

Case Study

Property Enhancement Program - North Richland Hills, TX

Overview

Develop programs that provide incentives for enhancements to private commercial properties

Program Highlights

- Titled “*Façade and Sign Grant Program*”
- 17 participants since program inception in 2009, 3+ per year
- \$200,000 in matching grants to date, \$2,600,000 total in private investment. 13 to 1 ROI (does not include any interior investment)
- Funding from gas lease bonuses from City owned property

Regulatory Aspects

- Exterior improvements: 25% match up to \$20,000 (e.g. \$80,000 total, \$20,000 grant, \$60,000 applicant expense)
- Updated signage: 50% match up to \$5,000 (e.g. \$10,000 sign cost, \$5,000 sign grant, \$5,000 applicant expense)
- Eligibility requirements: commercial property only, removal of non-conforming signage, meet existing code, pre-approved plans, 3 bid minimum, verification of contractor payment, approved C.O. and / or inspection
- Reviewed by committee of ED Director, City Manager, one Councilmember and two E.D. Board members

Benefits of Program

- Assists a most important business segment (the small business in existing property)
- Re-occupancy and / or upgrade of non-compliant property
- Ability to close the funding gap for applicants
- Creates goodwill amongst the business community
- Real life examples for eligible applicants to gain inspiration

Lessons Learned

- Needs a diverse committee with business representation
- Not intended to prolong the life of a dilapidated property. An approval process should require key criteria to be met.
- Do not refer contractors, or require that applicants use certain contractors to avoid issues later
- Make sure the applicant selects contractors that are licensed and / or bonded, with good references

Local Contact

- **Craig Hulse** - City of North Richland Hills, TX
 - ◊ Director of Economic Development
 - ◊ (817) 427-6091, chulse@nrhtx.com

Example Projects

- Scott Beck Construction, 4028 Rufe Snow
- Nikki’s Italian Restaurant, 5237 Davis Boulevard
- Zonga’s Mediterranean Restaurant, 7657 Boulevard 26

Case Study Example

- **HME Medical Equipment of Texas, 5324 Davis Blvd., NRH**
- Details
 - ◊ Highly visible vacant and foreclosed nursery facility
 - ◊ Metal sided building with non-conforming signage
- Financial Aspects
 - ◊ \$57,000 project for exterior improvements and signage
 - ◊ \$17,000 match by City / total applicant expense \$40,000
- Actions Taken
 - ◊ Masonry exterior front, new iron doors, energy efficient windows, hardscaping and parking lot sealer
 - ◊ Removal of pole sign, replaced by monument sign
- Outcome / Results
 - ◊ New business to City, removal of non-conforming sign
 - ◊ Shortened vacancy period, reducing tax losses
 - ◊ \$200,000 increase in ad valorem value, 13 year payback
 - ◊ Revitalized property on a highly visible corridor



EDTBestPractices, LLC

Greg Last, CED, AICP, RLA
Chief Executive Officer
www.EDTBestPractices.com

