

Economic Development Newsletter

SPECIAL ICSC RECON ISSUE

SPRING 2015



RETAIL & RESTAURANTS:

More choose Colleyville to open new or first locations as premium retail spaces near completion



COLLEYVILLE
**ECONOMIC
DEVELOPMENT**
NEWSLETTER



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Snap Kitchen to open first Tarrant County location

Snap Kitchen, the Austin-based retailer of healthy, ready-to-eat meals, will open its first Tarrant County location in Colleyville this fall. The Colleyville Snap Kitchen will occupy 1,305 square feet of space in the new Colleyville Stampede development at 4712 Colleyville Boulevard, Suite 140.

Snap Kitchen focuses on diets that are gluten-free, carb-conscious, sodium-conscious, nondairy, vegetarian, vegan, and/or paleo. Snap Kitchen has worked hard to create a place for people to experience consciously crafted food that is both delicious and nutritious.

With Colleyville's distinction as one of the healthiest and most active communities in North Texas (*Dallas Morning News* Community Reports), Snap Kitchen is a natural fit.



"We are so fortunate to already be a part of major suburbs like Cinco Ranch in Houston and Avery Ranch in Austin, but are especially excited to bring Snap Kitchen to Colleyville because we know that health and wellness are important to this up and coming Tarrant County community." Martin Berson, Snap Kitchen's Co-Founder and CEO.

SnapKitchen.com

USA Restaurant Funding chooses Colleyville to launch new concept

Red House

Cajun Seafood Restaurant

The first Red House Cajun Seafood Restaurant will be introduced in Colleyville in a 7,609 square foot building at 5120 Highway 121.

Red House is a new concept by Dallas-based USA Restaurant Funding, which also owns and operates the popular Pho House Restaurants.

Red House will offer fresh crab, lobster, shrimp and crawfish as well as a variety of fish and traditional gumbo and étouffée dishes—all with a delicious, spicy Cajun flair. The restaurant plans to open this fall.

RedHouseDallas.com

Colleyville residents have been asking for quality restaurants for years. It is a prime market for restaurant expansion. Growing restaurant brands and emerging concepts are taking notice of Colleyville as a strategic location for introduction.

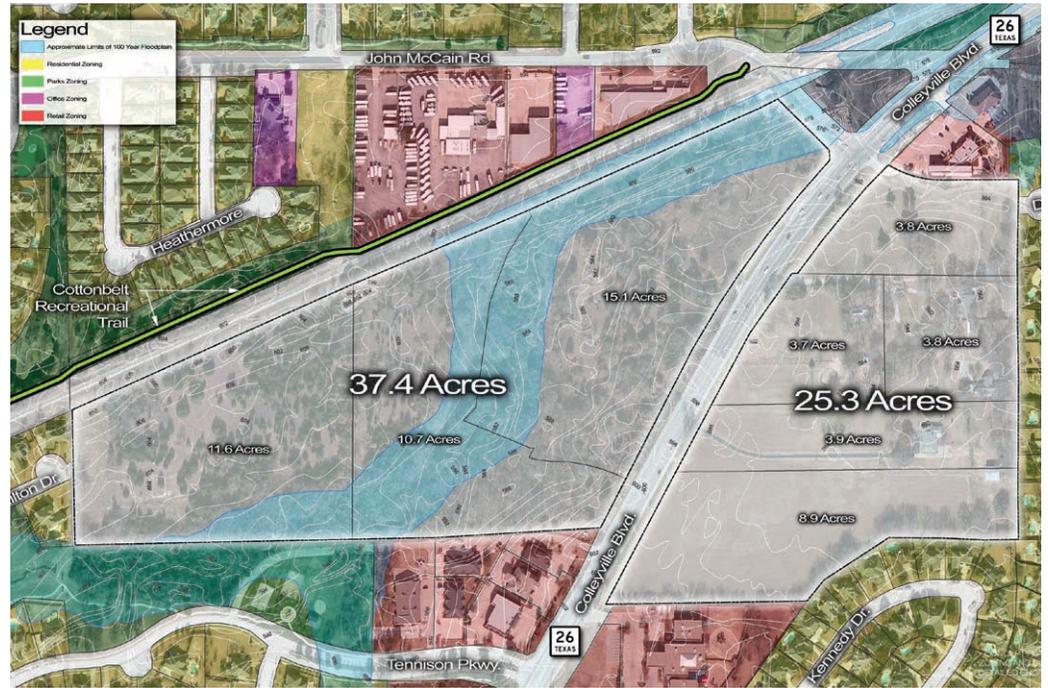
The Northern Gateway: Colleyville's "Last Hurrah"

Phase I of the State Highway 26 project is nearing completion—and the 60+ acres fronting both sides of Colleyville Boulevard, just south of John McCain Road, are ripe for developments that will capitalize on the area's tremendous demographics and helps brand Colleyville's northern entrance.

All 62.5 acres are either already zoned or shown on the City's Future Land Use Map for commercial development. These parcels are located in one of the most attractive areas in North Texas, combining Colleyville's education and average household income strengths with that of its neighbors to the north.

And as part of the City's 2014-15 Comprehensive Plan process, Colleyville staff, policy leaders and consultants met with the six property owners, as well as surrounding residents, and realized a list of eight desired elements for future development of these parcels (see below).

Colleyville has already fielded interest from a prospective corporate user, as well as two prospective restaurants. For more information or an appointment to discuss the Northern Gateway, contact Marty Wieder, Director, Economic Development at 817.503.1060 or mwieder@colleyville.com.



Desired Developmental Elements - The Northern Gateway

- 1** Develop emphasis on tax generating uses.
- 2** Area 'C' - Potential development for either office or residential uses.
- 3** Create "creekwalk" environment along existing drainage/preserve existing trees.
- 4** Use necessary detention areas to create a "gateway" element for Colleyville.
- 5** Continue "gateway" effect along Colleyville Blvd.
- 6** Create connectivity/high level of walkability in internal streets.
- 7** Maintain existing trees/add masonry walls to buffer adjacent residential areas.
- 8** Incorporate park-like amenity areas as central features.



TEA2GO locates first Tarrant County site in Colleyville

Tea2Go has opened the company's first outlet in Tarrant County at Colleyville Town Center, 5611 Colleyville Boulevard, Suite 340.

Tea2Go boasts over 120 unique flavors of tea blends crafted from some of the highest quality ingredients from around the world. Tea is brewed on-site and the store offers lounge areas, laptop bars, meeting areas and free Wifi.



Tea2go.us

RESTAURANT ROUNDUP

9 Restaurants coming to Colleyville

- Black Walnut Café (First Tarrant County location)
- Jersey Mike's
- Luna Grill
- Menchie's Frozen Yogurt (Open)
- Red House Cajun Seafood Restaurant (First Texas location for new concept)
- Snuffer's Restaurant and Bar
- Tea2Go Restaurant (Open. First Tarrant County location)
- Teddy's Bigger Burgers (First Texas location)
- Zöe's Kitchen

A MINUTE WITH MARTY

Colleyville, a first choice for restaurant, retail locations

Teddy's Bigger Burgers is the latest restaurant, retailer, entertainment or fitness facility to select Colleyville as a first—this time *their first location in Texas*—and they keep good company. And aren't we grateful for that. Colleyville is earning a reputation for welcoming firsts and quality "one-and-onlys."

This trend began more than a decade ago when United Supermarkets acted on Colleyville's initiative (kudos to one of my predecessors, Mike Soab) and chose to place their first North Texas **Market Street** in Town Center Colleyville. A 2010 Merchandising Plan prepared by a Dallas consultant confirmed that people drive from fairly far outside of town to shop there. And thanks to the marketing efforts of the next economic development director, Scott Welmaker, **Life Time Fitness** soon followed suit with its first location in Tarrant County. Town Center Colleyville was well on its way to becoming a successful development.

In recent years, one-and-only **JR's** and **Trio** were joined in Colleyville by **Next Wood Fired Bistro**, then **Citrus Bistro**—and later Tarrant's first **Londoner Pub & Grill**.

In early 2014, Dallas-based triathlon retailer **Playtri** opened their first Tarrant location in Colleyville.

Last May, Colleyville's **Studio Movie Grill** became a first in Northeast Tarrant County. In the months after **Whole Foods Market** opened up their first location in Northeast Tarrant County last July, **Menchie's Frozen Yogurt** (Northeast Tarrant), **Snap Kitchen** (Tarrant), **Orangetheory Fitness** (Tarrant), **Bahama Buck's Original Shaved Ice** (Northeast Tarrant) and Woodlands-based **Black Walnut Café** (Tarrant) revealed that they'd selected Colleyville, as well.

In recent weeks, franchises for **Tea2Go** opened the company's first location in Tarrant County and Dallas-based USA Restaurant Group announced plans to put their first **Red House Cajun Seafood Restaurant** in the former Mac's location.

If our residents and visitors frequent these places like they have Market Street for almost 14 years, these businesses will prosper as well, and more will come to see the truth about Colleyville: it's a nice place to visit—and you *would* want to live here.



Marty Wieder is the Economic Development Director for the City of Colleyville. Contact Marty at 817.503.1060 or mwieder@colleyville.com.

Residents find success investing in Colleyville

Two of Colleyville's newest restaurants, **Teddy's Bigger Burgers** and **Menchie's Frozen Yogurt**, are owned and operated by Colleyville residents, illustrating how Colleyville residents are investing in their own community. Colleyville's popular **Next Wood Fired Bistro & Vino Bar** is also owned and operated by Colleyville citizens, as is **Lilium Floral Design**.

Colleyville's **Lilium Floral Design** was named 2015 Retail Florist of the Year by *Florists' Review* and the Wholesale Florist & Florist Supplier Association (WF&FSA).

Lilium Floral Design is located at 4800 Colleyville Boulevard and has been open since 2008. The owners, Ron and Lisa Pritchett,



Left to right: **Lilium's Taylor Pritchett, John Harlan Sr., Burgandy Knox, Stephanie Sanders, Lisa Pritchett, Winston, Ron Pritchett, Beth Harwell, Lisa Bernardo and Jeremy Swanegan.**

have been residents of Colleyville for 13 years.

"Being a resident and a business owner in Colleyville gives me the advantage of being strategically located in order to serve the entire Dallas/Fort Worth Metroplex," says Lisa Pritchett.

LiliumFlorals.com