

Zoning Proposal Narrative

for the redevelopment of the property at

Davis Blvd. and Precinct Line Road in ***North Richland Hills, Texas***

Case ZC 2019-21

Sage Group, Inc. - 19 May 2020

On behalf of **Tidal Wave Auto Spa** and **Brakes Plus- Complete Auto Care**, we are pleased to present to the City of North Richland Hills this comprehensive plan and complete solution for the redevelopment of this important Commercial corner, located at the intersection of two major arterial roadways.

Existing Conditions:

At the center of this site is an existing, but long since closed, ex-convenience store/fuel station. The owner has been trying to lease this property to a new user for years, without success, and the boarded up structure is beginning to look bad and reflect poorly on the area. The two other uses sharing the greater site at this intersection, **Discount Tire** and especially the **Avatar Salon**- which is behind the vacant structure- have had to overcome this poor influence on the image of the area for some time.



Another impediment to the improvement of this property is that the current layout has been deemed a traffic safety issue. The locations of the multiple existing driveway entrances to this site from Precinct Line Road conflict with the stacking lane for the primary movement of vehicles northbound on Precinct Line Road, as they approach the Davis Blvd. intersection, intending to turn right. It was determined that solving this traffic problem will require removal of these existing drives, with access to this site relocated to outside of the conflicting area.

Of course, as access is the lifeblood of any successful Commercial site, the removal of these existing drives would typically deliver a harsh blow to the prospects for attracting a viable and successful replacement use, and would require building a costly, coordinated onsite traffic flow, constructed through and servicing all the sites within this corner development area. It will require attracting uses which are primarily “destination” type businesses, to overcome the access issues and still attract the clientele they need to be successful, as well as have the ability to fund these improvements as a part of their development.

Proposed Solution:

The uses which make up the proposed development have the capabilities to accomplish all this and bring a successful, attractive and needed development to this location. This proposal follows a tremendous effort to prepare for this request, involving much discussion with each user/property owner, city staff and TxDOT, back and forth design work, and the accompanying traffic studies have been prepared and analyzed. The result is a comprehensive traffic safety solution which has been reviewed by city staff, and approved and agreed upon by all stakeholders including TxDOT, the affected businesses, and land owners. The implementation of these improvements will greatly improve both the traffic flow in this area, and most importantly, the safety of the occupants of the thousands of cars which travel through this location daily.

We believe the best way forward is to redevelop this site with the quality and investment required to transform the property into an attractive and successful development. The proposed new primary use will be an extremely high-end, express tunnel carwash, Tidal Wave Auto Spa, and a light automotive repair shop, Brakes Plus- Complete Auto Care. Brakes Plus will complete the site development on the only currently undeveloped portion of the property. The proposed rezoning would take this property from the current C-1 Commercial to a PD, enabling the redevelopment of this abandoned business and comprehensive completion of the entire commercial lot. It will improve the internal connectivity of all the uses and ownerships which make up the entire development, and, finally, provide the capital necessary to solve the traffic safety issue present. Incorporating the future modification of this major intersection will improve traffic flow and safety by closing off substandard access points and allowing for additional turning lanes.

We are well aware of North Richland Hill's desire for an attractive, inviting streetscape, and a high quality development, at a major entry to the city. We agree and share that desire, and these plans include extensive upgrades to all facets of the development; from the building materials, site layout- to control and screen views, and additional landscaping and features far beyond the minimum city standards.



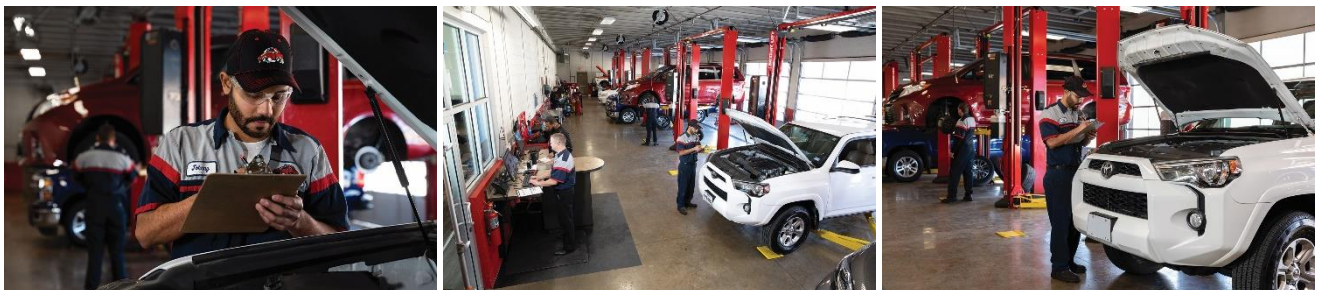
Proposed Uses:

As mentioned above, the primary new use coming to North Richland Hills in this development is the **Tidal Wave Auto Spa**. Tidal Wave is not your standard, “typical” car wash. Here are a few aspects of it, which set it apart from what the norm in the industry usually is:

- Modeled after Chick Fil A – The Tidal Wave founder grew up in the hometown of the founders of CFA, has attended training sessions at their headquarters, and has integrated several key components of that business model into Tidal Wave.
 - The culture is family centered, and we hire employees who align with those values
 - The employees are highly compensated relative to others in the industry, which allows us to attract exceptional employees. Customers recognize the difference immediately, and it motivates them to want to do business with Tidal Wave
 - A portion of each employee’s compensation is tied directly to customer feedback received via social media, and social media platforms are monitored 7 days a week, so that comments are responded to without delay.
- The level of investment required to create and maintain a comfortable environment for our members that is clean, open and safe, and highly attractive.
- For NRH, we will use building materials, landscaping and design elements that exceed what Tidal Wave normally incorporates into its designs.
- The majority of our revenue is generated through monthly memberships. In order to sustain this model, everyone’s focus is to create an exceptional customer experience.

The second new use in this proposed development is a **Brakes Plus Complete Auto Care**. Brakes Plus is an upscale resource for car owners to rely on for professional maintenance of their vehicles. A few features which differentiate Brakes Plus from other auto service providers:

- No work is performed outside the bays, and the bay doors are not visible from either street.
- We do not sell tires.
- We are not a quick lube.
- We pride ourselves on being the local neighborhood mechanic with the professionalism & facilities of a national chain. A great dealership alternative.
- All Inventory is stocked inside the building in an inventory room.
- Loyal Customer Base
- Clean & updated facilities
- Updated & professional Signage
- Partner with local Chamber of Commerce after we open the store to create relationships with other local businesses.
- Average store sales are higher than most auto repair shops, so we collect more sales tax.



Here is some additional detailed information on Tidal Wave Auto Spa:



Tidal Wave Auto Spa first began washing cars in 2004 in Atlanta, Georgia. Since then, our company has expanded our footprint into South Carolina, North Carolina, Florida, Georgia, Missouri, Kansas and Texas with locations under construction in Alabama. Tidal Wave currently has 47 locations in operation.

Tidal Wave Auto Spa has been recognized for its fast, courteous service and sparkling clean cars. We strive to be good stewards and take care of our environment. At every location where it's possible, we capture and recycle water to prevent wasting natural resources. In addition, we have received numerous civic awards for the bright and beautiful appearance of our sites. Tidal Wave uses landscape features to make its locations both inviting and pleasant spaces to clean your vehicle.

All Tidal Wave Auto Spa locations are designed to be attractive additions to the community. Our buildings are 3500 sq. feet and are all one level. We take pride in creating an appealing look for our entire property, including not only the wash building but also the landscape features that are used to screen necessary elements such as the dump pad.

Each Tidal Wave Auto Spa provides employment for 8 to 15 people, offering both full and part-time positions. We have shifts for the workers and there are two to four team members on site to provide customers guidance onto the conveyor, and to keep the premises neat and clean. This feature of the Tidal Wave Auto Spa business model eliminates the potential for an "attractive nuisance" that some older, unstaffed self-serve washes can become. Our hours of operation are 8 a.m. and 8 p.m., with some occasional extended hours during the summer months. Tidal Wave is open seven days a week.

Tidal Wave Auto Spa is recognized as a leader in the Express Exterior car wash concept, which was created in 2002 and has become popular across the country. Customers remain in their vehicles while the vehicle is being washed. After the wash is complete, the customer has the option of vacuuming the interior themselves with free vacuum equipment which we provide. Each Tidal Wave facility is equipped with automated vending located in the vacuum area. These vending machines provide the customers with air fresheners and Armor All wipes.

We at Tidal Wave Auto Spa believe in giving back to the communities that we call home. On the 3rd Friday of September, each location donates 100% of all proceeds from all sales made that day to a charity or non-profit group, with a special emphasis on those that serve children and adults with special needs. With the generous support of our customers, over the past 11 years Tidal Wave has donated over \$500,000 to these charities. Among other honors and recognitions, we are proud to say that Tidal Wave Auto Spa CEO Scott Blackstock was selected by the United States Small Business Administration as the Small Businessperson of the Year for Georgia in 2009.

Economic Impact:

The development of this property, as proposed, will bring with it a significant increase in taxes collected by the city, school district and county. In addition to the collection of sales taxes for work performed at these businesses, the proposed investment will result in a large increase in the taxable value of the property.

The two parcels involved in this proposal (one undeveloped, one with the vacant convenience store) have a total assessed value of \$1,533,566 currently. We anticipate a total investment of well over \$7,000,000 in land, infrastructure and building improvements, which would allow for a larger than four times increase in assessed valuation. At the current tax rates, total property tax revenues would increase from less than \$40,000 to approximately \$180,000 annually, including an increase from \$8,772 to over \$40,000 for the City of North Richland Hills alone.

Summary:

We appreciate the opportunity to present this request for approval of a development which has been years in the making, as a comprehensive solution to the many issues and stakeholders this property represents. Through much coordination and close work with city staff, TxDOT and the various property owners and neighboring businesses, we believe we have achieved the support of all involved, and would bring a couple of attractive and very desirable businesses to the North Richland Hills market. To summarize this involvement:

- Close work and extensive collaboration between the development team and city staff, TxDOT and the property owners to develop a comprehensive solution to the existing traffic safety issues— including vacating existing curb-cut access drives in favor of safer location away from the traffic conflict points, and most importantly- the means to implement the proposed solution with both on-site improvements and agreed upon re-striping and other improvements to the adjacent roadways.
- The proposed building improvements have been positioned to present an attractive and welcoming front to the city and passing residents, and to screen equipment and work areas. Building design elements, materials, finishes and landscaping have been greatly upgraded from normal standards to meet the upscale North Richland Hills image and market.
- Worked closely with the other tenants and property owners to improve and address their concerns, access and visibility. This includes repositioning the front parking for the salon to improve ingress and egress for their customers, and providing monument signage along the street, which they don't currently have. The result will be a single cohesive development plan for the entire project.
- This project will further the economic development goals of the city, be a cooperative and contributing corporate citizen, and add to the high quality developments the city is proud of.