

Community

COMMUNITY FEATURES

East Lubbock features a variety of Lubbock's largest attractions including the Canyon Lakes Park and Trail system, Joyland Amusement Park, and the South Plains Fairgrounds, the Patterson public library, five (5) parks, six (6) schools, 22 churches, and more than 40 businesses.

KING'S DOMINION

The King's Dominion subdivision, across from Estacado High School, is a new single family housing development in east Lubbock! The NELCDC offers housing and credit counseling services to facilitate housing development in the community.

DEMOGRAPHICS

According to the 2010 Census, there are *13,804 people in Census tracts 1, 9, 10, and 12, which make-up the area known as East Lubbock. This area has *4,722 housing units, which are 58% owner occupied and 42% tenant occupied. The community is 46.7% black, 40.9% Hispanic, 10.7% white, 1.2% two or more races, and .5% Indian/Alaskan/Asian/Other. Recent American Community Survey data (2015 data) shows recent growth in population, households, and income. *Data taken from the United States Census Bureau (2010 Census and American Community Survey (ACS))

TRAFFIC COUNTS

According to the Texas Department of Transportation's 2016 Average Annual Daily Traffic count, 6,027* cars travel daily along Parkway Drive between MLK Blvd. and East Loop 289; 13,991* cars travel daily along Parkway Drive between I-27 and MLK Blvd; 3,401* cars travel daily along Broadway between Ave. A and Idalou Rd. *Data taken from the [Texas Department of Transportation's Traffic Count Database System](#)

Businesses

LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE (LEDA)

The LEDA business park is located between I-27 and the Lubbock Preston Smith International Airport. There are currently eight (8) businesses housed at the park with room to expand for many more.

PARKWAY PLACE

Parkway Place Plaza is a 20,000 square foot retail center located on a 4-acre tract of land at 1824 Parkway Drive. The plaza's businesses (Community Health Center of Lubbock Dental Clinic, US Renal Care, and Parkway Pharmacy) all provide a variety of services, which can help stimulate future commercial growth in the area.

There are currently three (3) spaces available for lease. One finished space of 2,800 sf. and two (2) spaces that can be built out to suit your business needs. Contact NELCDC for all inquiries.

MACKENZIE VILLAGE

Located at the corner of Parkway Drive and MLK Blvd. and just west of the Parkway Place Plaza, this shopping center is home to a variety of east Lubbock businesses including a local donut shop.

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PROMOTING THE PARKWAY PLACE PLAZA AND BUSINESSES IN THE SURROUNDING AREA

Promoting. Creating. Facilitating.

Development in North and East Lubbock

Growth Opportunities

GATEWAY PROJECT

Plans are currently underway to beautify the four corners of MLK Blvd. and Parkway Drive. Community stakeholders have come together to work towards the beautification of the entryway at MLK Blvd. and Parkway Drive. The team envisions monument signs, directional signs, and artwork celebrating the community and welcoming passersby.

BUSINESS FAÇADE IMPROVEMENTS

The NELCDC is working with community leaders and stakeholders to implement a program to improve the aesthetics of east Lubbock businesses through façade and infrastructure improvements.

NEIGHBORHOOD REVITALIZATION

The NELCDC facilitates neighborhood revitalization projects annually through the Adopt-a-Spot program which makes improvements to owner-occupied, existing housing stock including, facia/soffit repairs, siding, painting, trash/debris removal, premise identification, minor fence repair, yard maintenance/beautification, and window and door replacement.

EAST LUBBOCK ENTERPRISE ZONES AND TIF DISTRICT

[Enterprise zones in east Lubbock](#) allow business owners to save money on their property taxes through tax abatements. Additionally, there is an ongoing effort to establish a Tax Increment Financing (TIF) district for east Lubbock. Establishing a TIF district in the area will provide funding for redevelopment, infrastructure, and other community-improvement projects in east Lubbock.

Parkway Place Plaza



Our mission is to create, facilitate, and promote development in North and East Lubbock.

WHAT IS NELCDC?

Non-Profit

The NELCDC is a 501(c)(3) tax-exempt, charitable organization. The NELCDC was formed in 2004 by the City of Lubbock to address economic development needs in North and East Lubbock.

For-Profit

The NELCDC owns, outright, the for-profit entity known as North and East Lubbock Investment, Inc. (NELI, Inc.), which owns 35% of Parkway Place Lubbock, LLC.

The NELCDC established NELI, Inc. in 2008 as a way to allow for the pursuit and facilitation of business endeavors in North and East Lubbock.

Approximately 80% of Parkway Place is now leased. There are lease-ready options available and spaces available to build to suit.

For more information:

Visit: www.nelcdc.org/parkway-place

Call: 806.747.1505