



# HENDERSON 2050 COMPREHENSIVE PLAN

State of the City

June 16, 2022

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# Overview

- Comprehensive Planning Overview
- Demographic Profile
- Economic & Market Profile

# What is a Comprehensive Plan?

- A comprehensive plan is a document that states a community's desired vision for the future.
- It consists of a single plan or coordinated set of plans organized by subject and sometimes geographic area.
- It will include a Land Use Strategy, Development, Infrastructure and Public Services Strategy, Economic / Fiscal Strategy, Mobility Strategy, and Strategic Investment Areas Strategy.
- While a comprehensive plan states the community's vision for the future, it does not constitute zoning regulations or establish zoning district boundaries.

# How is a Comprehensive Plan Used?

- A comprehensive plan is used to coordinate and guide the future establishment of development regulations.
- It is used to provide a basis for future zoning decisions.
- It also helps to guide public investments in transportation and other infrastructure improvements to aide in guiding future development.
- It is a policy document that includes an implementation plan for use by City Officials.

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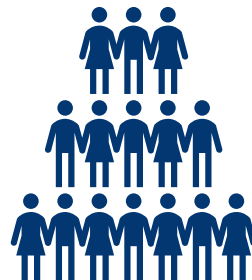
# What is the Process?







# Demographic Profile



# Why Do a Market Analysis?

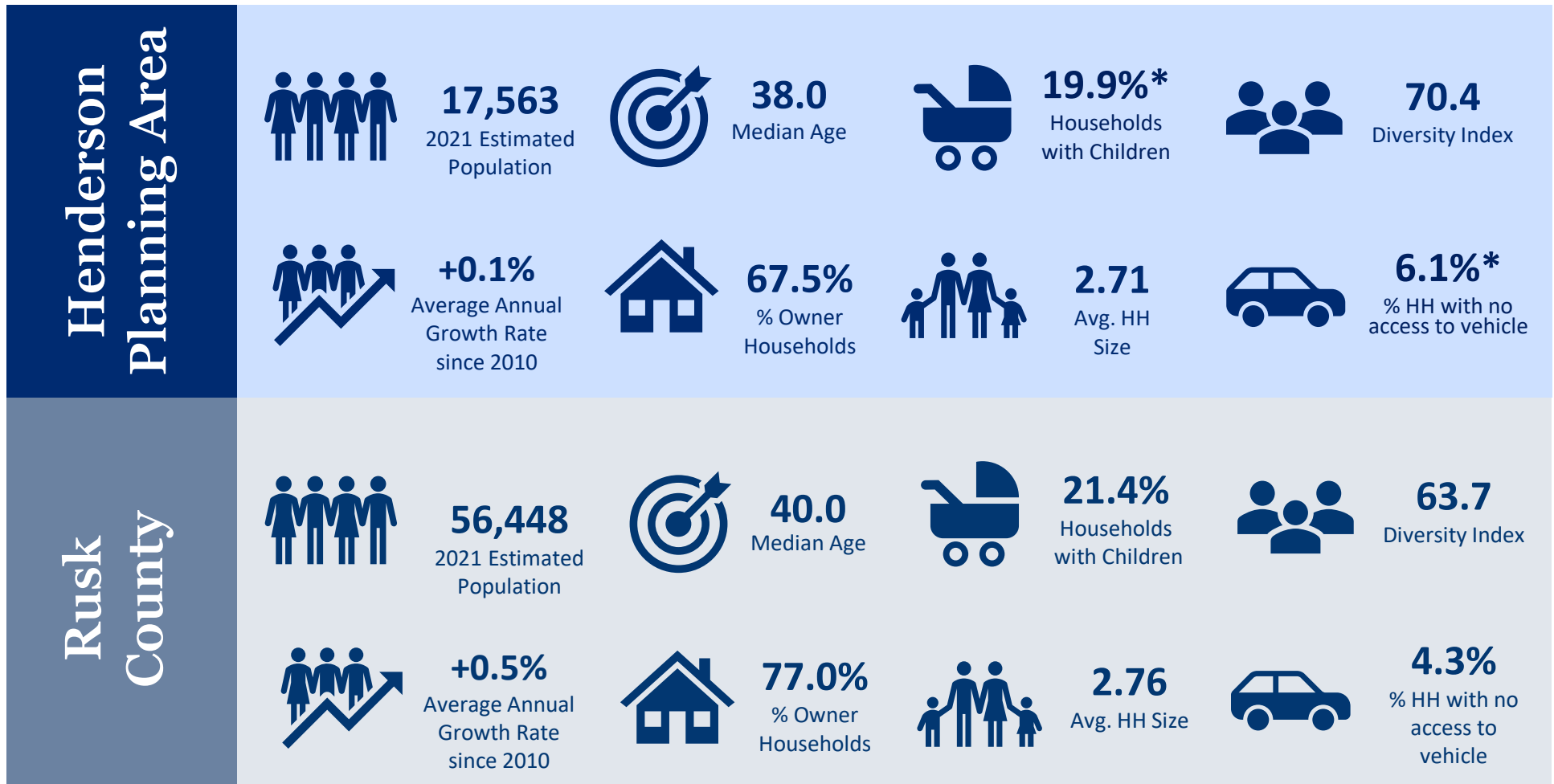
- Establish a baseline of community-specific information
  - *Where are we today?*
- Identify unique advantages for Henderson and understand weaknesses
  - *Where are we going? Where should we be going?*
- Inform near-, mid-, and long-term strategies for the future
  - *How do we get there?*



# What is the Process?



# Community Snapshot



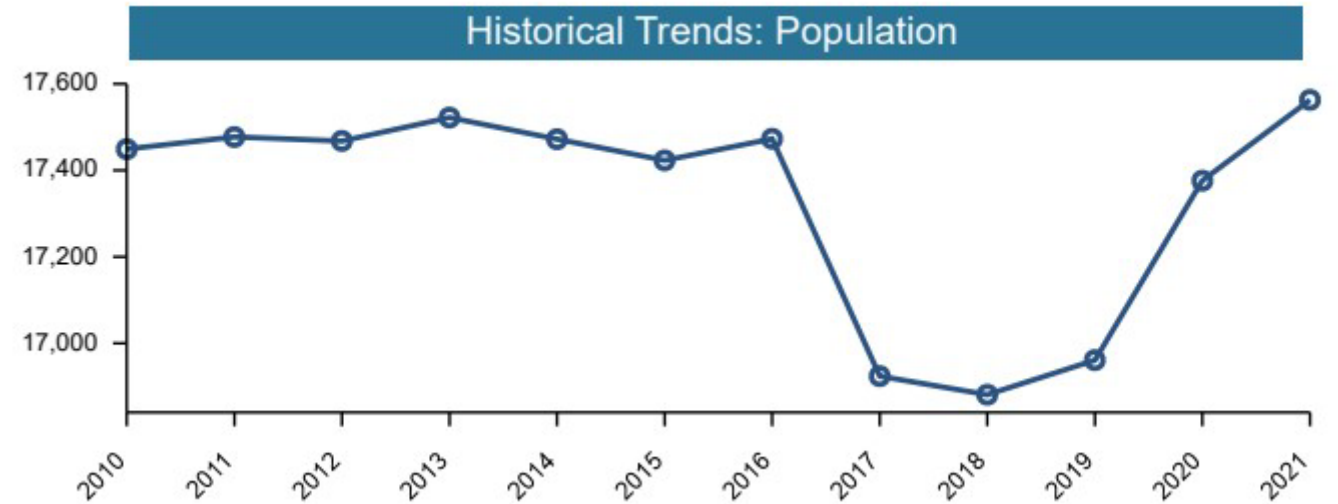
Data Source: ESRI BAO, 2021

\*Estimate Includes City Limits Only. Data Source: ACS 5-Year Estimates, 2015 - 2019

# Population Trends

## HISTORIC POPULATION

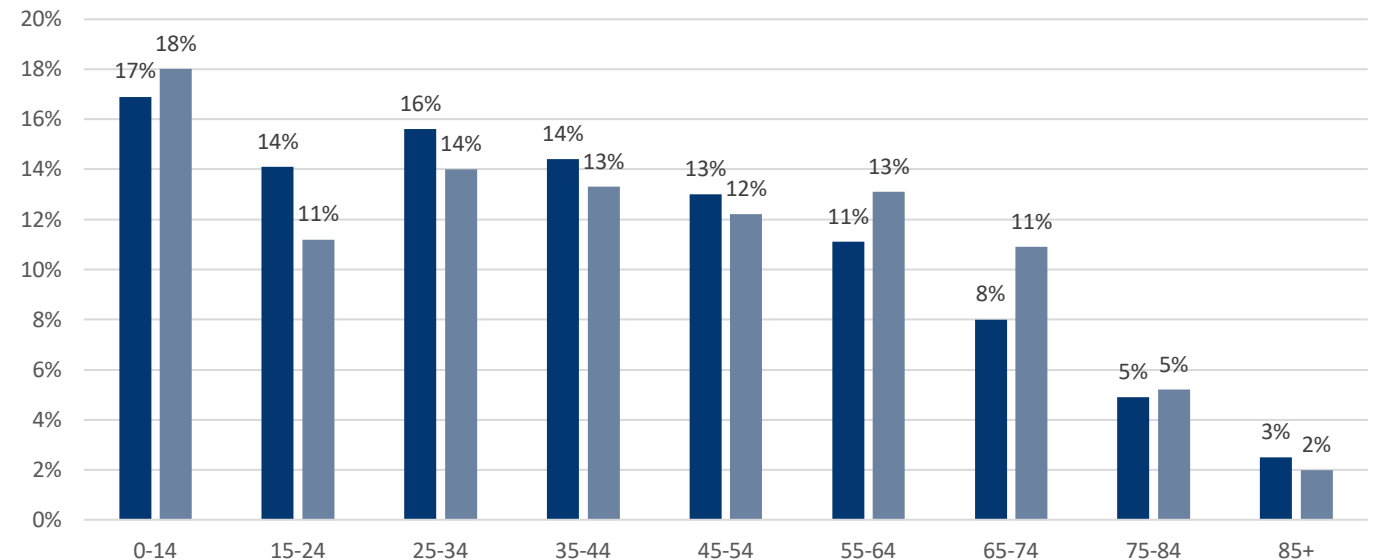
Henderson Planning Area,  
2010-2021



## COMPARISON OF SHARE OF POPULATION BY AGE

Henderson Planning Area, 2021  
Rusk County, 2021

Henderson Planning Area
  Rusk County



Data Source: ESRI BAO, 2021

# Household Characteristics

## HOUSEHOLD SIZE

Henderson Planning Area, 2021



**2.71**

Henderson  
Planning Area



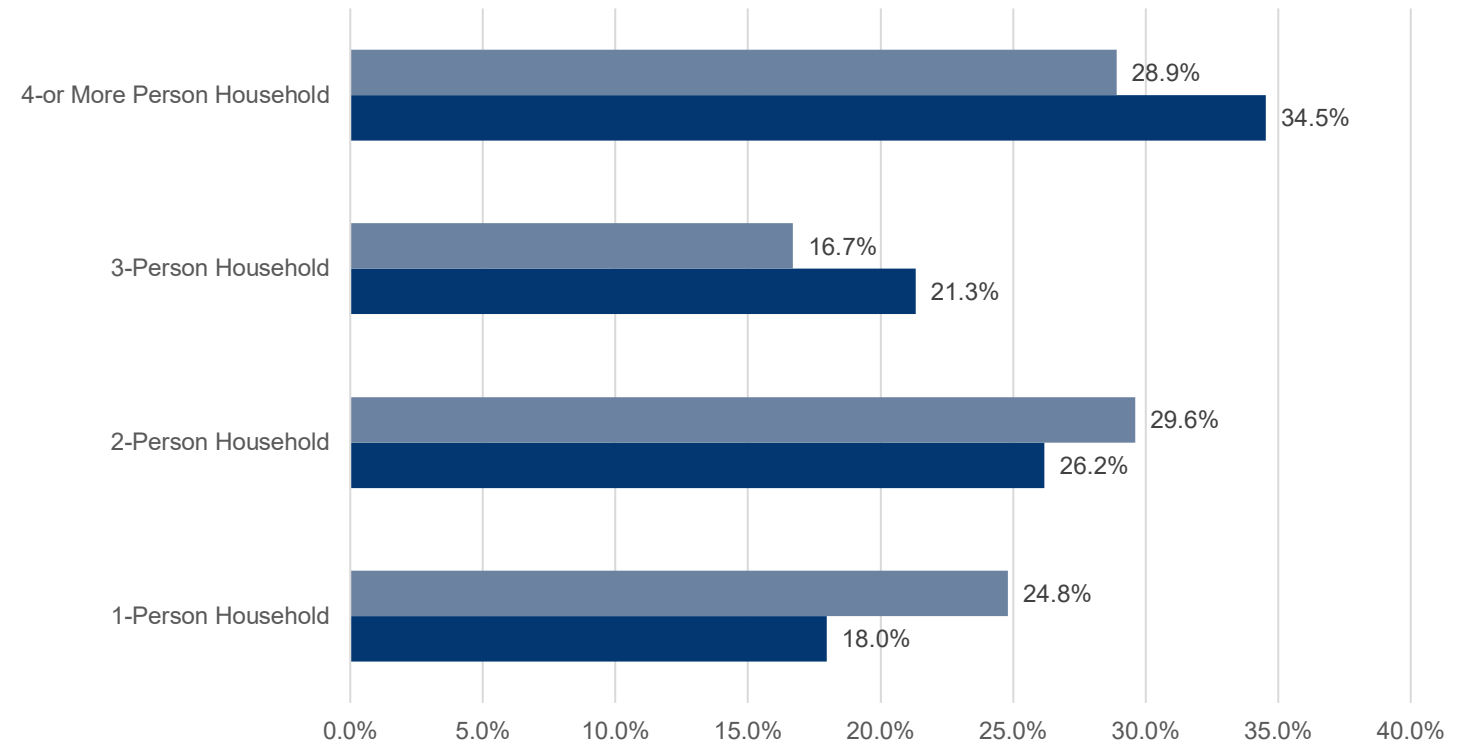
**2.76**

Rusk County

## COMPARISON OF SHARE OF HOUSEHOLDS BY SIZE

Henderson Planning Area, 2021  
Rusk County, 2021

 Henderson  
Planning Area       Rusk County



Data Source: ESRI BAO, 2021

# Income Characteristics

## MEDIUM HOUSEHOLD INCOME

Henderson Planning Area, 2021



Henderson  
Planning Area

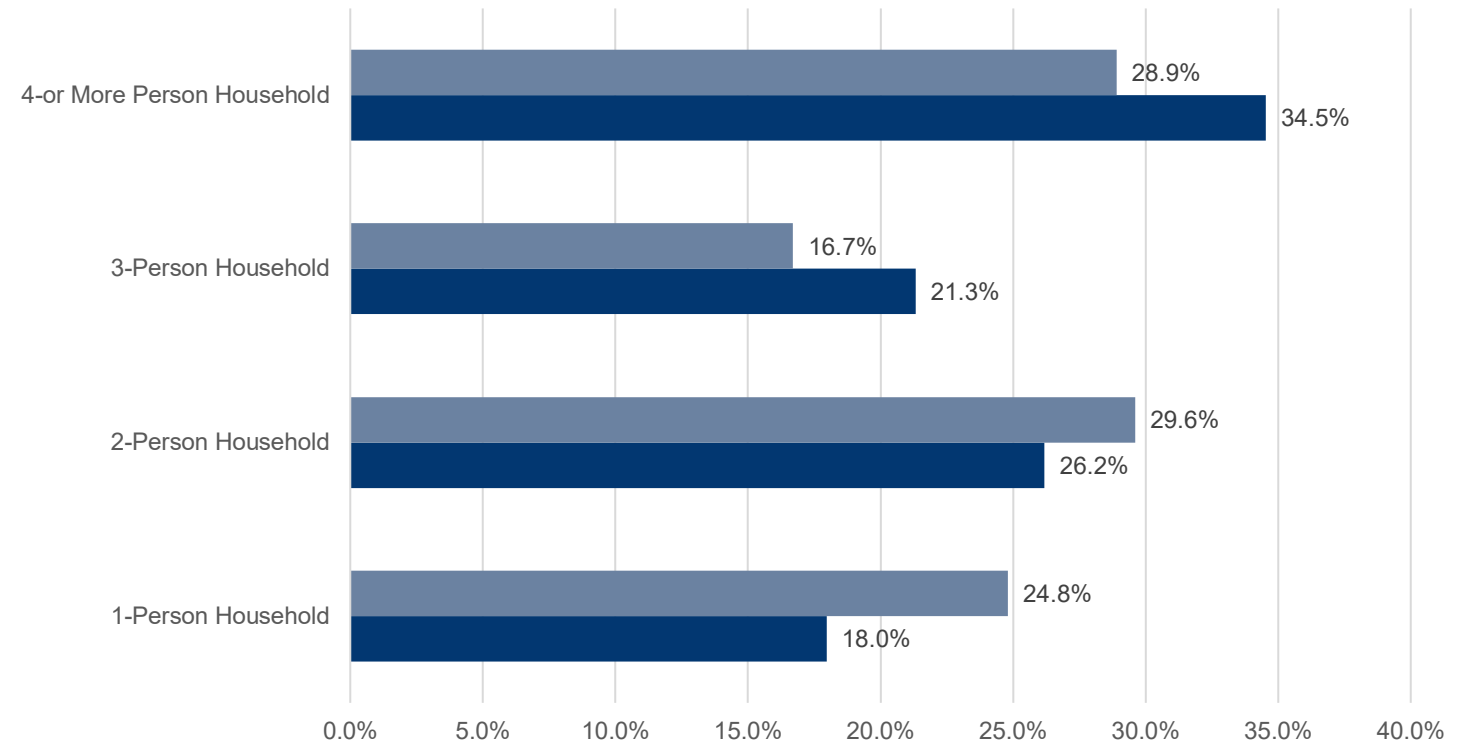


Rusk County

## COMPARISON OF HOUSEHOLDS BY INCOME

Henderson Planning Area, 2021

Rusk County, 2021



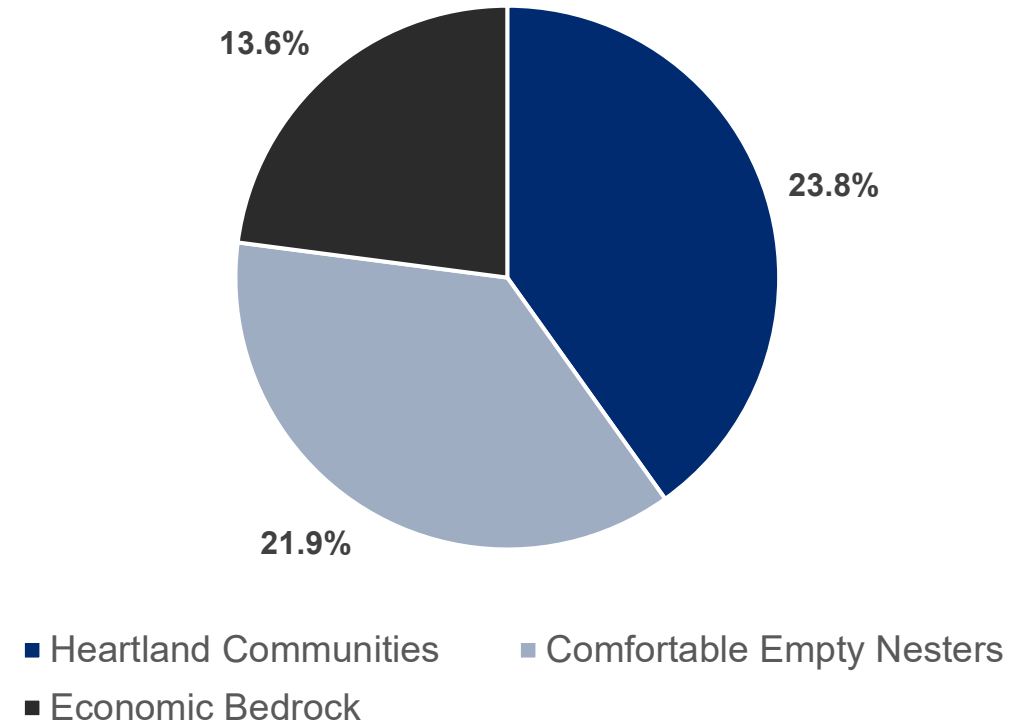
Data Source: ESRI BAO, 2021

# Psychographics

- Puts a 'face' on the numbers
- In addition to demographic information, includes preferences on housing, spending, and labor force
- 67 segments across the US
- Used by developers and retailers to understand the character of a community

## HENDERSON PSYCHOGRAPHICS

HENDERSON PLANNING AREA, 2021



# Psychographics

## HEARTLAND COMMUNITIES



- These older householders are primarily homeowners and many have paid off their mortgages..
- Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events.
- Well settled and close-knit, they are semirural and semi retired.
- The rural economy of this market provides employment in the manufacturing, construction, utilities, healthcare, and agriculture industries.
- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.

## COMFORTABLE EMPTY NESTERS



- Residents in this large, growing segment are older, with nearly half of all householders aged 55 or older.
- Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving.
- Prefer eating at home instead of dining out.
- Many are enjoying the transition from child rearing to retirement.

## ECONOMIC BEDROCK



- This socially conservative group earns a living working with their hands. In addition to mining, construction and agriculture are common industries for employment.
- Rural living; homes are sparsely located throughout the countryside.
- These families have roots in their communities and do not move often; over three-quarters of all households are owner-occupied





# Economic & Market Profile

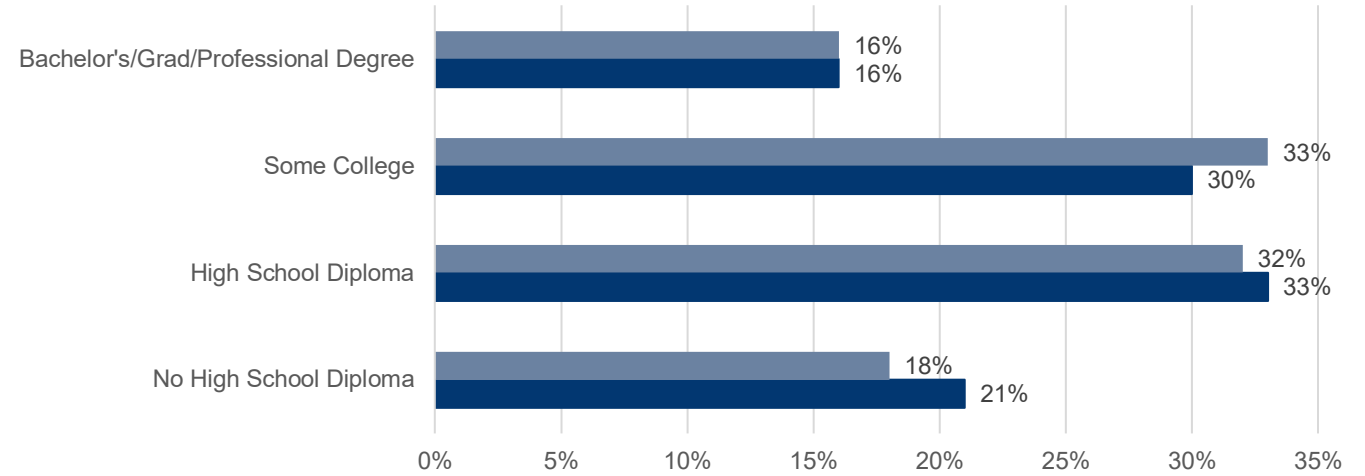


# Economic Overview

## EDUCATIONAL ATTAINMENT

Henderson Planning Area, 2021  
Rusk County, 2021

 Henderson Planning Area  
 Rusk County



### TOTAL BUSINESSES



758

### UNEMPLOYMENT RATE



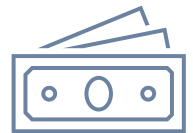
4.4%

### SPEND 7+ HOURS COMMUTING TO AND FROM WORK PER WEEK



9.1%

### MEDIAN NET WORTH



\$110,037

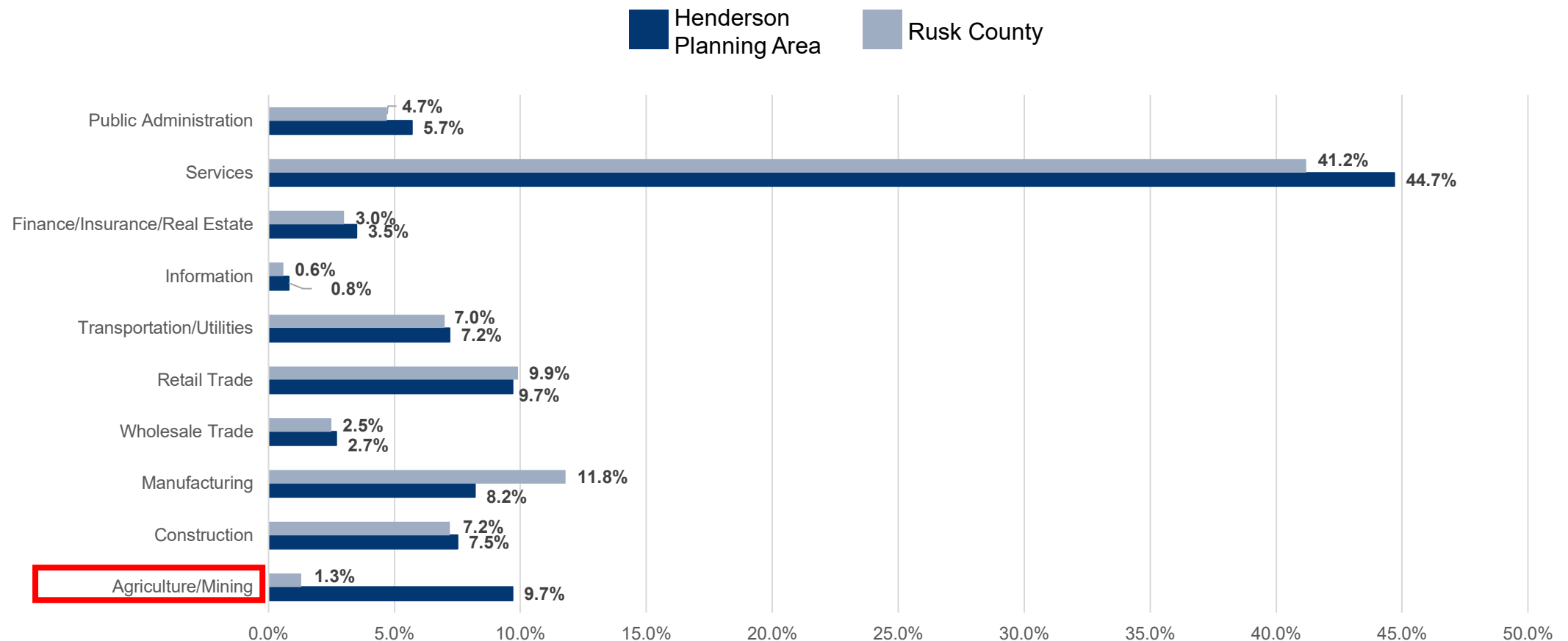
Data Source: ESRI BAO, 2021

# Employment Overview

## EMPLOYMENT BY INDUSTRY SECTOR

Henderson Planning Area, 2021

Rusk County, 2021



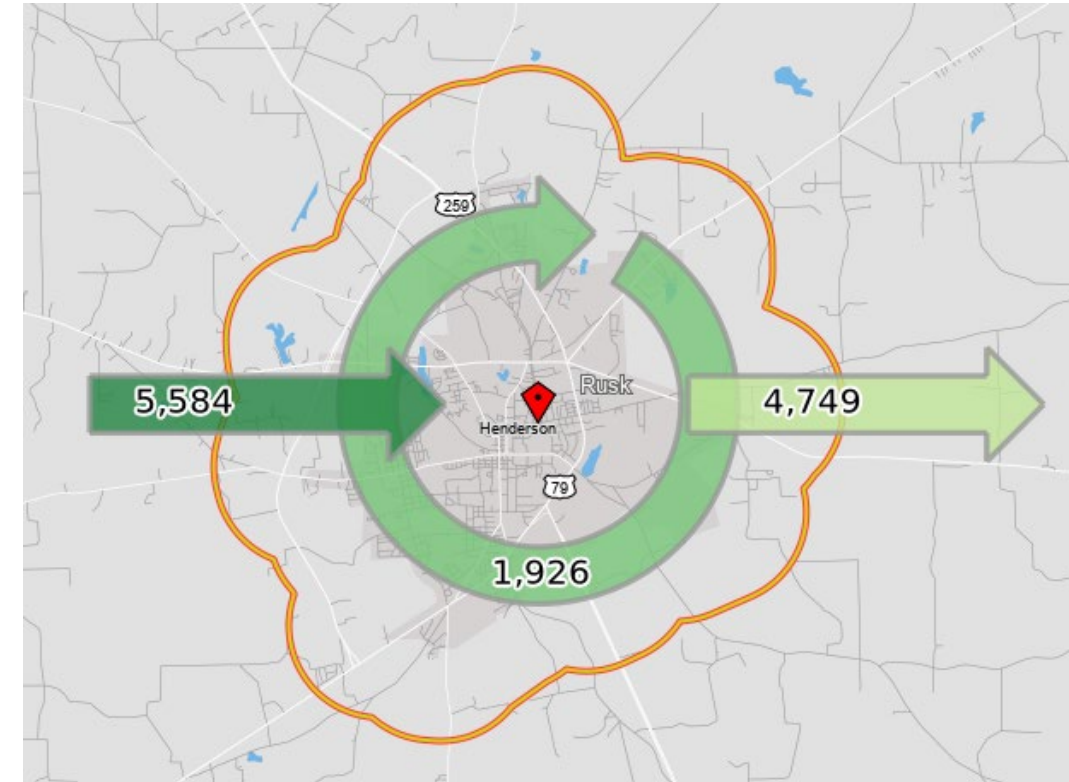
Data Source: ESRI BAO, 2021

# Commuting Patterns

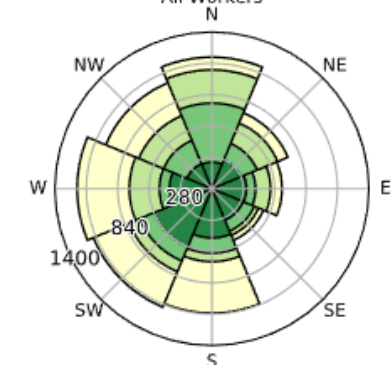
## JOBS INFLOW/OUTFLOW JOBS DISTANCE/DIRECTION

Henderson Planning Area, 2021

- More people are coming into the Henderson Planning Area to go to their jobs.
- Most commutes are heading north, southwest, and west
  - Kilgore
  - Tyler
  - Jacksonville
  - Nacogdoches



Job Counts by Distance/Direction in 2019  
All Workers



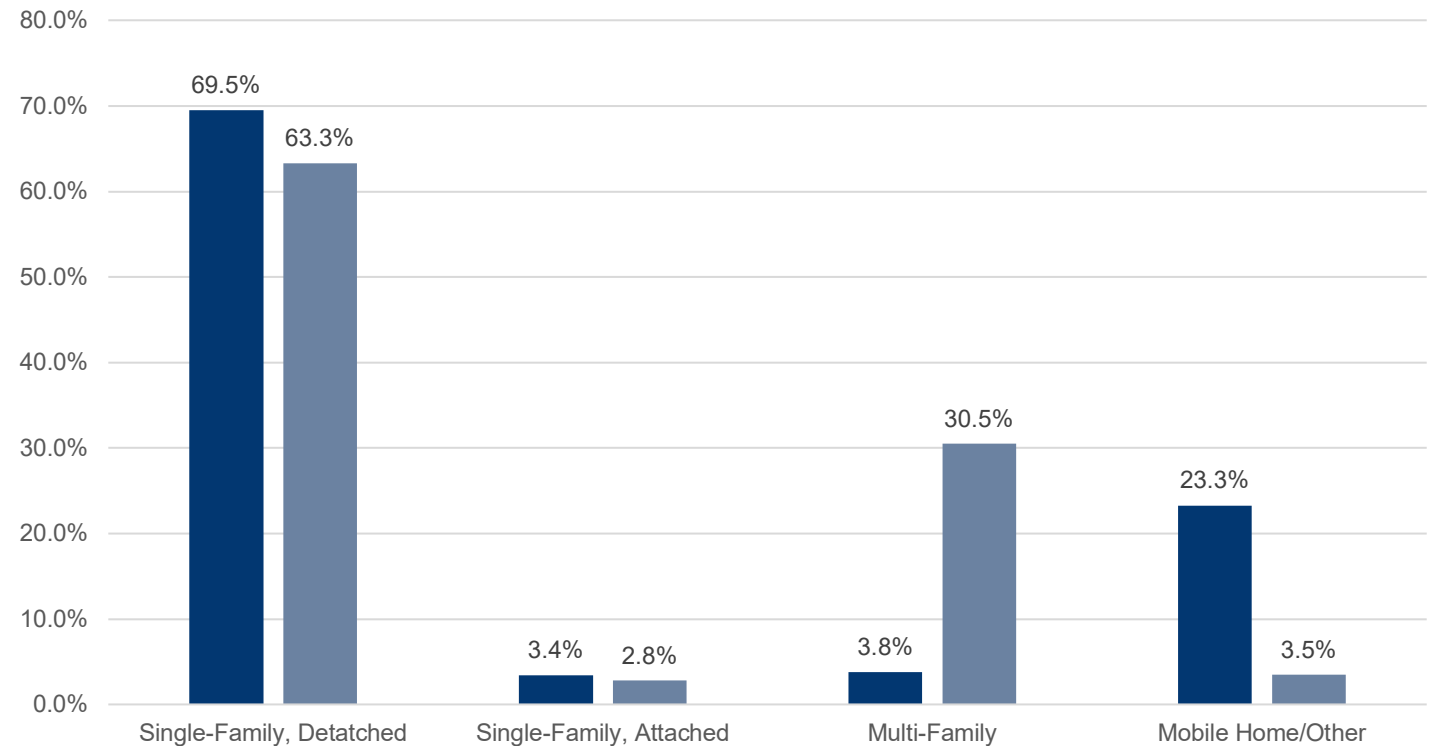
# Housing Inventory

	HENDERSON PLANNING AREA	RUSK COUNTY
MEDIAN YEAR BUILT	1971	1978
MEDIAN HOME VALUE	\$159,774	\$170,089
OWNER-OCCUPIED	60.0%	67.3%
RENTER-OCCUPIED	28.9%	20.1%
VACANT	11.1%	12.7%

## HOUSING UNITS BY TYPE

Henderson Planning Area, 2019  
Rusk County, 2019

■ Henderson Planning Area   ■ Rusk County



Data Source: ESRI BAO, 2021





# Thank You!

Demographic and Market Overview

June 16, 2022