

**MINUTES OF THE ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
OF THE CITY OF NORTH RICHLAND HILLS, TEXAS
HELD IN THE COUNCIL WORKROOM, 4301 CITY POINT DRIVE**

SEPTEMBER 12, 2018

The Economic Development Advisory Committee of the City of North Richland Hills, Texas, met on the 12th day of September, 2018 at 11:30 a.m. in the City Council Workroom.

Present:	Ms. Rena Arnold	Texas Property Brokers
	Mr. Bob Brown	Smurfit Kappa
	Ms. Mindy Monroe	Legend Bank
	Mr. Jay Redford	JLL Valuation & Advisory Services, LLC
	Ms. Janice Townsend	Roots Coffeehouse
	Mr. Mike Vasquez	New Age Real Estate
	Mr. Xavier Villarreal	Medical City North Hills
	Mr. Mark Wood	Howe/Wood & Company
	Mr. Michael Wright	MJW Architects

Absent:	Mr. Ron Huggins	Huggins Honda
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Staff Members:	Mr. Craig Hulse	Economic Development Director
	Mr. Clayton Comstock	Planning Manager
	Ms. Elizabeth Copeland	Economic Development Assistant

1. CALL TO ORDER

Mr. Wood called the meeting to order at 11:38 a.m.

2. APPROVAL OF MINUTES OF THE MAY 14, 2018 MEETING

APPROVED

A MOTION WAS MADE BY MR. BROWN, SECONDED BY MR. REDFORD TO APPROVE THE MINUTES FROM THE MAY 14, 2018 MEETING.

MOTION TO APPROVE CARRIED 9-0.

3. ELECT CHAIRPERSON AND VICE CHAIRPERSON

A MOTION WAS MADE BY MR. WRIGHT, SECONDED BY MR. BROWN TO NOMINATE MR. WOOD FOR CHAIRMAN.

MOTION TO APPROVE MR. WOOD AS CHAIRMAN CARRIED 9-0. MR. WOOD ACCEPTED THE NOMINATION

A MOTION WAS MADE BY MR. REDFORD, SECONDED BY MR. VILLARREAL TO NOMINATE MR. BROWN FOR VICE CHAIRMAN.

MOTION TO APPROVE MR. BROWN AS VICE CHAIRMAN CARRIED 9-0. MR. BROWN ACCEPTED THE NOMINATION

4. ECONOMIC DEVELOPMENT DIRECTOR'S REPORT

4.A UPDATE ON UPCOMING EVENTS

Key dates to keep in mind:

- Thursday, September 13 – Strategic Planning Committee
- Wednesday, October 17 – Boards and Commissions Reception
 - 6pm at NRH Grand Hall
- Friday, November 16 – Heart of North Texas
 - 8am-1pm at Hurst Conference Center
 - Joint event hosted by Tarrant County College and Northeast Leadership Forum
- Thursday, December 6 – Business Appreciation Luncheon
 - 11:30 at the Grand Hall
- Thursday, November 8 – Open House for Strategic Plan
 - Opportunity to engage with Staff and Committee Members on various recommendations in the plan

4.B DEVELOPMENT UPDATE

Year to Date the City has:

- Issued 576 construction permits, representing \$109 million in value (15% more than previous year)
- Received 77 case submittals (15 more than previous year to date)
- Facilitated 142 commercial construction permits (100% increase in commercial remodels)
- Issued 165 new residential permits (on pace for 225 year end, plus 300 more lots approved)

Mr. Brown asked how these numbers compare to neighboring communities. Mr. Hulse responded that NRH is second behind Southlake in new starts, out of the 13 surrounding cities. Part of the reason NRH is higher than some of the surrounding communities is because North Richland Hills is open to planned developments, which allow developers to get creative on lot sizes and development types.

Alamo Drafthouse Cinema is under construction and will be a 42,000 square foot 8-screen theater and restaurant. The movie theater has a hard deadline of April 2019 to capture

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specific movie premiers. There are also five pad sites available in the front of the property, which are receiving interest. While specifics can't be announced, one is a financial institution, another is a fast casual use.

TEXRail is still on schedule for an opening in January 2019 with two stops in NRH at Smithfield Station and Iron Horse Station. Sometime around the new year, a ceremonial ride along will take place to signify the start of TEXRail. In Smithfield, the City owns 14 acres along Davis. Birdville has an upcoming bond election in November, which includes the complete redevelopment of Smithfield Elementary. The opportunity exists to possibly rebuild or relocate the school in the same vicinity.

There are a lot of moving parts within Smithfield, including a grant the City is working on with the Council of Governments to call Main Street a 'complete street.' Mr. Comstock noted that a 'complete street' is similar to what you see on West 7th Street or Southlake Town Square, which includes things like on-street parking, street lights and large sidewalks, making the street safer and pedestrian friendly. Council recently gave guidance for staff to reintroduce Scott Polikov to look at the TOD code that was adopted 10 years ago and see if anything needs to be reviewed or updated. Staff is also considering another consultant, Jason Claunch, to look at the economics behind the TODs and understand what residential density is needed to support commercial.

Stone Creek Assisted Living is a 7-acre project that fronts Mid-Cities on the corner of Amundson. This is a 76-bed assisted living complex with another 24 beds of memory care along with 10 independent living cottages. The project includes three pad sites that will house single story offices, representing approximately 14,000 square feet. Mr. Wood added that these sites are planned for medical offices.

The Millennium at Home Town is the final phase of multifamily in Home Town, which includes just over 200 units, split between one bedroom and two bedroom apartments. The complex also includes 10,000 square feet of commercial. This development introduces four stories along Boulevard 26. The developer for this property is Dolce; however, because this addition takes the entire complex to over 600 units, separate property managers are needed. The Millennium will have a completely different look and feel, amenity centers, etc. from Dolce.

Iron Horse Commons is the townhome/single family development approximately one block away from the station. This includes 92 lots of CB Jeni townhomes and 80 lots for Our Country Homes. Streets have been laid, horizontal work is complete and they should be close to developing their model homes. This is in addition to 324 units that will be developed at the station, called Iron Horse Village, which includes 11,000 square foot of commercial at heart of the station. Another 250 units are planned at the southeast corner of Browning and Iron Horse in a development called Iron Horse Heights.

Ms. Arnold asked how many total multifamily will be included when the area is built out. Mr. Hulse said it will have just under 1,000 units of multifamily.

Babe's Chicken Dinner House is on schedule to open at the end of October. They are currently hiring and working closely with Randy Clinton at the Community Enrichment Center to help provide employment to some of the people who participate in CEC programs.

The former NTB building is being repurposed by the High Line Group, an architectural firm that will share space with a general contractor.

Mr. Wood inquired about the status of Sweetie Pies. Mr. Hulse said that plans are being wrapped up and construction should begin by the end of the year.

Mr. Wood asked about the property between Sweetie Pies and the High Line Group. Mr. Hulse noted that there are 3 acres available for sale, and the property has received interest from a fast casual business. This use would still leave 2 acres available for purchase.

Road Construction Projects

Rufe Snow Widening

- 5-lane to 7-lane expansion with concrete, sidewalks, etc.
- TxDOT & City project
- Started late 2016, issues with contractor
- Estimated completion late 2019

Smithfield Realignment

- Realign with Bridge Street, concrete, sidewalks, etc.
- City project
- Started March 2018 – On schedule
- Estimated completion Q1 2019

Davis and Mid Cities

- Widened roadway, concrete, sidewalks, etc.
- Dual left hand turns, dedicated right turn
- TxDOT & City Project
- Started early 2018
- Estimated completion Q2 2019

5. ECONOMIC DEVELOPMENT STRATEGIC PLAN

5.A REVIEW & FINALIZE NRH ECONOMIC DEVELOPMENT STRATEGY

EDAC Strategic Plan Work History

- May 2017 – City Overview, Discuss 2003 Plan
- July 2017 – City Deep Dive, business, development, property, societal trends

- March 2018 – Review & Discuss Plan Goal #1
- May 2018 – Review & Discuss Plan Goals #2 and #3
- June 2018 – Joint Meeting of EDAC & SPC
- September 2018 – Confirm, Discuss and Recommend Plan Forward

When developing goals, the committee wants to ensure they are Specific, Measurable, Achievable, Relevant and Time Bound (SMART). Regarding the Plan implementation, Mr. Hulse reminded the group that the Economic Development Plan needs to be action based. From a City perspective, there are certain ways governments can do things including a Tactic (a device for accomplishing an action), an Action (performing a specific function), a Program (a plan or system under which an action may be taken toward a goal), and a Policy (a course selected from among alternatives to guide and determine present and future actions).

Looking at the Goals and Actions recommendations for Council that were agreed to during the joint SPC and EDAC meeting, Mr. Hulse asked the group to evaluate each item one last time.

Goal #1 – Redevelop & Reuse Vacant & Underutilized Properties

Action #1 – Revitalize and Reinvest in Existing Commercial Properties

Action #2 – Re-Energize Mature Transportation Corridors

Action #3 – Develop City Point into a Vibrant Urban Village

Action #4 – Implement the Freeway Corridor Plan

Action #5 – Redevelop Existing Neighborhoods

Mr. Hulse asked the group to look at these items to ensure that the group is aligned with the recommendations that will be going before Council.

Mr. Comstock reminded the group that the plan is intended to be a 10-year plan.

Mr. Wood remarked that all of these items seem to be appropriate and necessary.

Mr. Redford mentioned that the metrics for these actions will be reliant on permitting reports, to track success.

Mr. Hulse added that he will also be looking at TAD records and CoStar.

Ms. Arnold asked about City Point, specifically if a developer has been finalized, and Mr. Hulse answered that it is getting close.

Mr. Villarreal agreed that all of the actions are necessary, but mentioned that the metrics on Action #2 will be difficult to pin down, specifically defining the corridors and then defining what it means to “re-energize.” Mr. Hulse mentioned that he is considering establishing the length of the mature transportation corridors, isolating how many of them were built at a certain vintage and determining the number of projects that occur across those corridors.

Mr. Vasquez asked the group if they believe Action #3 should supersede the others because that may take care of many of the actions. Mr. Redford agreed and Mr. Vasquez recommended that the group vote to reprioritize.

A MOTION WAS MADE BY MR. BROWN, SECONDED BY MR. REDFORD TO PRIORITIZE ACTION #3 TO THE FIRST POSITION.

MOTION TO APPROVE CARRIED 9-0.

Goal #2 – Promote a Positive Business Climate

Action #1 – Retain and Foster a Quality Business Environment

Action #2 – Support a Regional Approach to Business Recruitment

Action #3 – Provide Infrastructure Capacity for Economic Growth

Mr. Hulse asked the group for feedback on these items and possible reprioritization.

The group had no comments and agreed to send the recommendations to council with no changes.

Goal #3 – Develop & Promote an Attractive, Diversified and Thriving Community

Action #1 – Maintain Quality Development Standards

Action #2 – Maximize the Benefits of Commuter Rail Service

Action #3 – Promote Awareness of the Historical Areas of NRH

Action #4 – Promote Tourism, Hospitality and Entertainment

Action #5 – Continually Market to Enhance the Image of NRH

Mr. Hulse reminded the group that this goal originally had eight actions, but the committee updated and removed several items. He also mentioned that these actions are a little difficult to quantify.

Mr. Redford asked if Action #2 should move to the first position since commuter rail is new to the area.

Mr. Wood mentioned that moving #2 to the top priority would require the City to ensure that the TOD areas are attractive; if the area is highly promoted and not attractive, this could be a problem.

Mr. Hulse reminded the committee that Action #2 includes the land use around the stations.

Ms. Arnold mentioned that Action #5 would accomplish all of the other goals through an overall marketing campaign for the City. She stated that none of the goals should be reprioritized and can remain as is.

The group agreed to keep the actions in the same sequence when presenting to Council.

6. COMPREHENSIVE LAND USE PLAN UPDATE

Mr. Hulse reminded the group about the interactive map showing the 2008 Comprehensive Plan overlaid with the proposed Comprehensive Plan and asked Mr. Comstock to give an update on the Strategic Plan.

6.A UPDATE ON STRATEGIC PLAN COMMITTEE

The Committee is down to the final edits on the Strategic Plan and wrapping up the 2012/2018 comparisons. The new plan has three fewer categories, consolidating some of the retail/commercial. There is a small uptick in the amount of Office Commercial for future land use, coming out of the EDAC and SPC suggestions for a need to have a higher daytime population in the northern part of town. While residents in the northern part of the city desire more sit down restaurants, the area does not have enough daytime population to support them.

The Urban Village areas include Home Town and the two TODs, which are higher density and mixed use. Two new Urban Village areas include City Point and the area at Strummer and Bedford-Eules near 183.

Mr. Hulse commented on a recent zoning request made at the SW corner of North Tarrant and Precinct line near the Kroger Marketplace. While it makes sense for the property to be rezoned from Agricultural to Commercial for a medical office use, Mr. Comstock had to recommend denial based on the current Land Use Plan. A Comprehensive Land Use Plan is used to guide zoning considerations and with a city that is 90 percent built out, the small amount of acreage left for development means a lot to the community.

Ms. Arnold asked if the trail system should be added to the map. Mr. Comstock stated that they decided to take the trails off the map because it is a Land Use plan; however, the strategic plan overall includes the trail system as a part of the transportation plan.

Mr. Wood inquired why some of the church properties are showing to be commercial while others are public use. Mr. Comstock mentioned that this was discussed internally and they decided to identify the future preferred land use for some of the churches.

Mr. Hulse asked if the committee should make a recommendation for Mr. Comstock to evaluate institutional areas for their potential future use.

Mr. Comstock said that rather than changing the map, he is considering adding a failsafe in the land use description for the public/semi-public uses, stating that if the property is turned over to a private development, the underlying land use/zoning would be what is appropriate for the area.

Mr. Comstock invited the group to visit www.nrhtx.com/strategicplan, which includes a tool that allows users the ability to click on each area and identify changes between the 2012 and current maps. It also allows the opportunity to comment on each item. The map has received over 1,000 hits since it launched.

Mr. Villarreal pointed out the areas identified for future study. Mr. Comstock noted that those areas are complicated and have several uses. After the plan is complete, he plans to conduct more intense studies in those particular areas to identify their best future uses.

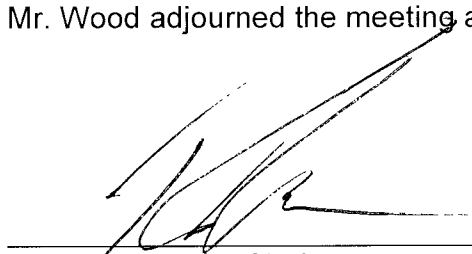
Mr. Hulse asked the committee to send any feedback regarding the map to either himself or Mr. Comstock within the coming weeks. He also pointed out the five acres of land on the corner of TCC, which is currently being marketed; stating that the land use could change from Public/Semi-Public to Retail Commercial.

7. DISCUSS FUTURE MEETING SCHEDULE

Mr. Hulse expressed interest in meeting once more before the end of the year to discuss metrics, tactics and programs. He asked the group if there is a preferable day of the week or time that works best. Everyone agreed that Wednesdays or Thursdays (preferably Wednesdays) at lunchtime seem to be a good meeting time. Mr. Hulse will send out an email with a few date options prior to the next committee meeting.

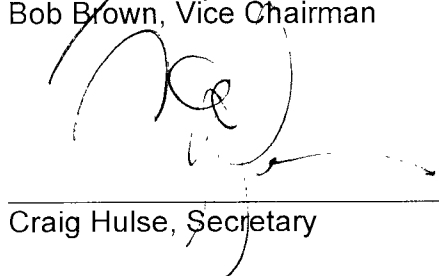
8. ADJOURNMENT

Mr. Wood adjourned the meeting at 12:53 p.m.



Bob Brown, Vice Chairman

2.19.2019



Craig Hulse, Secretary

2/19/19