

Strengths

Market These Assets

- Growing Market Center in Parker County
 - 3 mile market—7,880*
 - 5 mile market—16,500*
 - 10 mile market—51,000*
- Growth in Sales Tax—58% growth in outlets & 73% growth in gross sales since 2002
- Within DFW Metroplex
- Historic Square
- Traditional Design of City—gridiron street pattern with small blocks
- Retail Opportunities
- Four Lane SH 199-30,000 ADT at intersection with FM 51
- Safe Community
- Healthy Walkable Community
- Strong Community Organizations
- Major Park Development at *Walnut Creek*

Weakness

Resolve These Deficiencies

- Development Fees from City not competitive with Development Cost outside of City Limits
- Utility Line Conditions
- Capacity of Sanitary Sewer Plant
- Limited Capacity of SUD
- Limited job opportunities
- Lack of Major Employers
- Lack of Hotel and other Hospitality services for visitors
- Lack of Entertainment Options for different age groups
- Limited Retail Space Available in existing centers to attract new retailers
- Lack of Planned Retail Areas
- Lack of Infrastructure to planned light industry area

Opportunities

Engage These Activities

- Ability to Market Quality of life within a walkable traditional community
- Ability to Engage ISD on partnerships & teamwork
- Pending County Bond Issue for arterial thoroughfare development
- Governmental Leadership ready to compete for quality development
- Citizens Engaged to support desired development
- Local Investors seeking opportunities
- Chamber and Local Business ready to engage success
- Youth and Residents seeking entrepreneurship
- Retail Store Opportunities for general merchandise, clothing, pharmacies, limited service eating, full service restaurants, electronics

Threats

Acknowledge These Risks

- Competition from Housing Developers outside of City Limits
- Incompatible land use developing outside of City Limits
- Environmental hazards from uncontrolled land use development outside of City Limits being uncontrolled storm water and sanitary sewer systems
- Retail development occurring at fringe of City limits
- Extended decline of the regional gas and oil market
- Competition from nearby market centers including Decatur, Weatherford, Azel and Bridgeport
- Unknown Market Restrictions