

Central Bedford Development Plan Stakeholder Committee Minutes May 15, 2012

STATE OF TEXAS §
COUNTY OF TARRANT §
CITY OF BEDFORD §

The Central Bedford Development Plan Stakeholder Committee met at 5:30 p.m. at the Bedford Public Library, 2424 Forest Ridge Drive, Bedford, Texas on the 15th day of May, 2012 with the following members present:

Jim Story	Mayor
Chris Brown	Council Members
Ray Champney	
Roger Fisher	
Jim Griffin	
Roy Savage	
Roy W. Turner	
Jim Davisson	Planning and Zoning Commission
Bill Reese	
Alicia McGlinchey	Cultural Commission
Geoff Graham	Chamber of Commerce
Tim Denker	Dunhill Partners
Bill Ridgway	Citizen-at-Large
Marc Rhodes	Ft. Worth Community Credit Union

constituting a quorum.

Others present included:

Beverly Griffith	City Manager
David Miller	Deputy City Manager
Michael Wells	City Secretary
Bill Syblon	Development Director
Jackie Reyff	Planning Manager
Kay Brown	Economic Development Analyst
Janet Tharp	Kimley-Horn and Associates
Drew Brawner	Kimley-Horn and Associates
Rob Ray	Kimley-Horn and Associates
Dennis Wilson	Townscape
Jason Claunch	Catalyst Commercial

Absentees:

Trace Ledbetter	State National Insurance
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CALL TO ORDER/OPENING REMARKS

Mayor Story called the meeting to order at 5:01 p.m.

APPROVAL OF THE MINUTES

1. Consider approval of the following Committee minutes:
 - a) February 21, 2012 regular meeting
 - b) March 20, 2012 regular meeting

Motioned by Councilmember Brown, seconded by Councilmember Griffin, to approve the minutes of the February 21, 2012 regular meeting and the March 20, 2012 regular meeting.

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Motion approved unanimously. Mayor Story declared the motion carried.

NEW BUSINESS

2. Review the results of the design charette including, but not limited to:

- **The Vision**
- **Existing Conditions**
- **Economic Assessment**
- **Site Analysis**

Janet Tharp of Kimley-Horn and Associates reviewed the agenda for tonight's meeting: 1) To review the framework of the draft Central Bedford Development Plan based on public input and the last Work Session; 2) to review the economic analysis and charette results; and 3) to collect the first round of comments. Questions to consider include: 1) Does the plan match the Committee's vision?; 2) Does the information presented support the vision?; 3) Is there anything else needed to tell the story?; 4) What is the most compelling part of the plan?; and, 5) What is the Committee taking away from this? The background of this project includes the following: 1) that the City is 97% built out and a majority the available land is in Central Bedford; 2) with so little land available, it is important to maximize the potential returns on the property; 3) there is a strong desire to create a focal point in Bedford that is characterized by more than offices or apartments; and, 4) the key opportunity in that the City owns a significant amount of land which could be used to spur development. The Central Bedford Plan is as follows: 1) the vision; 2) existing conditions; 3) economic assessment; 4) land use, urban design and transportation; and 5) implementation plan.

In regards to the vision, Ms. Tharp stated that public outreach has been essential. This has been achieved through stakeholder interviews, meetings of the Stakeholder Committee and a public open house. She stated that the vision is best summarized by the guiding principles including the best economic principles to build on, the types of desired development, the Plan's biggest goals and hopes, and the long-term dreams of Bedford.

Ms. Tharp presented information on existing conditions in the City. She displayed maps showing the study and influence areas in Central Bedford, the central locality of the City and the similar type uses around the metroplex, its location close to the airport as well as being between Dallas and Fort Worth, and current land use and opportunity sites. She further discussed target retail uses based on the market.

Jason Claunch of Catalyst Commercial presented information showing the general distribution of what he found to be appropriate in most mixed-use centers, which needs to be balanced against the current population of the City. He stated that the majority of the wallet share would be in the City's residential neighborhoods. There has been limited new product and absorption which is mainly recession driven; however, the City's housing stock is starting to mature which means the City is running out of certain types of inventory that new residents may want. There has been a decline in sales tax along with an increase in unemployment as well as a decline in single-family permits. This information gives an insight to the overall economy; however, there are great economic opportunities that the City has to offer so the City needs to be sure that shopping and retail are positioned to keep up with the economy.

Mr. Claunch presented information regarding the relationship between the study area and other alternatives in order to establish what the realistic trade area would be. He showed a map displaying the area with three, eight and twelve minute drive times.

In regards to economics of place, Mr. Claunch presented certain observations regarding the City. It has a high-density population; however, the ratio of commercial versus residential is lower than some of its peers. There is an opportunity to re-merchandise some of the retail centers. The current retail per capita is lower than what the demand represents. There is a gap of synergy between some of the uses; this means there is an opportunity to gain more gravity to create destinations. Comparing the overall study area compared to other developments, there is a challenge in regards to access and visibility; therefore,

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a design element may want to be introduced. There is also the missed opportunity to cross collateralize the workforce.

Mr. Claunch presented information on current conditions in the Bedford trade area including a population of 46,900, a median household income of \$60,084, a compound annual growth rate of 3.8%, 34.9% of the population having a four-year degree and an average drive time to work of 22 minutes. The City had an average household growth of 0.76% until 1999 and then a 0.3% negative growth going into the recession. He is projecting a 1% annual growth rate going forward depending on the number and type of additional housing. He believes there is an opportunity with the right level of density to bring in a higher level of income. Looking at different geographies using the predicted demand versus the current supply, there is an oversupply of residential. With the three minute geography, there is an opportunity for additional residential demand in a smaller, compressed area. Within the eight minute geography, looking at current demand and the retail supply, as well as the population growth and demand going forward, there is approximately \$34M in leakage, which there is an opportunity to capture in the future. They looked at scenarios for a traditional subdivision at 5 units per acre compared to a higher density development at 25 units per acre. There would be 125 households in the traditional subdivision as opposed to 650 in the higher density development. The total purchasing power in the higher density development would be \$14M compared to \$3.7M in the traditional subdivision. In regards to sales tax generation, the higher density would yield \$288,000 compared to \$74,000 in the traditional subdivision. In looking at aggregate demand in regards to how much additional retail that it could support, they projected it to be approximately 91,000 square feet. At \$300,000 of sales per square foot and the City's sales tax at 2%, there would be an additional impact of \$546,000 on existing demand. Mr. Claunch also compared the property taxes for the high density development versus the traditional subdivision. Looking beyond residential to other uses, Mr. Claunch presented an example of property that could be redeveloped. In calculating the amount of square footage, the estimated gross sales and taxable value, he showed an additional \$216,000 in annual total sales tax with \$40,000 in additional property taxes. There was discussion between Mr. Claunch, Ms. Tharp and the Committee in regards to what amount of residential density would be needed to achieve the additional impacts as presented. Mr. Claunch presented an example of another piece of property at seven acres, with some areas having limited amount of frontage and others that were all frontage. They came up with a taxable value of \$3.5M and with the 2% sales tax rate, additional annual net sales tax in the amount of \$210,000, along with additional property tax. They looked at another 10 acre site that could be used as office, commercial or medical-related purposes. It is 440,000 square feet with a higher taxable value than tradition commercial or retail for total property tax of \$887,000.

Mr. Claunch listed the potential constraints in the area including: a slower velocity than 200 residential units a year; a difficulty in developing spending capacity and density of customers to support national retail; a recruitment process of 18-36 months; the uncertainty of the Highway 183 construction in the short-run; a relative income that is less than surrounding communities; and it being crucial to merchandise in a unique way. Mr. Claunch discussed with the Committee the relationship between residential and retail. Opportunities include a large residential/consumer base to pull from; the City's ownership of a lot of assets; and a competitive regional location. There was discussion on development strategies if the residential velocity slowed down and cultural uses.

Ms. Tharp discussed design issues. They examined land use and performed a site analysis which looked at the area's good regional and local access, the Central Drive and SH183/121 intersection and the City's internal connectors. They also looked at transportation issues including rights-of-way, Bedford having the best roads in the Metroplex, and potential destinations where there could be improvements and enhancements. They then examined urban design concepts in more detail and looked at potential developments in the study area. There are a lot of natural areas in the study area. They saw the opportunity for a unique urban neighborhood and a higher-density, higher-quality development as well as a municipal center, office uses and retail. In regards to the overall site plan, they took a detailed look at the opportunities with the natural areas, which puts the City in the position to create a standout place. She presented sketches of the "unique urban neighborhood" made up of urban residential uses and potentially small single-family homes along with supporting retail and services, which would try to capture the higher income market. She presented a sketch of a municipal center, characterized by a spire, at the highest point in the area, which has sightlines along the freeway. Over the long term, the City could look

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at consolidating some of the municipal uses and utilizing the parking for retail and commercial uses. she presented an additional sketch of areas that have the potential for redevelopment for commercial/hospitality and commercial/office.

Ms. Tharp then discusses entry feature concepts, which includes focal points as well as additional ways to draw people into the area. They looked at ways to design an entry feature including signs of appropriate height above the freeway structures to identify the gateways into the new neighborhood. She displayed different ways the entry features could be designed. Finally, she displayed the draft vision plan.

3. Discussion regarding the implementation plan.

Ms. Tharp stated that they will be speaking with the Committee in the future regarding an implementation plan and presented the goals and strategies for the plan. She stated they will discuss both short and long term implementations. In regards to an action plan, they will look at merchandising and how to attract and recruit retail uses.

4. Discussion regarding the next steps and future meetings.

Ms. Tharp stated that they will present an updated plan draft to the Committee on June 12 and will hold the next Committee meeting on June 19, with a public open house being held on June 25.

The Committee, staff and the representatives from Kimley-Horn discussed the following: residential density; attracting and marketing to retail; the incentive of large amounts of City-owned property for development; streetscapes; a municipal complex as part of the project; development agreements; time frames and benchmarks; having a flexible plan; the ability for Kimley-Horn to estimate costs; negotiating with developers in regards to infrastructure; at what point would a consensus be reached; the Committee's role as an advisory body; and guiding principles and policy documents.

Kimley-Horn and Mr. Claunch will provide examples of residential product types based on density. The Committee members were invited to email staff if they have any additional questions or comments.

ADJOURNMENT

Mayor Story adjourned the meeting at 6:34 p.m.

Jim Griffin, Mayor

ATTEST:

Michael Wells, City Secretary