



REPORT

NEW BUSINESSES

Just Peachy Automotive Targets Women



"After all," says Just Peachy President Shari Cline smiling, "everywhere else is just a pit."

Owner Shari Cline envisions Just Peachy Automotive to be the first service and repair center devoted to meeting the needs of today's busy woman. Whether they are a soccer mom, single mom, busy professional,

widow, girlfriend or police officer-women are now making more decisions concerning service and repair on family vehicles.

Cline has partnered with Don Friday to offer Richland Hills customers more than 70-years experience in the automotive service industry. Just Peachy will soon break ground on a \$600,000 eight-bay, tilt wall facility on the northwest corner of Baker Boulevard at Norton Drive. This development will change the face of Baker Boulevard.

The full-service center will be completed in February 2006, offering a 'luxury-car dealership' experience to women and their families. The customer service waiting room will resemble a



living room, tastefully decorated with plush carpet, comfortable sofas, televisions, and will also offer a wireless Internet connection.

"Women have come to expect more of the comforts of home, like very clean restrooms for themselves and their children, and safe surroundings," shares Cline. "We have done our research, and we plan to provide upscale, personal service to customers within a 10-mile radius of Richland Hills, including pick-up, delivery and limo service when needed.

In addition, the minority-owned business will offer A.S.E. Certified L-1 Master Technicians working on all phases of auto repair, state inspections and repairs on foreign and domestic vehicles, as well as extensive fleet service.

Contact: Just Peachy Automotive
7349 Baker Boulevard
817.590.0930
Mon-Fri: 8am-5pm



twentysix

twentysix – Re-Branding Drives Change

South Grapevine Highway Corridor

In mid-September, the city councils of Richland Hills and North Richland Hills passed a joint resolution to adopt the proposed re-branding strategy for the South Grapevine Highway Corridor. The shared business neighborhoods targeted in the corridor project run along the Grapevine Highway south of Loop 820, and include Glenview Drive and Rufe Snow Drive.

The redevelopment area, branded under a new contemporary logo—twentysix—will drive long-term investment strategies and be a well-served market for both municipalities.

"I am very excited about all the revitalizing opportunities we incorporated into the twentysix project area," said Kenney Davis, Richland Hills' council member who serves on the project's oversight committee. "In 1996, the city had the foresight to establish a 4B tax initiative to cover future economic development expenses, so now there's no extra cost to our citizens to get this project rolling. Private developers will pick up costs later on some of the projects though."

Incorporating input from both cities, the corridor plan is the result of strategic work done by marketing firm Jet Powered Group and Carter & Burgess, an engineering and architectural consulting firm. In addition, Leland Consulting, a real estate

strategist group, and HNTB Corporation, a planning and urban design firm, made early contributions to the project, setting groundwork for the re-development concept.

South Grapevine Highway Corridor Strategic Plan

The revitalization plan calls for increasing retail outlets and spending by focusing on pedestrian oriented, mixed-use development. By combining retail, office and residential uses all in one place, people can get out of their vehicles and enjoy walking to restaurants and businesses.

"As small business owner on the Grapevine Highway," says Darla Glover, managing partner of Darla's Florist, "we are very hopeful about the project and want to hear a lot more about these plans."

The strategy calls for improving opportunities for residential housing in the corridor, which will, in turn, offer unique homeownership alternatives such as upscale lofts, townhomes and condominiums. The plan also will consider repositioning underused properties for redevelopment. In addition, the cities have agreed to work together to attract private investors and developers to the area.



"This project is more than innovative minds coming together to work on a common goal," said Robert Hamilton, president and CEO of the Northeast Tarrant Chamber of Commerce. "It's further testament to the committed partnership each city has to improve the quality of life for our neighborhoods."

The New Face of Boulevard 26

Soon the old Grapevine Highway will be formally renamed "Boulevard 26." The catchy name reflects a modern feeling, and hopefully, will attract new families and young professionals.

Renaming the roadway is the first step in giving the area a new image. Committees have formed and are now in the planning stages, implementing top strategies decided upon by both city councils. "One of the common goals of revitalization is to establish twentysix as a "unique destination" for shoppers and visitors," shares Hamilton, who also



Proposed urban streetscape with linear planting, enhanced sidewalks, distinctive signage, and ornamental grasses.

represents support of the Quad Cities DFW Foundation.

The first phase, especially of interest for investors, includes key intersection improvements beginning with two targeted sites on the Grapevine Highway—one at Rufe Snow and the other at Glenview Drive. New design standards are also being considered for updating streetlights, signs, sidewalks, medians, bicycle paths and entryways. Initial projects are scheduled for completion by October 2006, while infrastructure improvements will be phased in over the next several years.

For more information, visit www.riclandhills.com/content/ecomdev.

REDEVELOPMENT

Redevelopment Property Available at Trinity Railway Express Station

The City of Richland Hills is currently selecting locations throughout the City for redevelopment. Proposed Site #1 (see map on back page) in the redevelopment plan is made-up of several properties near the Trinity Railway Express (TRE) Station located at State Highway 121 and Handley Ederville Road.

The optimal use for this location is a compact, mixed-use development made-up of residential, office and retail uses, in which the train station is the prominent feature of a pedestrian-friendly "mini-community." The primary opportunity presented by the location is its high probability to draw



service-oriented businesses to serve TRE commuters, such as a dry cleaners and coffee shop.

There is a growing market demand in the Metroplex for transit-oriented developments, as evidenced by such

recent expansion in neighboring communities. As gas prices and traffic congestion increase here, the popularity of transit-oriented developments will continue to rise. Today, individuals want to have good access to the center

of Dallas and Fort Worth, as well as a vibrant, urban lifestyle with a high quality of life.

Transit-oriented developments encompassing the TRE Station in Richland Hills could offer an integrated lifestyle with a range of residential and commercial uses in a smaller area to fit the bill. Citizens would not have to use their vehicles to get from place to place, but could be within a 10-minute walking distance from other transportation and daily necessities.

Contact: GSBS Municipal Services & Economic Development Consulting Division
817.589.1722 • www.gsbs-pc.com

BUSINESS BRIEFS

Serenity Day Spa Relocates On Glenview Drive



Cuban-American owners Ildelfonso and Rosa Lugo found redevelopment property available not far from their previous location and customer base on Glenview Drive and began to build a dream.

"Our family always wanted to build a custom-designed Spa and the timing was right for us to move," says daughter Lili Shea, who helps manage the family business.

"Serenity Day Spa re-opened in September and many first-time clients

have driven by, seen our brand new building and come right in," shares Shea. "It's a great location for us and business is really doing well. Our longtime clients

have followed us to our new location, and if they have to wait a few minutes, they happily run next door to shop at Connies gift store."

More than eight years ago, all four daughters – Lili Shea, Ana Miller, Maria Davis and Damaris Springer – persuaded their parents to invest in their talents and skills as professional estheticians and opened a day spa in Richland Hills. Today, the family business continues to grow and meet the rising demand for beauty, glamour and personal health services.

Elegantly decorated in a soothing color palate, the Spa is a full service salon for men, women and young adults. They offer an array of Swedish massages, European facials, manicures and pedicures, hair care and glamour make-up. The Spa has its own Tea Room, which also provides a delicious lunch with spa gift packages, bridal luncheons, baby showers and other special occasions.

Contact: Serenity Day Spa
7610 Glenview Drive
817.284.5352
Tues-Sat Hours Vary

City Honors Corporate MVPs at 2005 Appreciation Dinner

On Monday, November 7, Richland Hill's Economic Development Advisory Board honored the city's Corporate MVPs (Most Valued Partners) at their annual Business Appreciation Dinner. Hosted by the Economic Development Advisory Board at Cafe di Roma, the evening event paid tribute to 10 local businesses that contributed to the city's economic growth during the past year.

"We are very proud of all of these businesses, and thank them for their

Hall of Fame
Hamilton Form Company, Inc

Most Valued Partners
Aces A/C Supply North
Baker Boulevard Partners and Twin Spires Construction
El Tio Taqueria y Mariscos
Harris Packaging Corporation
Lifestyle Termite and Pest Control
Serenity Day Spa
Texas Gyro
Triad Design Service, Inc.
Trinity Industries, Inc.

CONGRATULATIONS TO ALL!

commitment and support to our area's economic growth," acknowledged Marty Wieder, Richland Hills' economic development consultant. "On behalf of the city, we value them as great business partners."

Using a sports theme, businesses were honored for being team players in the city's development and progress throughout the year. The companies highlighted in the box were recognized as The 2005 Corporate MVPs.

HALL OF FAME

Hamilton Form Company - Focused on Success for 40 Years in Richland Hills

For more than 40 years, Hamilton Form Company has been helping build the future of America by supplying the precast and prestressed concrete industry with custom steel forms, plant production equipment and concrete curing blankets from Richland Hills.

Strategically located in the center of the United States, Hamilton Form is able to serve customers all over the country from its prime location in Richland Hills. "We have positioned ourselves at the intersection of major U.S. highways so we can handle countless building projects on the east and west coasts, as well as in Canada and in Mexico," says Ed Baer, vice president of Sales.

"We also have close access to DFW International Airport and the Fort Worth Alliance Airport for cargo," explains Baer. "At times, we even use the Port of Houston for international orders, and have access as well as to the ports in Florida for work in the Caribbean."

Whether the end project is a sports stadium, a highway bridge, a large parking garage or an office building, Hamilton Form is the single source solution for most of the country's precast/prestressed concrete production needs.

"We have the experience and the cutting edge technology to help all of



Vice President/Sales Ed Baer and President William Daily pinpoint Hamilton Form projects across the United States.

our customers," says President William F. Daily, P.E. "Also, we are the leading manufacturer of steel forms. And in this day and age, it takes more than just great forms to make these giant construction projects run smoothly."

Another plus for Hamilton Form having its operation in Richland Hills is the workforce. The majority of its core personnel have more than 30-years of experience in the specialized industry and are loyal employees, covering two full operational shifts.

Today, Hamilton Form continues to be the industry leader in creating trade specific equipment to help with all phases of concrete production, meeting the design needs of its worldwide clients.

Contact: Hamilton Form Company, Inc.
7009 Midway Road • 817.590.2111
www.hamiltonform.com

ROOKIE OF THE YEAR

ACES A/C Supply North Relocates to Richland Hills

ACES A/C Supply North recently relocated its wholesale distributor operations from Fort Worth to Richland Hills. Now positioned north of the Airport Freeway (SH 121), the new building has easy accessibility at the corner of Handley-Ederville Road and Whitehall Street for area air conditioning contractors and dealers.

"We're very proud to have the first company-owned branch located in Richland Hills," says Wayne Shearer, president of ACES A/C North. "Our Tarrant County contractors have been very loyal to us over the past 18 years, so we want to welcome them into the new store, thanking them for making it all possible."

ACES distributes the American Standard brands of residential and commercial heating and air-conditioning equipment. The new location also serves as a training facility for Tarrant County dealers, offering them a full complement of service, sales and business classes. As an added bonus, the classroom features a working American Standard Variable Speed Air Handler for hands-on-training.

The property includes a large, open warehouse that will make stocking and order pulling more efficient, reducing the short in-and-out time that local dealers have come to expect from ACES service.

In addition, the new outdoor storage space will allow more stocking room for commercial units. Also, a large conditioned parts room will



ACES A/C Supply North President Wayne Shearer, Michelle Shearer-Rodriguez, vice president, and Branch Manager Pam Copeland welcome guests for a barbecue lunch and vendor displays during the Grand Opening.

accommodate the expansive parts and accessories offering from Service First.

The spacious showroom tops off the list of amenities offered at this location. It is designed and arranged with the A/C contractor in mind for ease, selection and fulfillment of orders. The showroom is large enough to feature full equipment lines from American Standard, ClimateMaster and Aspen.

"And Fort Worth area A/C dealers can expect to find great service offered by Branch Manager Pam Copeland and the friendly staff," shares Michelle Shearer-Rodriguez, Vice President.



Contact: ACES A/C Supply North
7734 Whitehall • 817. 831. 4491
www.acesacsupply.com

Cocina Klassen Caters to Take-Out Crowd

Rogelio and Dolores Ibarra recently opened their new 'take-out' Mexican restaurant in the AdMart Shopping Center at Rufe Snow and Baker Blvd.

"We are open for lunch from 6 a.m. to 3 p.m., and you'd be very surprised how many steak fajita burritos I make for breakfast," says Dolores. She is the

master chef behind the operation, sharing many of her own family recipes with local citizens.

Designed mainly as a 'take-out' restaurant, Cocina Klassen specializes in catering business meetings and office luncheons. "People are tired of eating the same thing, and our Mexican food is really a delicious change," Ibarra says.

"We cook all kinds of special orders from fried shrimp to chile rejenos-just ask."

And with enough notice, Cocina Klassen can cater special events and small weddings, too.

Contact: Cocina Klassen
6639 Baker Blvd. • 817.590.2195
Mon-Sat 6am-3pm



Dolores Ibarra encourages customers to call ahead so she can have their orders ready when they arrive.

Quad Cities DFW Foundation Narrows 2006 Focus

The Quad Cities DFW Foundation was created to develop a united partnership between the cities of Haltom City, North Richland Hills, Richland Hills and Watauga, as well as the Birdville and Keller Independent School Districts and the Northeast Tarrant Chamber of Commerce to promote economic development in the region.

With goals to further enhance the quality of life and strengthen the marketability of this area, the organization narrowed their focus for 2005 to five areas of concentrated interest. These include:

- Marketing
- Recruitment
- Retention
- Multi-jurisdictional Corridors
- Transportation

While all five of the focus areas are being addressed by the Foundation, recent projects include:

Retention

In a decision to be more pro-active

in retaining and attracting businesses to the Quad Cities area, the Foundation surveyed 3,500 local businesses this summer about their professional needs, what trends owners are seeing, and what problems they are facing in the area.

"Results are tallied, and the final Report has been shared with the Quad Cities DFW Foundation partners, as a means to better understand what support businesses need from our organization," states Robert Hamilton, Quad Cities board member. A copy of the Report is available by calling Hamilton at 817.281.9376.

Recruitment

In addition, Hamilton represented the North Texas Commission and the Quad Cities DFW Foundation at the National Business Aviation Association's meeting and convention

in Orlando, Florida, in November. Visibility at the event was a viable effort to promote our area's aviation industry and local business interests.

Multi-jurisdictional Corridors

Corridor revitalization is always challenging. The commercial corridors in the Quad Cities serve as the area's business cores and have strengths, which can be capitalized on to attract investment and developer interest.

This year, the Foundation began sponsoring Commercial Real Estate Forums in an effort influence and stimulate business development on the Grapevine Highway, the Rufe Snow Corridor, and the Denton Highway Corridors.

Rufe Snow Corridor Meeting

Quad Cities DFW hosted a multi-

jurisdictional effort on behalf of the cities of Richland Hills, Watauga and North Richland Hills and reviewed real estate development opportunities within the Rufe Snow Corridor.

This corridor includes a geographical area that runs through the three cities, fronting Rufe Snow from the northern tip at Burse Road in North Richland Hills to the southern end at Baker Boulevard in Richland Hills.

The Rufe Snow Drive Real Estate Forum creates a vital network for real estate officials to be updated on investment possibilities, as well as understand the three cities' efforts to bring new businesses to Rufe Snow Drive. Attendees at the forum also were briefed on upcoming roadway improvement plans along Rufe Snow Drive.

Open to all real estate professionals, these informational meetings will occur periodically.

For more information, visit www.quadcitiesdfw.com



ON THE MARKET

Richland Hills Commercial Properties

Retail Properties Available For Sale, Development or Lease in Richland Hills

Acreage Fronting SH 183

Adjacent to Richland Elementary School, the deep, seven-acre property is located at the corner of 7066-7100 Baker Blvd. and Ash Park, south to Latham Drive.

For Sale - \$7.00 per square foot

Contact: Carter Llewellyn with Llewellyn Realty
817.737.3103

Professional Office - Boulevard 26

The three-story building is located at 7100 Grapevine Highway and has garden office appeal in Commercial District, offering 13,200-square feet of space.

For Sale - \$510,000

Contact: Michael Berkowitz with Kim Martin Company
817.336.1880 or mberkowitz@kimmartinco.com

Frontage Near Busy Intersection

Near popular North East Mall, the 11,329-square-foot location at 7560 Glenview Drive is perfect for doctor or dentist office.

For Sale - \$380,000

Contact: Peter Kao with Novus Real Estate
817.467.6906

Build to Suit

The 11.5-acre site at the northwest corner of Richland Industrial Park offers visibility along SH 121 with potential Spur/ Rail access.

For Sale or Lease - Call for Price

Contact: Edward Baker, Jr.
817.732.1211 or edbaker@flash.net

Midway Business Park Welcomes Newcomers



Midway Business Park, located at 7335 Airport Freeway (SH 121) in Richland Hills, is a premier 500,000-square-foot industrial and corporate business center. Strategically located in the middle of Dallas and Fort Worth,

the property is owned and managed by First Industrial Realty Trust, Inc.

"Many of our new tenants are looking at Midway Business Park because of the centralize location we offer for servicing their customers in the Metroplex," reports Leasing and Property Manager Rena Arnold. The following tenants have recently signed leases:



For current available space, contact: Rena Arnold • First Industrial Realty Trust • 817.595.4177 • rarnold@firstindustrial.com

Advanstar Communications, Inc. - 7429 Airport Freeway

Advanstar is a public relations company serving the motorcycle racing industry. They recently signed a 5,190-square-foot lease for office space.

Agency Limousine & Coach - 7458 Dogwood Park

Agency Limousine, supporting a full-fleet airport service, has expanded operations to 7,200-square-feet in renewing its lease.

Complex Printing - 7359 Airport Freeway

Complex Printing, an offset print company, signed a 7,200-square-foot lease, and is moving operations from Arlington, Texas, to Richland Hills.

Ford Distributing, Inc. - 7436 Tower Street

Ford Distributing, the distributor for Red Bull Energy Drink, signed a 15,000-square-foot lease, integrating both their North Richland Hills and Plano, Texas, offices to Midway Business Park.

Mission Foods - 7450 Tower Street

Signing a 10,000-square-foot lease, this new distribution site for Mission Tortillas and Chips will serve as an expansion for their Tarrant County operations.

Stellar Group - 7415 Whitehall, #117

Stellar Group signed a 5,500-square-foot lease for their refrigeration company. They have relocated their Fort Worth business, expanding operations in Midway Business Park.

Trinity Digital Printing - 7343 Airport Freeway

Trinity Digital Printing, a digital printing shop, signed a 2,997-square-foot lease for its operations.

Connies - A Distinctive All-Occasion Gift Store

Recently, Doug and Connie Knippa have revived a local shopping destination known as the Blue House with their distinctive all-occasion gift store. Now handsomely appointed with red and white awnings, Connies is filled with more designer clothing, jewelry, gifts and home decor than one can imagine.

It didn't take the Knippa's long to realize the prime Glenview Drive location would generate strong shopping

traffic for the family-owned business. "We have been in the retail business for more than 20 years, and we are delighted to be here in Richland Hills," says Knippa. "It's also great to be located next door to Serenity Day Spa—we both attract and share the same customer base."

Connies offers a unique assortment of gifts for every age, many of which are individually crafted by artists and personal friends of the Knippas. They

specialize in finding corporate and business gifts too. And friendly staff can easily personalize many items for teachers, grand parents, friends, or clients. "Our store definitely will be the one-stop shopping place to be during any holiday," promises Knippa.

Area shoppers may choose from many original pieces, including special order Namesake bears, custom designed jewelry by Katies of Tyler, fragrant Bearer of Light Candles, and limited

edition watercolor prints by the Official State of Texas Artist for 2006, George Boutwell.



Contact:
Connies
7630 Glenview Drive
817.284.7630
Mon-Sat
10am-6pm



QUALITY OF LIFE

Public Works Improving Roadways

The Richland Hills Public Works department is actively pursuing work on several roadway projects to improve traffic flow within the city. The busiest one to date is the widening of Rufe Snow Drive from Boulevard 26 (Grapevine Highway) on the north to Baker Boulevard on the south. The roadway will be enlarged from two lanes of traffic to five lanes at a project cost of \$2,650,000. The project is approximately 40 percent complete. Now that the utilities are in, the road is expected to be finished in May 2006.

Other commercial roadway projects on the calendar in Public Works are improvements to Glenview Drive and Rufe Snow intersections on Boulevard 26 (Grapevine Highway) and an anticipated ground breaking in February, 2006, on the

Trinity Boulevard/Burns Street realignment project to improve traffic flow at the TRE Station.



For more information, contact:
City of Richland Hills
Public Works
817.299.1830

RICHLAND HILLS ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)

Sue Ratliff, Chairperson
William Harris
Christine Rollins
Jean Spieker
John Starnes
Carol Plowman, Alternate

Marty Harrison,
Economic Development Specialist

Marty Wieder,
Economic Development Consultant
GSBS

Graphic Design: Grapevine Marketing Solutions and David McCoy Design

Richland Hills and The T - Improving Commuter Congestion and Air Quality

In recent communications, the City of Richland Hills and the Fort Worth Transportation Authority (The T) are both in agreement that a smooth transition needs to be made for commuter traffic coming and going at the TRE Richland Hills Station.



"High gas prices are driving record numbers of area residents out of their cars and onto our trains, buses and vanpools," says Joan Hunter, communications manager for The T.

"Both agencies are ready to advance the implementation of a project to manage this issue."

Fortunately, the Regional Transportation Council (RTC) is gearing up for the selection of mobility and air quality projects through its *Partnership Program 3*. The North Central Texas Council of Governments (NCTCOG) was willing to bring this project forward early this year to aid Richland Hills in managing congestion and improving air quality at the TRE Station.

"Proposed improvements at the complicated intersections of Burns Street

and Trinity Boulevard at Handley-Ederville Road have an estimated cost of \$1 million; \$800,000 federal and \$200,000 local," says NCTCOG Director of Transportation Michael Morris, P.E.

This past summer, the Richland Hills project was approved for the first round of consideration at a June 2005 Surface Transportation Technical Committee meeting and at the RTC meeting in July. The project since has been added to a statewide transportation-funding document for deliberation in November, and federal/state approval is anticipated in January 2006.



For more information, visit:
www.the-t.com

Timing Right for New Redevelopment Plan

In an effort to attract additional sales tax generating businesses, it became evident to city leaders that Richland Hills needed to engage an outside planning and economic development consulting firm to help address renewal efforts for several key locations within the city.

It had been almost nine years—April 1996—since Richland Hills adopted its last strategic action plan to guide community development. And now, with the timing right to move ahead to the next stage, the City recently employed GSBS, an integrated design and architectural firm, to perform an in-depth study and update the redevelopment plan for city growth.

property sites, as well as redevelopment and potential problems with compatible uses. In addition, the study will look at retail demand within the city as a primary market area, and the surrounding neighborhoods as the secondary market area.

Findings from the study now are being formulated into an updated Richland Hills Redevelopment Plan. The new strategy precisely identifies prominent issues and will serve as a renewal guideline for seven key locations throughout the city.

The following locations, which are highlighted on the adjoining map, appear at this time to be the most suited and most likely to foster economic redevelopment:

- (1) Properties in and around the Trinity Railway Express Richland Hills Station, fronting Handley-Ederville Road.
- (2) Properties at the northwest corner of Handley-Ederville Road and the SH 121 (Airport Freeway) frontage road.
- (3) Baker Boulevard/SH 183 near the intersection of IH-820/SH 121 (Airport Freeway).
- (4) Glenview Drive near the intersection of IH-820/SH 121.
- (5) Glenview Drive near the intersection of Boulevard 26 (Grapevine Highway).
- (6) Baker Boulevard near the intersection of Boulevard 26 (Grapevine Highway), from the western city limits back to Rufe Snow Drive.
- (7) Properties on both sides of Baker Boulevard/SH 183 near the Richland Hills Municipal Complex.

When the plan is completed, GSBS will look at the possibilities of assembling multiple properties, contacting and encouraging investors and developers to look at these viable opportunities in Richland Hills.

Contact: Economic Development
817.299.1845 — www.richlandhills.com

Citywide Study

Driven by economic development, the GSBS study places an emphasis on properties that are identified as primary entrances/portals and passages. Consideration will be given to the evaluation of possible limitations of



**RICHLAND HILLS
REDEVELOPMENT
MAP - 2005**