

# Town of Flower Mound Economic Development



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August 2013

## Greetings!

Thank you for signing up for the Flower Mound Economic Development E-Town Bulletin. This electronic newsletter delivers up-to-date information regarding economic development activity. Additional information can also be obtained from the [Economic Development division website](#). Your feedback is important to us. If you have any questions or comments, please call 972.874.6044.

## Economic Development Activity Report

### New Businesses (July 2013, Certificates of Occupancy):

Business Name	Street Number	Street Name	Suite/Unit
Charlie Brown Sound, LLC	1681	Justin Road	Suite 300
Prestige Family Dental	4251	Cross Timbers Road	Suite 100
Ralph R. Parker, MD	4370	Medical Arts Drive	Suite 200

### Commercial Permits (July 2013, sorted by square footage):

Project Name	Street Number	Address	Square Footage	Type	Sub-Type
Five Below	5801	Long Prairie Road, Suite 100	8,500	Finish Out	Remodel + CO
Serpro Logistics	1200	Lakeside Parkway, Suite 375	4,023	Finish Out	Remodel + CO
Cornerstone Dental	2616	Long Prairie Road, Suite 103	3,039	Finish Out	Remodel + CO
Firehouse Subs	6100	Long Prairie Road, Suite 150	1,970	Finish Out	Remodel + CO
North Texas Perinatal Associates, PA	4370	Medical Arts Drive, Suite 365	1,800	Finish Out	New

Town Hall  
 2121 Cross Timbers  
 Flower Mound, Texas  
 75028  
 972.874.6000

Monday - Friday  
 8:00 a.m. to 5:00 p.m.



Call to submit service requests, report code enforcement violations, identify community beautification issues, or obtain information about Town of Flower Mound services.

**FMTV**

Grande 12  
 Verizon 42  
 Time Warner 16

**Helpful Telephone Numbers**

Animal Services  
 972.874.6390

Code Enforcement  
 972.874.6340

Emergency  
 9-1-1

Fire Department  
 972.874.6270

Bank of America	825	Cross Timbers Road	1,200	Finish Out	Remodel no CO
Texas Health Presbyterian	4400	Long Prairie Road	600	Finish Out	Remodel no CO
McKamy Middle School	2401	Old Settlers Road	0	Finish Out	Remodel no CO
Wellington Elementary School	3900	Kenwood Drive	0	Finish Out	Remodel no CO
Flower Mound Elementary School	4101	Churchill Drive	0	Finish Out	Remodel no CO
Texas Health Presbyterian	4400	Long Prairie Road	0	Finish Out	Remodel no CO

**Development News/Projects**

An application to consider a request for a record plat to create a non-residential subdivision was submitted on July 30 for the **Canyon Falls Fire Station 6 Addition**. The property is generally located south of Canyon Falls Drive and east of Suncrest Drive.

New Projects: *To review the planning case log featuring active development projects, please [click here](#).*

**Construction Spotlight**



**Northstar Bank of Texas**  
 2881 Cross Timbers Road

On Friday, August 23, Northstar Bank of Texas broke ground for the Flower Mound Banking Center, with plans to open in early 2014. As a member of Carlisle Bancshares, Inc., headquartered in Fort Worth, Northstar Bank continues to be a leader in the banking and mortgage industries. The Flower Mound location will be the 17th location for

Library  
972.874.6200

Municipal Court  
972.874.3370

Parks and Recreation  
972.874.6300

Police Department  
972.539.0525

Utility Billing  
972.874.6010

### Your 2013-2014 Town Council

Tom Hayden, Mayor  
[mayor@flower-mound.com](mailto:mayor@flower-mound.com)

Mike Walker, Place 1  
[place1@flower-mound.com](mailto:place1@flower-mound.com)

Bryan Webb, Deputy  
Mayor Pro Tem, Place 2  
[place2@flower-mound.com](mailto:place2@flower-mound.com)

Mark Wise, Place 3  
[place3@flower-mound.com](mailto:place3@flower-mound.com)

Steve Dixon, Mayor Pro  
Tem, Place 4  
[place4@flower-mound.com](mailto:place4@flower-mound.com)

Jean Levenick, Place 5  
[place5@flower-mound.com](mailto:place5@flower-mound.com)

To contact the Mayor  
and all Town Council  
Members, please e-mail  
[mayor/towncouncil@flower-mound.com](mailto:mayor/towncouncil@flower-mound.com).

Town Council and  
Planning and Zoning  
Commission meeting  
agendas, action

Northstar Bank, with 11 additional locations in Denton and Northeast Tarrant Counties and five locations in the Austin and Marble Falls areas. In addition to a full range of banking products, the new Flower Mound location will provide mortgage and investment services. For more information about Northstar Bank of Texas, [click here](#).

## In The News



### Groundbreaking Ceremony for the River Walk at Central Park

Officials from the Town of Flower Mound, Denton County, and the Flower Mound Chamber of Commerce joined representatives from Centurion American and G&A

Consultants to celebrate the groundbreaking of the River Walk at Central Park on Friday, August 16. The River Walk at Central Park is a 158-acre mixed-use development located north of FM 1171, east of FM 2499 and west of Morriss Road and will become Flower Mound's central business district. Construction has begun on the river walk feature, which includes six waterfalls, landscaping, trails, and sidewalks. The river amenity is anticipated to be complete in 18 months, with landscaping being complete in 24 months. For more information about the River Walk at Central Park, [click here](#).

### New Incentive Policy Approved

The Town Council approved a resolution to adopt an updated [Economic Development Incentive Policy](#) at the August 19 meeting. In the updated policy, the required minimum threshold of capital investment has been lowered and the language is less restrictive regarding what types of incentives that Town can consider under Chapter 380 of the Local Government Code. These changes will enable the Town to consider incentives for a wider range of projects and give the Town flexibility in deciding what kinds of incentives to offer. Furthermore, the changes allow the Town to remain competitive with other cities, who have established similar incentive policies. The updated policy also removed the requirement that all projects receiving incentives must have site plan approval from both the Planning & Zoning Commission and Town Council. This will make for a more efficient process by eliminating an unnecessary step for projects that only require Planning & Zoning for final approval.

### Our Master Plan

agendas (voting record) and minutes are available by clicking [here](#).

Active Residential and Commercial Development Case Logs are available by clicking [here](#).

Join Our Mailing List!

The Town Council approved a resolution to begin reviewing the Town's Master Plan, specifically the land use portion, through a community engagement process. The purpose of the review is to determine how to implement the existing vision. The Town will implement a community engagement process to promote early public involvement, and to encourage diverse and active discussions. For more information and how to get involved, please visit [www.flower-mound.com/ourmasterplan](http://www.flower-mound.com/ourmasterplan) and "like" the project Facebook page at [www.facebook.com/ourmasterplan2013](http://www.facebook.com/ourmasterplan2013). The Town will also conduct community-wide meetings on September 19 at 7:00 p.m. and September 21 at 10:00 a.m. The venue is dependent upon the number of RSVPs received. Please RSVP by clicking [here](#).



STRENGTHENING  
THE VISION

## From the Economic Development Office

### Town Welcomes New Dining Establishments

The Town is proud to welcome five new dining establishments to its list of restaurants. By shopping and dining at local retailers and restaurants, you are contributing to the quality of life in Flower Mound as taxes generated are used to fund municipal services such as police, fire and emergency medical services as well as our outstanding parks, trails and library.



FOUNDED BY FIREMEN™

*Firehouse Subs*

6100 Long Prairie Road, Suite 150  
NOW OPEN!

[Visit Firehouse Subs' website.](#)



*Raising Cane's*

3205 Justin Road

Grand opening on September 6

[Visit Raising Cane's website.](#)



*Dairy Queen* - 25th most requested restaurant  
1909 Justin Road (former Burger King location)  
Anticipated opening in fall 2013  
[Visit Dairy Queen's website.](#)



SMASHED FRESH. SERVED DELICIOUS.

*Smashburger*  
Southeast corner of FM 407 and Chinn Chapel Road in the new  
Highlands Plaza shopping center anchored by Academy Sports &  
Outdoors  
Opening date TBD  
[Visit Smashburger's website.](#)



*Jersey Mike's (2nd Flower Mound Location)*  
Southeast corner of FM 407 and Chinn Chapel Road in the new  
Highlands Plaza shopping center anchored by Academy Sports &  
Outdoors  
Opening date TBD  
[Visit Jersey Mike's website.](#)

**Resident Retail/Restaurant Preference Survey**

With economic development activity on the rise, the Town is seeking input from community members to determine the restaurants and retailers residents would like to see come to Flower Mound. By participating in the 2013 Restaurant and Retail Survey, the Town is able to collect data to be used in the recruitment of the top ranked businesses in each category. The survey is available online at [www.flower-mound.com/survey](http://www.flower-mound.com/survey) through September 13 and has also been distributed to households in the August utility bill insert. Residents may also stop by Town Hall (2121 Cross Timbers Road) to pick up or drop-off their survey. For a list of current retailers and restaurants in Flower Mound, please visit [www.livinglocalfm.com](http://www.livinglocalfm.com). For more information, please contact the Economic Development

office at (972) 874-6044 or [econdev@flower-mound.com](mailto:econdev@flower-mound.com).

#### **Town Launches New Business Webpage**

To help welcome new businesses to our community, the Economic Development office has created a [New Business webpage](#). The webpage lists new Flower Mound businesses and will be regularly updated. In addition, the webpage also features businesses that are "coming soon" and a link to [Living Local FM](#), a mobile website that lists all Flower Mound restaurants, retailers and medical professionals along with contact and location information.

#### **Council Approves Resolution Authorizing Creation of River Walk PID, Calls Special Election**

During the August 19 Town Council meeting, Council members unanimously approved three measures relating to the creation of a River Walk Public Improvement District (PID), including ordering a Special Election for November 5, 2013 for voter consideration of the PID. For more information about the River Walk PID and the project in general, please visit [www.flower-mound.com/riverwalkpid](http://www.flower-mound.com/riverwalkpid).

#### **Economic Development Forum**

The Town's Economic Development office in partnership with the Flower Mound Chamber of Commerce hosted the monthly Economic Development Forum on August 28 in the Town Council Chambers. Guest speaker Kirk Hermansen of Hermansen Land Development addressed a



crowd of more than 30 developers, real estate brokers, utility providers, Chamber of Commerce members and other attendees. Kirk provided an overview of the new Highlands Plaza retail center at the southeast corner of FM 407 and Chinn Chapel Road, anchored by Academy Sports & Outdoors.



#### **Representation at 2013 NTCAR Expo**

Representatives from the Town's Economic Development department attended the 29th Annual North Texas Commercial Association of Realtors' (NTCAR) Commercial Real Estate Expo at the Downtown Dallas Sheraton on Wednesday, August 28. This is the largest commercial real estate trade show in the southwest, attracting more than 2,000 attendees and 100 exhibitors. The Town of Flower Mound was promoted with a trade show booth and marketing materials.

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## **Calendar Highlights**

### **TEDC "2020 Vision" Annual Conference**

*October 16-18, 2013*

Director of Economic Development Mark Wood will represent the Town of Flower Mound at the Texas Economic Development Council (TEDC) "2020 Vision" Annual Conference in San Antonio. The Texas Economic Development Council has been recognized by the International Economic Development Council (IEDC) as an organization that continues to support, enhance, and contribute to the profession of economic development.

### **SIOR Fall World Conference**

*October 24-26, 2013*

Director of Economic Development Mark Wood will attend the Society of Industrial and Office Relators (SIOR) Fall World Conference in Chicago. The SIOR World Conferences are the premier conferences for commercial real estate brokers and provides excellent resources for business generation, networking, and education.

### **Fiesta Flower Mound**

*October 26, 2013*



Fiesta Flower Mound, the Flower Mound Chamber of Commerce's biggest social event of the year, will be held on Saturday, October 26 at the Embassy Suites Outdoor World in Grapevine. This community event features an exciting live and silent auction, dinner, drinks, and dancing to a live band. For more information about Fiesta Flower Mound, contact the Flower Mound Chamber

of Commerce at (972) 539-0500 or visit [www.flowermoundchamber.com](http://www.flowermoundchamber.com).

### **ICSC Texas Conference and Deal-Making**

*November 6-8, 2013*

Representatives from the Economic Development department will attend the International Council of Shopping Centers (ICSC) 2013 Texas Conference and Deal-Making at the Dallas Convention Center. Town representatives will host a display booth, distribute marketing information, and promote Flower Mound to site selectors of the most-requested restaurants and retailers.

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## **Labor Market Update**

### **Unemployment Rate**

	Flower Mound	Denton County	Texas	U.S.
July 2013	5.5%	5.8%	6.7%	7.7%
July 2012	6.2%	6.6%	7.4%	8.6%

*Source: Texas Workforce Commission*

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## **Flower Mound Commercial Sites**

For information on available commercial property in Flower Mound, customized search options are available from the [Economic Development division website](#). If you have a Flower Mound commercial listing and you don't have it listed with Xceligent, contact Krystle Nelinson in the Economic Development office at (972) 874-6044 or [krystle.nelinson@flower-mound.com](mailto:krystle.nelinson@flower-mound.com) for more information on how to get your property listed. The Economic Development office uses Xceligent to generate custom site reports for prospects.