

# NORTH RICHLAND HILLS

## COMMUNITY SWOT ANALYSIS

Strengths - Weaknesses - Opportunities - Threats

This SWOT analysis identifies the strengths, weaknesses, opportunities, and threats for the City of North Richland Hills to assist in making the Strategic Plan and other decisions. A realistic recognition of the weaknesses and threats that exist for community planning efforts is the first step to countering them with a robust and creative set of strengths and opportunities.

SWOT is a simple yet comprehensive way of assessing the positive and negative influences within and outside a community, so community leadership can be better prepared to plan and act effectively.

The more stakeholders involved in preparing the SWOT, the more valuable the analysis will be. In this particular analysis, 237 individuals were engaged across 15 different locations across the City over approximately 67 hours. Questions were simplified to encourage thoughtful discussion and ideas:

- What is best about NRH?
- What would you change about NRH?
- What is best about your neighborhood?
- What is the one issue facing NRH?

Staff then categorized all responses, ideas, and discussions into a comprehensive list, to which the Strategic Plan Committee ranked at their meeting on August 10, 2017. Ranking the issues helps prioritize and determine what warrants the most attention on which to focus efforts for solutions

Whatever courses of action the City of North Richland Hills decides on, the SWOT analysis prompts the community to move in a balanced way throughout the Strategic Plan process. It reminds us to:

- build on our strengths
- minimize our weaknesses
- seize opportunities
- counteract threats

This SWOT analysis will be used to develop the vision, goals, and strategies for North Richland Hills. It helps provide perspective and reveal connections and areas for further action.

The following lists have been ranked by the Strategic Plan Committee.

## Strengths of North Richland Hills

*What is best about NRH? What are the strengths of our community in relation to other cities? What advantages do we have in terms of location, physical resources, or people? What do other people see as our strengths? What should be preserved in the community?*

- Clear Top 5
- 1. Location
  - 2. Parks & Trails
  - 3. Safety & Security / Low Crime / Public Safety
  - 4. Amenities (NRH Centre, NRH2O, Iron Horse Golf Course, Library, Community Garden)
  - 5. Small Town Feel / Sense of Community / Hometown Pride

### 6. Family Friendly

### 7. Image of the City (zoning, development standards, urban design, landscaping, trees, public art, etc.)

### 8. Schools

### 9. Housing Affordability

### 10. Progressive / Innovative / Proactive / Forward-Thinking

- Tarrant County College
  - Shopping Options – Local and Regional
  - Restaurant Choices
  - Diverse Housing Options
  - Public Communications
  - Walkability
  - Name / Brand Recognition
  - Senior Activities
  - Continued New Development Opportunities
  - Services
  - Food Banks
  - Number of graduates returning to NRH
  - Workforce Quality & Availability
  - Comparatively Shorter Timeframes for Permitting & Entitlements
  - Diversity – A Mix of Everything
  - Diverse socioeconomics & demographics
  - Regional Leaders
  - Gun Ranges
  - Not in the media
  - Long-range planning
  - Code Enforcement
  - City Council elected at-large
- City Leadership / Government
  - Strong Faith Community
  - Availability of Urgent Care / Medical Facilities
  - Community Events
  - Business Friendly
  - Road System (easy to get around; alternative routes)
  - Redevelopment & Revitalization / Reinvention
  - Citizen Engagement
  - Revitalization Grant Programs
  - Comparatively Lower Taxes
  - Public Art
  - Quiet
  - High traffic counts and ability to grow
  - Medical City North Hills
  - HomeTown

## **Weaknesses of North Richland Hills**

*What would you change about North Richland Hills? What might be potential or perceived inadequacies of our community?  
What could we improve in the area? What should we avoid? What should be removed?*

1. Vacant buildings or buildings perceived to be substandard
  2. Appearance of older commercial corridors (lack of landscaping, building appearance, etc.)
  3. Lack of upscale / sit-down restaurants
  4. Lack of entertainment options
  5. Deterioration of neighborhood and homeownership pride
  6. Unfavorable land uses (i.e. automobile-related, self-storage)
  7. Aging infrastructure and population and perception thereof
- Grandfathered development standards of older properties
  - Traffic Management (i.e. Signal Synchronization)
  - Unattractive thoroughfares and lack of gateways
  - Fossil Creek area needs attention
  - Negative perception of BISD schools
  - Street conditions
  - Length of time of road construction projects
  - Reduction of available vacant land for development
  - Lack of a community / artisan theater
  - Red Light Cameras
  - Dark neighborhoods
  - Lack of sidewalks and unsafe pedestrian routes
  - Not enough festivals
  - Teeth of Code Enforcement, interpretation & enforcement of inoperable/junked vehicles in neighborhoods
  - Disappearing open spaces
  - Traffic Enforcement (i.e. Speeding, Muffler Noise, etc.)
  - Not pet friendly enough
  - Inadequate bicycle lanes, bike-friendly streets
  - Disconnected trail system
  - Poor visibility of addresses
  - Insufficient city communication / city hall availability
  - Not enough small, affordable, single-story homes
  - Inconsistent Identity / Urban Design / Image
  - Poor access and proximity to public parks
  - Quality & Quantity of parks and playgrounds
  - Permitted process too lengthy and strict
  - Pockets of crime
  - Qualifications for street maintenance and Preventative Street Maintenance Program
  - Property taxes
  - Code Enforcement
  - Plan ahead for autonomous vehicles
  - Forgetting the "NRH heritage"

## **Opportunities for North Richland Hills**

*What opportunities exist for the revitalization of North Richland Hills? What are good opportunities facing our community? What alliances could we create that our community could benefit from? What could be added to improve the community?*

1. TEXRail and adjacent Transit Oriented Development
  2. Demolition of vacant, substandard buildings
  3. Continue/expand revitalization grant programs for homes and businesses
  4. Attract Millennials, Gen Xer's, young families & young professionals
  5. Engage and help organize neighborhoods, continue building community
- Development of City Point
  - Expedite/Incentivize High-Priority Redevelopment & Revitalization Areas
  - Attract good medical facilities, large employers, professional offices, larger companies etc. to increase daytime population
  - Corridor beautification
  - Attract a Farmers Market
  - Increase utilization of TIFs & PIDs to fund redevelopment
  - Cross-promotion of NRH TEXRail stations with Grapevine & Fort Worth
  - Provide a local bus system
  - Attract more senior living options
  - Attract hotels
  - Partner with Richland Hills for LINK / NRH Centre dual-membership
  - Provide more entertainment options
  - Encourage school campus improvements
  - Access to high-quality RV Parking for traveling tourists

## **Threats to North Richland Hills**

*What is the one biggest issue facing North Richland Hills? What external entities, obstacles, or activities affect our community? What attracts potential crime? Will our weaknesses threaten our ability to attract new investment?*

*What should be kept out of the community?*

1. Downsizing/dark big box stores
  2. Lower standards & undesired uses in adjacent communities (“Belknap Creep”)
  3. Aging community
  4. Online retailers
  5. Low daytime population
  6. Negative types of businesses
- Economic development competition with other communities
  - Rapid growth of multi-family
  - Rise of rentals
  - Auto-related businesses
  - Affordability, Cost of living
  - Pockets of crime
  - Highways and through-commuters; traffic
  - Outdated and overcrowding schools
  - Homelessness
  - Increase in registered sex offenders
  - Water conservation / drought