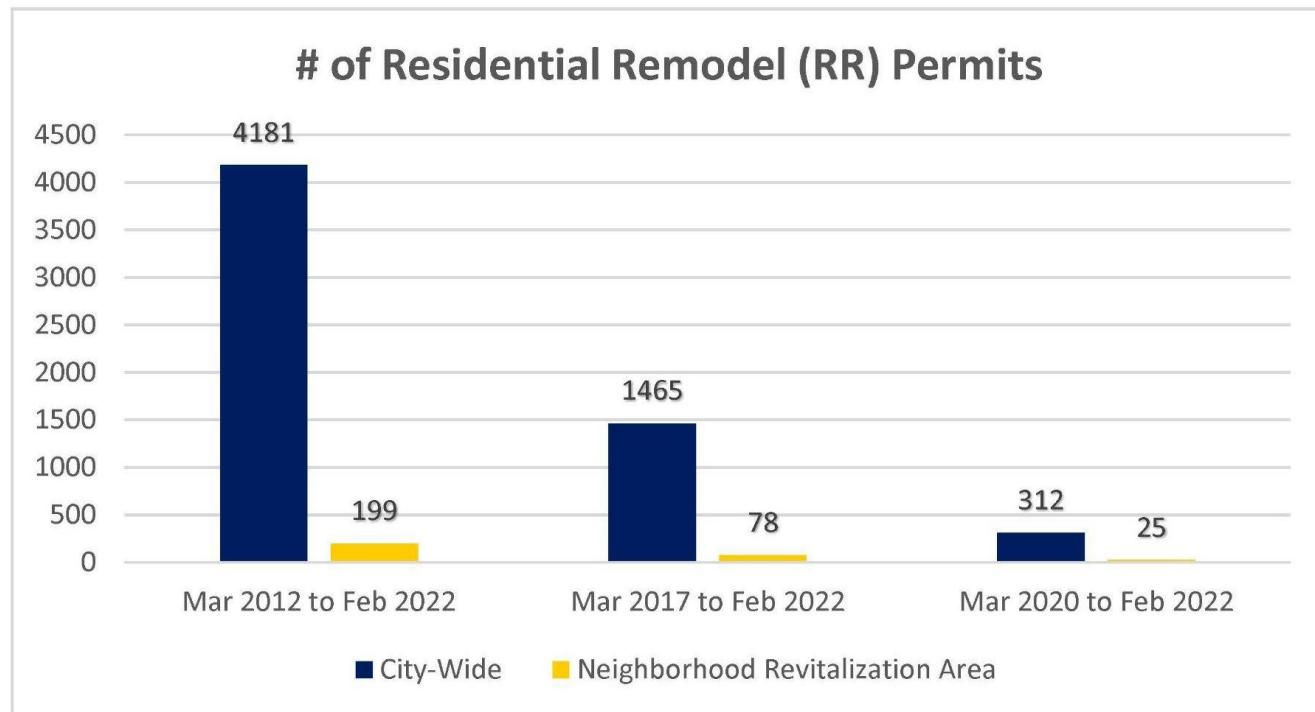


Figure 18

Figure 19 takes a look at the financial valuations of these permits. Over the same 10-year period, the average city-wide evaluation per permit was \$9,335 while permits in the revitalization area averaged \$7,434. 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 skyrocketing rate of inflation and building material costs.

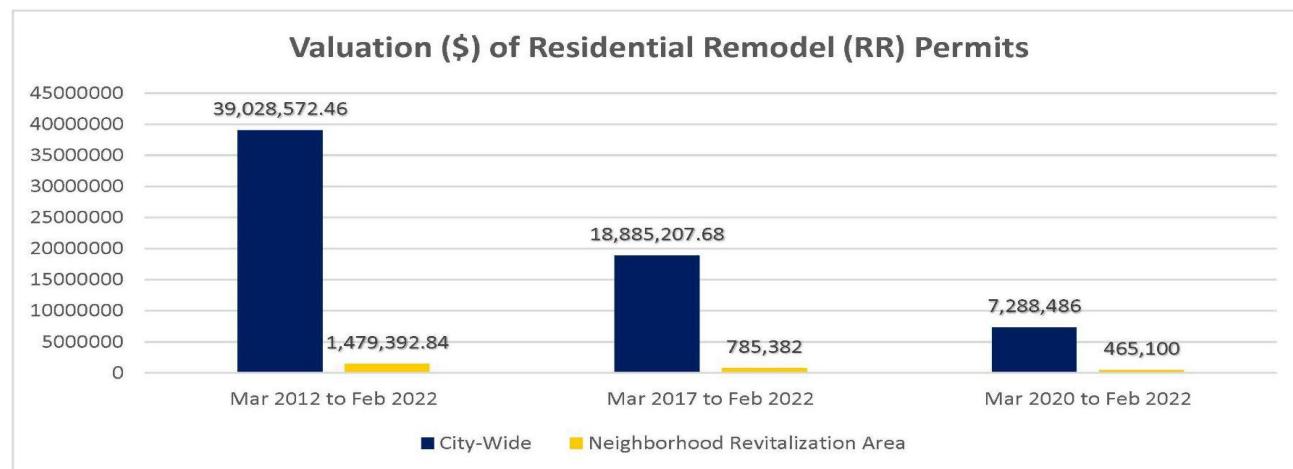


Figure 19

The following graphs will provide information on the commercial aspect of the revitalization area compared to city-wide commercial businesses and the valuation of those permits. Commercial businesses in a residential area are 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.

Figures 20 reveals from March 2012 to February 2022 66 commercial business permits were issued city-wide and only 2 permits for the revitalization area.

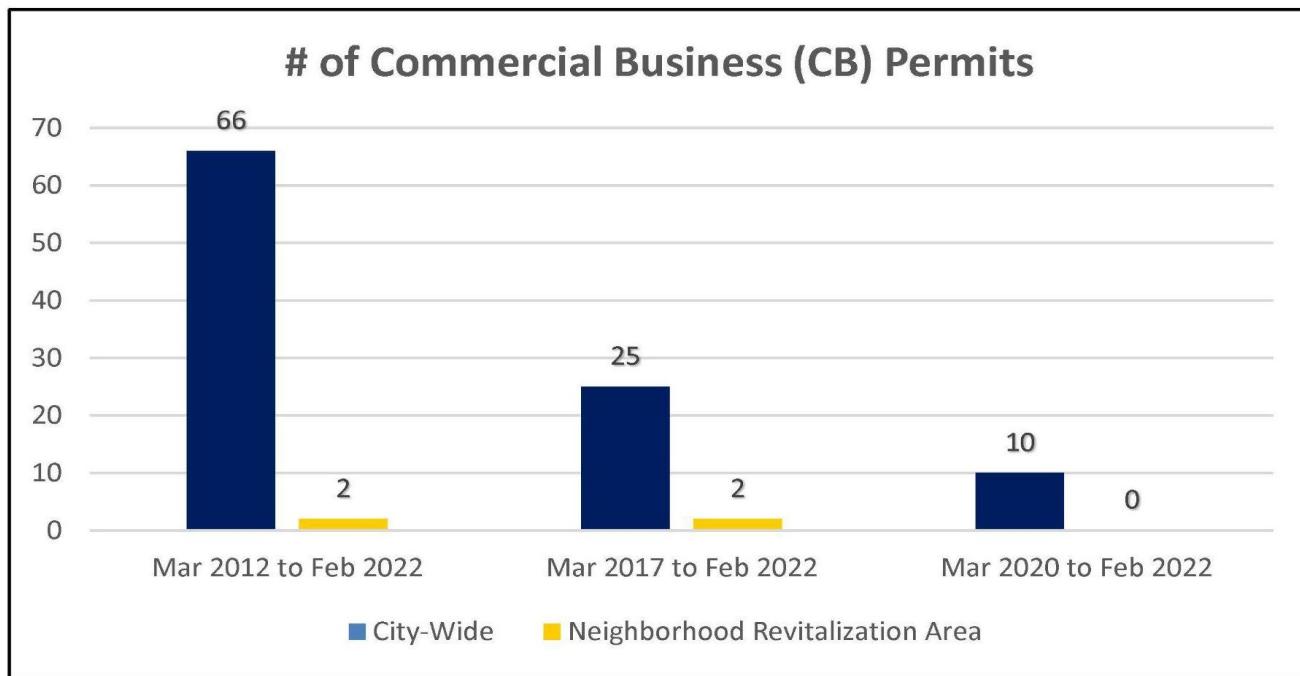


Figure 20

Figure 21 shows us the average valuation on commercial business permits city-wide was \$3,742,952 compared to only \$537,500 in the revitalization area.

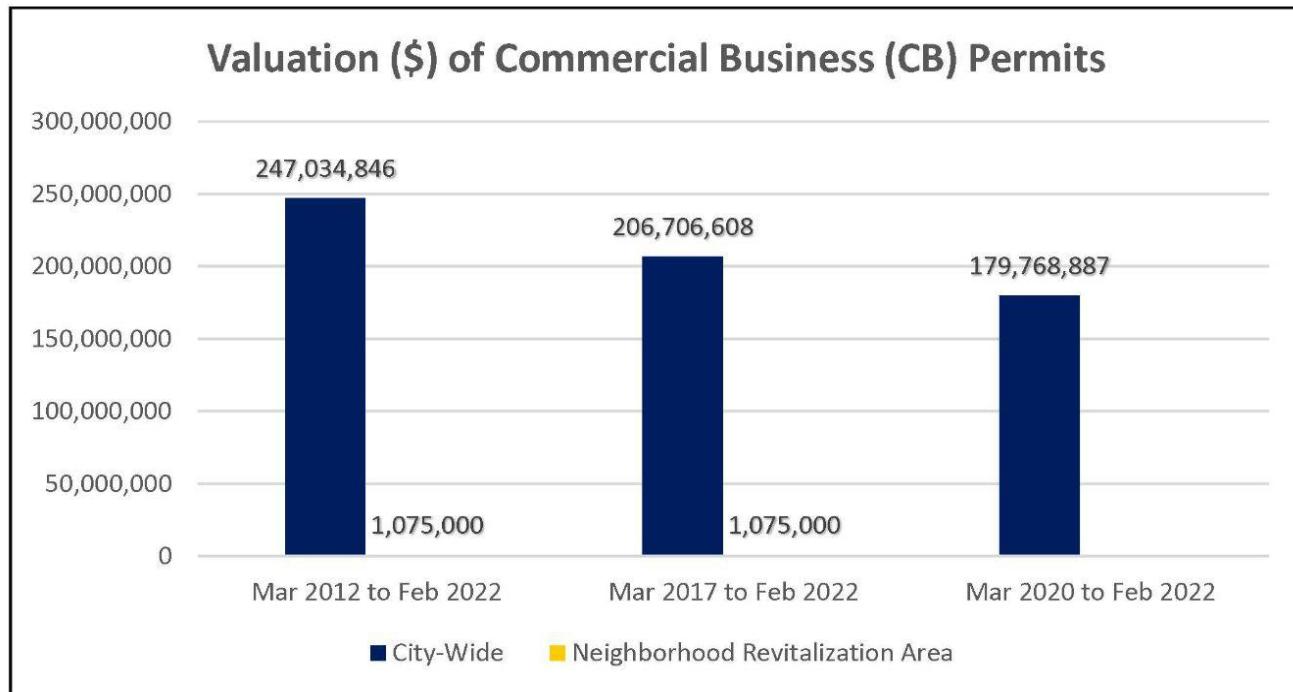


Figure 21

Figures 22 & 23 display information for commercial remodel/additions city-wide and for the revitalization area.

Figure 22 shows in the 10-year period from March 2012 to February 2022, 13 commercial remodel/addition permits were issued city-wide, and only 2 issued in the revitalization area. Furthermore, figure 23 shows us the average valuation per permit was \$254,787 city-wide and \$37,426 in the revitalization area.

Graph figures 24 & 25 show the commercial addition permits and their valuations as well.

Figure 24 shows us during the time from March 2012 to February 2022, seventy commercial addition permits were issued city-wide averaging 7 permits per year. The revitalization area had only 2 permits for that same 10-year span.

Figure 25 shows us the valuation of the average permit city-wide to be \$758,917 versus only \$17,300 in the revitalization area. The 97.7% gap is 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.

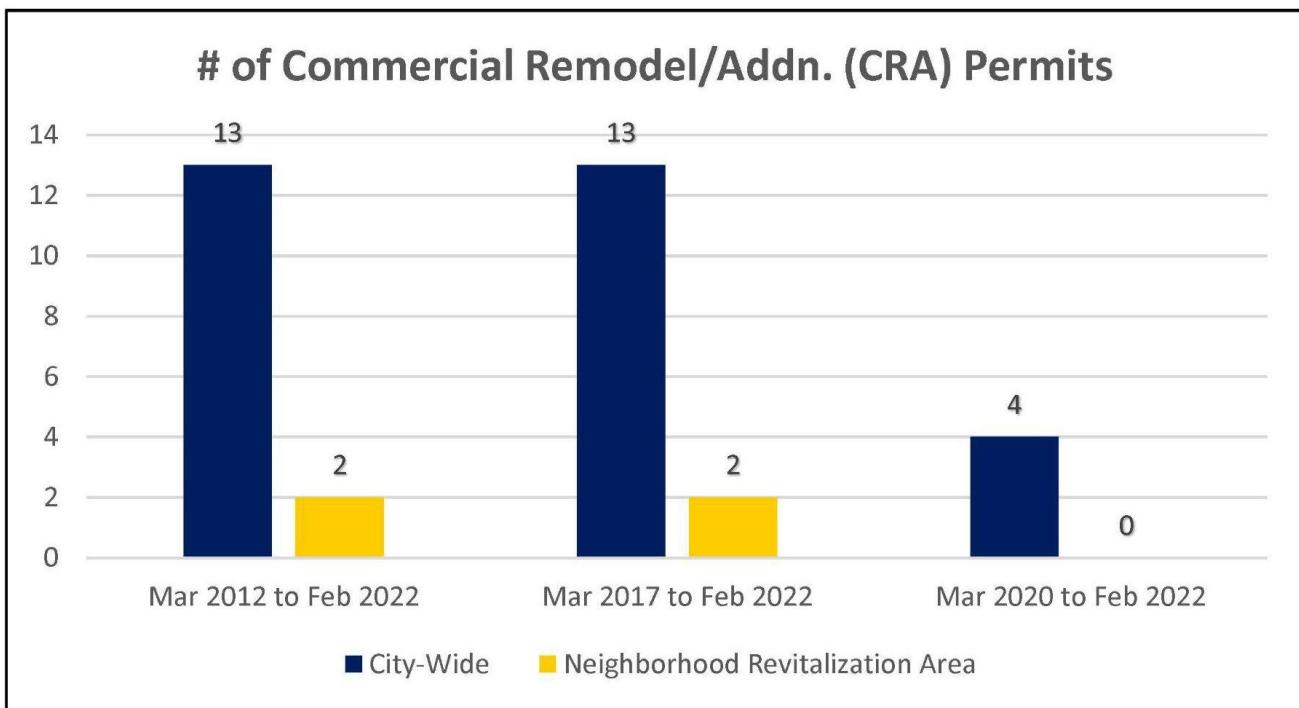


Figure 22

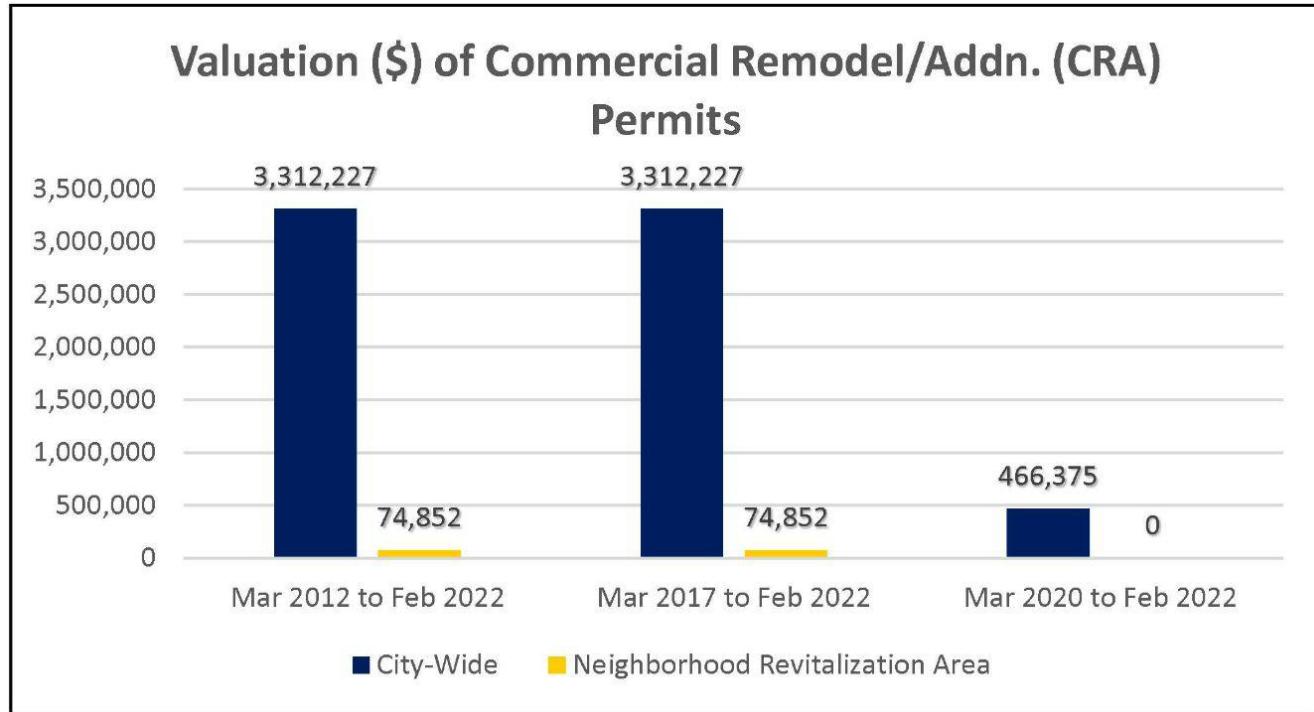


Figure 23

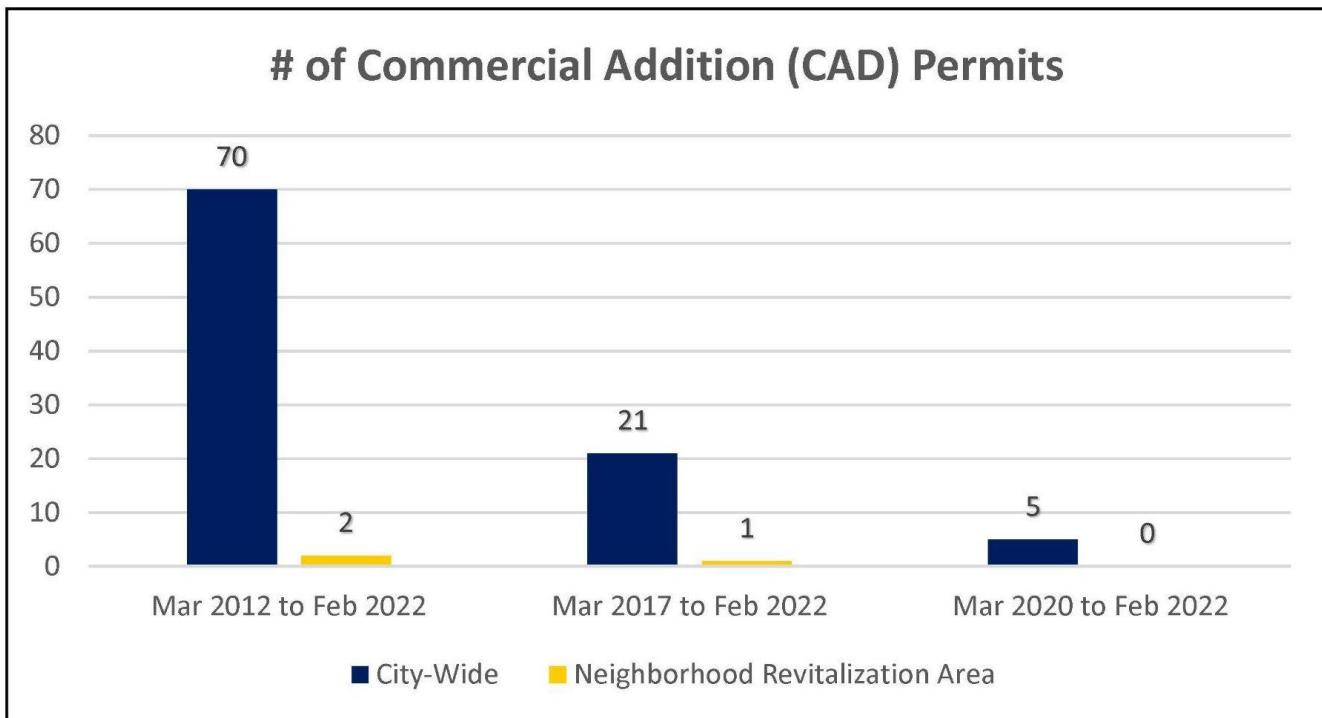


Figure 24

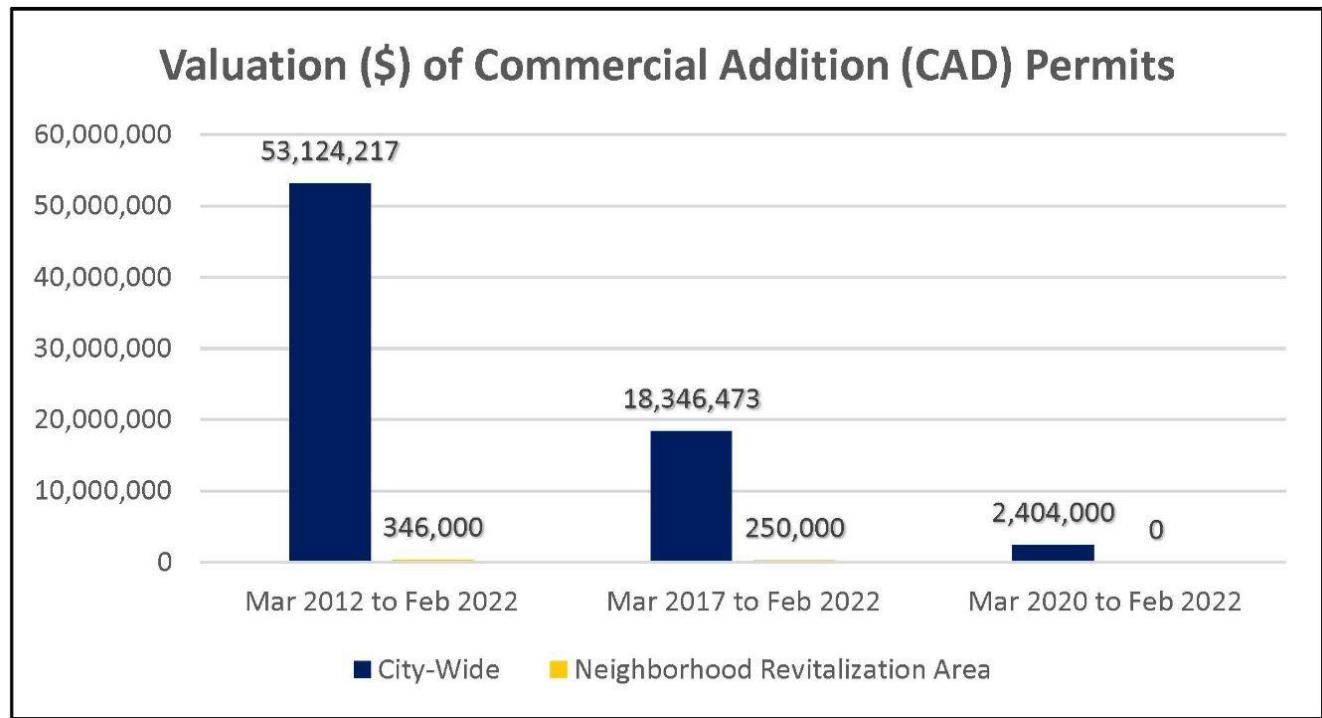
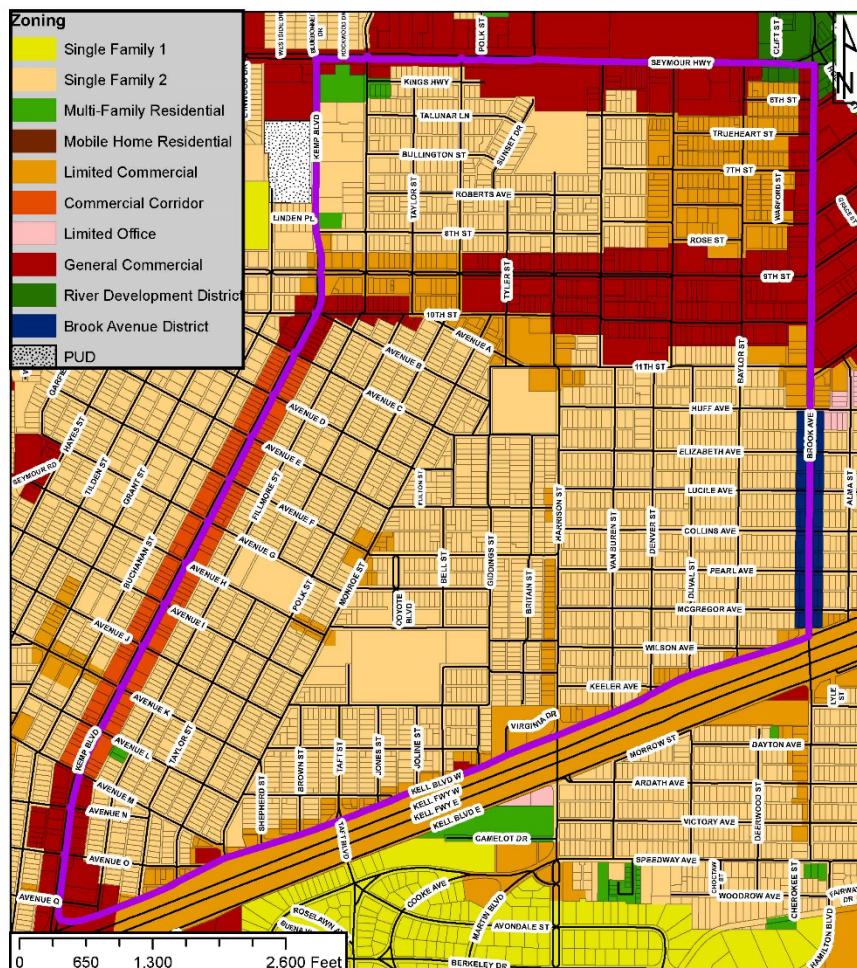


Figure 25

## Zoning

The largest zoning district in the neighborhood is Single Family Residential – 2 (SF-2), which is mainly in the center of the revitalization area and allows for single-family dwellings by right, duplexes, and limited multifamily residential uses with an approved conditional use permit.

Other zoning districts found inside the area are Multi-Family Residential (MFR), Limited Commercial (LC), Commercial Corridor (CC), General Commercial (GC), River Development District (RDD), and Brook Avenue District (BA). Although many in the community are not supportive of additional higher-density housing in the revitalization area, residents understand that multifamily uses are already conditionally allowed and will likely develop with multifamily housing in the future.



CITY OF WICHITA FALLS, PLANNING DIVISION  
MAP PRODUCED BY: Cedric Hu  
DATE PRODUCED: 18 September 2024

Legend

- Revitalization Area
- Parcels

## Revitalization Area Properties Breakdown

### Parcels by Zoning Districts

Brook Avenue (BA) - 16  
Commercial Corridor (CC) - 59  
River Development District (RDD) - 4  
Single Family-2 (SF-2) - 2205

Multi-Family Residential (MFR) - 8  
General Commercial (GC) - 222  
Limited Commercial (LC) - 329

### Parcels by Property Types

Single Family/Duplex – 2383  
Multi-Family – 44  
Office – 68  
Retail – 60

Vacant – 156  
Parking Lots – 29  
Institution/Civic – 25  
Services - 51

## Public Engagement

At the heart of the engagement effort, staff wanted to have the revitalization goals to be driven by community input. The priority was to provide an accessible, inclusive method of exchanging information with the community. The efforts began by coming up with a method to allow for receiving a diverse range of opinions and backgrounds.



## Methodology

The staff decided that a grassroots approach would be the most effective in obtaining diverse input. Staff believed that conducting surveys and organizing public engagement meetings would be the best approach to gather the community's values and aspirations. The surveys and meetings were designed to capture the broader values and characteristics of the community that could benefit from intervention, as well as identify any negative aspects that needed to be addressed.

A series of surveys were made available on the City's website, and a public meeting was organized as part of the engagement process. The venue for these engagements was deliberately selected within the revitalization area to maximize accessibility for the community. As a result, a partnership was formed with Floral Heights United Methodist Church, which allowed City staff to set up multiple sessions on two consecutive Saturdays. During these sessions, staff engaged with the public, discussing the survey questions to identify the common values held by the community.

Meeting Date: Saturday, September 11, 2021

Question 1: What are the positive attributes or values of the neighborhood that should not be changed?

Question 2: What are the attributes or values of the neighborhood that should be improved?

Question 3: What are the detrimental attributes or values of the neighborhood that should be addressed?

Question 4: What is missing in the community?

Question 5: What would you like to see as a result of the program?



Want available new  
people commercial architecture  
homeowners owners elderly neighborhood  
families small possible homes afford  
desirable quaint family original  
property business housing trees old  
character neighborhoods tax  
leave area passed care historical taken  
stay structures opportunities

Meeting Date: Saturday, October 23, 2021

Question 1: What does your ideal community consist of?

Question 2: How do you envision your neighborhood being transformed into your ideal neighborhood?

Question 3: How can your neighborhood benefit from City involvement?

Question 4: What does that involvement look like to you?

Question 5: What are your expectations for the program?



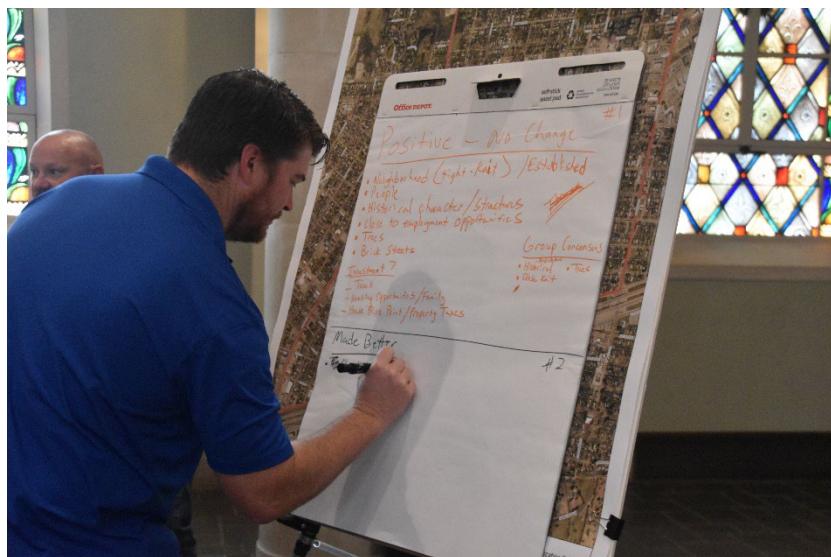
The responses to the questions asked during these meetings gave staff a clear understanding and direction of what the community desired, a safe, inclusive, and well-maintained neighborhood with strong community ties is the goal. The vision includes diverse housing with sound structures, active neighbors, and a sense of pride in homeownership. Priorities include revitalizing old buildings instead of constructing new ones, preserving natural beauty, and improving walkability through expanded public transportation.

Infrastructure updates such as better sidewalks, streetlights, drainage, and road repairs are essential. The community seeks to eliminate abandoned properties, increase green spaces, and support homeowners—especially the elderly, disabled, and low-income residents—with repairs and security improvements.

Enhanced city code enforcement, neighborhood watch programs, frequent bus routes, and more police patrols in the evenings would contribute to safety. Additionally, promoting new businesses in vacant spaces and fostering community activities would create a more vibrant and connected neighborhood.

Tuesday, February 2, 2022

Based on the feedback received during the first two public engagement meetings, it became evident that there was a lack of understanding regarding existing programs and services among the public. To address this concern, the idea of organizing an information fair was proposed. The purpose of this fair was to provide an opportunity for the City to interact with the public, promote available services, and offer detailed information about them. The staff recognized the public's request for more information and took the initiative to organize and provide this fair as a direct response to their needs and interests.



## Vision Statement

We strive to cultivate and nurture a community that is dedicated to **preserving** the people, places, and character of the neighborhood by advancing opportunities for the community to grow, gather, **connect**, and thrive in safe and clean public spaces, businesses, and homes.

## Guiding Values

1. **Preserve** the existing structures, trees, people, and community.
2. **Advance** the opportunities to improve the quality of life and places in the community.
3. **Connect** the community's people and organizations to foster unified growth.

## Implementation

In the engagement meetings, one key concept that continued to rise to the forefront at the end of each meeting was the need to follow through with efforts to restore the neighborhood. The community all expressed gratitude for the conversations and the meeting, but it was the action they all wanted. The action steps created range from the objective they strive to meet as well to the resources and effort needed to put the action into place.

The following items and matrix were put in order based on the availability of resources and potential for immediate impact on the community. The action steps and subsequent timelines were based on the guiding values gathered from all input received. The process, resources, and approvals to put each action into place may vary from item to item.





## Previous Planning Efforts

- Additional Code Enforcement Staff - One of the items addressed by community members is the overall cleanliness of the community. Multiple residents pointed to specific instances of trash on properties, yards that are not maintained, and inoperable vehicles parked in the yard, the dedication of a code enforcement officer assigned to the area will expedite the identification and remediation timeline of any violations.
- Improvements Bridwell Park – With Community Block Development Grant to funds improvements such as the multi-purpose court, new solar lighting, and new functioning water fountain have been installed in the park.
- Create branding opportunities - In order to have a collective movement for revitalization, it is important to have a single symbol or identity to stand behind. Survey's gathered during the Bridwell Park Neighborhood Block Party gave the community a chance to identify themselves by selecting from multiple choices and open write-in space for a name so that we can begin to create markers around the community to further that association with the brand. The Heart of the Falls was selected as the name for the neighborhood.

**Goal:**

- To give a positive identity to the area that will foster placemaking opportunities, and showcase the neighborhood's rich culture and history.

## Neighborhood Revitalization Stakeholder Committee

On May 7<sup>th</sup>, 2024, the Wichita Falls City Council passed and approved Resolution No. 45-2024 to establish and appoint members to a Central Wichita Falls Revitalization Area Committee to represent the community, provide input to staff, and make recommendations to the City Council for implementing plans and programs as part of the City's Neighborhood Revitalization Program. The Committee is made up of residents, business owners, representatives of the art community as well as the City Councilor for Districts 1 and 2.

Since the establishment of the Committee, community engagement meetings have been held consistently every two weeks to discuss topics before voting on recommendations to be incorporated into the Neighborhood Revitalization Plan.

## Vision 20/20 Plan

The Vision 20/20 Plan provides strategies for diversifying the regional economy, guiding development, addressing community image, revitalization of the downtown area, enhancing the City's ability to compete and incorporating existing plans related to these efforts. [Click here to view the Vision 20/20 Plan](#)

## Wichita Falls Strategic Plan

The Strategic Plan for the City includes four strategic goals supported by a total of 32 specific objectives. The strategy map is a graphical depiction of the organization's overall strategy regarding its vision, mission, values, strategic goals, and key operating objectives. It serves as a quick reference guide to the plan and is a useful tool for organizing and aligning business plans, budgets, and people supporting the strategy. [Click here to view the City of Wichita Falls' Strategic Map](#)

## Parks Masterplan

The Parks Master Plan is a comprehensive study of the City's parks, trails, open spaces, recreation and park facilities, programs, demographics, growth trends and future needs as related to the areas addressed in the study. The plan also includes goals, objectives, prioritization, and implementation recommendations. The intent of the Parks Master Plan is to provide the framework to continue the fulfillment of the mission statement of the Parks and Recreation Department which is to provide the citizens of the city of Wichita Falls with highest quality park and recreation facilities and activities that are geographically and demographically accessible and serve a diversity of interests. [Click here to view the Parks Masterplan](#)

## Metropolitan Transportation Plan

The Metropolitan Transportation Plan (MTP) is a long-range planning document that the MPO develops to identify a set of projects and programs to enhance all modes of travel in the region. The MTP identifies projects and policies for implementation by the WFMPO over the next 25 years. This edition spans years 2020 through 2045. [Click here to view the Metropolitan Transportation Plan](#)

## Where We're at Now

### Ongoing Revitalization Efforts

After many meetings with staff, citizens, and the Neighborhood Revitalization Committee huge strides have been made in creating a foundation for the neighborhood.

Staff, along with input from the stakeholder committee, has drafted several plans to help guide revitalization on the area.

Neighborhood revitalization is a multifaceted process and goes beyond simple redevelopment; it involves a comprehensive approach that addresses various aspects of community life. This includes economic development, housing improvement, infrastructure upgrades, social services and cultural enrichment.

Enhancing existing infrastructure and adding new bike paths, sidewalks, and crosswalks to support all modes of travel. A lack of sidewalks and bike facilities makes it difficult or impossible for residents to safely walk or bike beyond the community's edges. As a result, residents are disconnected from essential community services. The Heart of the Falls Revitalization Area lacks a grocery store and contains only a handful of places to obtain food of any kind.

Prioritize investment in and upkeep of valued community assets, including parks and recreation centers.

Empower neighborhoods with funding for home repairs and support for developing community projects.

The ultimate goal for City staff, through the collective efforts of residents, local authorities, and various stakeholders, is a journey toward revitalization, becoming a shared commitment to help create a vibrant, inclusive, and resilient community where residents can thrive.

## Action Steps

### Preservation

The core value of preservation stems from the appreciation of the existing, and the need to hold onto the history of the neighborhood. When viewing revitalization through the value of preservation, the built environment quickly became a priority for the community and staff. The action steps created by staff will maintain the built environment, and ensure there is an avenue to aid in Preserving and promoting the cultural identity of a neighborhood.

- Property Maintenance Code - In order to preserve the existing structures and prevent further deterioration of existing housing and commercial stock. A property maintenance code will need to be adopted to create a baseline of an acceptable level of maintenance. The maintenance code will focus on commercial and non-owner-occupied properties to ensure those properties are providing a safe and clean structure to the tenants.

#### **Goals:**

- Address issues like garbage accumulation, rodent infestation, structural hazards, and unsafe electrical or plumbing systems that could pose health risks.
- Regulate the maintenance of existing buildings and properties.

- Address overgrown vegetation and manage exterior appearance to enhance neighborhood aesthetics.
- Prevent inoperable vehicles from deteriorating and causing blight on properties.
- Prevent future deterioration of structures in the revitalization area.
- Design Guidelines – For those participating in the NEZ program incentives will follow 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.

**Goals:**

- Ensure that the preferred home styles and designs are constructed, renovated, and preserved within the revitalization area.

## Advancement



Neighborhood revitalization strives to breathe new life into the community. The core value of Advancement was selected based on input on a lack of opportunities to grow and rejuvenate the community. The action steps will seek to empower the community with the needed tools to create this new life.

- Create a street light tree clearing program - Safety was a major concern during the public engagement, and a specific aspect to deter criminal activity was identified. Adequate lighting at night has been shown to prevent low-level thefts and vandalism. Staff will be working to identify existing lighting in the revitalization area and remove any natural blockage of that lighting.

**Goals:**

- Assist residential homeowners in removing dangerous trees

- Improve Bridwell Park - The value of Advancement speaks to the age and condition of Bridwell Park and the public's interest in pursuing improvements to the park. Staff will be working with the Parks Department and Neighborhood Resources Division to discuss the applicability of the Community Block Development Grant to fund on-going improvements.

**Goals:**

- Murals on the multi-purpose courts, pavilion and restroom
- Install more solar lighting at the park for safety
- Improve the baseball field and install solar lighting
- Replant trees to replace those that have died and been removed

- Create Neighborhood Empowerment Zone (NEZ) - The City has seen success from incentivizing development downtown. The community felt there should be a similar effort to promote new growth and development within the revitalization neighborhood. A NEZ promotes growth in a designated geographic area by waiving certain city fees related to development and construction as well as an abatement of Ad Valorem taxes.

A Neighborhood Empowerment Zone (NEZ) that contains incentives for property owners and developers has been drafted and has a Neighborhood Revitalization Design Guidelines to accompany it. A Property Maintenance Code has also been drafted specifically for the Neighborhood Revitalization Area.

**Goals:**

- Offer incentives, adjusting permit fees, addressing liens, and implement tax abatements to help attract new businesses to the area to meet residents' basic needs.
- Incentives for the construction and renovation of infill housing aim to diversify the housing stock while preserving the architectural character of the surrounding homes.
- An increase of 10% in permits, excluding new residential and commercial structures.

- Bright Nights, Safe Streets Initiative – Improve the safety and well-being of residents by reducing opportunistic crimes.

**Goals:**

- Ensure every single-family residence has an operable front porch light
- Provide every single-family residence with a doorbell camera that is registered with the City of Wichita Falls Police Department

- Secure Steps & Rides Initiative - Enhance sidewalks and bike lanes to improve accessibility and safety for pedestrians and cyclists.

**Goals:**

- Add bike lines to connect the CWFNRA to Lucy Park and the 25-mile City's Circle Trail
- Work with the Bike Friendly WF Coordinator on pedestrian and cyclist audits and funding opportunities for improvements

- Create a large load trash pick-up program - The quality of life of residents can be improved by the addition of city services. The ability for property owners to have large trash items picked up from their curb will boost the mentality of a maintained community. The city will work to create a new sanitation program to allow property owners to enroll and take care of their properties.

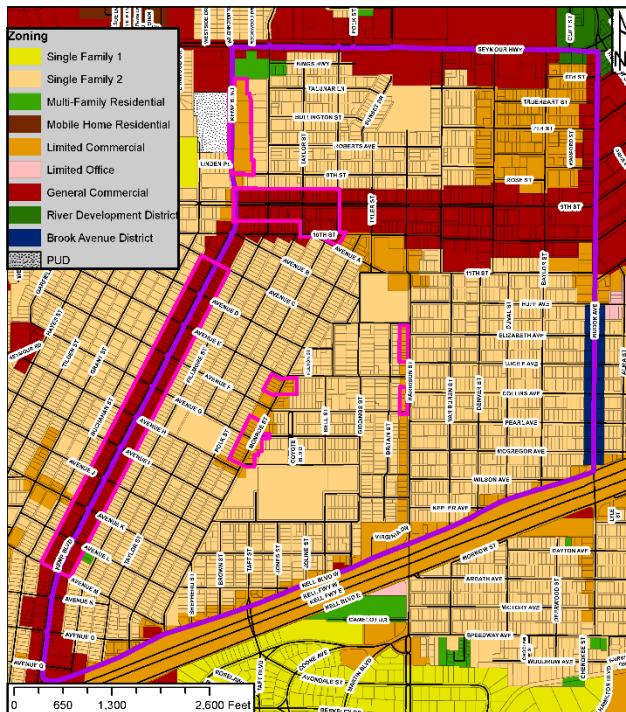
**Goals:**

- Improve the quality of life for residents by adding city services
- Boost the mentality of a maintained community by having large trash items picked up by City Sanitation Department

- Amend the Zoning Ordinance – By expanding the General Commercial (GC) and Limited Commercial (LC) zoning in multiple areas, reducing setback requirements, eliminating parking requirements for all non-residential uses, and eliminating minimum lot size requirements for ADU's currently zoned Limited Commercial (LC) will allow for broader uses for future development.

On February 4<sup>th</sup>, 2025 the Neighborhood Revitalization Committee unanimously voted to recommend the following zoning amendments within the Central Wichita Falls Neighborhood Revitalization Area as an element of the neighborhood plan:

- 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
- Extend the General Commercial (GC) zoning district that is currently Limited Commercial (LC) zoning district on 9<sup>th</sup> and 10<sup>th</sup> Street, from Polk Street to Kemp Boulevard
- 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
- 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
- Rezone the Commercial Corridor (CC) zoning district to General Commercial (GC) zoning district
- Extend the Limited Commercial (LC) zoning district along the east side of Kemp Boulevard from 8<sup>th</sup> Street to Seymour Highway



## Connection



It's been said, "More hands make less work". It is this idea that brought the third value to the forefront. The goal of the third step is to create partnerships to educate and cooperate for the betterment of the neighborhood. Moreover, engaging residents in decision-making processes empowers them to actively contribute to the transformation of their neighborhood. Strong social ties and a shared vision for the community are essential for the sustained success of revitalization initiatives. The following action items are to:

- Create partnerships with non-profit organizations - Partnerships are one method to combine efforts and resources to achieve a common goal. Creating joint opportunities offers a new level of support for individuals and organizations, therefore, reducing duplication of efforts and efficient use of resources. A roundtable meeting to discuss efforts and can create formal or informal joint efforts to resolve concerns within the community.
- Promote the use of Access Wichita Falls Mobile App - The city currently has a smartphone application that connects citizens to staff. Access Wichita Falls allows the public to identify concerns and forward them to the appropriate staff. The application will allow the use of photo submission and GPS data to better identify the concern. An initiative to make this service known to the general public can be coordinated through the City's Public Information Office.
- Provide bi-annual public information fairs - During conversations had at the public engagement meetings, many stakeholders were unaware of current programs in place to benefit the community. Staff put together a trial information fair hosted by Floral Heights United Methodist Church. At the fair representatives from the Neighborhood Resources, Code Enforcement, Library, Health Department, and Police Department attended and spoke with the community to offer information on services available to residents. Staff received positive feedback from the event and the request for continual efforts to make the community aware of the programs. By establishing a recurring event, the public can plan on being able to attend an upcoming fair and learn about services available to them.
- Promote neighborhood associations - In order to meet the needs of the community, often there is a need to create a new level of service providers. For community revitalization and strengthening,

an association can provide another layer to meet that need. An association can also offer specific services not available from a municipality and has options of resources available to meet the mission of the association.

**Goals:**

- Provide a means for members to organize interests and pursue collective action.
- Ensure the neighborhood has adequate amenities and services to give the desired quality of life, while also providing local government officials with residents' input
- Collaborate w/ WFISD on the future of Old High - A cornerstone for the revitalization area has been the presence of Old High at the heart of the neighborhood. As the future of high school students takes them away from Old High, the future of Old High and surrounding properties will affect the community for the foreseeable future. A strong connection between WFISD administration and the community will ensure public insight into the development and strengthen the ties to the future of the property.

## The Implementation Plan

### Implementation

The City Council reaffirms its dedication to the neighborhood revitalization efforts by officially incorporating the initiatives into the Heart of the Falls Neighborhood Revitalization Plan. Like other city plans, this serves as a policy guide rather than a legally binding commitment to specific actions. However, as a guiding framework, it should encourage action and foster collaboration among various partners. It aims to unite city staff, neighborhood associations, the private sector, nonprofits, churches, and schools invested in the community.

### City Guidance

Various City boards and commissions will refer to the Heart of the Falls Neighborhood Revitalization Plan for guidance on neighborhood-related matters. The Planning and Zoning Commission will assess whether requests/cases submitted to them align with the plan's recommendations. The Parks and Recreation Board will take the neighborhood's priorities into account when making decisions about parks, particularly Bridwell Park and open spaces. Additionally, City staff will use the plan as a reference when evaluating projects and programs

### Identity & Branding

During the planning process, residents of the central Wichita Falls revitalization area shared their cherished memories and the aspects of the neighborhood they appreciate. Establishing a strong and positive identity for the area is essential in drawing new residents and businesses. The City will partner with the Wichita Falls Alliance for Arts and Culture on branding and present to the neighborhood for public branding selection.

### Budgeting

Annually, every City department prepares a budget outlining its priorities for the upcoming year in alignment with the Strategic Plan for the City, adopted by City Council. By highlighting the strengths and aspirations of the Heart of the Falls neighborhood, City departments can better prioritize projects that address its needs. This includes planning for capital improvements, allocating resources from grants and the general fund, and utilizing non-monetary resources.

Possible funding sources available through other city departments may be directed to neighborhood revitalization. The prioritized projects will help other departments understand the areas of highest needs during implementation. With increased collaboration among staff, there will be opportunities to share resources and strategically utilize program funds that would not have been possible without the plan in place.

### Outside Agencies & Organizations

Agencies and organizations outside of City government will play a vital role in implementing the Heart of the Falls Neighborhood Revitalization Plan. When seeking public input, they can refer to this document as a clear representation of the neighborhood's vision and desired direction.

### Tracking

The implementation of the Heart of the Falls Neighborhood Revitalization Plan will be heavily monitored. Some initiatives are expected to be completed quickly, other initiatives, particularly those requiring

additional funding, may take longer to schedule. Even so, the progress of every proposed action will be tracked.

The Plan Implementation Table offers a convenient way to review the plan's implementation status, listing each proposed action along with its strategy statement and expected timeline. This table will be updated as project statuses change and/or new information becomes available. Additionally, a regular update report summarizing the overall implementation progress will be presented to the City Council as.

## **Updates**

History has taught staff for a neighborhood plan to remain effective, it must be periodically updated to reflect changes within the community. The Heart of the Falls Neighborhood Revitalization Plan should be reviewed annually. The Planning Department staff will conduct these reviews, update the status of action items, and consider potential additions or amendments. They may also appoint a subcommittee to assist in the process if the Wichita Falls Central Neighborhood Revitalization Committee is not available or has disbanded. However, just as the original Wichita Falls Central Neighborhood Revitalization Committee represented a diverse range of neighborhood interests, the update subcommittee should do the same. Over time, if significant changes are needed, a formal amendment to the plan may be required. The frequency of such updates will depend on how much the neighborhood's conditions have evolved but should be no less than five (5) years.

## Conclusion

Revitalization is an ongoing process that requires sustained effort and dedication; it cannot be achieved overnight. The future is not defined by a singular vision but by a collective of imagined possibilities shaped by individuals from diverse backgrounds—encompassing different races, abilities, cultures, and socioeconomic statuses. Staff remains committed to eliminating biases in community planning, amplifying voices from the margins, and fostering a grassroots approach to collaborative creation.

Building a stronger future begins with empowering individuals and actively engaging them in shaping their shared destiny.





# Implementation Matrix

	Goal Term	Completion
<b>INITIATIVE: District Identity &amp; Branding</b>		
<b>Strategy: To give a positive identity to the area that will foster placemaking opportunities, and showcase the neighborhood's rice culture and history</b>	Short	Late Spring 2025
• Survey for community to select name for the neighborhood		
• Wichita Falls Alliance for Art & Culture will provide 3 draft designs for public neighborhood selection		
• City Council to approve identity & Branding		
<b>INITIATIVE: Neighborhood Empowerment Zone (NEZ)</b>		
<b>Strategy: To stimulate economic development and improve the quality of life within a designated area by encouraging private investment in housing, businesses, and services through incentives</b>	Moderate, Ongoing	Late Summer 2025
• Offer incentives, adjusting permit fees, addressing City lien waivers, & implementing tax abatements		
• Work with Wichita Appraisal District on City tax abatements for reinvestment in the neighborhood		
• Develop financial programs to incentivize the redevelopment of vacant structures		
• Improve the quality of social services, education, and public safety in the NEZ		
• Create an application packet and process		
• Promote the creation and/or rehabilitation of affordable housing		
• Create and establish an internal workflow to oversee and manage the NEZ program		
• Actively promote the NEZ program to potential investors, developers and residents		
<b>INITIATIVE: Neighborhood Revitalization Area Design Guidelines</b>		
<b>Strategy: Create guidelines to preserve the original design characteristics</b>	Moderate, Ongoing	Late Summer 2025
• Establish guidelines to shape the appearance and character of new and rehabed housing developments, ensuring they align with the needs, preferences, and identity of both current and		
• Create guidelines to determine whether NEZ incentives will be awarded to specific projects		
• Enhance neighborhood amenities, like existing parks and open spaces, to attract people to the neighborhood		
• Lay the groundwork for positive communication regarding applicants and applications		
<b>INITIATIVE: Neighborhood Revitalization Property Maintenance Code</b>		
<b>Strategy: Establish a minimum standard for the upkeep and maintenance of structures and properties within the neighborhood revitalization area</b>	Moderate, Ongoing	Late Summer 2025
• Ensure health, safety, and welfare by regulating conditions that could negatively impact the neighborhood		
• Protect property values and prevent further blight of structures in the revitalization area		
• Regulate the maintenance of existing buildings and properties		
• Address overgrown vegetation and manage exterior appearance to enhance neighborhood aesthetics		
• Work with the City Code Compliance Department on compliance elements		
<b>INITIATIVE: Zoning Amendments</b>		
<b>Strategy: Promote future development and create a pathway for revitalization in the neighborhood</b>	Moderate, Ongoing	Early Summer 2025
• 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		



• 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		
• 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		
• 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		
• Rezone the Commercial Corridor (CC) zoning district to General Commercial (GC) zoning district		
• Extend the Limited Commercial (LC) zoning district along the east side of Kemp Boulevard from 8th Street to Seymour Highway		
<b>INITIATIVE: Tree Clearing Program</b>		
<b>Strategy: Remove trees that present a potential risk of injury to people or property or hinder street lighting, causing safety issues</b>	Short	Fall 2025*
• Promote the Tree Clearing Program to assist residents in the neighborhood	<i>*Funding Dependent</i>	
• Create and establish an internal workflow to oversee and manage the Tree Clearing program		
• Create process and application		
• City Council to approve requested budget for program		
• Get bids annually for tree removal		
<b>INITIATIVE: Bridwell Park Improvements</b>		
<b>Strategy: provide safe, accessible, and engaging spaces for all community members</b>	Moderate, Ongoing	Present, Ongoing
• Promote recreational activities, environmental sustainability, and social interaction		
• Create and establish an internal workflow to oversee and manage the Tree Clearing program		
• Create process and application		
• City Council to approve requested budget for program		
• Get bids annually for tree removal		
<b>INITIATIVE: Bright Nights, Safe Streets Initiative</b>		
<b>Strategy: To improve the safety and well-being of residents by reducing opportunistic crimes</b>	Moderate, Ongoing	Fall 2025
• Establish guidelines to shape the appearance and character of new and rehabed housing developments, ensuring they align with the needs, preferences, and identity of both current and		
• Ensure every single-family residence has an operable front porch light		
• Provide every single-family residence with a doorbell camera		
• Register all doorbell cameras with the City of Wichita Falls Police Department		
• City Council to approve requested budget for program		
<b>INITIATIVE: Secure Steps &amp; Rides Initiative</b>		
<b>Strategy: Provide safe, accessible, and engaging spaces for all community members</b>	Long, Ongoing	Spring 2026
• Add bike lines to streets in the neighborhood		
• Add bike lines to connect the CWFNRA to Lucy Park and the 25-mile City's Circle Trail		
• Work with the Bike Friendly WF Coordinator on pedestrian and cyclist audits and funding opportunities for improvements		
<b>INITIATIVE: Enhance Existing Infrastructure</b>		
<b>Strategy: Improve public health through new infrastructure and sustainable initiatives that address longstanding stormwater issues</b>	Long, Ongoing	Spring 2026
• Work with Public Works Department on a plan for the neighborhood		
• Install stormwater drainage on Harrison Ave, a central corridor for the neighborhood known for flooding		
• Implement progressive drainage systems to reduce flooding risks and enhance road safety		
• Replacement of privately-owned lead/cooper/ galvanized service water lines		
• Improve the quality of water provided to each home.		
<b>INITIATIVE: Neighborhood Beautification Initiative</b>		
<b>Strategy: Enhance the aesthetic appeal and overall quality of life in a community, ultimately fostering pride and attracting new residents and businesses</b>	Short	Fall 2025
• Work with Public Works to create a large-load trash pick-up program and organize block clean-ups		
• Improve the quality of life for residents by adding city services		
• Boost the mentality of a maintained community by having Community Clean Up days		