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Introduction



PURPOSE

Guiding Change

Planning is concerned with the future. Whether linear or iterative, planning is a process composed of a series of conceptual phases related to one another in an orderly fashion. It usually begins with establishing a series of actionable, programmatic objectives – **what is it we are trying to accomplish?** Objectives are then framed by a series of underlying premises, assumptions or conditions, based on an understanding of key issues pertaining to the community within which the plan is being developed – **what factors must we consider that will prevent or enable reaching our objectives, and within what timeframe?** Having defined objectives and outlined planning premises, policies and strategies are formulated, the implementation of which will accomplish the desired results. Alternative plans of action may be developed and carefully evaluated, to determine the best course of action. Operational plans reflecting commitments to process, time and resource expenditures are developed to then carry out the program of activities.

Engaging in a local comprehensive planning program will enable the City of Plainview to have a greater measure of control over its future and the opportunities and challenges that change will bring. Planning will enable the City to proactively manage future growth and development / redevelopment as opposed to reacting to development proposals on a case-by-case basis without adequate and necessary consideration of community-wide issues.



What is a Comprehensive Plan?

Comprehensive planning refers to an all-inclusive approach and process to addressing the complexities of future growth and change within a community. The final product of this process is a comprehensive plan document, which is official in nature, in that it is adopted by City Ordinance by the local government. The document is then used as a policy guide regarding decisions about the development and enhancement of the community. Comprehensive plans are sometimes referred to as land-use plans, because in many cases they are dealing with spatial issues related to the appropriate uses of land. Comprehensive plans are prepared to address a range of compatibility issues between various uses of land, such as the management of parks and the preservation of natural resources, identification and preservation of historically significant lands and structures, and adequate planning for infrastructure needs. In other instances, comprehensive plans are utilized to address issues related to the schools, transportation, housing, and public facilities.

The Plainview Comprehensive Plan is designed as a framework for guiding future development, redevelopment, and community enhancement in the City over the next 20 years and beyond. The purpose of this plan is to formulate and establish a series of realistic and achievable strategies that residents, business and land owners, major institutions, civic groups, members of advisory committees, and public officials will support and implement in the years ahead.

Planning Authority

Unlike some other states, municipalities in Texas are not mandated by state government to prepare and maintain local master plans. However, Section 213 of the Texas Local Government Code provides that, "The governing body of a municipality may

adopt a comprehensive plan for the long-range development of the municipality." The Code also cites the basic reasons for long-range, community planning by stating that, "The powers granted under this chapter are for the purposes of promoting sound development of municipalities and promoting public health, safety and welfare."

The Code also gives Texas municipalities the freedom to "define the content and design" of their plans, although Section 213 suggests that a master plan may:

- include, but is not limited to, provisions on land use, transportation, and public facilities;
- consist of a single plan or a coordinated set of plans organized by subject and geographic area; and
- be used to coordinate and guide the establishment of development regulations.

Plan Implementation

It is important to distinguish between the function of the Comprehensive Plan relative to the City's development regulations, such as the zoning ordinance and subdivision regulations. The Comprehensive Plan establishes overall policy for future land use, roads, utilities infrastructure, and other aspects of community growth and enhancement. It will be up to City officials to use allowable regulatory authorities outlined within the City's zoning ordinance, official zoning district map and subdivision regulations to regulate specific land uses, the layout of new streets and utilities infrastructure, and building and site development standards. The Comprehensive Plan's policy decisions will also be carried out through:

- targeted programs and expenditures



Hale County is a leading producer of sorghum, cotton and livestock in the State of Texas.

prioritized through the City's annual budget process, including routine, but essential, functions such as code enforcement;

- major public improvements and land acquisitions financed through the City's capital improvements program and related bond initiatives;
- new and amended City ordinances and regulations closely linked to master plan objectives (and associated review and approval procedures in the case of land development, subdivisions, and zoning matters);
- departmental work plans and staffing in key areas;
- support for ongoing planning and studies that will further clarify needs and strategies, including the City Council's own strategic planning;
- the pursuit of external grant funding to supplement local budgets and/or expedite certain projects;
- initiatives pursued in conjunction with other public and private partners to leverage resources and achieve successes neither could accomplish alone.

Despite these many avenues for action, a comprehensive plan should not be considered a "cure all" for every tough problem a community faces. On the one hand, such plans tend to focus on the responsibilities of City government in the physical planning arena, where cities normally have a more direct and extensive role than in other areas that residents value, such as education, social services, and arts and culture. Of necessity, comprehensive plans, as vision and policy documents, also must remain relatively general and conceptual. The resulting plan may not touch on every challenge before the community, but it

is meant to set a tone and motivate concerted efforts to move the community forward in coming years.

PROCESS

Plan Elements

Planning is the process of identifying issues and needs, establishing community goals and objectives, and determining the most effective means by which these ends may be achieved. One of the first steps in the comprehensive planning process is to collect data on existing conditions. The data collected should relate to each of the elements that make up the plan and should be analyzed for patterns, trends or other significant considerations that describe the character and depict existing conditions, as well as the needs of the community.

The Plainview Comprehensive Plan update is divided into a series of plan elements, each pertaining to a critical aspect of the physical composition of the community. Each element outlines the specific issues that must be addressed in order to achieve what is envisioned by community leaders and residents. In response to these issues a series of recommended actions are outlined that relate to policy and/or regulatory changes, programmatic initiatives, and capital improvement projects. While these recommendations are comprehensive and intended to be accomplished over the 20-year horizon of this plan, near-term actions must be realized in order to take the first step toward successful implementation. These strategies must then be prioritized, with decisions made as to the sequencing of implementation activities, based on the capacity to fulfill each initiative, and the ability to obligate the necessary funding and secure support and partnerships.

Downtown Plainview contains several historically significant buildings and streetscape amenities.



The former Hilton Hotel in Downtown Plainview reflects some of Plainview's redevelopment challenges while courting new investment.



Chapter 1: Introduction, provides background information about the plan document and planning process, and an analysis of the key indicators regarding Plainview's demographic composition.

Chapter 2: Growth Capacity and Management, evaluates the City's ability to accommodate new development and/or redevelopment with existing and planned utility infrastructure and services. Maps and graphics illustrate surface hydrology and the geographic extent of the City's water distribution, wastewater collection and drainage systems.

A list and description of current projects, planned capital improvements, and pending or upcoming master plans or other relevant studies, was reviewed to ensure coordination across all plan elements. City-sponsored and endorsed water conservation measures and programs are included.

Chapter 3: Mobility, ensures orderly development and improvement of the City's transportation system, considering facilities for automobiles and other modes of transportation (e.g., pedestrian and bicycle circulation), existing and future public transportation needs, freight movement in or through the community (i.e., truck traffic, railroad and air corridors), and associated needs. This plan element includes identification of priority street improvement needs as an input to the capital improvements planning section within *Chapter 8: Implementation*, in order to evaluate the impacts of different transportation investment decisions on future development and community character.

Chapter 4: Housing and Neighborhoods, assesses the local housing market and evaluates the design and planning of neighborhoods within the context of the City's current development regulations and the impact this has on housing development, community form, land use compatibility and

connectivity. Housing development options are evaluated and policy adjustments recommended to encourage varied housing development.

Chapter 5: Public Facilities, reviews the location and design of existing community facilities such as public libraries, police and fire facilities, community centers, and performing arts and cultural venues to determine how well they serve residents currently and in the future. Considerations include adequacy of space; proximity to population and neighborhoods/districts to be served; convenience and accessibility; general condition and maintenance issues; and, their design quality and compatibility with nearby development, especially in neighborhood settings.

Chapter 6: Parks, Recreation and Natural Resources, evaluates the community's livability and "green infrastructure" amenities, particularly its parks and recreation facilities, open space areas and linkages, and critical natural resources. This analysis identifies any deficiencies in the provision of parks, recreation areas and facilities; evaluates whether existing facilities are consistent with the community's preferences; and ensures that future land acquisition and facility improvements keep pace with new development. The conservation of land for open space uses, both for agriculture and natural resources, is another focus of this plan element.

Chapter 7: Land Use and Character, assesses the community's long-range development outlook and establishes guidance for making policy decisions about the compatibility and appropriateness of individual developments within the context of the larger community. Other considerations include City capabilities for preserving valued areas and lands, protecting the integrity of neighborhoods, and safeguarding and enhancing community image.

There is a broad range of housing types and quality within the City of Plainview and its corresponding extraterritorial jurisdiction (ETJ).



Plainview must overcome a general lack of mid-range housing in the area, between older homes and rentals and higher-value homes.



Chapter 8: Implementation, discusses how the policies and principles of the Comprehensive Plan will be implemented, particularly for the highest-priority initiatives that will be first on the community's action agenda. This plan element outlines the organizational structure necessary to implement the plan, including methods of implementation, roles and responsibilities, and specific implementation strategies.

Additionally, this plan element establishes a process for periodic evaluation and appraisal of the plan to ensure it is kept relevant through needed updates. This plan element also outlines crucial procedures for monitoring and revisiting plan policies and action priorities every year. Necessary adjustments can then be made based on implementation successes and challenges and ongoing changes in physical, economic and social conditions in the community and region.

Leadership and Community Participation

Plainview community leadership and residents were integral to the planning process. Their perspectives helped to frame the issues, and identify the enduring strengths of the community – the tangible and intangible qualities of place that resonate with local residents and attract people to move to or invest in Plainview.

Their insights also helped to identify opportunities and resources that can improve community character and promote growth; as well as weaknesses that can detract from the community's quality of life or economic wellbeing. The issues articulated early on set the trajectory of the Comprehensive Plan update with respect to its areas of focus and what it set out to accomplish.

In conjunction with the City, a series of outreach activities, intended to engage public and private

leadership, were convened and facilitated. The first workshop involved members of the City Council and the Planning and Zoning Commission and was meant to orient community leaders to the comprehensive planning process, as well as to obtain early input, set the direction and establish priorities for the planning effort.

Concurrently, a series of one-hour "listening sessions" were convened, to provide a forum through which a cross-section of the general public, including residents, business and property owners, public officials, representatives from the development community, neighborhood and community organizations, and others could come together and discuss their hopes, concerns and priorities for the City's future.

Working with the City, a "town hall" style meeting was then held to reach out to residents and other interests; to make them aware that the comprehensive planning program was under way and their input was valued regarding area issues, improvement needs and action priorities.

Finally, a series of workshop meetings with an ad hoc citizens advisory committee was completed to review individual plan elements and facilitate discussion and debate on all plan concepts, eventual policy recommendations and proposed action items.

PLAN ORGANIZATION

Comparison to 1989 Comprehensive Plan

To a large degree, the Comprehensive Plan update has been informed by the 1989 – 2010 Comprehensive Plan, and generally follows its outline, with respect to identification and

I know of no safe depository of the ultimate powers of the society but the people themselves; and if we think them not enlightened enough to exercise their control with a wholesome discretion, the remedy is not to take it from them, but to inform their discretion.

- Thomas Jefferson

A well-used children's play structure in City Park. Several parks in Plainview lack amenities such as picnic tables, bathrooms, and shade structures.



INSIGHTS FROM PLAINVIEW'S CITIZENS

Through several meetings with community leaders and residents, several commonly-held beliefs about broader planning issues emerged which helped to inform and frame key plan elements:

Growth Capacity and Management

- The future availability of potable water remains a common concern. There is interest in learning about and implementing water conservation strategies.
- The community must consider new ways of doing business, with respect to cultivating public-private partnerships and utilizing new tools and mechanisms to incentivize economic growth and development.
- Despite the fact that several "big box" retail buildings remain vacant, there are several areas where future development should be planned, including along the State Highway 70 corridor, at Interstate 27 access points and frontage roads, and to the east of Downtown.
- Prospects for growth outside the City limits raises the issue of municipal annexation plans and the potential expansion of utility infrastructure.

Housing and Neighborhoods

- There is minimal new housing and few home builders. There is a mid-range housing gap. New housing prototypes need to be developed.
- There is demand for higher quality rentals and apartments.
- Various neighborhoods need a face lift. Working with the City, neighborhood revitalization projects should be initiated.

Parks, Recreation & Natural Resources

- There is a general lack of park amenities, such as restrooms, benches, tables and pavilions.
- Additional sports complexes, including swimming pools, are needed to meet demand.

- The concern about youth retention spans several plan elements. Parks programming needs to accommodate the demands of younger users.

Public Facilities

- A multi-purpose municipal facility is required that can serve diverse programmatic needs.
- Additional social activity centers are needed.
- Public facilities are difficult to find and require wayfinding signage systems.

Land Use and Character (Aesthetics)

- To improve community esteem, the City needs to be cleaned up. Vacant buildings need to be demolished. Abandoned signs should be removed. The City needs to enforce ordinances aimed at illegal dumping and junk cars in the front yards of residences.
- The lack of contiguous development has resulted in three distinct districts within the City.
- The City needs to address infilling vacant lots within existing residential areas.

Mobility

- Automobile and rail traffic conflicts have generated discussion about the need for an auto overpass.
- There are several streets within the City that require improved maintenance. Some key intersections should be redesigned to accommodate increased truck traffic.
- Non-vehicular facilities, such as new sidewalks and bicycle trails should be expanded to provide increased intra-City and intra-neighborhood circulation options..

Several large "big box" commercial buildings along Interstate 27 and other major corridors remain vacant.



Recreational trails have proven to be very popular in Plainview.



analysis of plan elements, organization of demographic and statistical information, etc. Several important issues identified and discussed within the 1989 Comprehensive Plan are still relevant today. Many of these issues have been revisited within this Plan update, including the following:

- Growth management, with respect to which areas of the Extraterritorial Jurisdiction (ETJ) should potentially be annexed into the City. The land uses and development patterns within the ETJ continue to impact the community;
- Housing development, with respect to the location of new neighborhood subdivisions, and new mixes and densities of housing types, particularly mid-range housing, remains an important planning consideration;
- The appropriate revision, use and enforcement of zoning and subdivision regulations, signage restrictions, thoroughfare planning and similar regulatory authorities to preserve residential quality of life; and
- Promoting land uses that maintain a vibrant Downtown core.

The 2012 Plan update departs from its predecessor in several significant ways, however, including the following:

- It does not detail specific Capital Improvement Program costs and likely expenditures. The Plan Update recognizes that capital improvements are dependent on an array of unique variables. Unforeseen events may cause priorities to shift, altering the flow of resources, which may result in timeline adjustments. The Plan update is designed to be action-oriented and provides a coherent series of realistic, realizable strategies and actions for implementing plan element recommendations, irrespective of schedule.
- Though it does not contain a specific economic development plan element, the Plan update proposes a series of integrated strategies, which, upon implementation, will have economic development consequences.

HISTORICAL CONTEXT

- 7,000 B.C.** Radiocarbon dating of articles found in the excavation demonstrated that human beings lived in the Plainview area.
- 1800s** Native Americans hunted in the area from the early eighteenth century to the 1870s, preying on the herds of buffalo that roamed the plains.
- 1888** Hale County was organized as a legal entity and named for J.C. Hale, a soldier killed during the Battle of San Jacinto. Plainview became the county seat.
- 1890** With the advent of the Santa Fe Railroad the population of Hale County grew to 721 persons.
- 1895** The Four-Section Act drew hundreds of new settlers to Hale County. By 1900 there were 259 farms and ranches in the county, and the population increased to 1,680 persons.
- 1910** 731 farms encompassing almost 379,700 acres had been established in Hale County.
- 1911** The first motor-driven irrigation well was drilled in Hale County, and the prospect of a steady water supply attracted capital to the area.
- 1913** The Texas Land and Development Company purchased 60,000 acres around Plainview in 1913 and invested \$2 million into developing farm tracts, laying out a pleasure park, and planting fruit and shade trees, and grapevines.
- 1920s** The cotton boom brought thousands of new residents to the area; the county population almost doubled during the 1920s, rising to 20,189 persons by 1930.
- 1925** According to the Texas Handbook, Plainview had 7,500 people and 50,000 shade trees.
- 1930** Plainview became the economic and social center for the multi-county region north of Lubbock.
- 1939** Almost 100 local farmers lost their lands during the depression. The number of farms and ranches in the area had declined by seven percent to 1,628.
- 1940s** Hale County began a period of extended economic expansion that lasted into the 1960s, partly because of the discovery of oil in 1946.
- 1980** Agricultural production in Hale County remains well diversified, making it one of the leading farming, cotton and livestock-producing counties in the State of Texas.

Figure 1.1, Regional Context

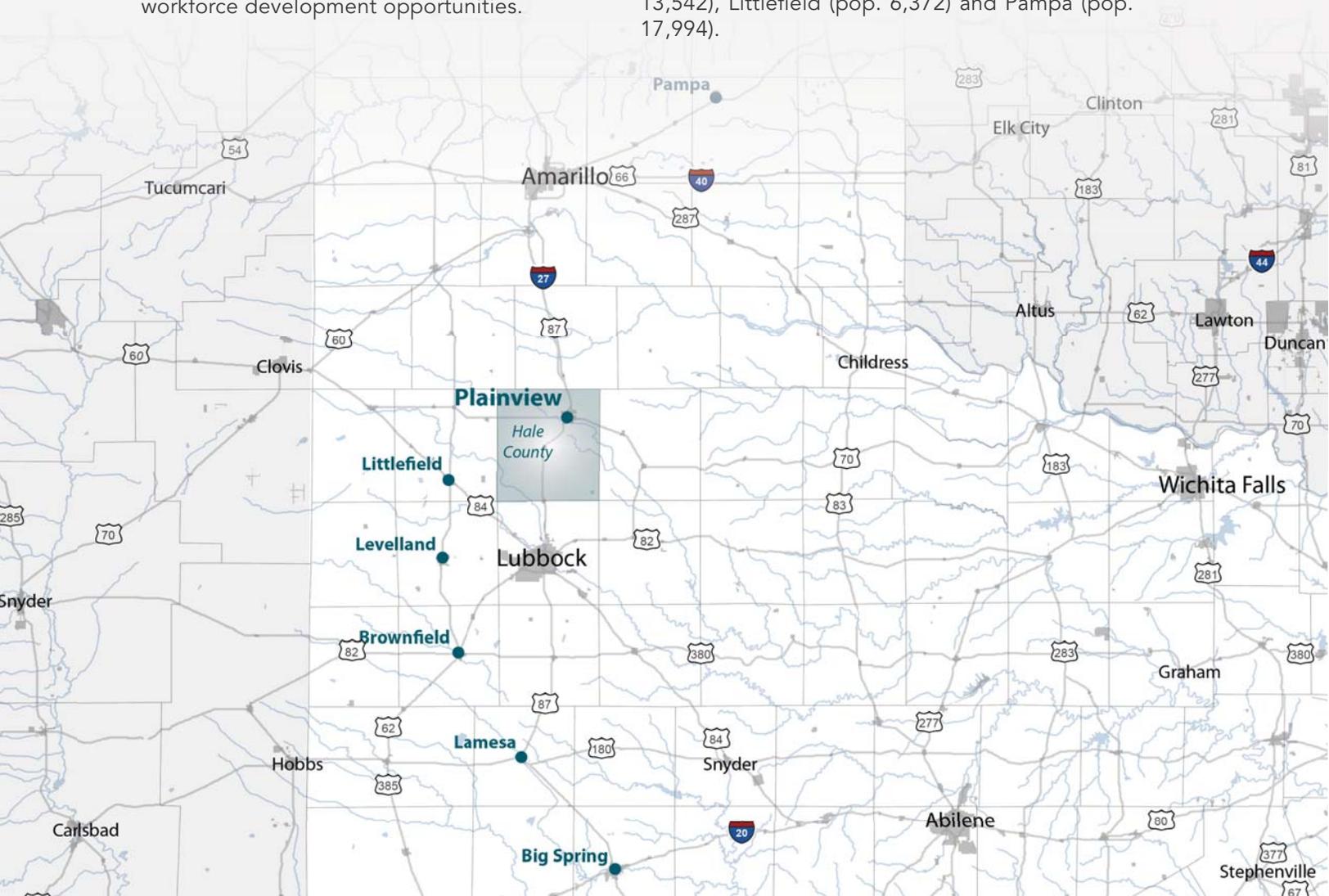
The City of Plainview is approximately 47 miles north of Lubbock, and approximately 76 miles south of Amarillo. Lubbock remains a significant draw for Plainview residents seeking a wider range of choices in goods and services. As the Hale County seat of government, Plainview is the largest city in the county and, as a result, provides services for the entire county. Some of these include:

- The Covenant Hospital Plainview is dedicated to providing area residents with world class health care, and operates a 100-bed facility with over 300 medical professionals. The United Methodist Church (UMC) Health System in Lubbock also provides comprehensive health care delivery for communities in West Texas, employing over 3,000 highly skilled health care providers.
- The South Plains College Plainview Extension Center serves the northern region of the college's 15-county service area and provides select technical education programs, academic transfer courses and continuing education/workforce development opportunities.

- Founded in Plainview in 1908, the Wayland Baptist University is the oldest university in continuous existence on the High Plains of Texas and offers potential students in the region more than 40 undergraduate majors, more than a dozen pre-professional programs, and nine graduate programs.
- Plainview / Hale County Airport has runway lengths of 6,000 feet and 4,000 feet. The airport contains charter and private facilities, and jet fuel is available. Commercial air service is available on major carriers at nearby Lubbock International Airport.

Comparison Communities

As detailed on the Demographic Comparison page, several comparable communities within the region were identified for comparison with Plainview, in order to identify local and regional trends that may be influencing issues such as population growth, out-migration, the local economy, and land use patterns. The same cities were used as in the 1989 Comprehensive Plan, including Big Spring (pop. 27,282), Brownfield (pop. 9,657), Lamesa (pop. 9,422), Levelland (pop. 13,542), Littlefield (pop. 6,372) and Pampa (pop. 17,994).



- As the community looks ahead to its near- and longer-term future, the desires of residents are woven through all aspects of this plan. By design, to ensure public support and ultimate endorsement of the planning program, the Plan update process has integrated broad public participation and dialog into the development of Plan element policy recommendations.
- By its very nature, a comprehensive plan represents a snapshot in time. Plan element recommendations are informed by assumptions, which are based on analysis of available data. Cities are very dynamic environments. Conditions change. The Plan update has been designed to accommodate changes, or tweaks, in the implementation of planning policies.

CONTEXT

Physical Setting

The City of Plainview is located in the Texas Panhandle, and is the Hale County seat of government. Hale County is 979 square miles in area. It exists within the U.S. Department of Agriculture Forest Service's Ecoregion 310 Tropical/ Subtropical Steppe Division, commonly known as the Southern High Plains of the United States. The terrain of Hale County is generally flat, though it maintains a modest slope from the northwest to the southeast. Extensive grasslands transition into savanna woodland or semi-deserts composed of xerophytic shrubs and trees, and the climate becomes semiarid-subtropical. Cactus plants are present in some places. Soils are commonly Mollisols and Aridisols, containing some humus. These areas are able to support limited grazing, but are not generally moist enough for crop cultivation without irrigation,

which is supplied by the Ogallala Aquifer.

Within this region of the Southern High Plains the landscape is pock-marked with thousands of shallow depressions, referred to as Playa basins, or lakes. Playa lakes are ephemeral, meaning that they are only present and contain water during certain times of the year. Playas are important because they store water in a part of the country that receives as little as 20 inches of precipitation a year and where there are no permanent rivers or streams. Consequently, playas support an astounding array of wildlife. They are important overwintering grounds for some two million waterfowl each year.

COMMUNITY PROFILE

Factors

When drafting public policy focused on improving the lives of people, decisions must rely on data that answer who these people are, where and how they live, and how their lives are changing. Demographic and related data that answer these questions are essential to policymakers and development planners across nearly every sector of society. Demographics provide a snapshot pertaining to the current statistical characteristics of a given population, such as its size, composition and spatial distribution, as well as the process through which populations change. Planners study demographic trends to determine historical changes in a population over time, in order to help fulfill the needs of their constituency and plan for change as accurately as possible. Information pertaining to the City of Plainview as well as comparative communities was obtained from the 2010 U.S. Census. Figure 1.1, Demographic Comparison, provides an interesting overview of Plainview's demographic composition.

On Water Resources

The site of the City of Plainview is typical of the area, except that the City is bisected by a rarity in the area, a major natural drainageway. As the name suggests, Running Water Draw until the mid-1950s was a year-round source of fresh water. The Draw was fed by springs located a few miles northwest of the City; although the tremendous drawdown on the Ogallala Aquifer from irrigation has dried up the springs. The Draw continues to be a major drainageway in the area, however, and flooding associated with the Draw is a major consideration in developing a growth plan for the City.

- 1989 Comprehensive Plan for Plainview

More farmland within Plainview's outer City limits and ETJ is transitioning to urban and suburban uses.

Source: Kendig Keast Collaborative



Plainview Population Projections

Population projections are an important component of a long-range planning process. They help determine and quantify the demands that will be placed on public facilities and services based on the potential pace and scale of the community's physical growth. Projections reflect local, regional and even national and international trends and offer a basis to prepare for the future. However, forecasting population changes can be challenging, particularly for the long term, because it is often difficult to account for all circumstances that may arise. Therefore, it will be important for the City to monitor population and economic growth continually to account for both short- and longer-term shifts that can influence development activity and trends in the City and larger region.

Demographers caution that population projections become trickier as the geographic area gets smaller, making city-level population the most difficult to forecast. This is because population change within a city is strongly influenced by less predictable factors such as housing prices, availability of vacant land to

develop, and annexation of additional territory, which may already have existing residents and results in an instant increase in the Citywide total.

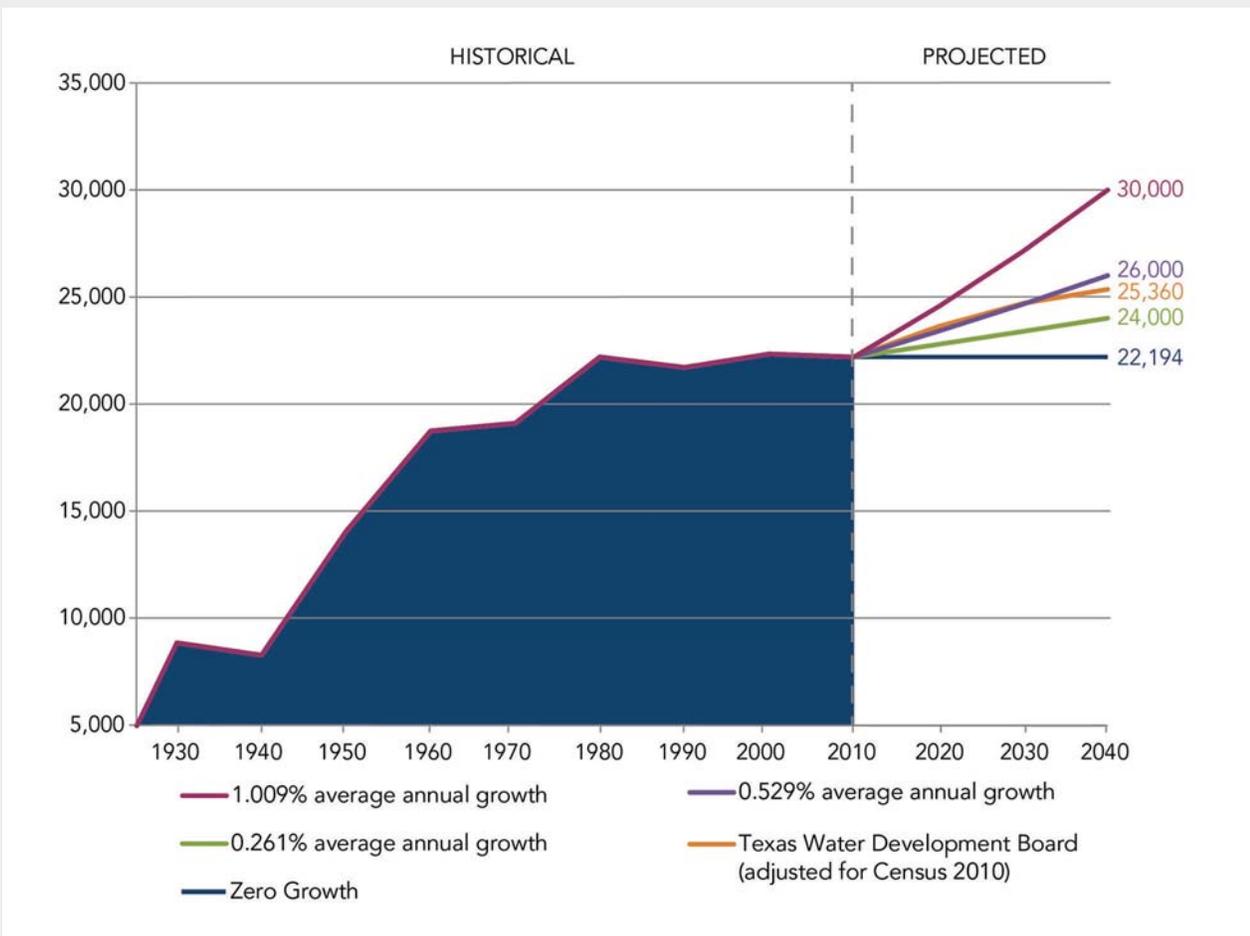
Adding to the forecasting challenge in Plainview, as in any community that has seen minimal growth or even some population loss in recent years, is the lack of a clear trend to which traditional projection methods may be applied.

Given this context, **Figure 1.2, Population Projections Comparison** provides a comparison of several potential scenarios for future population change in Plainview. The projections build on the latest U.S. Census figure of 22,194 persons for 2010, and identify potential population levels out to 2040.

Zero-Growth Scenario. This simply provides a baseline for the other scenarios by suggesting that the City could see no net growth over the decades ahead and remain at roughly 22,000 persons.

Texas Water Development Board (TWDB) Projection (Adjusted). The TWDB makes its projections at the county level and then "steps down" these numbers to the city level based on the city share of county population. In 2010,

Figure 1.2, Population Projections Comparison



Plainview had 61 percent of the Hale County total of 36,273 persons. The latest available TWDB projections were prepared before the 2010 Census and projected that Plainview would be at 24,078 persons in 2010 and then grow to 27,585 persons in 2040. The “adjusted” TWDB projection applies the same assumed growth trend (0.45 percent average annual growth) to the actual 2010 Census population (22,194 persons) to yield new numbers through 2040. The adjusted figures put Plainview at 25,360 persons in 2040 compared to the previous higher TWDB projection of 27,585—a difference of 2,225 fewer persons.

Target Population Levels. Three other potential scenarios illustrate greater or lesser growth than the TWDB projection. For each 2040 total, a growth rate is calculated that would produce that outcome:

- **Target Population of 24,000.** This 2040 population level would represent 1,806 more residents in 2040 than in 2010, but lesser growth than the adjusted TWDB level of 25,360 persons. The average annual growth rate that would yield 24,000 residents is roughly one quarter percent per year (0.261 percent). This would mean adding nearly 60 residents each year.
- **Target Population of 26,000.** This 2040 population level would represent 3,806 more residents in 2040 than in 2010, and would result in more growth than the adjusted TWDB level of 25,360 persons. The average annual growth rate that would yield 26,000 persons is roughly one half percent per year (0.529 percent). This would mean adding nearly 120 persons each year initially, after which growth compounding (like compound interest on a bank account) would add somewhat to the annual increase each successive year.
- **Target Population of 30,000.** This 2040 population level would represent 7,806 more residents in 2040 than in 2010, representing significantly more growth than the adjusted TWDB level of 25,360 persons - and faster growth than Plainview has seen since the 1970s. The average annual growth rate that would yield 30,000 residents is roughly one percent per year (1.009 percent), or adding about 225 residents each year initially, with some increase each successive year from growth compounding.

The **Texas State Data Center (TSDC)** is another excellent resource for population estimates and projections. As with the TWDB, the latest available TSDC projections are from before Census 2010,

so new projections will be forthcoming to reflect the actual 2010 Census counts. In recent years TSDC has disseminated four population scenarios for the State of Texas and all its counties that used the same set of birth and death rate (fertility and mortality) assumptions but differed in their assumptions regarding net migration (incoming versus outgoing population). The scenarios for Hale County either predicted growth that appears highly optimistic (to the 50,000 population range in 2040); suggested reaching a population peak of roughly 41,000 residents in 2020 and then dropping to 38,595 in 2040; or indicated population loss already in the 2010s, all the way down to 31,644 by 2040.

Bottom Line

It is wise for cities to think in terms of a range of potential growth rather than an absolute number given the uncertainty of any small-area forecast that extends beyond a few years. It is assumed for this Comprehensive Plan that Plainview's 2040 population will fall within a forecast range of 24,000 to 26,000 persons, which yields a midpoint of 25,000 persons. These figures represent a potential average annual growth rate ranging from roughly one quarter to one half percent through 2040 (from a base of 22,194 persons in 2010).

It is assumed for this Comprehensive Plan that Plainview's 2040 population will fall within a forecast range of 24,000 to 26,000 persons, which yields a midpoint of 25,000.

The Plainview Comprehensive Plan Update involved a one-year-long planning effort that projected a variety of municipal improvements over a 20-year planning horizon. As stated, population forecasts are speculative at best, especially in light of no clear trend in recent years. Toward the end of this planning program Plainview experienced the closure of a major processing plant, resulting in the loss of 2,200 jobs and, most likely, some associated population.

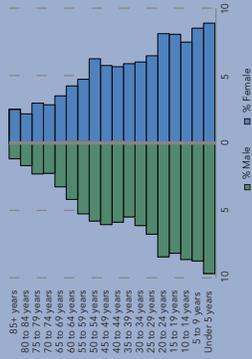
While this significant event may impact future population projections in the near term, in no way does it diminish the validity of recommended planning strategies, initiatives and actions. Indeed, it only increases the warrant, deliberation, and rigor required to implement planning recommendations; so as to enhance the quality of life and economic well-being of the current and future citizens of Plainview.

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Demographic Comparison

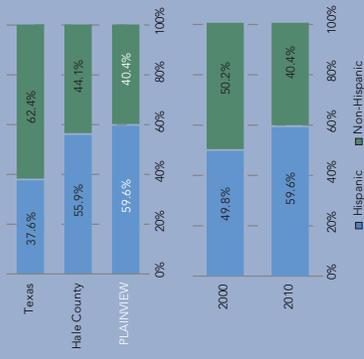
Population Age Breakout

The largest population age groups in Plainview are between the ages of 5 and 19 years old (25%), 20 and 34 years old (21%), and 35 and 39 years old (28%). Since the majority of the population is below the age of 59 the demands of the local population will reflect a need for employment opportunities, education, recreation, and community services. Source: City of Plainview, U.S. Census Bureau



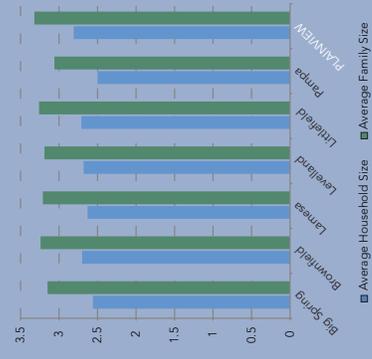
Hispanic vs. Non-Hispanic Population

Plainview has the highest population percentage (59.6%) of people with Hispanic origins than either the county or the State. The local Hispanic population increased by almost 10 percent in the last decade, significantly changing the composition of the city-wide population. This trend has significant implications for changes in local public service demands. Source: City of Plainview, U.S. Census Bureau



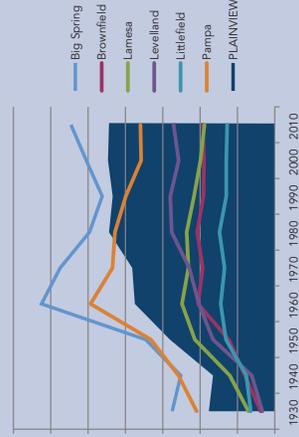
Household and Family Size

Plainview has the largest household and family size of the comparable cities. Such a community-wide trend should have a strong influence on the types of housing necessary to accommodate the changing demands of the population, as well as the types of new construction necessary to satisfy the unique demands of larger households and families. Source: City of Plainview, U.S. Census Bureau



PLAINVIEW is the county seat of Hale County, 47 miles north of Lubbock and 76 miles south of Amarillo along Interstate 27 and U.S. 87 in the northeast section of the county. Plainview's economy is dominated by agribusiness and the city also serves as a retail and services hub for smaller cities and surrounding rural areas. Rail service links local industries to major rail yards in Amarillo and other key cities and states. Plainview's proximity to Lubbock provides both challenges and opportunities, with Lubbock's retail and service attractions directly and indirectly competing with the local economy. The three largest attractions that vitalize the City, according to the 1989 Comprehensive Plan, are: Wayland Baptist University, Covenant Hospital, and the Plainview/Hale County Airport. Revitalization efforts also maintain Downtown as a busy shopping and entertainment destination.

This comparative analysis of similar communities is based on local, state, and federal data sources, including population characteristics, family and household size, median age and income, educational attainment, and other economic indicators. The comparison cities used are the same as those utilized in the 1989 Comprehensive Plan, including: Big Spring, Brownfield, Lamesa, Levelland, Littlefield, and Pampa.

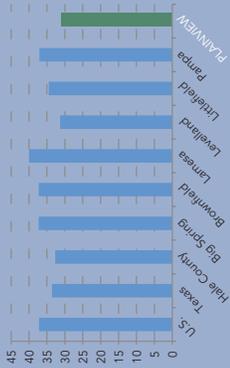


Population Change

Between 1930 and 2000 Plainview was home to 22,194 residents as of the 2010 Census, a 0.64 percent decline from the 2000 population of 22,336 residents. Hale County reflects this loss, with a 0.9 percent population decline from 36,602 in 2000 to 36,273 in 2010. While Lamesa and Littlefield experienced a similar trend, the remaining comparable communities grew between 2000 and 2010, with population gains as great as 8.12 percent in Big Spring. In spite of this recent decline, since 1930 Plainview has had a growing (1940-1980) or relatively steady population. Source: City of Plainview, U.S. Census Bureau

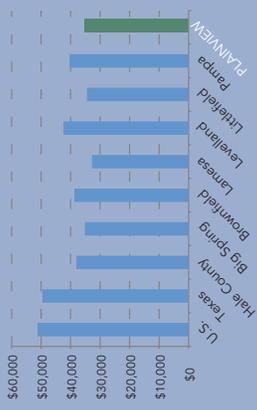
Median Age

When compared with select similar communities, Plainview has the youngest median age of 30.9. Population age is a major determinant in the consideration for future development such as recreational amenities and employment opportunities in order to meet the specific needs of a younger population. Source: City of Plainview, U.S. Census Bureau



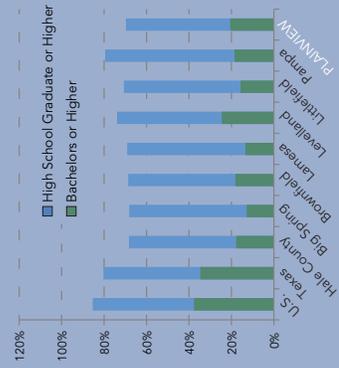
Median Income

Plainview has a lower median household income than the county and a significantly lower income than the state (\$2,901 and \$14,453 less, respectively), which may affect the types of programs and services provided by the City as well as the types of goods and services that residents will be able to afford. Source: City of Plainview, U.S. Census Bureau



Education

Approximately 70 percent of Plainview residents completed high school or higher, which placed the community ahead of the county and three comparison cities but behind three other cities in its educational attainment level (and the Texas and U.S. rates are above 80%). However when considering just those high school graduates who went on to college, Plainview does boast the second largest percentage that completed a bachelors degree or higher (15.2%). This attainment is an asset that should translate into greater economic development opportunities. Source: City of Plainview, U.S. Census Bureau



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