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# CEDAR HILL, TEXAS

# THE • TOWERS

An Informative Report for Realtors, Developers and Investors

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*Best Wishes for a Happy Holiday and a Prosperous New Year!*

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## Cedar Hill Appoints New Economic Development Director

Clancy Nolan was hired in April of 1995 to develop a comprehensive economic development program for the City of Cedar Hill and the Cedar Hill Economic Development Corporation. Clancy has more than 20 years experience in economic development ranging from the McAllen-Brownsville area to the Beaumont-Port Arthur area and finally to the DFW Metroplex area during the last 12 years. He is a Certified Economic Developer (CED) by the American Economic Development Council, 1 of 639 in the United States with this designation. Cedar Hill is committed to a long term, competitive and professionally operated economic development effort. Clancy says, "I want your business. I hope to assist you in Cedar Hill as I did many industries in the Great Southwest Industrial District area in past years. Please let me know how and when I can help." (214) 291-5132.

## Cedar Hill Labor - Company Visits Very Positive

One of my first priorities, when I came to Cedar Hill, was to visit the more than 30 manufacturers and distributors located here. One of the best things

mentioned by many of these employers was the labor force. They said "Workers from the immediate area and from Northern Ellis County are available with a good work attitude, low absenteeism and no work stoppage." If you would like to discuss the business climate with the major employers of Cedar Hill, when you are looking at this area for an expansion or new location, I would be happy to arrange this. The availability of a trained hard working labor force is one of the assets Cedar Hill has that many areas lack.

## D Magazine Recognizes A Cedar Hill You May Not Know

- Cedar Hill is ranked in the top half of all 42 suburban cities in the DFW Metroplex, and Cedar Hill is ranked 19 of 42. This is the highest ranking for any Southwest Dallas County city. Southwest Dallas County cities included in this article are DeSoto, Duncanville, Lancaster and Grand Prairie.
- Cedar Hill has a compound growth rate of 5.7%. The overall growth rate for all cities is 3.9%. Cedar Hill's growth rate is the highest in Southwest Dallas County.
- Cedar Hill's average household income is \$55,758. This is \$9,781 above the overall suburban city average.

- Cedar Hill has a home value appreciation of 5.6%. The average Suburban City value appreciation was 1.9%. All Southwest Dallas County cities besides Cedar Hill had a value loss.
- Cedar Hill's violent crime rate was 1.1% per 1,000 persons. The average suburban rate was 4.1%. Other Southwest Dallas County cities had a rate from 3.1% to 6.3%.
- Cedar Hill has 85.8% of the students taking the college entrance SAT's or ACT's. The overall suburban city average is 70.3%. Other Southwest Dallas County Cities were 13% to 33% below Cedar Hill.
- Cedar Hill provides 19 acres of park land per 1,000 people. The overall suburban city average is 11 acres per 1,000. Other Southwest Dallas County cities provide 4 to 15 acres.

*D Magazine - November 1995*

### **Cedar Hill Business Park Now Open**

The Cedar Hill Economic Development Corporation has opened a new business park with highway and railroad convenience. The Cedar Hill Business Park, located in Cedar Hill, Texas at U.S. 67 and Mt. Lebanon Road, has been totally upgraded with industrial grade water, sewer and drainage improvements as well as street repair and rehabilitation of the railroad track system in the Park. The improvements of nearly \$500,000 have made this 150 acre industrial park competitive with all major business parks in the Metroplex. The business park has 19 business sites ranging in size from 2 to 15 acres or larger. All utilities are available to all sites with railroad tracks available to 13 of the sites. The Cedar Hill Economic Development Corporation is the owner of the Ce-

dar Hill Business Park. The purchase of the business park and the improvements were funded by the one half cent sales tax (4A) approved by the Cedar Hill voters in 1994.

The Economic Development Corporation, the City of Cedar Hill and the Cedar Hill Independent School District will offer many incentives to attract a new or expanding industry. We are able to adjust the sale price of the sites in the business park according to the type of industry and the benefit of having the industry in Cedar Hill. The other incentives can include loans or loan guarantees and assistance with property improvements, moving of equipment and other assistance needed by the particular industry. The following article from *The Dallas Morning News*, "Cedar Hill seeks industrial tenants," gives more information concerning the Cedar Hill Business Park. For additional information on this park or other business locations in Cedar Hill, please contact Clancy Nolan at (214) 291-5132.

*Reprinted from The Dallas Morning News.*

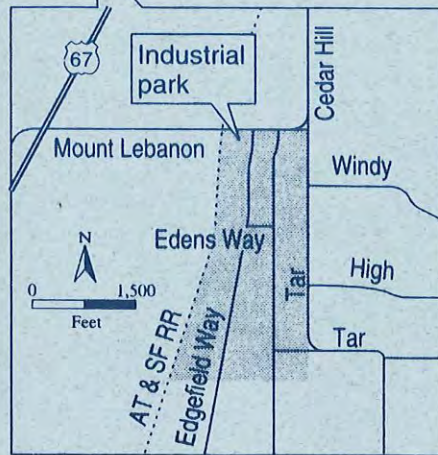
### **Cedar Hill Seeks industrial tenants**

Cedar Hill has purchased a 150 acre industrial park to be the flagship venture in the city's new economic development program. The park, at the corner of Mount Lebanon and Tar Roads, marks the city's first major development effort since it increased the sales tax in January 1994.

City leadership invested \$1.2 million in the project with the hopes of luring businesses, creating jobs and giving the community a competitive edge against other area municipalities. Cedar Hill has grown from a small rural community of 6,850 in 1990 to a suburban city with an estimated 24,150 residents in 1995.

The industrial park, which has been divided into 19 lots ranging in size from 3.7 acres to 14.6 acres, remains empty.

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The Dallas Morning News

Staff writer Michael Saul talked with Clancy Nolan, Cedar Hill's director of economic development, about the park and the city's economic development goals. The interview was edited for length and clarity.

**Q:** What are the city's prospects for finding tenants to fill the park?

**A:** Everybody here would hope that we can attract a high-quality tenant - one or more - in a reasonable period of time. One of the key things is to make sure all the utilities and the streets are repaired so that when we talk to a tenant we can say, "It's ready to go now".

We have three companies right now that are past the mere looking stage and are seriously considering the park. They have not set a deadline for making a final decision, and we believe if they are looking here, they are probably looking at one or more other communities also.

I'm sure all of us would like to see

more industry moving into Cedar Hill in the short term. There will be some people who think that should have happened already or it would be happening in the next two months. But it has taken us some time to organize.

**Q:** What are the park's selling points?

**A:** We have a good access to Highway 67. We have rail service if a company needs or wants it. We are very competitive on the price of the land. The sites, by Oct. 15, will have water, sewer and drainage. The stability of the soil is very good, which is not the case many places in the metroplex.

We have a solid incentive package that we can tailor depending on the company, and the city has a good tax abatement program. Cedar Hill has a relatively low crime rate vs. other parts of the metroplex.

**Q:** What strategy is the city using to attract new business?

**A:** Companies obviously can't come if they don't know we're here. Part of my job has been to raise the awareness level of the brokers and the developers.

There are very few brokers that tend to operate in the south part of the metroplex or southwest Dallas County. Part of the reason for that is there aren't many available industrial buildings and in many cases customers are looking for an existing building to lease or to buy. The other part is that companies generally don't think there is opportunity available down here.

**Q:** Have you targeted specific types of industries that you hope to attract?

**A:** No. We are looking for companies mainly that would have sales of \$5 million or less that need a 3 to 5 acre industrial or business site. We don't want to rule out any company. We don't have the luxury that some areas, in other parts of the country, have of saying we are only after high-tech or automotive accessories or plastic manufacturing firms.

**Q:** How long will it take the city to fill the park?

**A:** We would be hopeful that we can

fill it in pretty short order. The first step is to get the first tenant. Our attitude is that we simply have to go on making the contacts and trying to find quality companies. As enough of them look at it, we will get our tenant. The realistic answer is that it could be six months to a year before we have a tenant in the park.

**Q:** How has the struggle to get state and federal funds to improve area highways effected the city's ability to lure new business?

**A:** We are very concerned about I-35 South and getting it designated as a NAFTA highway. We realize that there have to be some improvements made to that road for that to be successful.

Both as a city and through the Best Southwest organization (a coalition of cities in Southwest Dallas County), there are ongoing efforts to make sure that the state and federal levels of the government are aware of how critical these highway improvements are to Cedar Hill and the south metroplex area.

**Q:** What interest does the city have in bolstering non-industrial development?

**A:** There is an interest in commercial retail development and in particular restaurants and hotels.

**Q:** What is the largest development expected to be this year?

**A:** Texwood Industries Inc. In discussions with them in the last several months, we are aware that the capacity of their current plant is being reached and that they are going to need to expand the facility.

They will build a 56,000 square-foot expansion, valued at \$3 million. They will be adding another 50 or 60 employees.

**Q:** What other projects are under way?

**A:** We started a little program where we are talking to companies that might have an interest or ability to import or export goods. We just got into that. We are trying to find out what the interest is for international trade and whether companies might need additional training.

## Real Estate Brokers Compensated

The Economic Development Corporation will work with developers/investors and real estate brokers to attract companies to the Cedar Hill Business Park. A reasonable fee is paid to real estate representatives based upon the nominal value of \$23,000 per acre even if the actual sale price of the sites is lower than that amount. Few cities offer development incentives to the investors/developers and real estate brokers without first knowing about the company that will occupy the facility. Cedar Hill will work with investors/developers and real estate brokers before any tenant is known. Cedar Hill would welcome your "spec" facility and will help with your development costs in any business park or industrial site in the City. The Economic Development Corporation appreciates the opportunity to work with investors/developers and real estate brokers to locate companies in the business park and respects the right for compensation. Contact Clancy Nolan for specific confidential assistance at (214) 291-5132.

## Protect Land Value and Use in Cedar Hill Business Park - Codes and Covenants

The Economic Development Corporation has developed codes and covenants that address the types of industrial uses which are permitted in the park. Building materials, parking, fencing, screening, landscaping, storage and other matters are addressed. These will permit a broad range of light industrial uses and rail served industry.

*PRE-ENGINEERED METAL FACILITIES ARE WELCOME.*

## Generous Business Incentives Available In All Business Parks and Industrial Areas of Cedar Hill

The Economic Development Corporation has developed business incentives to attract new companies to the City and to help companies already in Cedar Hill to expand. The incentives are very flexible to meet a specific industry's needs. The assistance offered in all business parks or industrial areas of the City include loans or loan guarantees and direct incentives. For example, a company is now being provided assistance to add 56,000 square feet of new manufacturing space, new equipment and 50 to 60 new jobs. This project will add \$4 million of new value to the City and School District tax base. The company could have expanded or located in another Texas city or in another state but chose Cedar Hill owing to the City's commitment, support, and incentives. Mr. Bob Ladd of Texwood said, "I am very glad to have the support of the City and the new construction will be a milestone for Texwood." Cedar Hill competes aggressively for good credit worthy companies already here and to attract new ones. Please let Clancy Nolan know how the City can help you locate in Cedar Hill. He will be happy to discuss your project with you. His number is (214) 291-5132.

## In First Year, Economic Development Corporation Sees 270,000 Square Feet Built/Leased in Cedar Hill

Cedar Hill is having excellent business growth along with continued residential growth during the Economic Development Corporation's first year of operation. The growth includes:

- 78,500 square foot new facility for

the manufacture of doors. (Texwood Industries, Inc. )

- 65,000 square foot facility purchased by a cabinet manufacturer. (Western Cabinet Co.)
- 54,000 square foot facility leased to an outdoor sign manufacturer.(Vicom, Inc.)
- 21,000 square foot facility leased to a corrugated packaging company. (Perma Products Co.)
- 17,000 square foot facility for the manufacture of parts conveyor systems. (Southern Finishing Systems, Inc.)
- 9,000 square foot facility purchased by a strapping tool repair company. (Superior Repair)
- 10,000 square foot leased to a manufacturer of heavy duty air conditioner equipment for off road vehicles. (DTAC)
- 3,000 square foot facility located on several acres was purchased for a major transport operation. (Cook Trucking Co.)
- 4,200 square foot new facility to manufacture go-carts. (Reliable Go-Carts)
- 5,000 square foot lease facility to synthetic turf products manufacturing. (Safeplay)

These companies recognize the real estate values available, the excellent labor climate, highway access and the interest by the community of Cedar Hill. Cedar Hill values these companies and would value your company or client.

## Current Industrial Development in Cedar Hill - 134,000 Square Foot Manufacturing Plant Now Being Built.

Texwood Industries, Inc. - Major Expansion  
Construction has started on a 56,000 square foot expansion to a 78,000 square foot door manufacturing facility in Cedar Hill. The Cedar Hill Economic Development Corporation has provided a substantial incentive to the company. The City of Cedar Hill, and the Cedar Hill Independent School District have authorized tax abatement for the project. The following article from the Cedar Hill Chronicle, "industry abatement proposed," outlines some of these incentives.

### Industry abatement proposed

By Lou Antonelli  
Managing Editor

The City of Cedar Hill is slated to offer a tax abatement to Texwood Industries as it plans a 56,000 sq. foot expansion to its existing 78,000 sq. foot plant.

The company, which manufactures woodwork under the name Quality Cabinets, only opened in Cedar Hill last year, and has already exceeded growth expectation, according to City Economic Development Director Clancy Nolan.

Nolan reported to the special Committee on Economic Development Incentives, which met Tuesday night to consider the proposal.

Texwood Industries expanded into Cedar Hill from its original location in Duncanville. The Cedar Hill location in the B&J Industrial Park currently employs 200 people, according to president Bob Ladd, and the expansion will add another 50-65.

Nolan said the addition and equipment will have a value of approximately \$2.5 million and both the increase in employment and value make it eligible for an abatement.

At the end of the abatement period, the city would have a facility worth \$7.5 to \$8 million, with a tax yield of \$50,000 to the city and \$130,000 for the school district, said Porter. (Cedar Hill Asst. City Mgr.)

Nolan said, "Texwood is a real growth company and the city should encourage its expansion in Cedar Hill." Tax abatements and other incentives allow Cedar Hill to compete with other cities for new business, he noted.

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The committee voted unanimously to recommend the city council and school board approve the abatement. The members are Jimmy Mobley, representing the school board; Jerry White, representing the city council; and Pete Geisler, representing the Chamber of Commerce.

Ladd said he was glad to have the support of the city and noted the new construction will be a milestone for the company.

*Cedar Hill Chronicle*

## **Current Commercial - Retail Development in Cedar Hill**

- Main Bank has a facility under construction on FM 1382 west of U.S. 67.
- The Cotton Patch Cafe, similar to the Black Eyed Pea, opened December 1st. This is a 4,200 square foot facili-

ty with seating for 140 people. They are located at 249 West Beltline Road.

- A major retail center at the northeast corner of U.S. 67 and FM 1382 is proposed. Please see *Dallas Business Journal* article, "Cedar Hill is site for a new retail Center," below.
- A 19,000 square foot retail center is proposed on the southwest corner of FM 1382 and Clark Road.

Cedar Hill is in the process of designating "development areas" that will permit sales tax funds to attract commercial or retail development. This program will be in place by early 1996.

## **Cedar Hill is site for a new retail center**

**By JESSIE HALL**

*Staff writer of the Dallas Business Journal*

A group of investors led by Dallas-based Casey International Inc. is negotiating with a developer to turn 54 acres near Joe Pool Lake in Cedar Hill into a retail and entertainment center.

Casey International President Terry Casey said a developer has put 21 acres of the tract under contract, and is conducting his own negotiations with a grocery store chain and other retailers interested in the site.

Casey wouldn't disclose the name of the developer, but said he expected the developer to announce his plans soon.

Casey's investment group already has agreed to sell 3.5 acres of the tract to Indianapolis-based James-Ross Development Group Ltd., which has plans for a bowling and entertainment center called Southern Star Bowling Plaza on the site.

The group also is talking with a movie theater operator and the City of Cedar Hill, which may take some of the land for city buildings, Casey said.

The investors bought the land recently from McAllen-based River Valley Bank, which had taken receivership of the property in a government bailout of a failed savings and loan, Casey said.

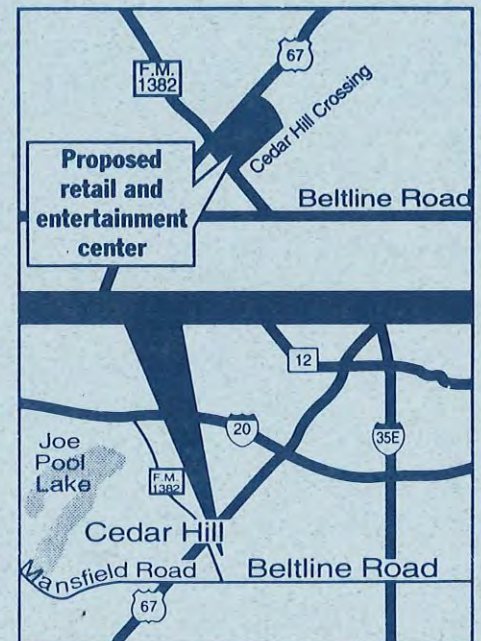
"It was probably one of the last real RTC finds," he said.

Casey wouldn't say what his investment group paid for the land, but estimated that between \$6 million and \$8 million worth of infrastructure already is in place.

The land's highway frontage, its proximity to Joe Pool Lake and Cedar Hill's rapid residential growth make the property perfect for retail development, he said.

According to a demographics study commissioned by the investors, 28% of the households within a three-mile radius of the property have incomes of \$50,000 to \$75,000.

Cedar Hill Director of Economic Development, Clancy Nolan, said the North Texas Council of Gov-



ernments has predicted that the city's population will grow from its current 24,150 to more than 36,000 in the next 15 years. The number of building permits issued for new single-family homes in the city in 1994 was 41% more than in 1992, he said.

"I believe the cedar trees and the Hill Country-type feel...would really contribute to growth in Cedar Hill," he said. "And people are close enough to be in business in Dallas."

## Cedar Hill Growth Indicators

Cedar Hill's Economic Development Department maintains extensive information over several years concerning growth of the city and is happy to provide information upon request. Please call (214) 291-5132 for more information. A summary of some growth indicators follows:

Population: Estimated 1995 = 24,150. This is up from 20,150 in 1991 and 23,300 in 1994.

Labor Force: Current civilian force is 12,447. This is up from 12,116 in 1994 and 11,870 in 1993.

Building Permits: 269 single family permits were issued between January and September 1995. 368 permits were issued in 1994 and 260 in 1990. Total permits for 1995 and 1996 should exceed 300 per year.

Utilities: Electricity is provided by TU Electric. Meters continue to increase yearly. There were 9,665 in September 1995 with 9,391 in 1994. TU has the capacity for new customers.

Gas: Lone star Gas serves the area. Meters were up from 3,000 for 1994 to 3,250 in September of 1995. Lone Star has the capacity for new customers.

Rail Service: Burlington Northern - Santa Fe serves Cedar Hill including the rail-served Cedar Hill Business Park.

Water: Cedar Hill has an almost unlimited supply of water with rights to water from Joe Pool Lake. Water meters in service in 1994 were 11,081 up to

12,163 in September 1995. Current water system improvements include: the Mansfield Road water line project to increase capacity near Joe Pool Lake, a water line along south U.S. 67 to extend water service to the area on the Dallas/Ellis County Line in Cedar Hill, and the maintenance/painting of the 1.5 million gallon capacity overhead storage tank at Mt. Lebanon Road and U.S. 67. This tank is near the Cedar Hill Business Park. The overall water capacity for Cedar Hill is 13.2 million gallons per day. The maximum daily use is 7.9 MGD.

Telephone: Southwestern Bell services Cedar Hill. Connections have increased from 11,081 in 1994 to 12,163 in September 1995.

## \$29 Million Bond Issue Passed - Cedar Hill Independent School District

The Cedar Hill Independent School District passed a major bond issue in mid 1995. The bond funds will be used to add classrooms, athletic facilities, new elementary school and to make major repairs to existing facilities. The Cedar Hill Independent School District serves 5,600 students. Cedar Hill is a 4A school.

## Area Development

Tangle Ridge Golf Club: The new golf course opened October 7, 1995. It is tucked in between Joe Pool Lake and the planned 154 acre Cedar Hill Park. The new Tangle Ridge Golf Course is on the southeast edge of Joe Pool Lake. This course compliments both the beautiful new homes and future homes of the Lake Ridge Development in Cedar Hill.

**Joe Pool Lake Resort Complex:** A multi-million dollar hotel and resort complex on the Joe Pool lake peninsula was announced by the Trinity River Authority in September 1995. This complex will be developed by Joseph DePalma and Lee Singletary. Cedar Hill welcomes this major development in our growing

area. Please see the following article from the *Fort Worth Star Telegram*, for more information.

The Towers is published by Clancy Nolan, CED, Director of Economic Development for the City of Cedar Hill and the Cedar Hill Economic Development Corporation. For additional copies, add a person to the mailing list, or to make comments or suggestions contact Clancy Nolan at (214) 291-5132.

## Plans for resort complex at Joe pool moving ahead

By Pamela Lindsay

Special to the Star Telegram

A proposed multi-million dollar hotel and resort complex on the Joe Pool Lake Peninsula is one step closer to reality, with the Trinity River Authority's formal approval of an interim agreement with a developer.

The TRA has begun formal negotiations with Estes Park Joint Venture, which plans to build a 150 room, full service hotel, 18 hole golf course and driving range, miniature golf center, equestrian

center and hiking and biking trails on the 900 acre peninsula.

The first phase, which could begin in late 1996 and be completed as early as 1997, is estimated to cost about \$20 million, officials said. Subsequent planned phases, including detached villas, conference facilities, health club and racket facilities, restaurants, lounges and beach areas, could triple the initial investment.

"This is something that isn't a maybe anymore," said Wayne Hunter, the TRA's assistant regional manager.

The complex is the latest to join the development boom, which includes the \$6 million Tangle Ridge championship golf course on the eastern shore of the lake.

*Ft. Worth Star-Telegram*