



I do hereby certify that the Notice of Meeting was posted on the bulletin board at the Town Hall for the Town of Trophy Club, Texas, in a place convenient and readily accessible to the general public at all times on the following date and time: July 15, 2025, at 10:00 a.m., and said Notice of Meeting was also posted concurrently on the Town's website in accordance with Texas Government Code Ch. 551 at least 72 hours prior to the scheduled time of said meeting.

Tammy Dixon, Town Secretary

If you plan to attend this public meeting and have a disability that requires special needs, please contact the Town Secretary's Office at 682-2372900, 48 hours in advance, and reasonable accommodations will be made to assist you.



**ECONOMIC DEVELOPMENT CORPORATION  
COMMUNICATION**

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**MEETING DATE:** July 23, 2025

**FROM:** Tammy Dixon, Town Secretary

**AGENDA ITEM:** Consider approval of the June 26, 2025, Economic Development Corporation Meeting Minutes. (Tammy Dixon, Town Secretary)

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**BACKGROUND/SUMMARY:** The Economic Development Corporation held a regular meeting on June 26, 2025.

**BOARD REVIEW/CITIZEN FEEDBACK:** N/A

**FISCAL IMPACT:** N/A

**LEGAL REVIEW:** N/A

**ATTACHMENTS:**

1. 06.26.2025 EDC Minutes

**ACTIONS/OPTIONS:**

Move to approve the May 26, 2025, Economic Development Corporation Meeting Minutes.





Regarding Grace Development, Ms. Smith noted that they are an out-of-state company with operations in Trophy Club. Their project includes painting, power washing, and restriping their parking lot, which was partially incomplete during the initial inspection.

**ADOURN**

Director Long adjourned the meeting at 7:06 p.m.

\_\_\_\_\_  
Teri Addington, President

**ATTEST:**

\_\_\_\_\_  
Tammy Dixon, Town Secretary



## ECONOMIC DEVELOPMENT CORPORATION COMMUNICATION

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**MEETING DATE:** July 23, 2025

**FROM:** Tamara Smith, MSL, Assistant to the Town Manager

**AGENDA ITEM:** Consider approval of the small area plan for The Grove at TC. (Tamara Smith, Assistant to the Town Manager)

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**BACKGROUND/SUMMARY:** In 2024, the Town Council approved six business goals for Fiscal Year 2025. Under the Support Business Focus Area, one objective was to redevelop and create successful business areas fostering a unique sense of place. The initiative for this objective is to continue the redevelopment strategies and themes along the SH114 corridor and other key commercial areas.

To address this Council business goal, the Town issued a request for proposals (RFP) on March 25, 2024, seeking a comprehensive small area plan for properties adjacent to State Highway 114 Frontage Road and Trophy Wood Drive. The aim is to redefine the property layout with a focus on various priorities, including enhancing economic resilience, fostering service-based employment, improving overall quality of life, promoting sustainability, enhancing pedestrian safety and walkability, facilitating future development, and addressing area parking needs.

The proposal submission period closed on April 15, 2024. Following a thorough review of bid packets by three Economic Development Corporation (EDC) members and four staff members, it was determined that The John R. McAdams Company, Inc. ("McAdams") emerged as the top contender among the submissions.

In May 2024, both the EDC and Town Council approved a professional services contract with McAdams to lead the small area plan process. The project officially kicked off on July 8, 2024. McAdams divided the process into five phases: Explore, Evaluate, Envision, Enact, and Execute. The Explore phase included the project program, the kick-off meeting, and stakeholder feedback. During this phase, the Town and McAdams conducted interviews with nine businesses in the small area plan to gather insights on their concerns and positive aspects of the area. The Evaluate phase involved inventory, analysis, and a market study of the area, conducted with the help of their third-party consultant, Catalyst.

In November 2024, the Town and McAdams started the Envision phase, which conducted a community-wide online survey to gather feedback from residents. The goal was to collect valuable insights from as many residents as possible by providing an accessible online platform, particularly for those unable to attend the open house but still wishing to share their input. The survey was promoted through Town-wide communications to maximize visibility and encourage participation. Over a four-week period, 595 responses were received, yielding a 4.15% response rate, which is within the preferred range.

On February 13, McAdams presented two plan scenario variations to the EDC Board to gather initial feedback. The concepts were then shared with the Town Council on February 24, where McAdams was asked to return for a follow-up work session to allow for further discussion. In response, a joint meeting with the Town Council and EDC was held, during which McAdams presented Option 2 alongside a revised version that incorporated feedback from the EDC. The presentation covered key topics including programming, feasibility, project phasing, the TIRZ funding mechanism, and a comprehensive analysis of the pros and cons.

The Town is currently in the latter half of the Enact phase. A preferred concept has been selected, and the McAdams team has prepared a final draft of the plan. The EDC discussed the draft final plan and offered feedback, which was forwarded to the McAdams team for review and incorporation. At tonight’s meeting, McAdams will present the final plan for adoption by the EDC.

**BOARD REVIEW/CITIZEN FEEDBACK:** The EDC has a subcommittee that meets bi-weekly with McAdams and provides monthly updates to the full EDC Board. Attached to this agenda item is the meeting minutes from June 3rd. The EDC Board discussed and provided feedback on the final document on May 22nd. That feedback was incorporated into the final plan presented tonight.

**FISCAL IMPACT:** The total amount for the Small Area Plan was initially budgeted at \$89,437, expended from the Economic Development Corporation Fund. On March 6, 2025, a change order was requested to include an additional \$3,563. Additional services were asked of McAdams, including (2) preliminary concept plans, adding an alternate to the preliminary concept number two, phasing plan, and preliminary program for both concepts. Additional costs also include an EDC meeting as well as a joint work session between the EDC and Town Council. The total cost of the McAdams contract is now \$93,000.

**LEGAL REVIEW:** N/A

**ATTACHMENTS:**

1. Small Area Plan | The Grove at TC

**ACTIONS/OPTIONS:**

Staff recommends that the Economic Development Corporation move to approve the small area plan document for The Grove at TC.



# THE GROVE AT TC

Small Area Plan



DRAFT











★ Figure 1.1: Site Location







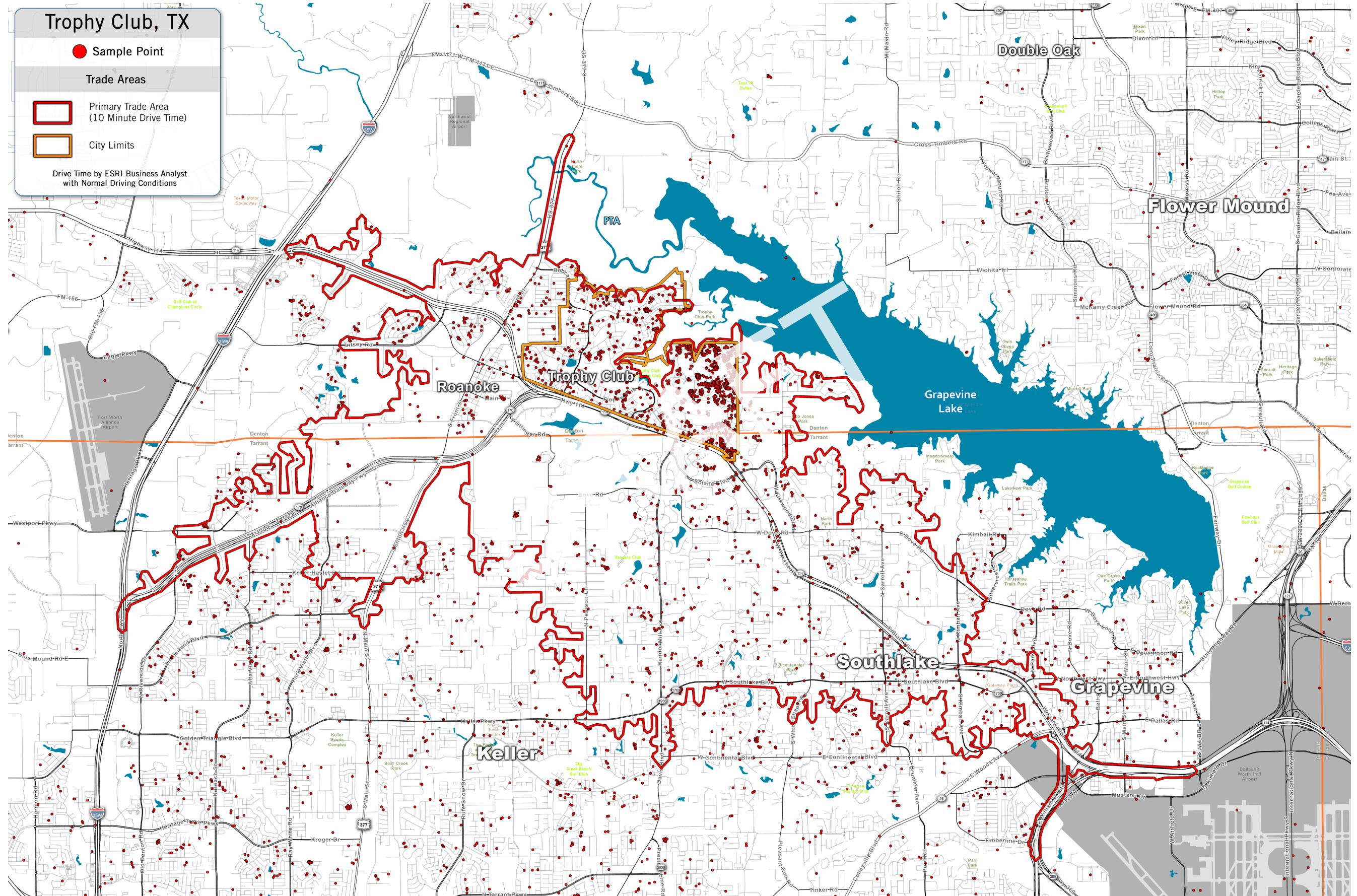












★ **Figure 2.6: Primary Trade Area Map**











## Area Identity & Vision Statement

At the outset of the planning process, a team consisting of representatives from the Town’s Economic Development Corporation (EDC) and Town Staff was assembled. Through collaboration and alignment with community values, the team developed a project name for the area to help foster a sense of place and identity that could be branded. The team also developed a vision statement, which was shared with stakeholders and Town leaders.

A vision statement clearly articulates an organization’s long-term direction and ultimate goals, serving as a guiding light for strategic planning and decision-making. Through discussion and collaboration, the team arrived at a specific vision statement: “The Grove at TC is a welcoming and vibrant hub where residents and visitors come together to enjoy Trophy Club’s prosperity.” The name The Grove at TC sets the identity of the place. The Grove implies a peaceful, tree-filled space ideal for communities, shopping areas, and residential development. While the inclusion of TC gives a sense of place and connection to the Town, but does not identify itself as the whole Town. The name is ideal for branding and is short and catchy, which helps create the area as a signature staple for the Town.



★ Team Photo

COMMUNITY  
OUTREACH











## Thriving Businesses

Successful and growing businesses positively impact their employees, customers, towns, and the environment. Thriving businesses attract more businesses and help establish a strong identity for the town. By embracing integrated development and diverse portfolios, businesses can flourish while serving a wide range of customer needs.



★ Clearfork



★ Town of Trophy Club

# THE GROVE AT TC DRAFT

## The Grove at TC

The Town initiated this Small Area Plan document to serve as a comprehensive and forward-looking guide for future development, growth, and revitalization within the 54-acres. This plan is more than just a set of recommendations; it represents a collective vision for the community's future, thoughtfully created to align with the area's needs, aspirations, and character.

Through the planning process, research and analysis were conducted to understand the site's opportunities, constraints, and potential for transformation. Community input played a central role, with stakeholders, residents, and local leaders actively engaged through meetings, surveys, and workshops. Their feedback helped define key priorities such as connectivity, placemaking, economic vitality, and quality of life.

These findings were presented to and refined in collaboration with Town staff, Town Council, and EDC, ensuring that the plan is grounded in community desires and municipal goals. Through this integrated process, the unified vision of The Grove at TC emerged, providing flexible optionality while promoting maximum activation and ensuring vibrancy as the gateway into Trophy Club. This chapter recaps those critical discussions and provides insight into the creation of The Grove at TC, illustrating how vision and strategy came together to shape a bold, actionable framework for the future of this important area.



★ Figure 4.1: Project Process































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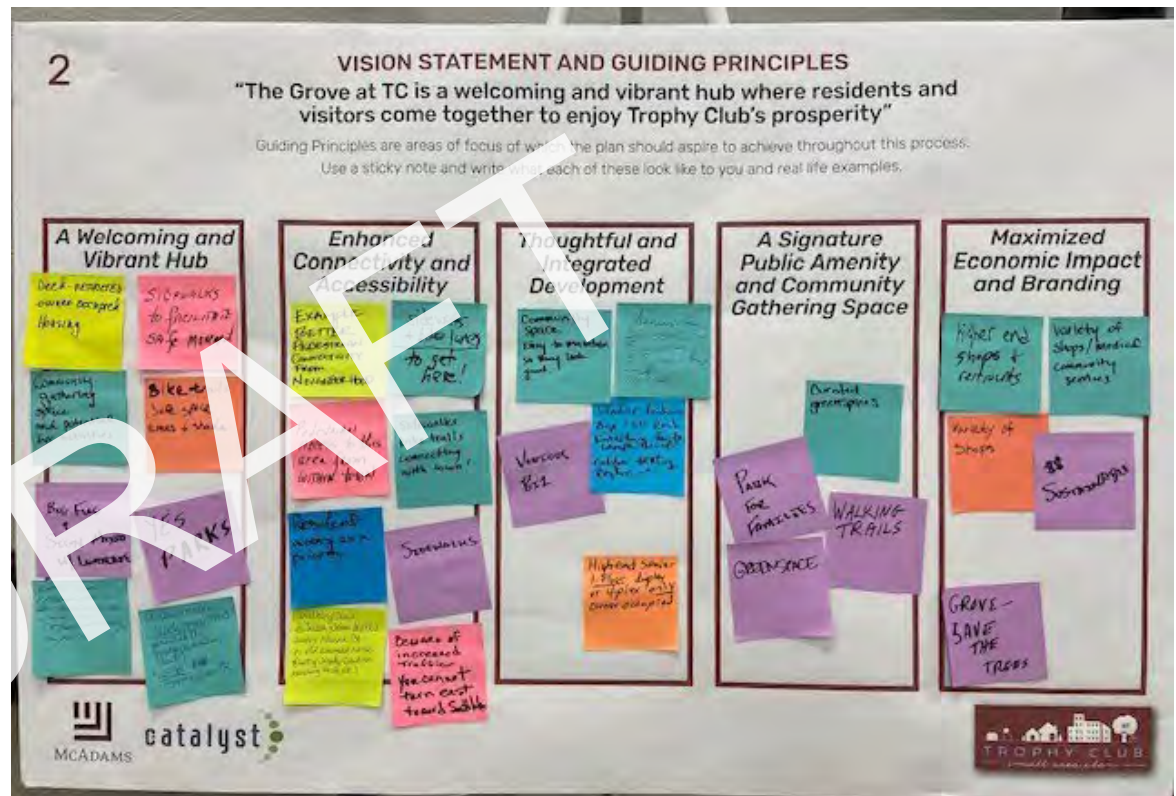
catalyst

# Open House Data Collection:

## Number of Attendees: 23

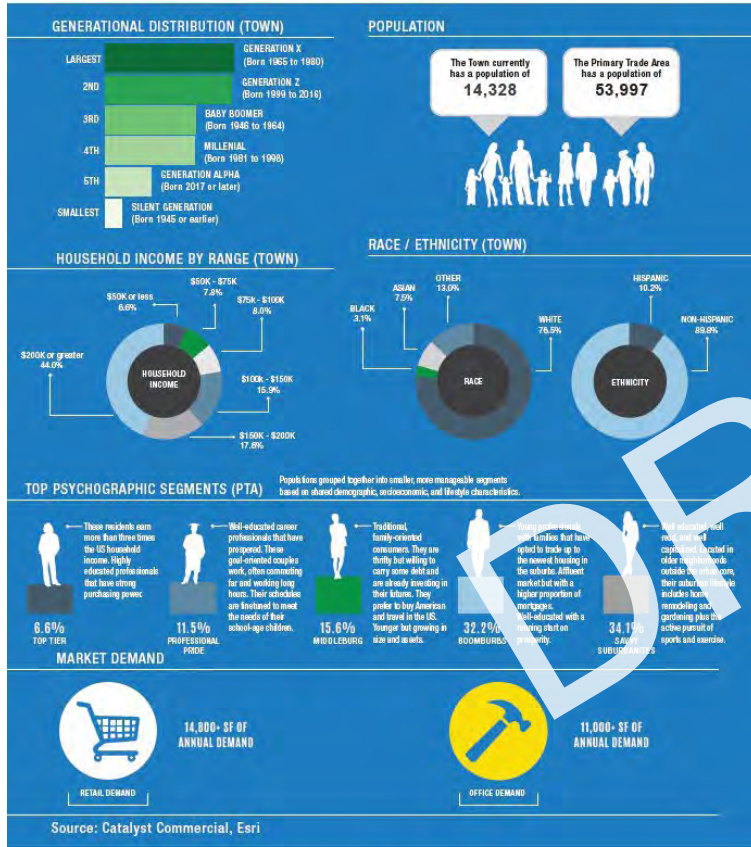
On Monday, November 18<sup>th</sup>, 2024 the Open House meeting was held to give residents another opportunity to provide feedback in person and to allow for discussion regarding the plan with consultants and the committee. There were two in-person sessions available to residents: 12:00-2:00 pm and 6:00-8:00 pm. Communication for the Open House included displaying it at Town Hall, posting online, resident emails, social media outreach, including in Town's weekly newsletter, and a QR code at Town Hall. Approximately 23 residents participated in this event and were asked the same series of questions as the online survey. The following information was gathered.

**Board 2:** Residents were asked to review the five Guiding Principles established by Trophy Club’s leadership team. When asked what each of these guiding principles mean to them, residents shared that the following elements align with the Plan: Connectivity, Businesses, Community Spaces, and Housing for 55+





## DEMOGRAPHIC SUMMARY



**Board 3:** Trophy Club is home to long standing family oriented community of approximately 14,328 residents as of 2024. The population is marked by a broad generational mix, with Generation X leading, followed closely by Generation Z helping to contribute to the family-oriented lifestyle that shown throughout Trophy Club. The towns median household income is around \$200,000 and about 89% of the housing units are single family. Within the 14,328 residents about 76% of the residents are non-Hispanic white.



**Board 4:** To further understand the site, residents had the opportunity to identify areas on a map that are strengths for the area. They identified green space, the area location along SH 114, and existing hotels were factors that gave this area strength.

In contrast to the strengths, residents were then asked to identify constraints of the area. The majority noted that limited sidewalk connections and extensions, as well as difficult traffic flow, were the predominant weaknesses of the area. Specifically, along Trophy Wood Dr residents expressed concern for problematic traffic circulation into the businesses and cutting through the site.

**4** **WHAT ARE THE STRENGTHS AND WEAKNESSES**  
Place a dot on the areas you believe are strengths and weaknesses. Use a green dot for strengths and a red dot for weaknesses. Then go to the additional comments board and describe why.

**LEGEND**

- All Site Boundary
- Parcel
- Street Light
- Sign Structure
- Power Pole
- KOOP Line
- KOOP/EMT
- Electric ESM
- Gas COMET
- Water Pipe
- Sewer ESM
- Wastewater Pipe
- Water ESM
- Storm

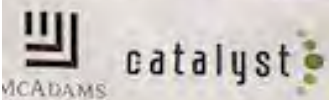
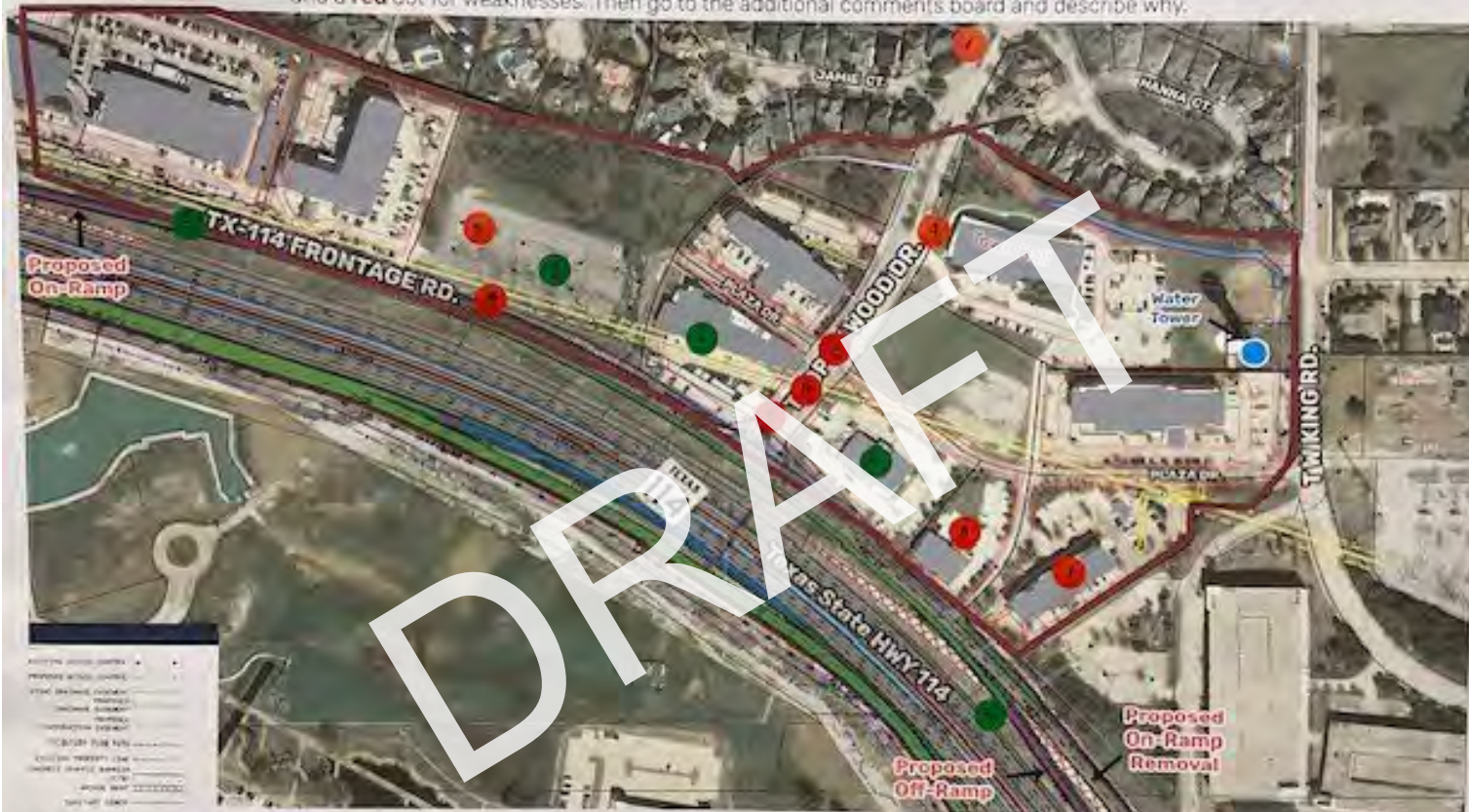
**CRUISE PLAN**

McAdams catalyst

Trophy Club

## WHAT ARE THE STRENGTHS AND WEAKNESSES

Place a dot on the areas you believe are strengths and weaknesses. Use a **green** dot for strengths and a **red** dot for weaknesses. Then go to the additional comments board and describe why.



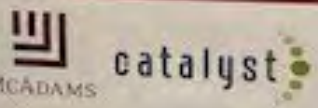
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**STRENGTHS**

<i>Example:</i> Near 5th St Ramp Location for Bicycle Access to the ramp to 10	Special to G/L person for train- TAR.C.	Good Space	S/G Strong business
2. Great spot for "Green" Green-pole	3. Change in parking Structure could be good for park	7. Alters Down count	Use the on-ramp off-ramp

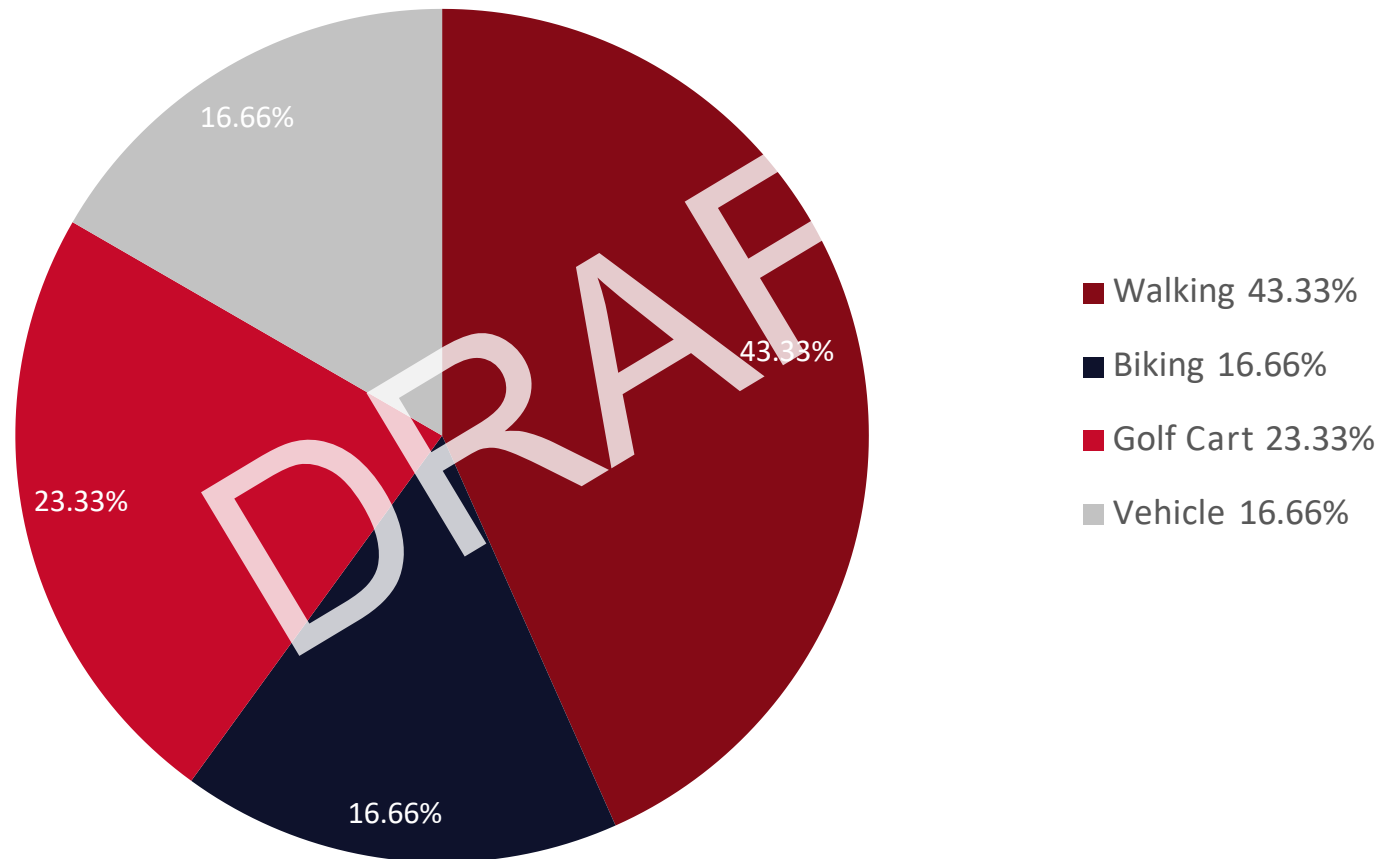
**WEAKNESSES**

- Example:*  
Site is Dwindle  
No East West  
Pedestrian  
Connections
- Disruptive  
Vehicle  
Construction
- Limited  
Vehicle  
Access  
Plots
- 3 & 2 drive  
to combine  
unsafe
- NO sidewalk  
sidewalk
- NO  
sidewalks
- Lack of  
sidewalks/  
pedestrian  
access
- ROAD  
Noise
- Home-  
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- Would  
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- More parking  
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improvements  
to be parking  
more
- Provide good  
parking space to  
provide for  
more
- Poor traffic  
management
- Home-  
Entered  
Stay-  
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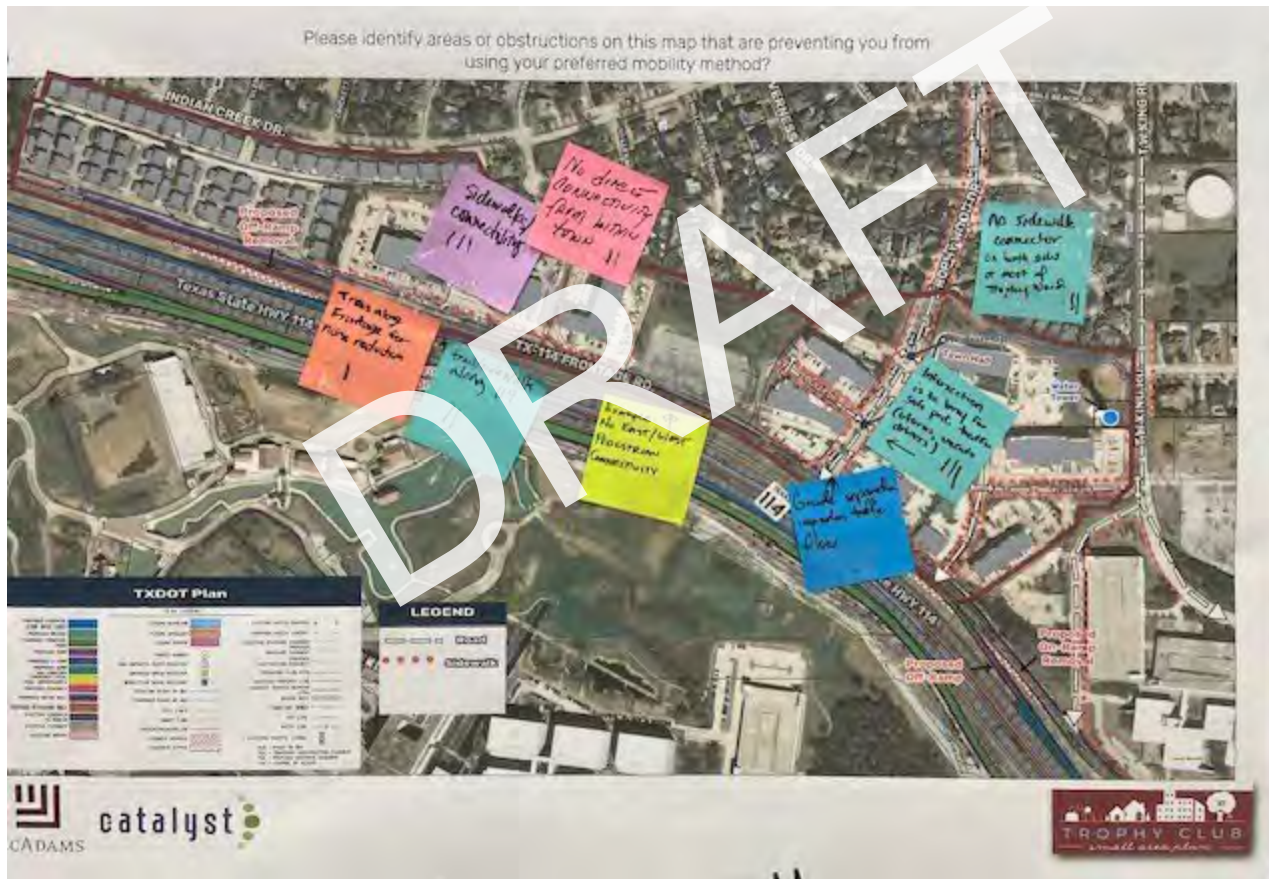


## Board 5:

Question 5: If you could choose only one of these mobility methods, what would you prefer to use to access this area?



**Board 5:** When asked what mobility method residents preferred to use to access this area, about 43% of respondents said walking. However, when asked what was preventing them from using their preferred mobility method, almost 65% said the lack of connectivity within this area prevented their use because they did not feel safe since there are missing pedestrian connections and they did not want to walk within the street.



**Board 7:** At the end of the questions residents were asked analyze the different components that contribute to successful placemaking. These components were shown as images of various site elements such as enhanced streetscape, gathering areas, urban streets, dining, urban flats, plazas, entertainment and retail. Residents then had the opportunity to place a dot next to the placemaking elements they thought were important and would like to see in this area. The highest ranking element was walkability, followed by outdoor seating in second place. Dining and plaza were tied for third.

### Place Making

The image below identifies key elements needed to create a welcoming and vibrant hub that brings people together to enjoy the prosperity of the community. Put a green dot on the element you would support for this area.



## Place Making

The image below identifies key elements needed to create a welcoming and vibrant hub that brings people together to enjoy the prosperity of the community. Put a green dot on the element you would support for this area.

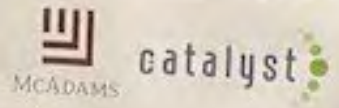


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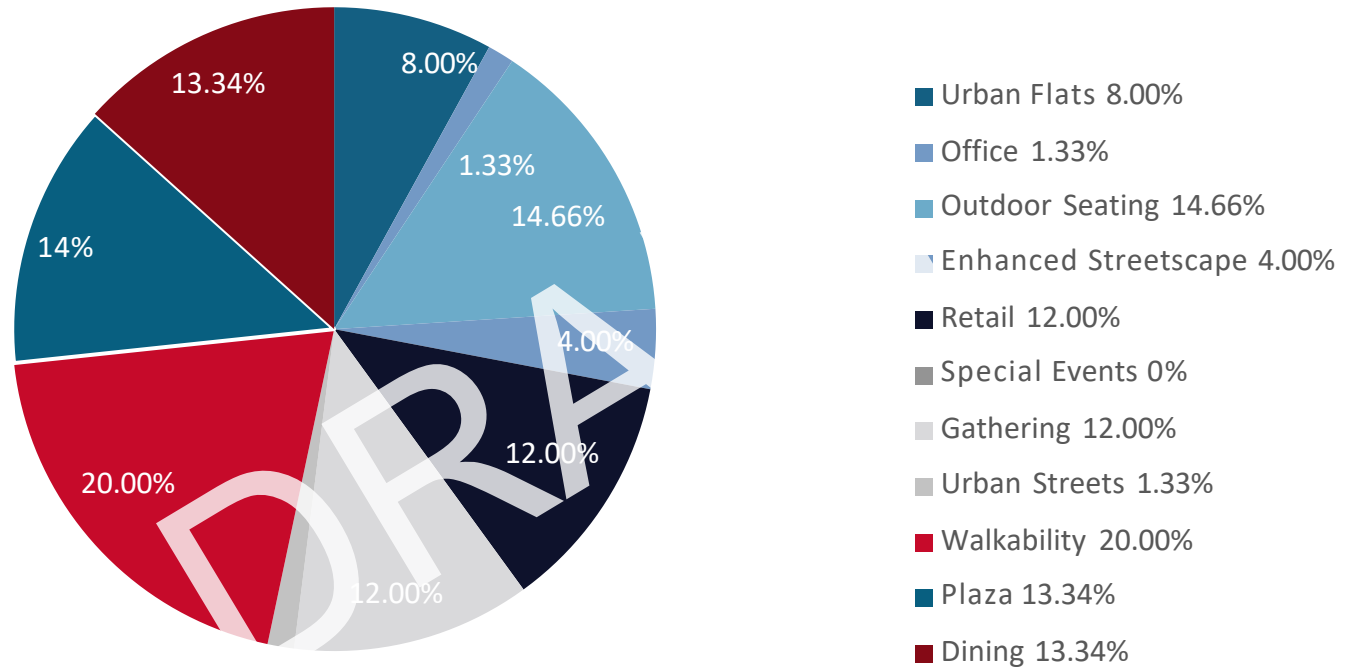
### PLACE MAKING

Dining	Plaza	Urban Flats	Retail	Office	Gathering	Special Events	Enhanced Streetscape Events	Outdoor Seating	Urban Streets	Walkability
15 green dots	12 green dots	10 green dots	12 green dots	2 green dots	8 green dots	0 green dots	3 green dots	10 green dots	1 green dot	12 green dots

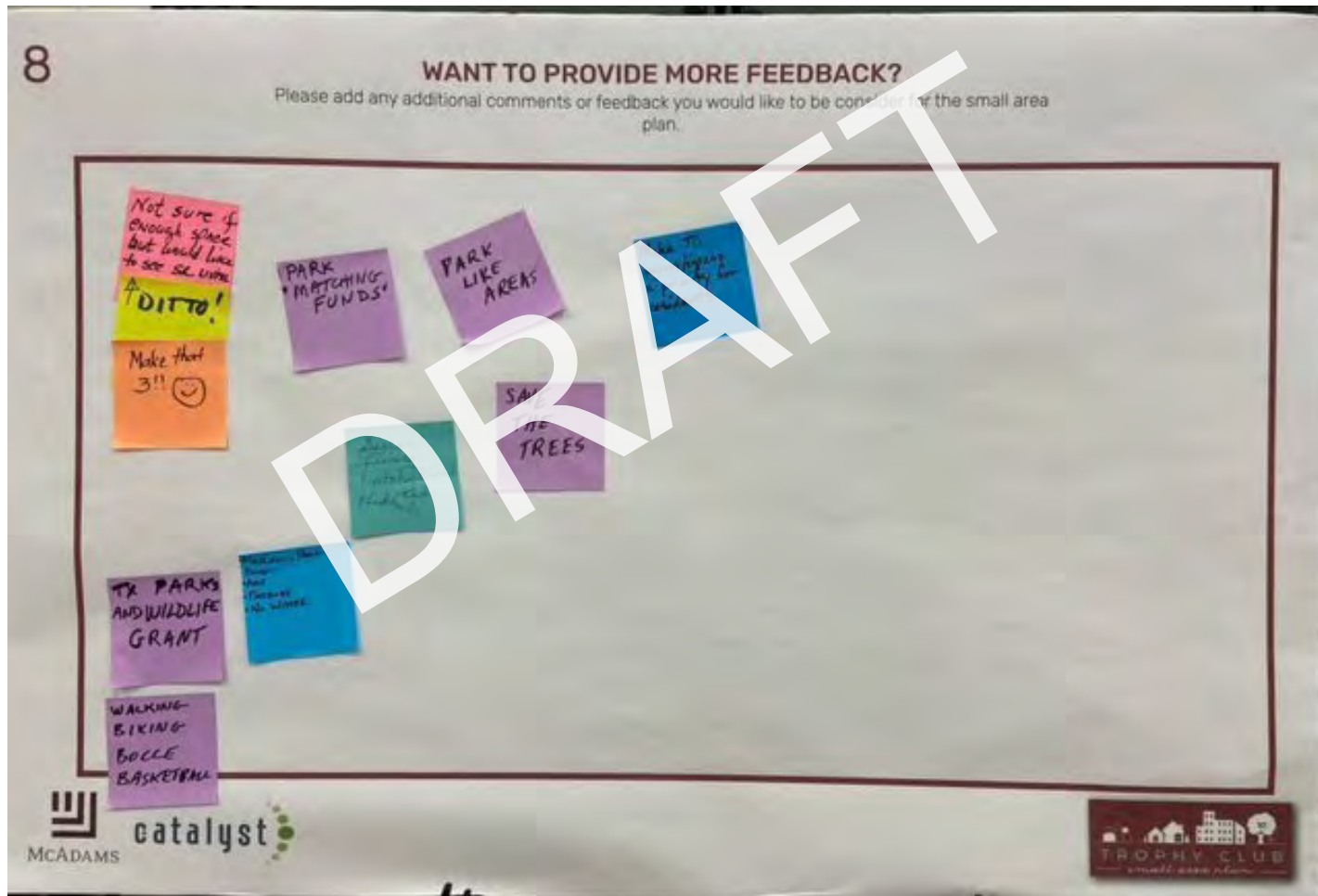
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Question 7: The images above identify key elements needed to create a welcoming and vibrant hub that brings people together to enjoy the prosperity of the community.  
Which elements would you support for this area?

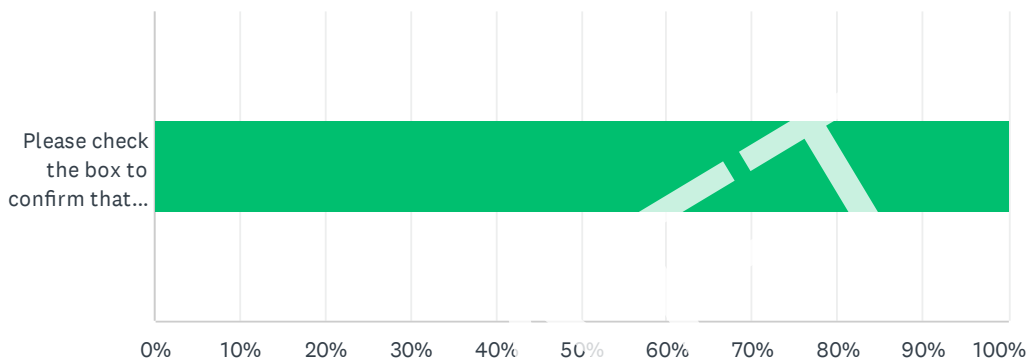


**Board 8:** Although urban flats ranked lower on the elements that would be supported residents seemed to support it after discussion on what this could look like and if the market would support it. Additional comments regarding a need for 55+ housing was also provided.



Q1 Small Area Plans seek to:  
 •Involve the community in developing a long-term vision for that area.  
 •It will define policies and actions that will guide how the area should be maintained or changed in the future.  
 •Identify future land uses in an overall community-wide context.  
 •Recommend future infrastructure improvements to sidewalks and the street network  
 •Provide urban design guidance  
 •Provide implementation guidance for private and public investments and strategies that should be pursued to realize the vision for the area

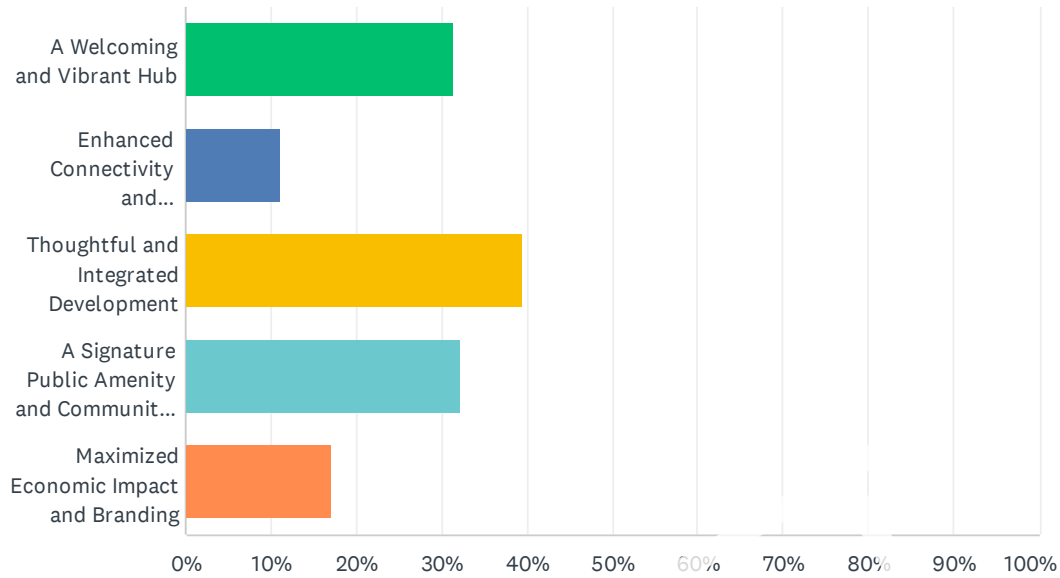
Answered: 595 Skipped: 0



ANSWER CHOICES	RESPONSES
Please check the box to confirm that you have read the statement above.	100.00% 595
Total Respondents: 595	

## Q2 Which guiding principle speaks to you the most?

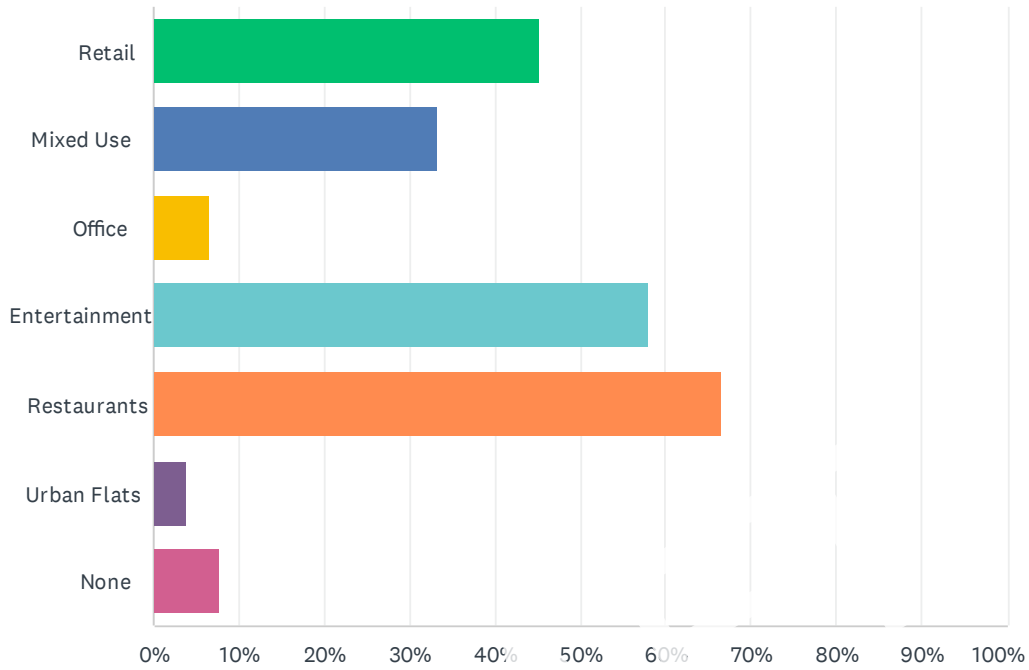
Answered: 555 Skipped: 40



ANSWER CHOICES	RESPONSES	
A Welcoming and Vibrant Hub	31.35%	174
Enhanced Connectivity and Accessibility	11.17%	62
Thoughtful and Integrated Development	39.46%	219
A Signature Public Amenity and Community Gathering Space	32.25%	179
Maximized Economic Impact and Branding	17.12%	95
Total Respondents: 555		

## Q4 What uses are you looking for?

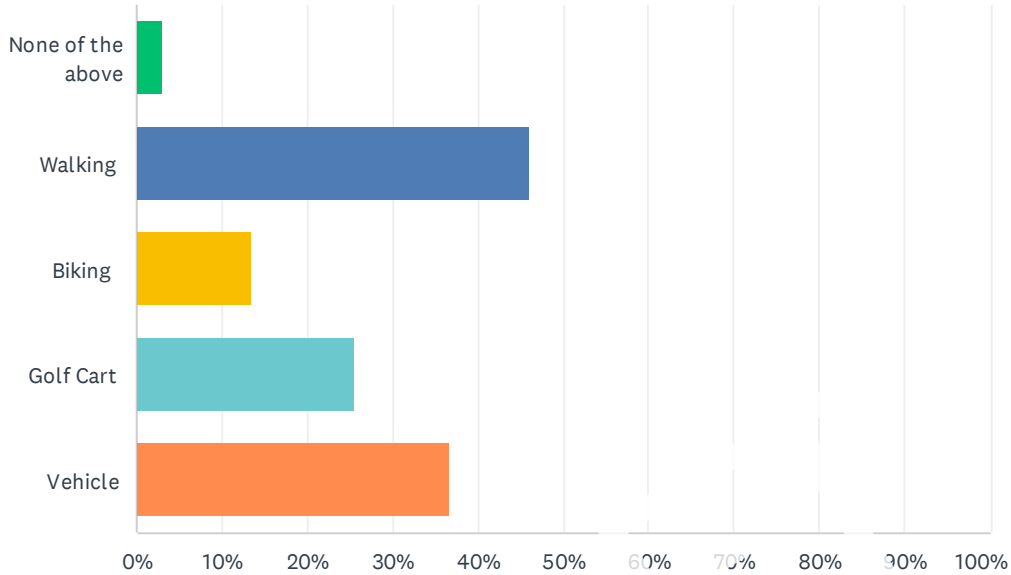
Answered: 445 Skipped: 150



ANSWER CHOICES	RESPONSES	
Retail	45.17%	201
Mixed Use	33.26%	148
Office	6.52%	29
Entertainment	57.98%	258
Restaurants	66.52%	296
Urban Flats	3.82%	17
None	7.64%	34
Total Respondents: 445		

### Q9 If you could choose only one of these mobility methods, which one would you prefer to use to access this area?

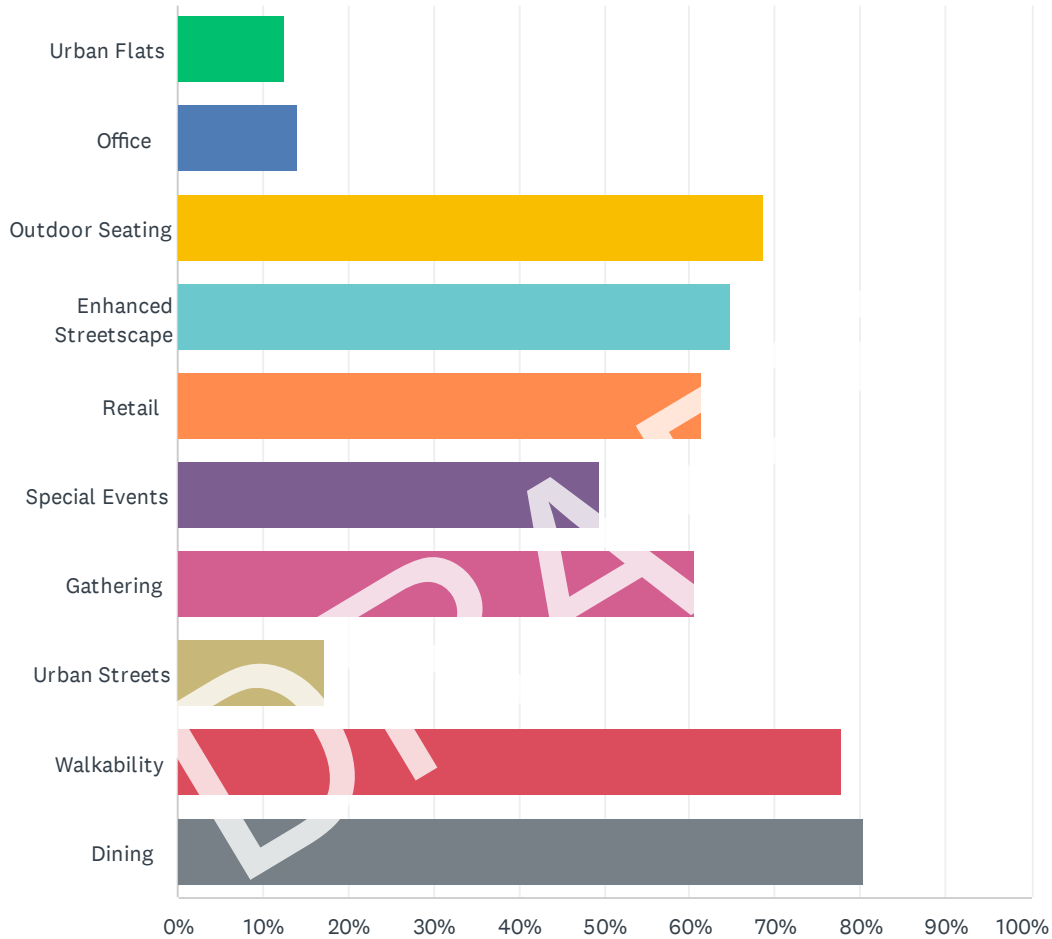
Answered: 359 Skipped: 236



ANSWER CHOICES	RESPONSES
None of the above	3.06% 11
Walking	45.96% 165
Biking	13.37% 48
Golf Cart	25.63% 92
Vehicle	36.77% 132
Total Respondents: 359	

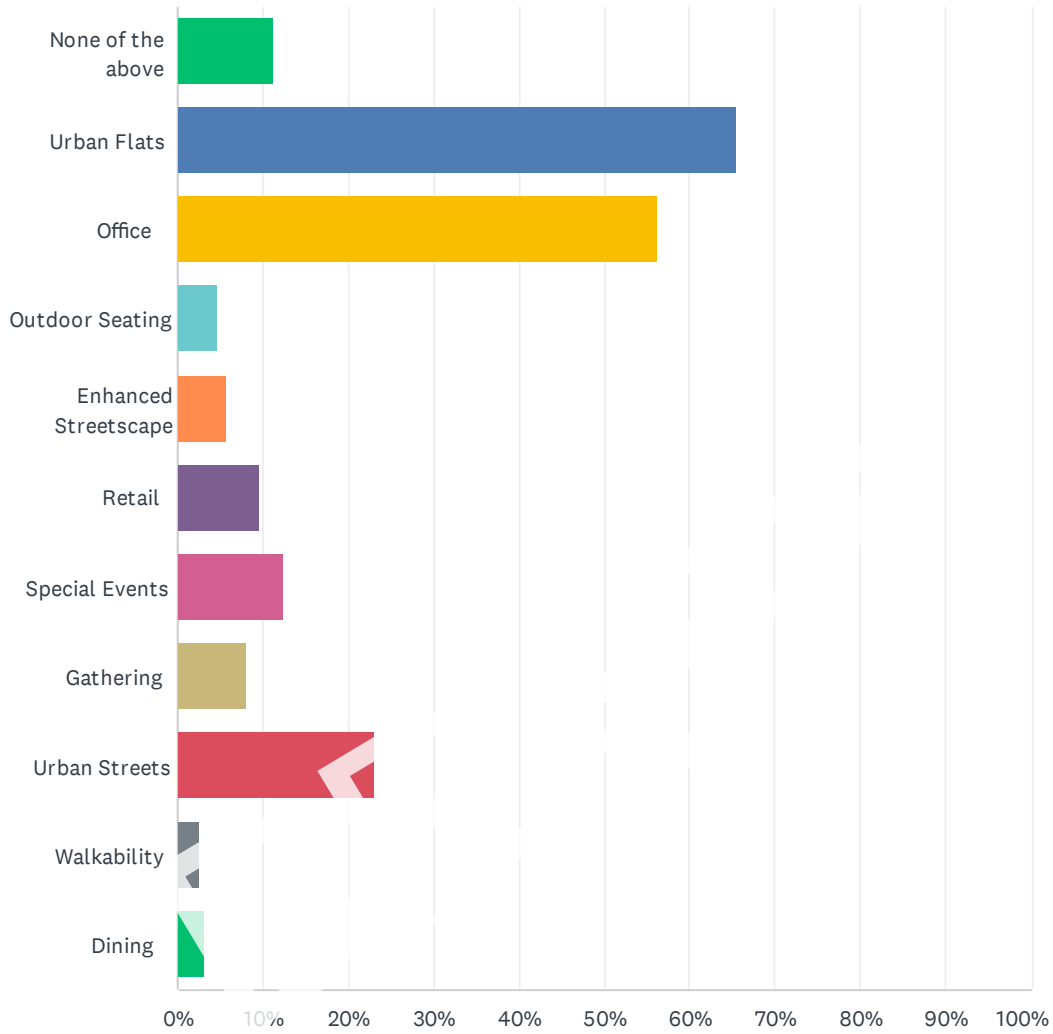
Q11 The images above identify key elements needed to create a welcoming and vibrant hub that brings people together to enjoy the prosperity of the community. Which elements would you support for this area?

Answered: 347 Skipped: 248



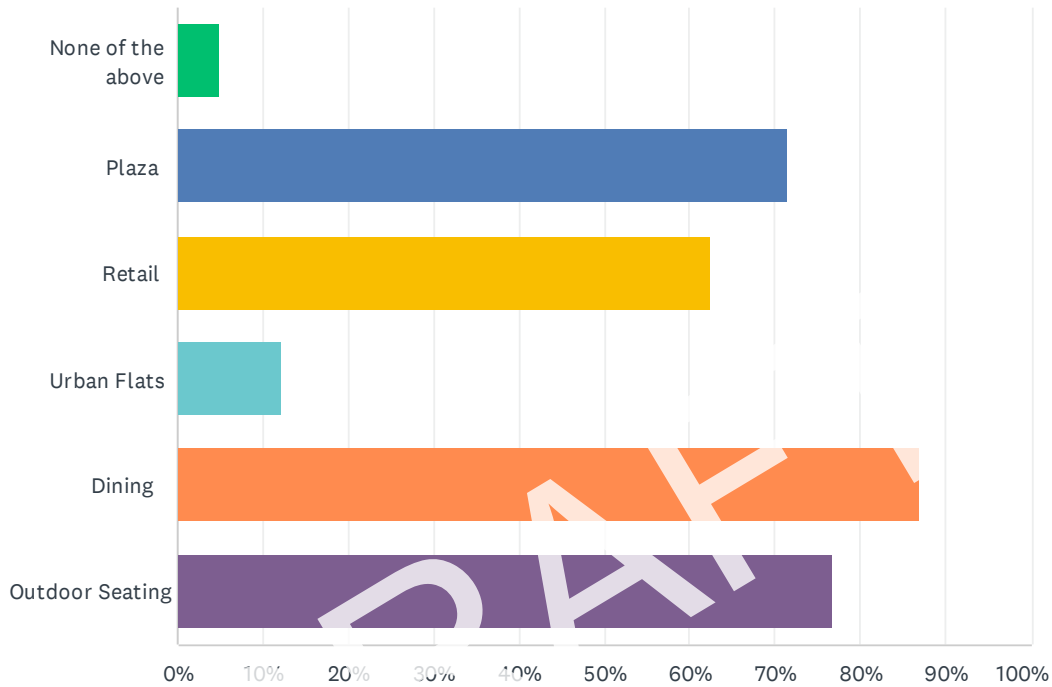
## Q12 What elements do you oppose for this area?

Answered: 347 Skipped: 248



Q13 The images above identify key elements needed to create a welcoming and vibrant hub that brings people together to enjoy the prosperity of the community. Which elements would you support for this area?

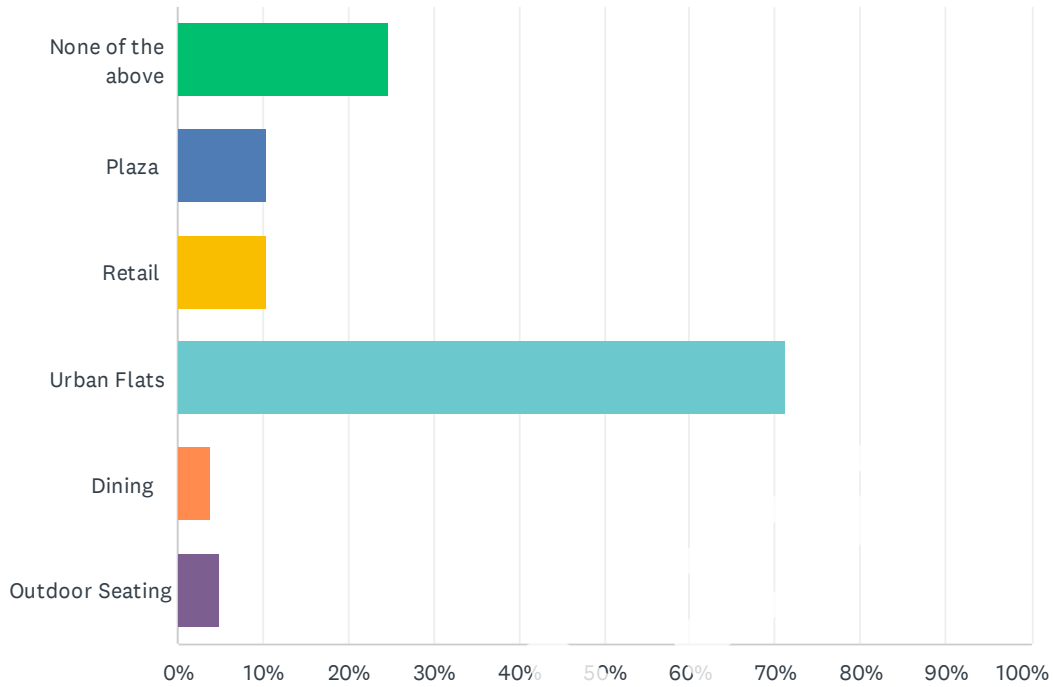
Answered: 344 Skipped: 251



ANSWER CHOICES	RESPONSES
None of the above	4.94% 17
Plaza	71.51% 246
Retail	62.50% 215
Urban Flats	12.21% 42
Dining	86.92% 299
Outdoor Seating	76.74% 264
Total Respondents: 344	

## Q14 What elements do you oppose for this area?

Answered: 344 Skipped: 251



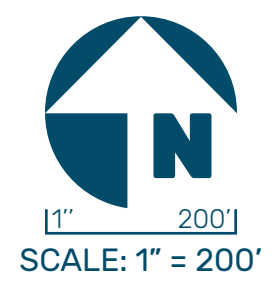
ANSWER CHOICES	RESPONSES	
None of the above	24.71%	85
Plaza	10.47%	36
Retail	10.47%	36
Urban Flats	71.22%	245
Dining	3.78%	13
Outdoor Seating	4.94%	17
Total Respondents: 344		



MCADAMS

PREPARED FOR:  
TROPHY CLUB

**Concept 1**  
TROPHY CLUB, TEXAS



TTC24002  
03.10.2025

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INDIAN CREEK DR

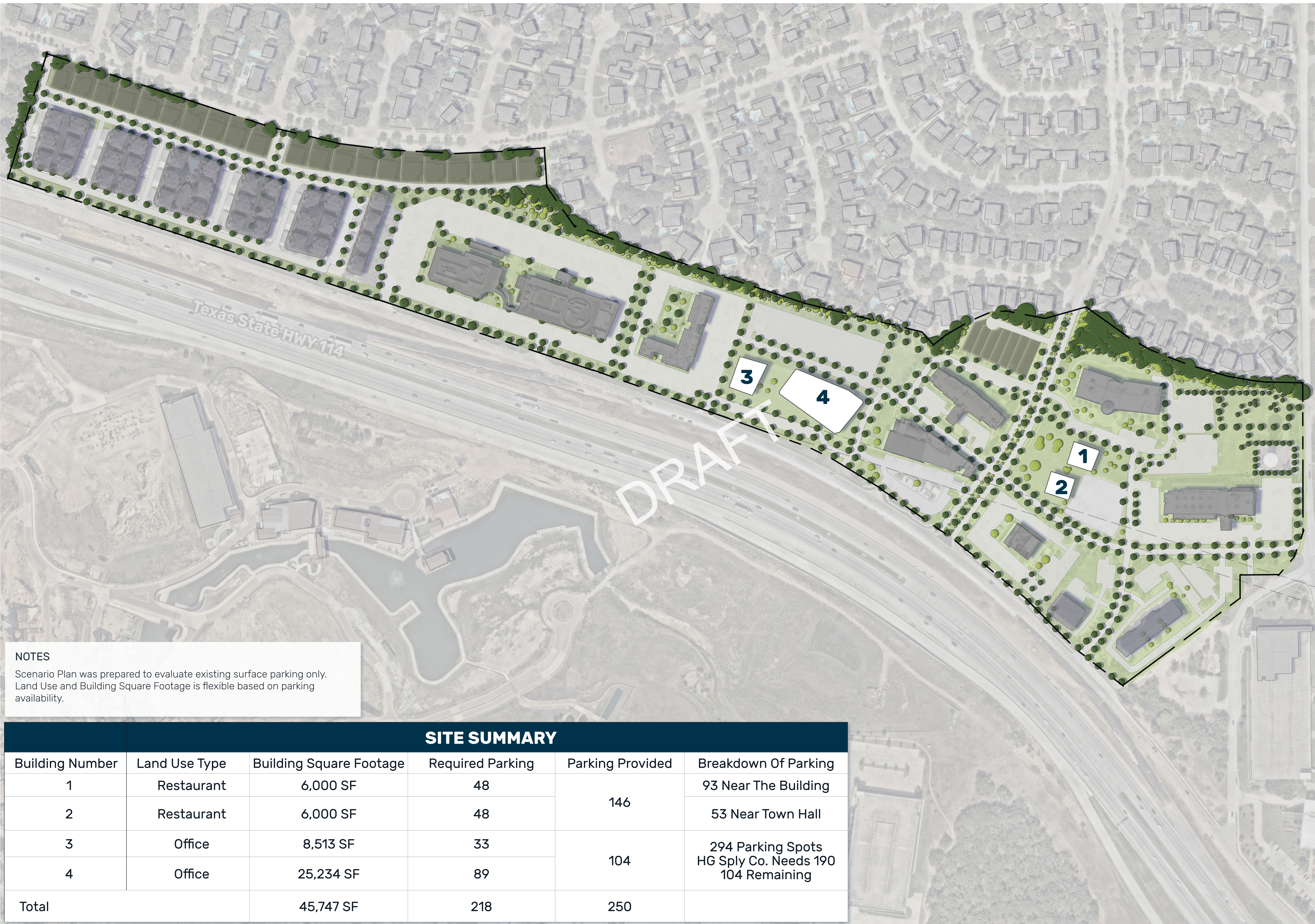
TEXAS STATE HWY 114

TROPHY WOOD DR

PLAZA DR

TWING RD





**NOTES**

Scenario Plan was prepared to evaluate existing surface parking only. Land Use and Building Square Footage is flexible based on parking availability.

**SITE SUMMARY**

Building Number	Land Use Type	Building Square Footage	Required Parking	Parking Provided	Breakdown Of Parking
1	Restaurant	6,000 SF	48	146	93 Near The Building
2	Restaurant	6,000 SF	48		53 Near Town Hall
3	Office	8,513 SF	33	104	294 Parking Spots HG Sply Co. Needs 190 104 Remaining
4	Office	25,234 SF	89		
<b>Total</b>		<b>45,747 SF</b>	<b>218</b>	<b>250</b>	