

**STATE OF TEXAS  
COUNTY OF DENTON  
CITY OF CORINTH**

On this the 7<sup>th</sup> day of April 2016 the City Council of the City of Corinth, Texas met in a Joint Workshop Session at 7:00 pm at the Corinth City Hall, located at 3300 Corinth Parkway, Corinth, Texas. The meeting date, time place and purpose as required by Title 5, Subtitle A, Chapter 551, Subchapter C, Section 551.041, Government Code, with the following members to wit:

**Members Present:**

Bill Heidemann, Mayor  
Joe Harrison, Mayor Pro-Tem  
Scott Garber  
Lowell Johnson  
Don Glockel  
Sam Burke

**Members Absent:**

None

**Staff Members Present:**

Lee Ann Bunselmeyer, Acting City Manager  
Fred Gibbs, Director of Planning and Development Services  
Barbara Cubbage, Planning and Development Manager  
Lori Levy, Senior Planner  
Jason Alexander, Economic Development Director  
Kim Pence, City Secretary  
Debra Drayovitch, City Attorney  
Andy Messer, Messer, Rockefeller & Fort  
Mack Reinwand, Messer, Rockefeller & Fort  
Shea Rodgers, Technology Services Manager

**Planning and Zoning Commission:**

Brian Rush, Chair  
Bruce Hanson, Vice Chair  
Dwayne Zinn, Board Member

**Economic Development Corporation**

Sam Burke, Chair, Council Representative  
Lowell Johnson, Council Representative  
David Burnett, Board Member

**CALL TO ORDER:**

**Mayor Heidemann, Sam Burke, Economic Development Corporation Chairman and Bruce Hanson, Planning and Zoning Commission Vice Chairman called the meeting to order at 7:00 P.M.**

**PRESENTATION:**

1. Receive a presentation, hold a discussion and give staff direction on the implementation of a shared vision for new development and redevelopment opportunities for three vital areas of Corinth: (I) the Interstate Highway 35E Corridor; (II) the intersection of FM 2181 and FM 2499; and (III) the future City Center.

**Fred, Gibbs, Planning and Development Director** – the vision is the frame-work that all of us can build from. We are at a real pivotal time in development to start looking at what type of vision do we want City of Corinth to be? We need the input from everyone that is involved to make this work. See Exhibit A.

The things we are going to touch on today is planning policies and values and what type of influence we have on future developments for the City. How the demographics and the retail can define that identification and it is important to have a shared vision to guide development along our corridors and gateways and if we get to it tonight what kind of strategy we want to implement and sustain that vision.

In 2010 the City did their first Comprehensive Plan and it took about a year to complete. There were some issues that the Committee thought the City needed, one being lack of identity, what brings people here, why do you live in Corinth, and why do you want to come to Corinth? What type of identity do we want Corinth to be known for? Another one was a good balance of uses and tax base (Commercial, Retail, and Residential), visibility of property along IH 35E (at future elevation) keeping a small town feel and the right retail/entertainment for Corinth. These are all priorities the Committee felt was important for Corinth.

We do have a Vision Statement and in that statement it we mention the quality of live, gathering places, natural surroundings all are key words we can take out of this Vision Statement and create an identity for your community.

The Planning and Economic Development staff generated a map that shows what we think our corridors and gateways are. The blue indicates the IH-35E corridor and IH-35E gateway. The yellow is FM 2181 and FM 2499 corridors. The green is designated for your City Center. These are not exact locations and could be shifted as market trends will drive the location of businesses and uses. This is just a general picture of how we see our important areas when it comes to corridors and gateways.

**Jason Alexander, Economic Development Director** – the City partnered with Buxton earlier this year in order to refine and strengthen our strategies for targeting and attracting retailers. Buxton is a well-known firm that is responsible for taking data, analyzing it and from that data helping cities such as Corinth and decide the types of retailers and restaurants that would be appropriate for the Community based on that data. Part of understanding that data is understanding who we are so part of that Fred was talking about is the identity, we want to have a physical identity and we want to have economic and social identity as well.

On the age distribution, one of the things that you will see is that we are pretty heavy on the 5-14 year old side and then we dip down then come up at 25-34, 35-44, and 45-54 then it trends down. This is important to understand because that impacts who we can go after in terms of retailers and customers. We see who we are in terms of age now in terms of educational attainment nearly 50% of our community has an associate's degree or higher. So we are highly educated and that correlates to a high/ median household income of about 91,000 to almost 110,000 for the average household income. You put that together and we can now talk about psychographics which is another component that we can talk to retailers and restaurants about.

We can take these demographics and psychographics and put them together and now we can talk about targeted retailers. There is a demand for retail, both big box and destination oriented. There is a demand for multi-family housing. We as a community we have a demographics and a psychographics where we can positively influence the type of development that we want to see in this community. The question is where do we want to go? The following questions are some of the things we would like for you to consider:

- What is the visual image that we want to project to the rest of the region?
- How will we integrate the targeted retailers with our shared vision?
- How should streetscapes be designed? What about connectivity?
- What about residential products and at what density and where?
- What about building use, setbacks, height, materials, orientation, etc.?

**Fred Gibbs, Planning and Development Director** – this is our community and we want to do the right thing for everyone and start moving in a direction that everybody feels a part of.

**David Burnett, Corinth Economic Development Corporation member** – in the development areas that we are looking at here what is the availability for purchase in those areas and is there any anticipation of having to utilize eminent domain in any of those situations? What type of infrastructure from water/sewer are we going to have to do substantial upgrades on to facilitate that?

**Fred Gibbs, Planning and Development Director** – most of the property that is on this map is vacant. On IH-35E about 50% is vacant and maybe a little more. FM 2181, the biggest piece is the Acme Brick area across the street is all vacant and the City Center area is mostly all vacant. As for eminent domain, I am not very familiar with. As for utilities, back in 2007, 2008 and 2009, the City did a \$30 million bond package that was for ground water, sewer, and transportation projects and that really sent the message to developers that the City of Corinth is open for business. Infrastructure wise we are pretty good. The big parcels that are on this map have a lot of utilities that can handle a lot of the intensity that can happen with these corridors.

**Meredith McNair, Advertising Consultant, Flower Mound, TX** – what is the for-thought forethought given with the current construction on IH-35 with exits and if not, how difficult would it be to add that? I am looking at the corridor along IH-35 and I don't see the exits shown.

**Fred Gibbs, Planning and Development Director** – they set those exits some time ago, probably 10 or 12 years ago. I know when they were doing the IH-35 exits a lot of the property owners were consulted with that to make sure they were going to have off-ramps that were going to be located and comes out by their property like a lot of developers want. A lot of our ramps in my opinion have improved with the new construction.

**Councilmember Harrison** – on the ingress and egress along IH-35 considerable study was done to that. You will notice what happened when they developed Interstate 35 they reversed and switched off ramps to on ramps and the reason is because they needed the long access to get off the road and to transition to those commercial areas and that is why TXDOT changed the off and on ramps to give the long drive to get to those commercial areas. There was a lot of input that went along with that.

**Tom Winterburn, Denton County Transportation Authority (DCTA) Rep for Corinth** – there has been some talk about transit oriented development and along IH-35 there is a rail line and there is ample opportunity for some development along that rail line. I don't know how many people utilize the train. I think in May, Jim Klein, the President of DCTA will present to the Council and discuss what options might

be available and financing is always a consideration. I think there is room if we look at it appropriately we could put a train station somewhere near the college as well.

**Jason Alexander, Economic Development Director** – is there a preference for “Big Box” or for Inline Retail and Big box would be like Kohl’s or Nordstrom Rack or do you want to see more of the smaller type stores in the 15,000 sq. to 5,000 sq. ft. like a boutique or for a bookstore, something of that nature?

**Dwayne Zinn, Planning and Zoning Commission Board Member** – I keep hearing trends that businesses are starting to get away from the “Big Box” and going for more medium to smaller size. To me that would be a big stepping stone but you are still going to have a few big box around there. It would be similar of what you see going doing 35W towards Fort Worth on the north end you have a mix of both. The smaller development up front, prettier buildings and keeping your big box in the back and it makes for a much nicer corridor.

**Jason Alexander, Economic Development Director** – so what I am hearing you say a mix of both.

**Meredith McNair, Advertising Consultant, Flower Mound, TX** – I agree. People will come for the big shops and then they will experience the small/medium shops that go along with it.

**Dwayne Zinn, Planning and Zoning Commission Board Member** – the City of Allen has done an excellent job with that. You have the mix development there.

**Councilmember Johnson** – if you go back to your map on your demographics that Buxton put together for us and as you start looking at that you realize even with all the construction our sales tax revenue continues to increase and that says one thing, the Internet. We have to be careful of what we build in the City even the I-35 corridor all though it will be more impulse, get off the freeway and go in, there are still going to be a need for more internet proof type businesses to compliment your “Big Boxes”. I think that will be very important as you can see the boomed internet business is incredible and it shows in our sales tax growth and if we don’t get the right mix we could end up in a situation like Lewisville where everyone spent too much time recruiting big box retail and now they have several big centers that are closed along I-35 corridor.

**Mayor Heidemann** – one of the things that we are doing now with the new development is we are making sure there is trails through all the new developments and we use the connectivity as one of the basis for approval in terms of the other trails that are in the City. We do realize that health and physical fitness, biking, running is important and we are trying to provide that. Along with pocket parks to be able to be family friendly and participate in different activities.

**Fred Gibbs, Planning and Development Director** – so what I have heard tonight is balance of uses is a priority, gathering places things that create a drawl to come into the town. A few “Big Box” development with some medium and small retail to create the feel of a neighborhood.

**Councilmember Harrison** – how are you going to balance the demand for multi-family from the developers with the actual of your age distribution?

**Jason Alexander, Economic Development Director** – I think it goes across the age distribution and what they are saying, some of the developers is yes, they do want to target mostly millennials but they do realize that there is some demand from the other age so simply addressing the deficiency that they believe is in the

market so that is why there are several of the plans that we have seen internally by the staff that has shown a multi-family component, not a significant multi-family component where you are talking about thousands of units but mostly units that are similar between 600 to 800 sq. ft. floor area.

**David Burnett, Corinth Economic Development Corporation member** – I spoke to the owner of Chick-fil-A business in Corinth and he said the 20 something year olds are virtually absent from our labor market. We do not have them and they are his prime hires for his business because they cannot afford to live in Corinth and so we have to figure out some way to make it possible for those twenty-something year olds to be able to afford to live in Corinth or we have to do a substantially better job of working with DCTA and other folks to find simple inexpensive public transportation to bring those people and give them easy access to these places of work that we are going to be creating.

**Fred Gibbs, Planning and Development Director** – we are 8 square miles, landlocked and our build out population will be around 30,000 so we will get a little more maybe a little less depending how we develop density wise. Retailers, developers like rooftops and the days of half acre lots are fading because of the price of land and they are having to build smaller developments and bigger footprints, they are building 6,000 sq. ft. lots now with 2,500 plus square foot house on them with outdoor living patios on them now and that is just the way development is going right now. So developers are looking for other means to bring rooftops and bring people in the communities and more mix-type developments are what is springing up.

**Dwayne Zinn, Planning and Zoning Commission Board Member** – looking at the town center as a true town center type development where you have the mix, the retail on the bottom and the living above that is going to take up some of your multi-family percentage right there and that is where your millennials will move to because they like that type of development.

**Councilmember Johnson** – one of the things Mr. Burnett talked about is the complete lack of the workforce between the ages of 22 and 30 years of age. Most of those folks are kids who could not get a job starting in 2006-2008 when the economy crashed and still have not found adequate employment. In looking at planning and how you put them into a multi-family development, you start talking about dollar per square foot, how much an apartment cost because most of these kids that have found jobs are not working near the economic potential that they do have and as a result they continue to live in apartments and as you talk about mixed-uses making sure that the product that we use is quality but not “Cadillac” necessarily. Maybe it could be more entertainment based mix-use.

**Councilmember Harrison** - what are the dimensions of these pieces of property that is available now? How many are over 50 acres?

**Fred Gibbs, Planning and Development Director** – you probably have where that solid shade is on the map is your biggest, deepest parcels are I would say 50 plus on the west side of IH-35 and have at least about 24 contiguous on the east side and another small development that is around 15 acres just north of that. You can essentially put together probably 60 plus contiguous acres just on the east side. You probably have four big chunks in the City that you could pull 40 to 50 plus acres.

**Councilmember Harrison** – if you can get the landowners to agree.

**Fred Gibbs, Planning and Development Director** – that is always the key.

**Councilmember Garber** – from the citizens that I have had the opportunity to speak with from the election last year all the way to now, there seems to be three things that are pretty constant. The first one is as citizens we bare too much of the tax burden and so obviously as a big part of this we need to be careful about who we are putting where to make sure that we are maximizing the sale of those tax dollars that can help relieve the stress from the citizens. I don't know if there is a way to calculate that by square footage or not.

The second is community, community is very important to us and we want to be able to go someplace and take emotional ownership of it and say this is ours and its team building and it feels good with the rest of our folks that we bring to our home and something that is us.

The third thing is a brand, and it does not need to be one big box store that Corinth is known for it could be a feeling, maybe the community aspect is the brand that we are going for but there should be something by the end of this when we are done and step back from it, everybody could go yes, that is Corinth. That is what I think will bring people.

**Mayor Heidemann** – I can relate to the sense of ownership. I live in Oakmont and with Oakmont we have roughly 1,600 homes and as part of your annual dues you get a membership to the Country Club that provides access to the clubhouse and you can eat there and play golf and tennis. That is kind of an emotional place where everybody goes and take ownership of that in that small community and would hope that we can duplicate that in some other fashion in Corinth and identify with places to go and take their family and make Corinth a family place. This is a starting point and we can make the City of Corinth a better place to live and be proud of.

**There was no Executive Session.**

**EXECUTIVE SESSION**

If, during the course of the meeting, any discussion of any item on the agenda should need to be held in executive or closed session for the City Council to seek advice from the City Attorney as to the posted subject matter of this City Council Meeting, the City Council will convene in such executive or closed session, in accordance with the provisions of the Government Code, Title 5, Subchapter D Chapter 551, to consider one or more matters

**Section 551.071.** Private consultation with its attorney to seek advice about pending or contemplated litigation; and/or settlement offer; (2) and/or a matter in which the duty of the attorney to the government body under the Texas Disciplinary Rules of Professional Conduct of the State of Texas clearly conflicts with chapter 551.

**Section 551.072.** To deliberate the purchase, exchange, lease or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the governmental body in negotiations with a third person.

**Section 551.074.** To deliberate the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; or to hear a complaint or charge against an officer or employee.

**Section 551.087.** To deliberate or discuss regarding commercial or financial information that the governmental body has received from a business prospect that the governmental body seeks to have locate, stay, or expand in or near the territory of the governmental body and with which the governmental body is conducting economic development negotiations; or to deliberate the offer of a financial or other incentive to a business prospect.

After discussion of any matters in executive session, any final action or vote taken will be in public by the City Council. City Council shall have the right at any time to seek legal advice in Executive Session from its Attorney on any agenda item, whether posted for Executive Session or not.

**RECONVENE IN OPEN SESSION TO TAKE ACTION, IF NECESSARY, ON EXECUTIVE SESSION ITEMS.**

**ADJOURN:**

**Mayor Heidemann adjourned for Council, Sam Burke adjourned the Economic Development Corporation Board and Bruce Hanson adjourned the Planning and Zoning Commission at 8:10 P.M.**

**AYES:** All

Meeting adjourned.

Approved by Council on the 19 day of May, 2016

Kimberly Pence  
Kimberly Pence, City Secretary  
City of Corinth, Texas