



**CITY OF BROWNFIELD**

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**2006 COMPREHENSIVE PLAN**

**CHAPTER 2: GOALS & OBJECTIVES**

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# Purpose

Brownfield has taken an important step in guiding its future with the decision to undertake this comprehensive planning process. The purpose of the Goals & Objectives chapter of the Comprehensive Plan is to state clear goals for the City and to identify clear directions that should be taken to achieve such goals. It is the goals and objectives established herein that will determine the focus of the Comprehensive Plan recommendations contained within subsequent chapters. In essence, Brownfield's Comprehensive Plan should reflect:

*...public decision-making, which emphasizes explicit goal-choice and rational goals-means determination, so that decisions can be based on the goals people are seeking and on the most effective programs to achieve them.*

People and Plans: Essays on Urban Problems and Solutions, Herbert J. Gans, Preface, pg. vii

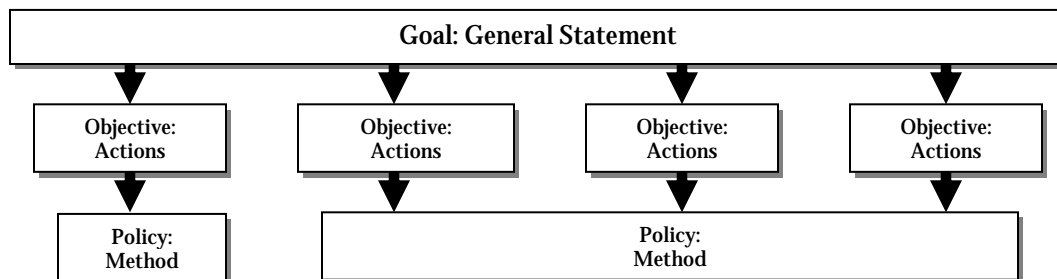
# Definitions

It is important to establish the respective definitions of goals, objectives, and policies. The term goal is a general statement used to represent a broad idea or value. Goals help to establish the larger framework upon which objectives and policies are based. Then, objectives are ways or actions to reach or accomplish a goal. Objectives do not assign responsibility to any specific actions but are considered more tangible ideas upon which to base a policy or implementation step. Finally, policies are the ways objectives are placed into practice. In other words, policies can be viewed as methods used to implement objectives. Policies will clarify the specific position of the City regarding an objective and will encourage specific courses of action for the community to undertake to achieve the applicable stated objective. These policies or recommendations to meet the goals and objectives will be specified in later chapters. The following is a brief summary of the definitions with a visual illustration (**Illustration 2-1**) of the overall concept:

GOAL: General statement used to represent a broad idea or value

OBJECTIVE: Way or action to reach or accomplish a goal

POLICY: Specific method used to implement objectives



*Illustration 2-1  
Goals and Objectives Hierarchical Diagram*

# Goals and Objectives

## AREAS OF CONCENTRATION

The goals and objectives formulated through the comprehensive planning process apply to the following areas of concentration:

1. Infrastructure
2. Economic Development
3. Quality of Life
4. Community Image
5. Parks
6. Downtown
7. Housing

## GOALS & OBJECTIVES

### Infrastructure

- Goal-1) Provide adequate infrastructure for the efficient and well-managed growth of residential and non-residential areas.
- Objective-a. Identify and rank (in order of importance) all streets needing paving or repaving.
- Objective-b. Develop a street pavement program that establishes a specific monetary amount to be spent on an annual basis.
- Objective-c. Review methods to improve alley grading and maintenance.
- Objective-d. Identify and rank (in order of importance) all streets with drainage problems (e.g., persistent flooding).
- Objective-e. Investigate the feasibility of extending Cedar Street north to Lubbock Highway.
- Goal-2) Investigate the feasibility of constructing a hospitality facility for travelers.

**Economic Development**

- Goal-3) Support efforts to recruit new and retain existing businesses.
- Goal-4) Promote the City's industrial park.
  - Objective-a. Advertise the City's industrial park in Lubbock and surrounding areas.
- Goal-5) Promote economic diversity.
- Goal-6) Develop a list of targeted industries for the City.
- Goal-7) Investigate the feasibility of constructing a multipurpose activity center (e.g., YMCA or recreation center).
- Goal-8) Evaluate the City's workforce and tailor economic development efforts accordingly.
- Goal-9) Research methods to capitalize on tourist traffic passing through the City.

**Quality of Life**

- Goal-10) Be a full-life-cycle City.
  - Objective-a. Provide facilities for people to live their entire lives in Brownfield, if they so desire.
  - Objective-b. Ensure that housing, business, and recreation meet the needs of all age groups.
- Goal-11) Ensure that the local quality of life for seniors is among the best in the region.
  - Objective-a. Identify areas for new assisted living center(s).
- Goal-12) Develop and establish community facilities.
- Goal-13) Continue to promote intergovernmental communication and cooperation.
  - Objective-a. Establish a forum or method to inform citizens and others about Brownfield.
- Goal-14) Increase the quality and range of educational opportunities within the City.

- Objective-a. Working with the school district, promote parent involvement.
  - Objective-b. Investigate the feasibility of a college campus within the City.
  - Objective-c. Continue to support South Plains College in providing college-level classes to the City's high school students.
  - Objective-d. Investigate the feasibility of expanding the educational efforts of the South Plains College within the City.
- Goal-15) Increase community pride.
- Objective-a. Explore incentives for businesses to improve exterior appearances.
  - Objective-b. Establish a promotional campaign/program for the City.
- Goal-16) Promote land uses that provide for entertainment and dining opportunities within the City.

### **Community Image**

- Goal-17) Maintain and build upon the "small-town" feel and unique characteristics of the community.
- Objective-a. Utilize the Comprehensive Plan, specifically the Future Land Use Plan, in daily decision-making regarding zoning, land use and development proposals.
  - Objective-b. Determine appropriate locations for future residential and non-residential development, while considering existing neighborhoods and natural features.
  - Objective-c. Identify areas on the Future Land Use Plan that are appropriate for a variety of residential densities (e.g., low, medium, and high).
  - Objective-d. Review, and if necessary revise, the City's Zoning Ordinance to ensure that high standards are required for new nonresidential development.

- Objective-e. Ensure that new nonresidential development enhances the quality of life in Brownfield.
  - Objective-f. Ensure that new development, both residential and nonresidential, will be compatible with existing land uses in terms of use, density, scale, and off-site effects.
  - Objective-g. Assess current development review procedures to ensure that they are adequately enforcing the City's development policies.
- Goal-18) Improve the appearance of the City along major traffic corridors.
  - Goal-19) Develop relationships with private/non-profit organizations (such as businesses and churches) to assist in City beautification efforts.
  - Goal-20) Develop appearance standards.
  - Goal-21) Promote the program "Keep Texas Beautiful."

## **Parks**

- Goal-22) Prepare a Parks and Open Space Master Plan to guide the development of a parks and open space system for the City of Brownfield.
  - Objective-a. The Plan should be reviewed, at a minimum, every 5 years and its goals and objectives should be fulfilled in a 10 to 15-year time span.
  - Objective-b. Community input and review (e.g., public hearings, surveys, etc.) should be a vital component of the Plan and all subsequent Plan updates.
- Goal-23) Provide within the Parks and Open Space Master Plan recreational opportunities (e.g., parks, trails, and open spaces) that will respond to recreational needs for all citizens of Brownfield.
  - Objective-a. The City should plan for future park facilities that accommodate young, middle-aged, and elderly users.
  - Objective-b. The City should meet both the community's indoor and outdoor recreational needs.
  - Objective-c. The City should increase quality recreational opportunities for citizens.

- Objective-d. The City should improve and maintain the existing softball parks.
- Objective-e. The City should promote and enhance family recreational opportunities.
- Objective-f. The City should continue exploring new recreational and social opportunities for all age groups, especially for the younger age groups, within Brownfield.
- Objective-g. The City should create a Park Maintenance Committee to involve citizens in the process of developing and maintaining the parks and recreation system.
- Goal-24) Coordinate parks and open space facility planning and funding (i.e., cost sharing of projects) between the following entities:
- City of Brownfield,
  - Terry County,
  - Brownfield Independent School District, and
  - Brownfield Regional Medical Center (Terry Memorial Hospital District).
- Objective-a. The City should coordinate between these entities in the design of facilities to provide greater opportunities to meet the community's diverse needs.
- Objective-b. The City and other entities should create facilities that are utilized by people associated with the entities listed above.
- Objective-c. The City and other entities should share the cost-burden of individual projects, thus reducing the financial demands on each separate entity.
- Goal-25) Develop a multiple-purpose recreational complex to be jointly used by the City, County, Brownfield ISD, and Brownfield Regional Medical Center.
- Objective-a. The City should recognize the special needs of youth, teens, adults, the elderly and handicapped when designating and providing recreational facilities.
- Goal-26) Develop pool facilities to be jointly used by the City, County, Brownfield ISD, and Brownfield Regional Medical Center.

- Objective-a. The City and entities should coordinate with each other to design a facility that would benefit each entity's patrons/citizens/ members.
- Goal-27) Improve and/or construct park facilities in the Wheatley Community.
- Objective-a. The City should construct a neighborhood park within or around the area known as the Wheatley Community in the northwest quadrant of the City.
- Goal-28) Investigate developing a golf course along the area of the Lost Draw floodplain.
- Objective-a. The City should continue to build upon the study conducted by Texas Tech University for a golf course for the Brownfield Community.
- Goal-29) Investigate using a community center to serve the needs of all ages – concepts to be considered are a youth facility, skateboard park, bowling alley, and skating rink.
- Objective-a. The City should consider combining the concept of a community center with the concept of the multiple-purpose recreational complex to maximize the benefits and cost to all entities involved in the process.

### **Downtown**

- Goal-30) Work with the Chamber of Commerce to attract new businesses to Downtown.
- Goal-31) Work with the Chamber of Commerce to retain existing businesses in Downtown.
- Goal-32) Review the existing standards for Downtown, and revise them if necessary.
- Goal-33) Review the uses allowed Downtown and ensure that an array of compatible uses is permitted.
- Goal-34) Investigate opportunities for public and private investment in Downtown.
- Goal-35) Allow mixed uses (i.e., nonresidential and residential uses) Downtown to encourage a more lively area.
- Goal-36) Investigate grant possibilities for enhancing Downtown.

- Goal-37) Encourage aesthetic improvements in Downtown (e.g., sidewalks, trees, brick pavers, and street furniture).
- Goal-38) Identify absentee landlords of Downtown buildings.
- Goal-39) Identify Downtown buildings that should be preserved.
- Goal-40) Investigate the Texas Main Street program and decide if the City would benefit from participation in such a program.
- Goal-41) Investigate other State and Federal programs to support Downtown. (State examples: Certified Local Government (CLG) Grants, Texas Preservation Trust Fund (TPTF) Grants, Heritage Tourism Program, the Texas Downtown Association – the Anice Read Fund; Federal examples: Federal Tax Credits, Historic Preservation Easements, Save America’s Treasures, the National Trust for Historic Preservation (NTHP), and the Intervention Fund)

### **Housing**

- Goal-42) Protect the integrity of existing and future neighborhoods by ensuring that existing neighborhoods are maintained to a high standard and by ensuring that new neighborhoods are initially developed to a high standard.
- Goal-43) Provide for housing diversity throughout the City.
- Goal-44) Encourage more middle-income housing for residents.
- Goal-45) Identify infill lots to help meet future housing needs.
- Goal-46) Identify areas for HUD-code manufactured homes on existing lots.
- Goal-47) Identify areas for the development of homes between 1,300 and 1,700 square feet.
- Goal-48) Continue proactive code enforcement.
- Goal-49) Establish priority levels for areas within the City that would be appropriate for infill housing, HUD-code manufactured homes, and 1,300 to 1,700 square foot residences.