



## CITY COUNCIL MEMORANDUM

**FROM:** The Office of the City Manager    **DATE:** December 12, 2016

**SUBJECT:** Smithfield & Iron Horse TOD Branding Presentation

**PRESENTER:** Craig Hulse, Director of Economic Development

### **GENERAL DESCRIPTION:**

Over the past decade North Richland Hills designed, adopted and implemented a Mixed Use Transit-Oriented Development (TOD) Code to govern future development around its two future TEX Rail stations.

Key aspects of the code include unique character districts, building and streetscape guidelines, open space and parking. The code was formally adopted by the City Council on June 8, 2009 with revisions were approved on March 4, 2013.

The City is fortunate to have adopted the code in advance and fortunate that naming the two distinct TOD areas has come naturally. Smithfield is a former city with a history already known to many North Richland Hills residents, while Iron Horse is a busy thoroughfare with a Loop 820 exit and fantastic golf course as namesakes. The only thing missing is their respective brands.

Our Country Homes has hired a prominent marketing and branding firm out of Addison to begin looking at ideas for branding and promoting both Smithfield and Iron Horse TODs. Having obtained guidance and support from many of the land owners and developers within both areas, they would like to obtain feedback and direction from the City of North Richland Hills.

Jody Hanson with Anderson/Hanson/Blanton will be presenting conceptual creative for City Council review.