

Town of Trophy Club Economic Development Corporation Meeting Minutes
February 13, 2025, 6:00 p.m., Regular Meeting
1 Trophy Wood Drive, Trophy Club, Texas 76262

CALL TO ORDER

Vice President Pedersen called the meeting to order at 6:00 p.m.

EDC BOARD MEMBERS PRESENT

Allan Pedersen, Vice President
James Calaway, Secretary
Greg Fox
Scott Hinshaw
Joseph Longo

EDC BOARD MEMBERS ABSENT

Teri Addington, President
Garrett Wallace

STAFF PRESENT

Brandon Wright, Town Manager
Tammy Dixon, Town Secretary
Tamara Smith, Assistant to the Town Manager
April Duvall, Director of Finance
Matt Cox, Director of Community Development

PUBLIC COMMENTS

There were none.

REGULAR ITEMS

1. Consider approval of the January 16, 2025, Economic Development Corporation Meeting Minutes.

Director Longo moved to approve the January 16, 2025, meeting minutes. Director Fox seconded the motion.

VOTE ON THE MOTION

AYES: Fox, Pedersen, Longo, Hinshaw, Calaway

NAYES: None

ABSENT: Addington, Wallace

VOTE: 5 -2

2. Presentation and discussion of consultant-developed options for the Small Area Plan project.

Randi Rivera, Planning Director for McAdams, introduced the presentation alongside Planner Marisa Brewer and Director of Landscape Architects Jameson Pinson. She provided an overview of the Small Area Planning Project's progress, noting that the process began with a kickoff meeting in July, followed by extensive community engagement, including stakeholder meetings, an online survey, and an open house. Rivera emphasized that the planning process was guided by community feedback to ensure the designs aligned with local needs and priorities. Key takeaways included the importance of integrated development, improved circulation, and enhancing the area's vibrancy through entertainment, retail, and restaurant options. The gathered feedback has informed the two proposed concepts, which will be refined based on input from the EDC Board before being presented to the Town Council on the 24th.

Ms. Brewer provided an overview of the community outreach efforts conducted as part of the Small Area Planning Project. The outreach included an online survey via SurveyMonkey, which received 595 responses (4.15% of the population), as well as an open house with two sessions attended by 23 residents. Survey participants expressed a strong desire for integrated development that enhances connectivity and creates a lively, accessible gathering space. The top priorities identified were improved infrastructure, additional retail and restaurant options, and entertainment venues with outdoor dining and seating. Concerns raised included traffic congestion along Highway 114 and potential noise impacts on nearby residential areas. While initial survey responses showed little support for office and flats, in-person discussions revealed openness to age-restricted or 55+ housing. The feedback gathered has informed the development concepts, which aim to balance growth while addressing community concerns.

Mr. Pinson presented an overview of the two concept plans, highlighting key design strategies and proposed revisions based on community feedback.

Concept 1 retains much of the existing infrastructure while introducing new developments, including a civic gathering space and restaurant-focused additions, with minimal disruption to traffic patterns.

Concept 2 proposes a more intensive redevelopment approach, incorporating additional commercial space, structured parking, and realigning Trophy Wood Drive to enhance Town Hall's visibility. Pinson detailed proposed changes to access points, circulation improvements, pedestrian connectivity enhancements, and parking solutions, ensuring adequate support for existing and future businesses. He emphasized that the plans are long-term visioning documents, subject to property owner participation and potential incentives for redevelopment.

Board members discussed the proposed concepts, focusing on traffic flow, feasibility, and the viability of commercial and residential components. Concerns were raised about the impact of proposed redevelopment on existing businesses and accessibility, particularly for residents on the east side of Trophy Club. The board emphasized the importance of ensuring realistic market demand to avoid empty storefronts and suggested modifications, including removing Building 9 from Concept 2 to improve traffic flow while maintaining a balance between new development and preserving the community's character. There was general support for a hybrid approach

combining elements of both concepts, with an emphasis on connectivity improvements, ensuring feasibility through an economic impact study, and considering an additional east-side access point.

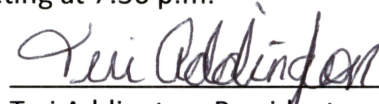
The McAdams team will incorporate the Board’s feedback with the following for further discussion:

- An economic feasibility study assessing the market demand for both concepts, including whether the proposed developments are viable and sustainable.
- A comparison of advantages and disadvantages for each concept, outlining the trade-offs related to economic impact, traffic flow, and land use.
- Revised conceptual plans that remove Building 9 from Concept 2 to maintain the existing Trophy Wood Drive alignment while still incorporating elements from Concept 2.
- Evaluation of an additional east-side access point, including a potential connection via TW King Road and the feasibility of integrating it into the overall plan.
- Clarification on existing versus new development areas, ensuring stakeholders can distinguish between proposed new structures and existing buildings.

Revised options will be presented to the Town Council for further discussion prior to the next EDC meeting.

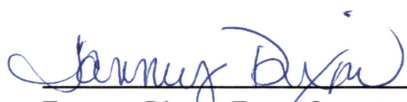
ADOURN

Vice President Pedersen adjourned the meeting at 7:36 p.m.



Teri Addington, President

ATTEST:



Tammy Dixon, Town Secretary