

# Grapevine, Texas Economic Development Update



2013



# Target Markets

- **Hospitality**
- **Entertainment**
- **Retail**
- **Tourism**
- **18 to 20 Million Visits Per Year.**
- **85 to 90% of Retail Sales are from Non-Residents – Most Retail Sales Taxes are Paid by Non-Residents.**



# **Demographics/Location**

## **Grapevine Demographics Are Excellent -**

- **Average Household Income - \$98,259**
- **Percentage with Bachelors Degree - 31.3%**

## **Good population base for new business -**

**Grapevine – 47k**

**10 miles - 685k (Morning or Afternoon Trips)**

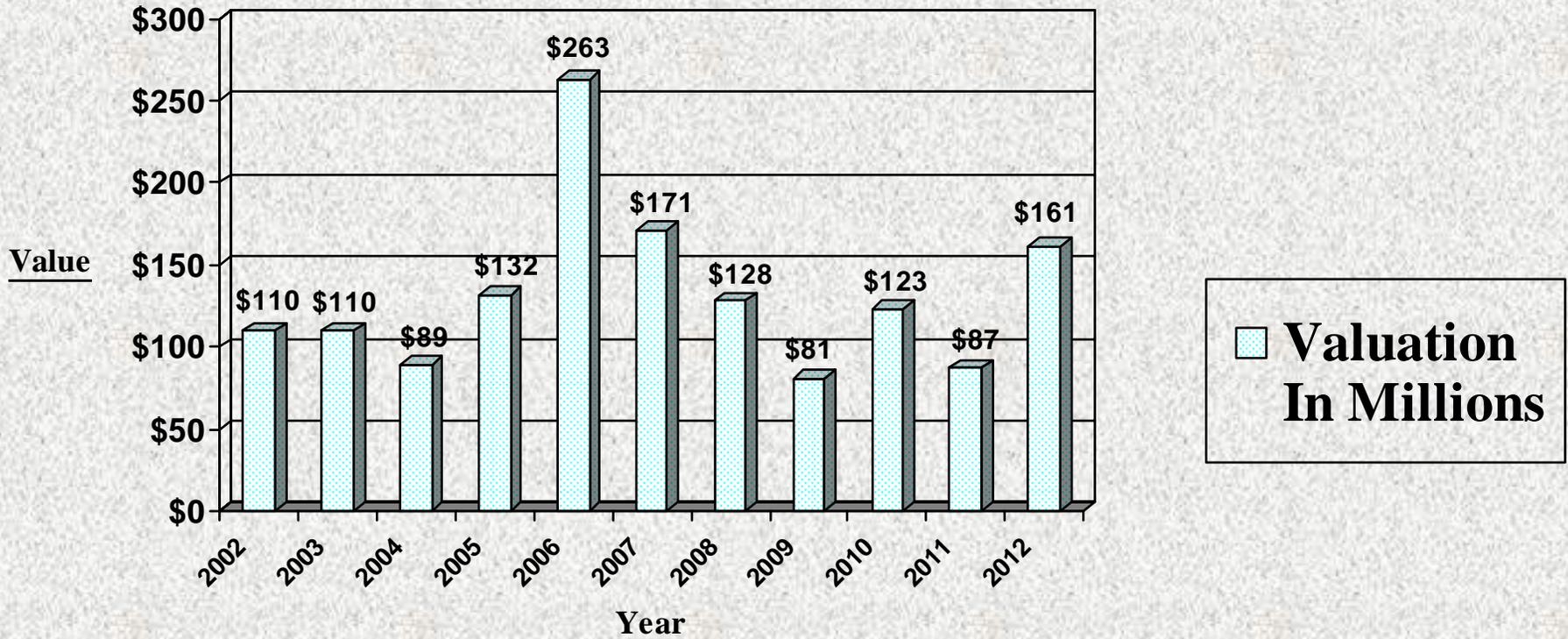
**50 miles – 6.5 M (Day Trips)**

**250 miles – 22 M (Weekend Trips)**

**Center of Metroplex and Convergence of 7  
Major Highways.**



# Total Construction Values By Calendar Year





## **Current and Future Major Impact Projects**

- **Eatzi's Restaurant** – Vacant Luby's Building
- **Golf Galaxy** - Vacant Albertson's Building
- **One Star Retail and Office** - 520 Main Street
- **Towers of Grapevine Redevelopment** -
  - Grimalid's Pizza, Jimmy John's Sandwich Shop, Pappadeaux Seafood Kitchen
- **Silverlake Hotel** – 301 Unit Marriott Courtyard/Townplace Suites Hotel
- **Legoland Discovery Center** - Future Expansion
- **Grapevine Mills Mall Remodel** - \$25M to \$40M Remodel
- **Baylor Grapevine Expansion** – \$100M Expansion

# Eatzi's Restaurant

- Eatzi's Restaurant – In 2012 Eatzi's opened for business in a vacant Luby's building.
  - Eatzi's is a blend of pre-prepared deli and gourmet foods along with fresh produce, imported beer and wine.
  - At the front of the store is a coffee shop and outdoor seating.



# **Golf Galaxy**

- **Golf Galaxy** – In 2012 Golf Galaxy applied for a permit to occupy the vacant Albertson's building.
  - Will lease all of the 65,000 square foot building but will occupy 50,000 square feet at first.
  - Sells equipment, apparel, shoes, carts, etc.

# 520 Main Street

- **Retail on Main & Franklin – 400 s.f. to 1,200 s.f. Office Behind Retail – 180 to 500 s.f.**
  - **Jake’s Hamburgers**
  - **7- Eleven Market**
  - **Sugar Shack – Snow Cones, candles and gifts**
  - **Lone Star Stitching – Previous and current tenant**



# Towers of Grapevine

## Redevelopment

- 13,000 square foot retail building -
  - Grimaldi's Restaurant,
  - Jimmy John's Sandwich Shop
  - AT&T.
- Pappadeaux Seafood Kitchen
  - 11,600 square feet
  - \$3M
- In-N-Out Burger – Old Verizon Building
- 2 Additional restaurant pad sites

# Towers of Grapevine

REVISIONS

**TOWERS OF GRAPEVINE**  
GRAPEVINE, TEXAS

3131 McKinney Avenue  
Suite 205 Dallas, Texas 75204  
972-968-8665 Fax: 214-764-8906  
800s@grapevintx.com



Author: *[Signature]*  
 Version: 05-12-10  
 Date: 02-10-10  
 Scale: AS SHOWN  
 Drawn: DL, CC  
 Job: 2010-01  
 Sheet: 1  
 of 5 Sheets

PROJECT DATA							
LOT	LAND AREA (SF)	BUILD AREA (SF)	OCCUPANCY	PARKING BGS	PARKING PROV.	CONCRSG.	LANDSCAPED AREA
LOT SR-3	11,848	2,420	RETAIL	19	23 1/2' x 4' I.C. INCL.	32.28	260' (21.00)
LOT SR-7	21,903	3,678	RETAIL	35	30 1/2' x 4' I.C. INCL.	16.85	253' (21.25)
LOT SR-1	21,430	3,590	RETAIL	21	21	108	4,940 (21.0)
LOT SR	102,893	13,228	RETAIL	125	125	15.78	20,780 (21.0)
LOT 2							
R-4	41,826	5,422	RESTAURANT	60	34	12.98	8,967 (21.00)
R-3	21,610	1,796	RESTAURANT	19	32 (28 SHARED)	88	1,642 (21.00)
SUB-TOTAL	225,480	23,633	N/A	284	285	14.58	43,711 (21.43)
LOT 4	175,483	9,074	REST 1 (377' S)	216	370	8.878	26,822 (21.00)
LOT 5							
R-1	57,748	3,990	RECREATION	74	108	10.35	14,900 (24.25)
R-81	80,000	7,880	RESTAURANT	129	152	9.95	11,400 (24.25)
R-82A	80,800	3,500	RESTAURANT	60	182	11.58	16,511 (24.25)
LOT 6	120,472	11,675	RESTAURANT	167	219	9.81	25,943 (21.90)
GRAND TOTAL	748,340 (33.13 AC)	80,258		950	1,336	10.98	157,719 (28.98)
ZONING:	HIGHWAY COMMERCIAL						

- NOTES:
1. THE PROPERTY IS CURRENTLY ZONED HIGHWAY COMMERCIAL.
  2. ALL REQUIREMENTS OF SECTION 53, LANDSCAPING REGULATIONS SHALL BE MET.
  3. ALL REQUIREMENTS OF SECTION 56, OFF-STREET PARKING REQUIREMENTS SHALL BE MET.
  4. ALL REQUIREMENTS OF SECTION 60, SIGN STANDARDS SHALL BE MET.
  5. THE CURRENT LAND USE DESIGNATION AS CONTAINED IN THE COMPREHENSIVE MASTER PLAN IS INDUSTRIAL/COMMERCIAL LAND USES.
  6. ALL REQUIREMENTS OF SECTION 61, SIGNAGE SHALL BE MET.
  7. PARKING FOR DISABLED PERSONS SHOULD BE DESIGNATED ACCORDING TO CHAPTER 23, SECTION 23.64 THROUGH 23.69 OF THE CODE OF ORDINANCES.
  8. ALL REFUSE STORAGE AREAS (DUMPSTER ENCLOSURE) SHALL BE SCREENED IN ACCORDANCE WITH SECTION 50.6.3, (SECTION 47.16.22).
  9. ALL REQUIREMENTS FOR THE GRAPEVINE SOIL EROSION CONTROL ORDINANCE SHALL BE MET DURING THE PERIOD OF CONSTRUCTION (SECTION 47.16.18).
  10. PROPOSED GRADING TO CONFORM TO THE CITY OF GRAPEVINE DRAINAGE REQUIREMENTS.

CASE NAME: TOWERS OF GRAPEVINE  
 CASE NUMBER: 2010-08  
 LOCATION: 1323 AND 1401 WILLIAM D. TATE AVE., LOT 5R, BLOCK 1, HATLEY ADDN.

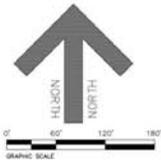
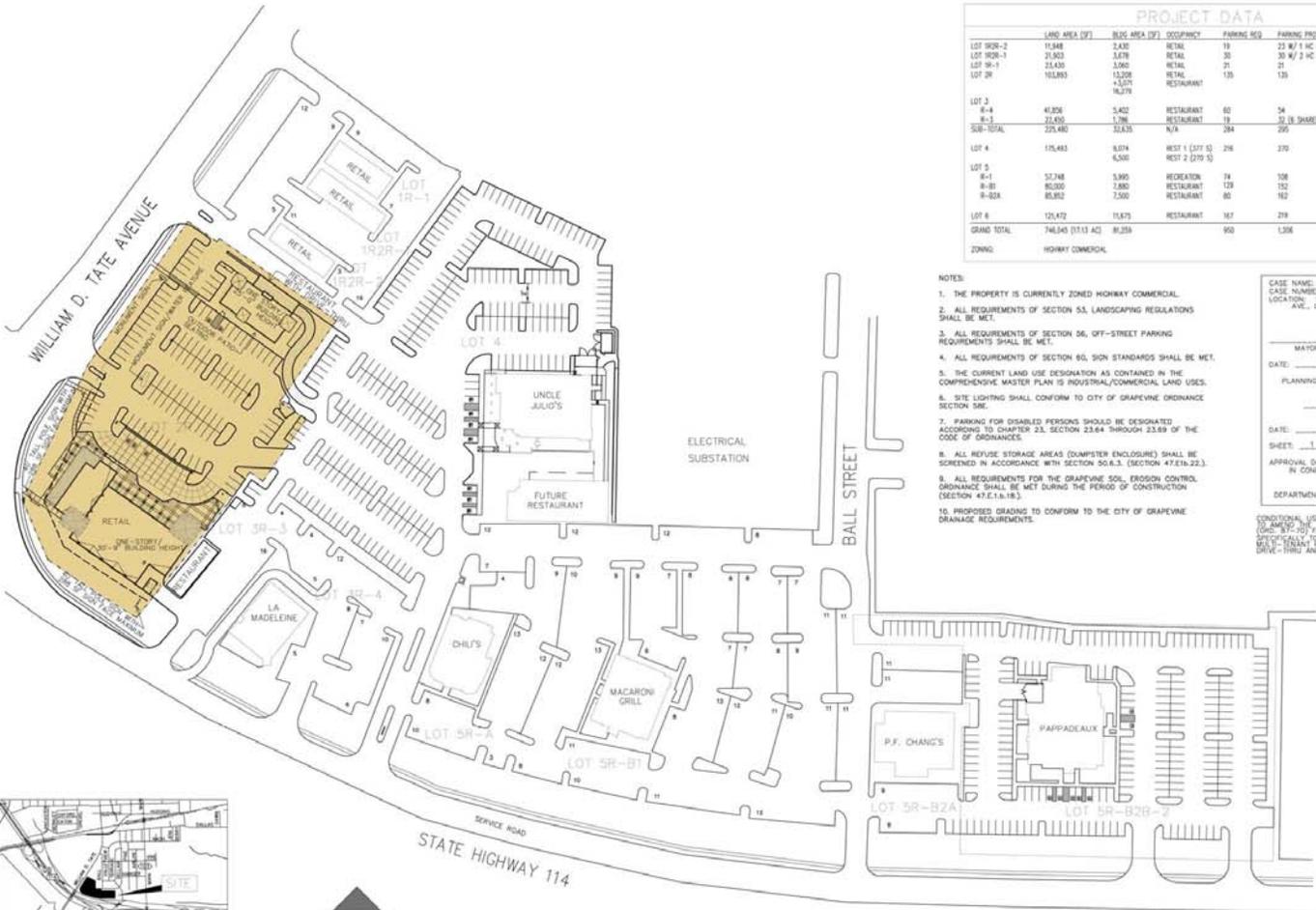
MAYOR \_\_\_\_\_ SECRETARY \_\_\_\_\_  
 DATE: \_\_\_\_\_  
 PLANNING AND ZONING COMMISSION

CHAIRMAN \_\_\_\_\_  
 DATE: \_\_\_\_\_ OF \_\_\_\_\_  
 SHEET: 1 OF 5

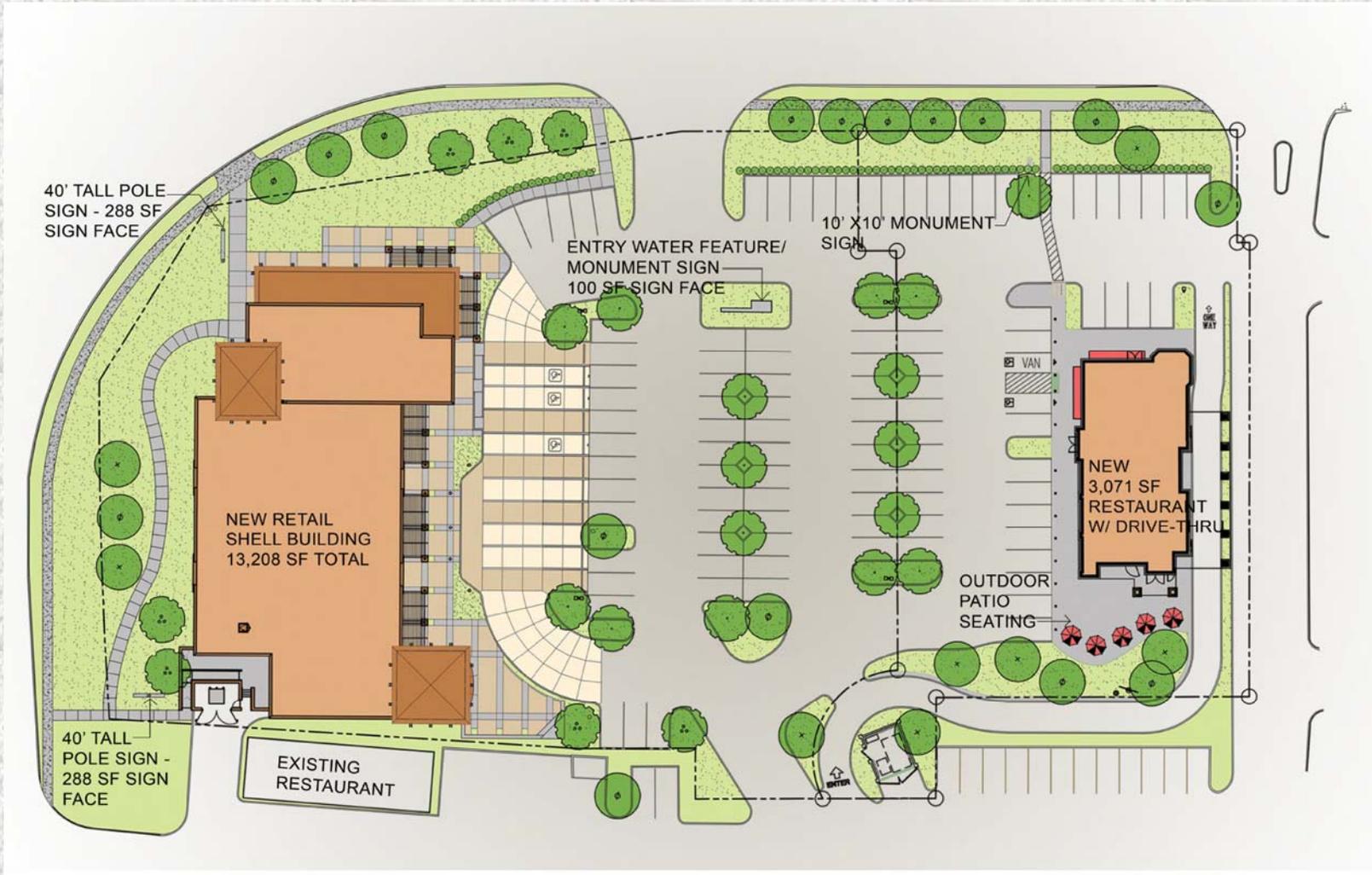
APPROVAL DOES NOT AUTHORIZE ANY WORK IN CONFLICT WITH ANY CODES OR ORDINANCES.

DEPARTMENT OF DEVELOPMENT SERVICES

CONDITIONAL USE REQUEST CULV-28 IS A REQUEST TO AMEND LOT 5R OF 5 PARCELS OWNED BY THE CITY OF GRAPEVINE TO ALLOW THE DEVELOPMENT OF A DRIVE-TAILLIT TO 100-FOOT POLE SIGNS WITH DRIVE-THRU AND 100-FOOT POLE SIGNS.



# Towers of Grapevine



# Towers of Grapevine



- NOTE: 100% MASONRY FACADE
- MATERIAL LEGEND:
- 1 CLAY TILE ROOFING
  - 2 STUCCO VENEER AND ACCENT BANDING
  - 3 NATURAL STONE VENEER
  - 4 HEAVY TIMBER OUTRIGGERS
  - 5 HEAVY TIMBER TRELLIS
  - 6 PAINTED ALUMINUM STOREFRONT FRAMING WITH LOW-E GLAZING
  - 7 CAST STONE ACCENTS
  - 8 PAINTED STEEL POSTS
  - 9 ALUMINUM TRELLIS

**MULTI-TENANT STRUCTURE**



# Pappadeaux Seafood Kitchen



# Epicentre at Grapevine

- Home to Bob's Chop and Steak House and Fireside Pies.
- Addition of:
  - Winewood – 8,578 square feet, \$1.5M
  - Mi Dia – 5,190 square feet, \$1M

# Epicentre at Grapevine



# Winewood



# Mi Dia



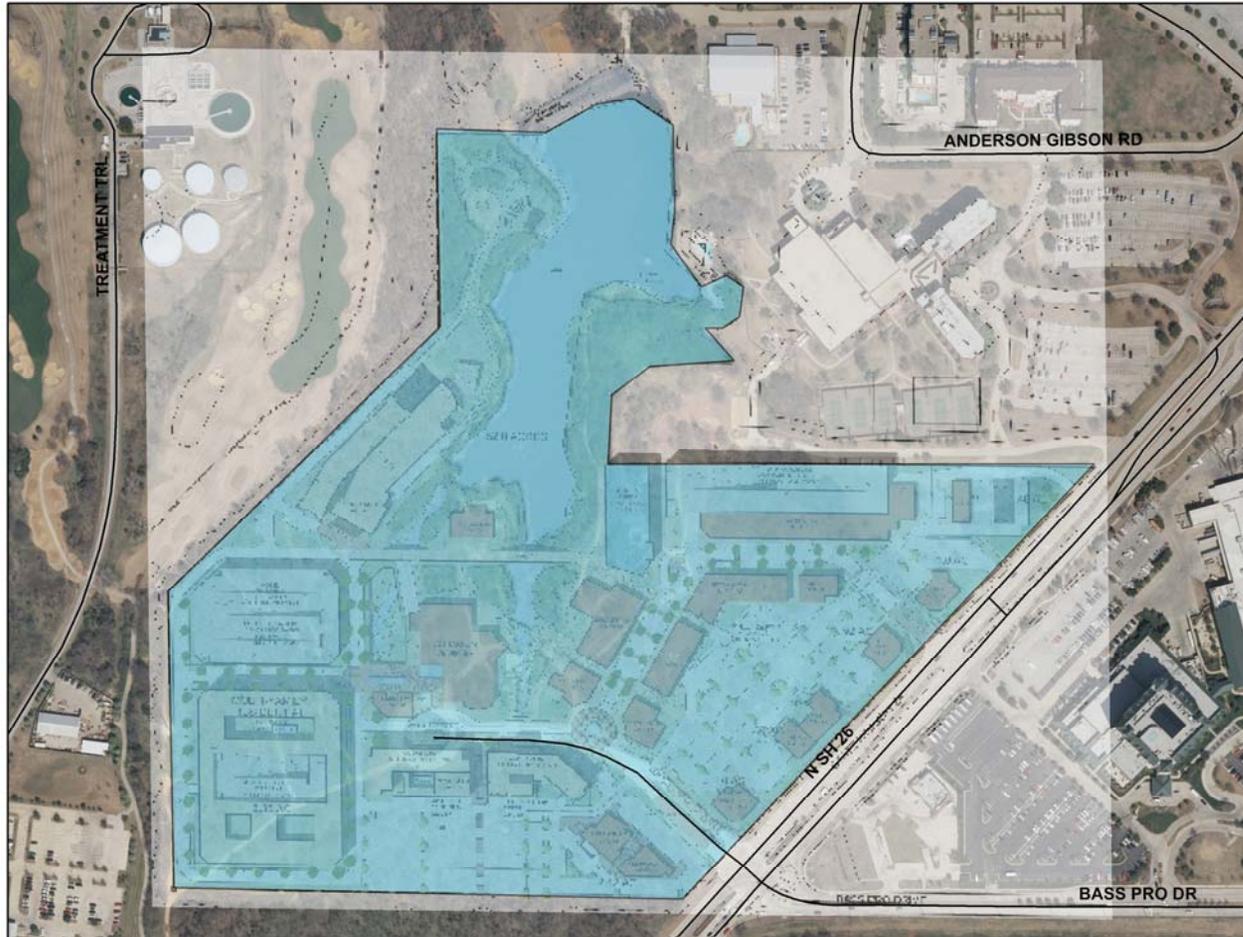
# Epicentre Common Area



# Silver Lake Crossing

- 52 Acres, Spring Fed Lake, Hotels, Retail, Office, Entertainment
- Phase 1
  - Dual Flag - Marriott Courtyard/TownePlace Suites Hotel
    - 301 rooms, full service restaurant
    - \$22M

# Location Map Silver Lake Crossing



## Planned -

- 52 acres
- Mixed Use
- Hotels, Retail, Residential, Office, Entertainment

# Silver Lake Crossing

*a unique and affordable entertainment and restaurant locale*  
**Mainstream Appeal, Affordability & Outstanding Traffic Generation**

- ◆ **Guest Rooms:** 301
- ◆ **Meeting Space:** 17,000 Sq Ft
- ◆ **Height:** 7 Stories
- ◆ **Building Area:** 250,000 Sq Ft



Grapevine, Texas



# Merlin Entertainment – Legoland Discovery Centre and Sealife Aquarium

- Merlin Entertainment – 2<sup>nd</sup> largest visitor attraction company in the world with 59 attractions in Europe, Asia and North America.
- Grapevine’s - First In Texas.
- Legoland and Sealife Aquarium –
  - \$27M Combined Development
  - 1.1 Million Combined Visitors Per Year
- 6,500 Square Foot Expansion – Driving School, children drive on a themed track. Bank robber chase in the city and countryside. Indoor and Outdoor track.

# Merlin Entertainment – Legoland Discovery Centre



# Merlin Entertainment – Sealife Aquarium



# Merlin Entertainment – Legoland Driving School





# Mall Remodel – Preliminary Design

## 3. BEFORE/AFTER: Images POTOMAC MILLS

IMPROVE THE EXISTING MALL:

MAKE IT MANAGABLE:

POSITION FOR THE FUTURE:



Before:



After:



Before:



After:



# Mall Remodel – Preliminary Design

## 5. BEFORE/AFTER: Images SAWGRASS MILLS

IMPROVE THE EXISTING MALL:

MAKE IT MANAGABLE:

POSITION FOR THE FUTURE:



Before:



After:



# Mall Remodel – Preliminary Design

## 4. BEFORE/AFTER: Images GURNEE MILLS

IMPROVE THE EXISTING MALL:

MAKE IT MANAGABLE:

POSITION FOR THE FUTURE:



Before:



After:

Gurnee Mills - Mall Revision

2010 09 17

RTKL



# **Baylor Grapevine Expansion**

- New \$100.5 million five story patient tower
  - 48 beds,
  - nine emergency department rooms and
  - four operating suites,
  - open in summer 2013.
  - room for 60 additional beds.
- \$18 million parking garage
- New power plant in anticipation of building the five-story patient tower.
- Currently, the hospital has 276 licensed beds and offers cardiovascular services, women's services, intensive and emergency care.



# Baylor Grapevine Expansion

