

STATE OF TEXAS §

COUNTY OF TARRANT §

CITY OF BEDFORD §

The City Council of the City of Bedford, Texas, met in a joint work session with the Planning and Zoning Commission at 6:00 p.m. in the Law Enforcement Center, 2121 L. Don Dodson on the 23rd day of June 2008 with the following members present:

|                  |                 |
|------------------|-----------------|
| Jim Story        | Mayor           |
| Roy Savage       | Mayor Pro Tem   |
| Chris Brown      | Council Members |
| Jeff Cason       |                 |
| Raymond Champney |                 |
| Lori Nail        |                 |
| Roy Turner       |                 |

Constituting a quorum.

Staff present included:

|                 |                      |
|-----------------|----------------------|
| Beverly Queen   | City Manager         |
| Shanae Jennings | City Secretary       |
| Steve Johnson   | Deputy City Manager  |
| Bill Syblon     | Development Director |

### **CALL TO ORDER/GENERAL COMMENTS**

Mayor Story called the work session to order at 6:07 p.m.

### **WORK SESSION 6:00 p.m.**

#### **1) Council and Planning and Zoning strategic planning session to include discussion regarding the Council's visions and goals related to economic development.**

Marty Wieder of GSBS Architects conducted a work session with the Bedford City Council and the Planning and Zoning Commission (P&Z) to discuss and review the economic development visions and goals for the City of Bedford. Mr. Wieder also thoroughly reviewed the Strategic Plan he created for Bedford based on the October 15, 2007 joint work session, where both Council and P&Z provided input on their top priorities and the "SWOT" (strengths, weaknesses, opportunities, and threats) for Bedford.

Two major focus areas discussed in October were:

- 1) What is economic development?
- 2) Who are Economic Developers – and what roles do they play on your behalf?

The concept of 'SWOT' was thoroughly analyzed, which is as follows:

#### **Strengths**

Weaknesses  
Opportunities  
Threats

Council discussed each aspect of SWOT and derived a list in relation to each word where the City of Bedford is concerned. The list and the relevant items associated with the lists are as follows:

Strengths:

- Location
- Mobility
- Diverse tax base
- Over 100 restaurants and hotels
- Strong demographics
- Younger families moving into the City
- Availability of recreational activities
- Above average school system
- High education level of residents
- Established residential areas
- Roads in good condition
- Availability of existing utilities
- Proactive City government
- Longevity of City employees
- Award winning Library
- Quality of health care facilities
- Low crime
- Community pride
- Positive public perception
- Recognizable City
- Low property tax rate

Weaknesses:

- 97% built out
- Older looking City
- Suburban community/lack of major employment centers
- Hard to fill vacant buildings
- Not a major, merging intersections
- Potential decreasing tax base and increasing tax assessments
- Negative perception, which includes political strife
- Not a unique community/need a community vision

Opportunities:

- Work on SH183 and SH121 widening plan
- Retain existing businesses throughout the community
- Redevelop and revitalize existing shopping centers
- Promote a business friendly atmosphere
- Continue roundtable/retention efforts
- Make commercial areas more attractive
- Capitalize on strategic location
- Work with HEB school district to secure property along SH 183 for its highest and best use, which includes tax-generating businesses
- Create an arts community

- Expand on Bedford Boys Ranch
- Solidify community vision
- Seek out a destination which compliments Bedford's community vision
- Maintain and improve public perception
- Market community amenities
- Become the crown jewel/the best community in the Metroplex
- Plan for uses of City-owned vacant property
- Program and build a new Library and determine the highest and best use of the existing Library
- Update Zoning Map
- Update Comprehensive Plan
- Adopt a new or update an existing Gas Well Ordinance

Threats:

- Location
- Mobility and congestion
- Airport Freeway not adequate for traffic
- Not having a plan for the effects of Hwy 183 widening
- Not having a strategic plan
- Failure to update ordinances, including parking standards and setbacks in redeveloping areas
- Not adopting or updating a gas drilling ordinance
- Loss of hotels and hospitality to Hurst and other neighboring cities
- Marketing and negative press
- Poor communication
- Aging population

Mr. Wieder reviewed the Strategic Plan assembled based on the above SWOT. Those priorities are as follows:

- Priority 1: Minimize the effects of State Highway 183 Widening
- Priority 2: Redevelop and Revitalize Shopping Centers and Neighborhoods
- Priority 3: Improve City Image and Public Perception

Council directed staff to prioritize goals within and under the three priorities established above, and bring those goals back to Council at a later date. At that time, Council will go through the list and indicate to staff which they would like to pursue, in what order they would like to pursue them and how much money needs to be allocated through the budget in order to successfully implement the priorities and goals.

**ADJOURNMENT**

Mayor Story adjourned the meeting at 8:27 p.m.

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Jim Story, Mayor

ATTEST:

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Shanae Jennings, City Secretary