



Business Quarterly

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Winter 2005

-A Free Publication for Hurst Businesses-

2004 Economic Development Highlights

The past year was a busy time for the City of Hurst. Some highlights are as follows: A new **Mixed-Use Overlay Zoning District** was approved for Pipeline and Bedford-Euleless Roads. Development and redevelopment that meets the new standards will be more pedestrian oriented, allow mixtures of residential, retail, office, and employment centers, and be coordinated with road projects, private sector investments, and the sign ordinance incentive program begun earlier in the year. The City is marketing the existence of the new zoning category to developers, investors, shopping center owners, consulting firms, and others to generate interest in reinvesting in Hurst. If you have an interest in mixed-use or questions, please call the City at (817) 788-7095.

The City of Hurst saw several significant new business openings and construction projects that added about **\$25 million in commercial property value** to the local economy in 2004. Below are some businesses we want to welcome to our community:

- Circuit City, JoAnn's Fabrics, and The Vitamin Shoppe retail building
- 16 screen RAVE Motion Pictures and Carabba's Italian Grill
- Sephora, Kay Jewelers, PacSun, and Sharper Image opened in Northeast Mall
- Dickey's, Community Bank, and 18,000 SF of retail for Panera Bread, Carvel's ice cream and other tenants
- Tom Thumb's state-of-the-art store and Bally's renovation in Mayfair Village Shopping Center
- 25-bed Southwest Surgical Hospital and 45,000 SF medical office building
- Office Depot, Ross, and Chick-Fil-A soon to open in the old Kmart area and Conn's Appliances across the freeway
- 15 more garden offices at various sites
- Boulders Apartments on Airport Freeway: 264 units
- Sav-A-Lot grocery reopened a formerly vacant space in Bellaire Center
- Hiley Mazda and Teape Subaru on Airport Freeway

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City Unveils Sign Partnership Program

As part of the City's new sign ordinance, the Hurst City Council authorized a sign replacement program to support on-going revitalization efforts. This program will help existing businesses financially by splitting the cost of the sign replacement. The annual City budget will determine how many signs can be replaced with help from this program.

How To Qualify & Apply

Call the City at (817) 788-7095 or 788-7055 to request an application or for assistance with completing an application. A site visit is required. The location of existing signs, driveways, utilities, visibility and other site-specific issues, including special needs of your business will be considered in the review of your application. The ideal sign replacement would meet one of the following:

- *Older signs needing upgrades (especially older pole signs). Signs installed from the mid-90's to present probably meet the ordinance's spirit and intent and are less likely to qualify.*
- *Chances to combine two or more older signs into one multi-tenant sign (including combinations that involve two or more neighboring businesses).*
- *Use of an existing sign location or use of one typical parking space.*

Who Builds The Sign?

The City of Hurst has selected qualified sign contractors who will build the replacement signs following specifications designed for quality and long-term durability. All signs will be on a masonry base. All monument and multi-tenant monument signs will meet the requirements of the new sign ordinance.

What Will Be Your Responsibility In The Program?

The property or business owner(s) will sign an agreement with the City of Hurst and pay for 50 percent of the new sign's total cost before the sign is ordered. The applicant will own the sign and be responsible for maintenance of the sign and grounds. The table below gives base costs per sign size before add-ons:

<i>Sign Description</i>	<i>Size</i>	<i>Ideal Use</i>	<i>Sign Cost*</i>
Two-sided, single-tenant monument sign	6 ft. H x 8 ft. W	For individual businesses	\$2,800.00
Two-sided, single-tenant monument sign	6 ft. H x 12.5 ft. W	For individual businesses	\$3,800.00
Two-sided, multi-tenant monument sign	8 ft. H x 15 ft. W	Two or more businesses	\$5,700.00
Two-sided, multi-tenant monument sign	10 ft. H x 15 ft. W	Two or more businesses	\$6,900.00
Two-sided, multi-tenant monument sign	12 ft. H x 12 ft. W	Two or more businesses	\$6,700.00

* Sign Cost does not include demolition and removal of existing sign (\$900 per sign), electric connections (\$20/linear foot), or changeable message boards (\$600).

* Sign Cost is estimate **after** 50/50 split.

City Fees Waived!

The City is waiving its usual fees for a sign permit, building permit, and inspections. You pay half the cost of the sign, the additions, and installation. Then, you own a new, more functional sign, and both your business property and the City street environment have been upgraded.

Can I add my business logo or special message?

Yes, as long as the costs fit into the program's guidelines. Only the general size and quality of building materials are City requirements. The sign will be yours, and it must advertise your business. The "sign cabinet" may have colors, artwork, and messages of your choosing. It can be lighted and have a changeable message. You will be involved in choosing the cabinet look and masonry materials.



2004 Economic Development Highlights, continued from page 1

Sales taxes were up 5.5% for the year as the strong retail sector in Hurst bounced back from two flat years. Property values increased somewhat. Average household income is estimated at over \$75,000 (vs. \$64,000 for the U.S. as a whole). The City's resident population increased to about 37,500, and daytime population is about 58,000. Employment remained strong, and job growth is increasing faster than population, a trend that is projected to continue. 130 new businesses launched operations in Hurst this year. North East Mall and surrounding power centers continue to be strong, and with the addition of RAVE Motion Picture Theater and new restaurants, the Mall will approach being 100% leased on a regular basis.

Hurst's housing development remained strong, driven by the City's positive image and amenities and low interest rates. Approximately \$25 million in new home property value was constructed in 2004, coming from 120 new homes built in subdivisions in all sections of the City at price points from the mid \$150's to mid \$350's. 132 more lots are platted and ready for new home construction. The average new home construction value (exclusive of land costs) is \$181,000, up \$7,000 over the 2003 average.

Redevelopment efforts such as new housing along Pipeline Road, the renovation of the old IGA center, RAVE, Tom Thumb, and several smaller projects are encouraging. The K-Mart area, the old Freeman Toyota site, and the former UICI office site are prime areas for new retail projects.



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City Requesting Applications for Business Awards

Each year the City recognizes Hurst businesses through the *Hurst Pride and Business Awards*. A business can be nominated by either calling 817-788-7094 or by completing a nomination form available on our website at www.ci.hurst.tx.us. A luncheon will be held in May to publicly recognize the winners. Below are the categories.

Hurst Pride Awards honor examples of design and landscaping excellence, style and aesthetics, creative use of building materials, and a commitment to maintenance.

Hurst Business Appreciation Awards are honored in the following categories:

- **Longevity:** For long-term, continuously operated, successful businesses
- **Image Enhancement:** For a local business that displays a quality image which enhances the City's image and reputation.
- **Quality Service:** For a customer service ethic above and beyond normal standards.
- **Marketing Success:** For great success in marketing or selling products or services.
- **Renovation/Revitalization:** For making a major commitment to staying competitive through the renovation of a building or business or area.
- **Entrepreneur Award:** For creating a successful new business, expanding or entering new markets, and/or exhibiting leadership, innovation, and an entrepreneurial, can-do spirit.

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