



Lorena Strategic Plan: FY2016-2017

Originating from Lorena EDC Strategic Planning Session

June 21, 2016, Lorena City Hall

Participants:

David Anderton (Chairman Lorena EDC, Lorena TIRZ #1 East)

Kyle Miller (Lorena EDC)

Chad Hanson (Lorena EDC)

Bill Coleman (Mayor Pro Tem, Chairman Lorena TIRZ #1 East)

Jeff Linnstaedter (Lorena City Council, Lorena ISD)

Dr. Joe Kucera (Lorena ISD)

Joseph Pace (Lorena City Manager)

Kevin Neal (Lorena Public Works Director)

Session Facilitated by:

MUNDO & ASSOCIATES, INC.

Economic Development, Planning and Civil Engineering

mundoandassociates.com

The session attendees first participated in a SWOT analysis to discuss the Strengths, Weaknesses, Opportunities, and Threats to Lorena.

The results of the SWOT analysis are listed below.

STRENGTHS

McBrayer Park

Lorena TIRZ #1 East

Waco

Historic Center Street

IH-35 (adjacent location and 80,000 vehicles per day)

No Land Use Mistakes

Quality Residents

Excellent Schools

Defined Ordinances

South Gateway (to Waco)

Family Leadership

Progressive – Open to Growth

Destination Community for Residence

Water / Sewer Capacity

Active Youth Sports Programs

Safe Community

Walkable Community

Extensive School District Area and Potential

Large Extensive Land Inventory

WEAKNESSES

Stagnant Tax Base

Limited Retail

Inability to Catch IH-35 Traffic

Visibility from IH-35

Lack of High Quality Housing Diversity

Perceived Toughness of Codes and Ordinances

Limited Job Opportunities

Young Family and Youth Opportunities

Utility Lines need Extended (sanitary sewer, water, etc.)

Not Being a Home Rule City

Limited Retail Space

Limited Residential Homes in \$175,000 - \$250,000 range

Few Starter Homes If Any

Surrounded by Waco

Perception that Lorena is Restrictive

OPPORTUNITIES

Plan for Retail

Highway Signage

Capture Traffic from IH-35

Growth (designate space to grow)

Seek Traditional Town Center Master Plan

Attract a Retail Anchor for Shopping Center

Attract Revenue Generating Retail

THREATS

Walmart in Hewitt (drain of existing tax base)
Competition from Housing Outside of City Limits
Water System Capacity
Willingness for Property Owners to Develop
Bruceville Eddy Development
Lack of Action
Entrance to City and ETJ lacks Identity/Feature
Identity

After a short break, the participants reflected upon the SWOT analysis and discussed community goals (long term) as well as actions that the EDC can initiate in fiscal year 2016 – 2017 to begin addressing those long term goals.

RECOMMENDED GOALS

Develop a Strong Sense of Place. Dedication to Progress.

RECOMMENDED ACTIONS

Approach Residential Developers
Plan Gateway Monument Signs at Entrances to City and Feature Locations
Attract a Convenience Store/Travel Store
Install Mid-Block Handrails in Downtown Center Street
Splash Pad at McBrayer Park (and update Park Plan)
Support the TIRZ, Fund the TIRZ Sanitary Sewer Line Project
Retail Center for Subway, McDonalds, and others
Plan for Walking Trails to Schools