
MINUTES

Central Wichita Falls Neighborhood Revitalization Committee

April 15, 2025

PRESENT:

Ann Arnold-Ogden	◆ Member
Wendy Browder	◆ Vice Chair
Councilor Whitney Flack	◆ Councilor
Jose Garcia	◆ Member
Mike Mitchell	◆ Chairman
Terry Floyd, Development Services Director	◆ City Staff
Fabian Medellin, Planning Manager	◆ City Staff
Christal Cates, Neighborhood Revitalization Coordinator	◆ City Staff
Brandon Petersen, Plans Examiner	◆ City Staff

ABSENT:

Councilor Robert Brooks	◆ Councilor
Larry Fox	◆ Member
Andrea Robles	◆ Member

GUESTS:

Cherie Newman, Property Developer	◆ Guest
Garrett Copeland, Data Driven Answers	◆ Guest
Dylan Jimenez, KFDX News Channel 3	◆ Guest
Fuago, Wichita Falls Alliance for Arts & Culture	◆ Guest

I. CALL TO ORDER

Chairman Mike Mitchell called the meeting to order at 1:31 p.m.

II. PUBLIC COMMENTS

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

III. ADOPTION OF THE MINUTES

Councilor Whitney Flack made a motion to approve the minutes as presented from April 1st, 2025. Mrs. Ann Arnold-Ogden seconded. Chairman Mitchell asked if there were any public comments regarding the minutes. There were no public comments. The motion passed unanimously, 5-0.

IV. REGULAR AGENDA

1. Discussion of Adoption Timeline

Chairman Mitchell turned the floor over to staff for discussions on a timeframe to implement the initiatives contained in the Heart of the Falls Neighborhood

Revitalization Plan, unanimously adopted by the City Council earlier that day. Initiatives discussed:

- District Identity & Branding
- Neighborhood Empowerment Zone (NEZ)
- Neighborhood Revitalization Area Design Guidelines
- Neighborhood Revitalization Property Maintenance Code
- Zoning Amendments
- Tree Clearing Program
- Bridwell Park Improvements
- Bright Nights, Safe Streets Initiative
- Secure Steps & Rides Initiative
- Enhance Existing Infrastructure
- Neighborhood Beautification Initiative

Staff explained the timeline showed the “Goal Term” of short, moderate, and long term. The next marker showed was “Completion” and the expected quarter and year give. Discussion with clarification was given over the entire timeline. Chairman Mitchell complimented staff and the Committee on all accomplishments over the past year and felt good about the proposed timeline moving forward.

2. Discussion & Presentation of Proposed Zoning Amendments

Chairman Mitchell stated the next item up for discussion would be the zoning amendments as an element of the Heart of the Falls Neighborhood Revitalization Plan. Staff introduced the proposed ordinance “Section 4750 – Heart of the Falls Neighborhood Overlay District (HFNO). Staff advised the purpose for the overlay district was to provide regulations to account for the unique layout of the lots and buildings—like how far they need to be set back from the street or neighboring properties, where parking goes, and how accessory uses are handled. These rules go beyond what’s normally required in the regular zoning code. To help keep the neighborhood’s character intact, the development guidelines would apply, either alongside or instead of the usual zoning rules.

Staff stated the overlay district would provide for reduced setbacks for residential uses and accessory structures, allow for accessory dwelling units by right, require no parking minimums for commercial uses, set a required parking minimum for new residential and accessory dwelling units, and allow for alternative paving materials.

Light discussion among staff and the Committee with the question of when could this be sent to City Council for a vote. Staff advised they would have the ordinance ready for them to formally vote to recommend to City Council at the next meeting scheduled for April 29th.

V. OTHER BUSINESS

1. Updates

A. City Council Action on Heart of the Falls Neighborhood Revitalization Plan
Staff advised at the regular City Council meeting held earlier that day the Heart of the Falls Neighborhood Revitalization Plan was unanimously voted in favor of by the City Council. Staff advised next steps moving forward and reference the timeline in the packet handouts.

Ann Arnold-Ogden gave a brief update with the Bridwell Park Futsal Court murals and stated a revised design had been submitted in which the Design Review Board had approved and forwarded to the City for approval to move forward with a signed contract with the artist.

Guest Garrett Copeland, with Data Driven Answers, introduced himself to the Committee, staff and guests and stated he provided services such as surveys, ethnography mixed methods, interviews with residents, focus groups and GIS analysis with Python. He stated his services would cost approximately \$3,500 for two weeks.

VI. ADJOURN

The next regularly scheduled meeting was set for Tuesday, April 29th at 1:30pm at the Travel Center Conference Room for the plan to be presented in its entirety to the Commission for recommendation.

Chairman Mitchell adjourned the meeting at 2:27 p.m.



Mike Mitchell, Chairman



Date



Fabian Medellin, AICP, Planning Manager



Date