

Press Release – Office of the City Manager- City of Highland Village – October 5, 2004

Mayor Bill Lawrence and City Manager Michael Leavitt share economic development news with Highland Village businesses at the quarterly Breakfast with the Mayor. “Hermansen Land Development has received initial approval from Council on a concept plan for the northwest corner of FM 407 and FM 2499 that exceeds the criteria this City desires in retail development,” City Manager Michael Leavitt explained at the breakfast. The development will consist of a minimum of 400,000 square feet to a maximum of 535,000 of mixed-use retail to provide a unique, upscale shopping environment within an intimate village lifestyle setting.

Highland Village Marketplace will be made up of 6 different distinctive unique “neighborhoods”, including restaurants, specialty retail and destination tenants plus approximately 25% of the 45 acres is planned for open space, water features, pedestrian trails and park features. Special recognition was also given to Fox Architects, The McIntosh Group, Acord Real Estate and G & A Consultants, Inc. for their role in developing a unique and distinctive plan that also provides for a real sense of community and resident amenities.

Since the first read approval of the Concept Plan Kirk Hermansen says the excitement among the retail community for the project has been non-stop. “We have a number of the retailers interested in being part of the Highland Village Marketplace given its regional location approximately 8 miles equi-distant from 3 area malls and the success of the surrounding retail that has already discovered this “opening” in the fast growing North Texas market. The prime location on the corner extending between two traffic signals from FM 2499 to Chinn Chapel Road along FM 407, support of the City and affluent area demographics combined with the village design seem to fit squarely with their growth plans and site requirements.”

Quality economic development has been a priority for City Council and Staff. The sales tax funds generated from this type of development is needed not only to fund future basic quality services the City is known for, but also to initiate the quality of life projects the community expects. Currently the City’s revenue is primarily derived from property tax, with 70% of the City’s revenue coming from ad valorem taxes. The current sales tax revenue generated by the existing businesses is approximately \$500,000, which encompasses the estimated 325,000 square feet of existing commercial that is primarily service oriented with retail making up a small portion.

The Hermansen business plan for Highland Village Marketplace, which is proposed to be from 400,000 to 535,000 square feet of retail, estimates \$1,000,000 in tax revenue for the City upon the maturity of the development. These funds will meet the needs of the quality basic city services the City provides and allow for the implementation of the projects that make Highland Village a “Quality Community of Choice.”