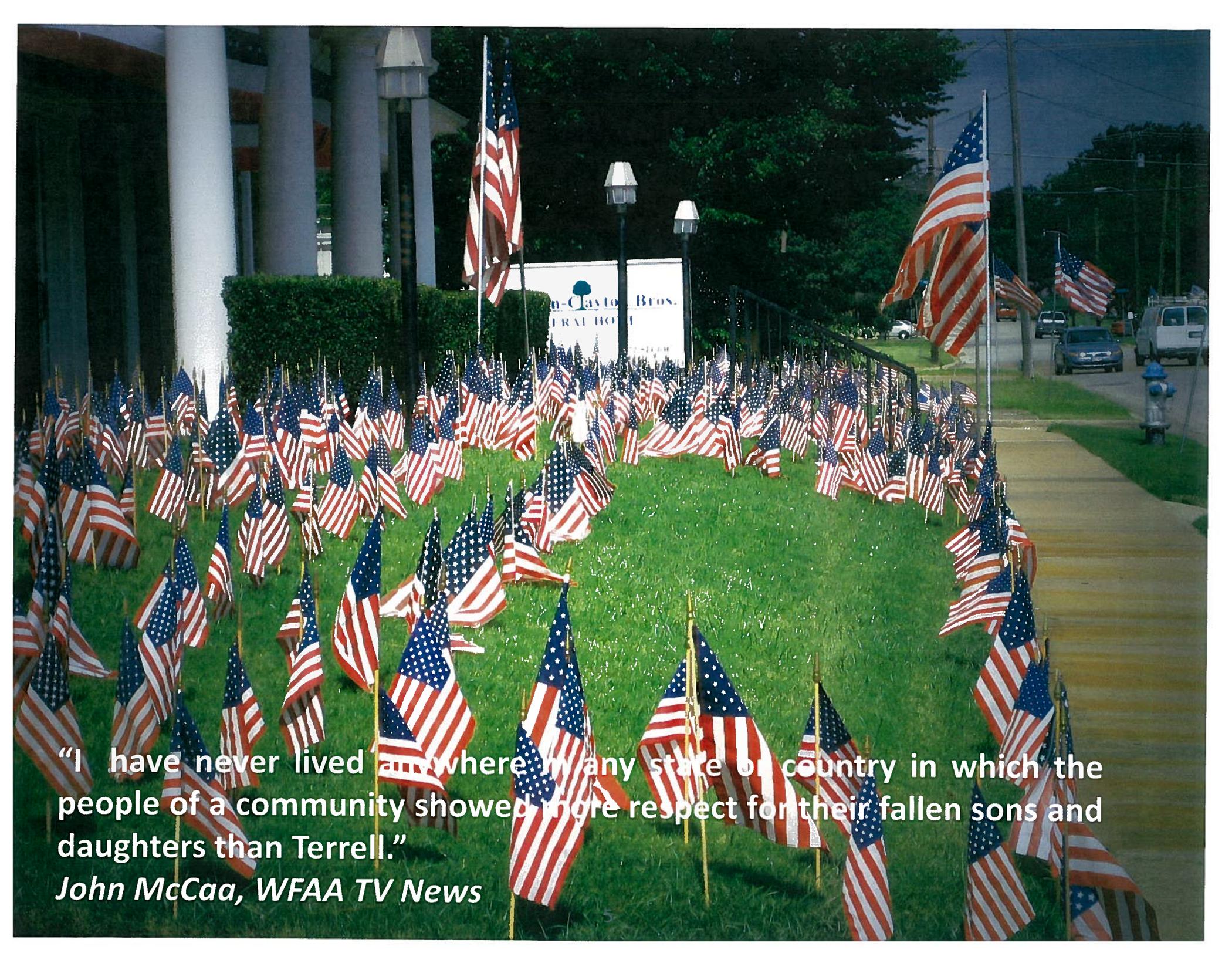


Building a Sustainable Community

Terrell, Texas
Established
1873





"I have never lived anywhere in any state or country in which the people of a community showed more respect for their fallen sons and daughters than Terrell."

John McCaa, WFAA TV News

Background

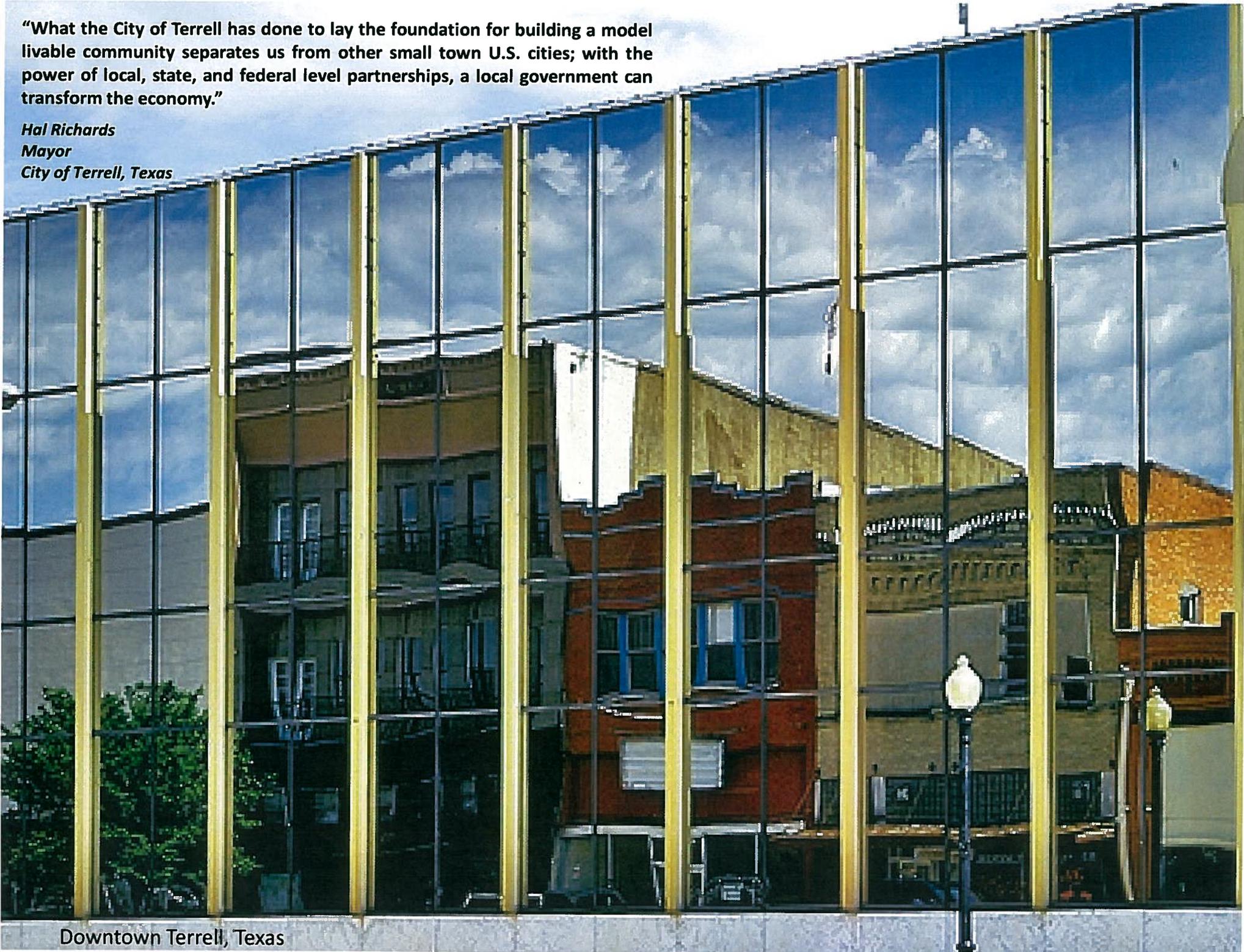
- Located in Kaufman County, at the interchange of I-20 and U.S. 80, connecting East Texas with Louisiana
- Just 20 miles east of Dallas
- Current population 18,952
- By 2025 projected population of over 100,000
- Since the 1870's a regional destination for retail and employment



Our goal is to balance residential, retail, commercial and industrial development leading to an intact, livable community.

“What the City of Terrell has done to lay the foundation for building a model livable community separates us from other small town U.S. cities; with the power of local, state, and federal level partnerships, a local government can transform the economy.”

***Hal Richards
Mayor
City of Terrell, Texas***



Downtown Terrell, Texas

Rapid Growth Leads to Challenges

- Strain on City's infrastructure, drain on core infrastructure
- Decreased level of service due to increase in traffic
- Loss of small-town identity and community pride/involvement
- Lack of financial resources to meet community needs
- Loss of ability to be competitive in retaining & creating jobs

“Federal partnerships will play a paramount role to move our community to cutting edge medical, industrial, and technological jobs as we build career pathways for excellence in our local school district. “

*Kelly Rodgers
Superintendent
Terrell Independent
School District*



Terrell I.S.D
Performing Arts Center

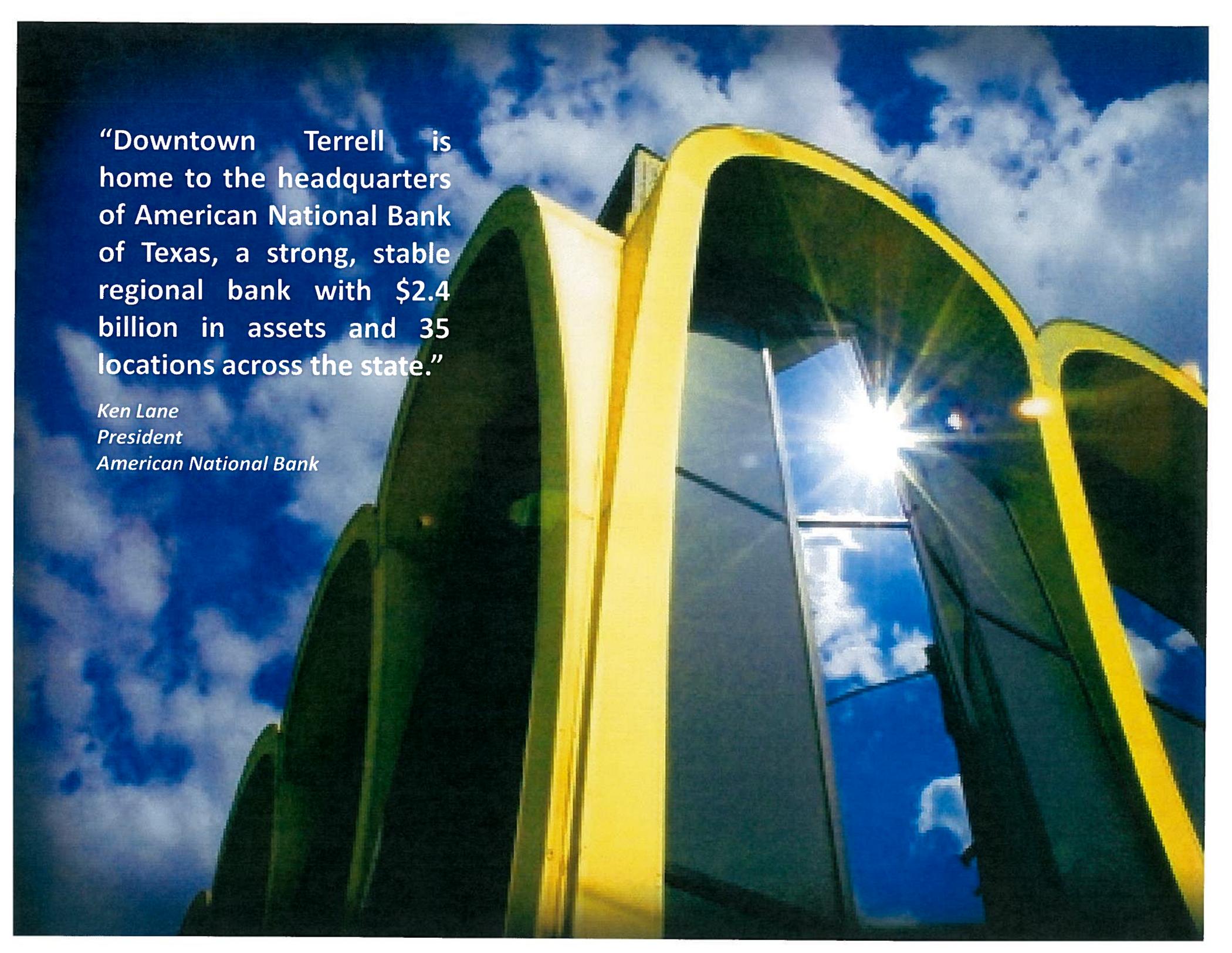
Smart Growth Leads to a Livable Community

Proactive Solutions to Challenges:

1. **Special Law District Partnerships**
2. **Tax Increment Financing District**
3. **Development Standards**
4. **Water Agreement Partnerships**
5. **Strategic Partnership Agreements**

All of the other elements, along with various other partnerships, have already been adopted by the Terrell Mayor and City Council.





“Downtown Terrell is home to the headquarters of American National Bank of Texas, a strong, stable regional bank with \$2.4 billion in assets and 35 locations across the state.”

*Ken Lane
President
American National Bank*

Special Law District Partnerships

Cooperative vs. Competitive

- In 2005, 2007, and 2009, the State of Texas passed legislation to create and support special law districts.
- Under state law, the districts may operate independent of adjacent municipalities.
- Terrell developed a template for partnering with special law districts to create a sustainable approach to development.
- These districts have the potential to double the size of our city to over 20,000 acres.



As I researched the City of Terrell when preparing for application to the Chief's Office in 2009, I was intrigued by the city's Innovative Model for growth and development. I quickly realized I wanted to become a part of this unique experience and, along with the men and women of the Terrell Police Department, lead and provide excellence in law enforcement in Kaufman County. The Terrell Police Department is raising the bar as we prepare to grow along with the city, keeping our eyes on the horizon and striving to be the best we can be for our community. The Terrell Police Department will be a shining example for other "small towns" in America.

*Jody L. Lay, Chief of Police
Terrell Police Department
City of Terrell, Texas*

Special Law District Partnership Agreements

- Cost-sharing of water and wastewater infrastructure
- Funding by special law districts of roadway improvements outside the political jurisdiction of the City
- Sharing of sales tax revenue generated outside the city limits
- Negotiated agreements for development standards allowing Terrell to exert regulatory control outside the city limits
- Multiple-sector partnerships among various stakeholders including multiple governmental jurisdictions

Tax Increment Financing District

TIF District Partnerships

- In 2008, the first **T**ax **I**ncr**e**ment **F**inance District established in Kaufman County – partnership between City and Kaufman County Commissioners.
- Largest rural TIF in Texas – over 4,500 acres
- In 2009, City received first TIF applications for a proposed \$1 billion in new investment and over 10,000 new jobs

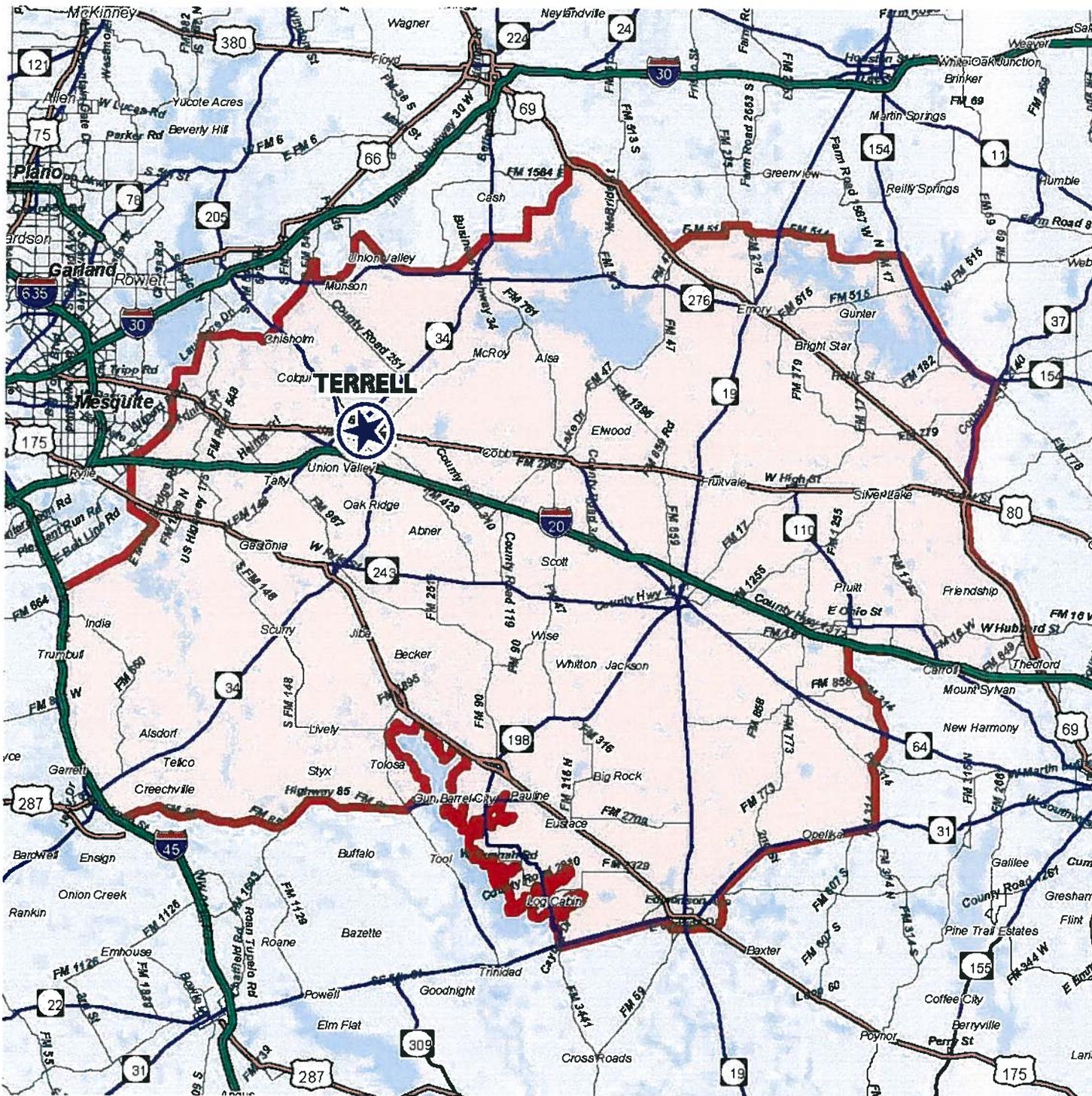
“The State of Texas Comptroller’s Office research indicates the City of Terrell T.I.F. is the largest single rural T.I.F. in the state.”

Don Thurman
Chairman, T.I.F. Board
Mayor Pro Tem
City of Terrell

Regional Retail Market Area

“Historically, since the 1870’s, Terrell has always served as a regional destination for medicine, agricultural trade, commerce activity, and a destination to live, work, and shop.”

*Dr. Horace Flatt
Historian, local resident,
and
Author of “Cap’n Terrell’s
Town”*



*Just what the doctor ordered to encourage
city growth in Terrell, Texas*

4.7 MILLION SF OF RETAIL & COMMERCIAL DEVELOPMENT VALUED AT \$1 BILLION

Visit Us at IGSC Texas Conference Nov. 2-4, Booth 622

Proposed Baylor Medical Terrell jump-starts 4.7 million sf of retail/commercial development

Strategic planning for future growth has always been a competitive advantage for Terrell, Texas. Creative solutions such as TIF infrastructure financing, is one of the innovative tools used to encourage city growth and sustain mutually beneficial public/private partnerships. Baylor Health Care System is proposing to open Baylor Medical Terrell, a new 400-bed hospital at the corner of Spur 557 and I-20 which will be the anchor to additional medical, office, retail, hotel and commercial development. Realizing this potential, our developer-partners have recently submitted applications for TIF funds for over 4.7 million square feet of retail and commercial development valued at

\$1 Billion. This rural TIF district, the largest in Texas, includes the most attractive undeveloped land in North Texas and further enhances Terrell's reputation as a regional destination and the "Gateway to East Texas". Development is progressing, additional retail opportunities are available and the Terrell TIF is open for business. For more information contact Danny Booth at 972.524.5704 or visit www.terrelltexasedc.com to see all the resources available for your bottom line success.



LOCATION • BUILDING-READY SITES • TRIPLE FREEPORT EXEMPTION • NON-UNION WORKFORCE • PRO-BUSINESS LEADERSHIP • EXECUTIVE AIRPORT
TERRELL ECONOMIC DEVELOPMENT CORPORATION • P.O. BOX 97 • 1314 W. MOORE • TERRELL, TEXAS 75160

Water Agreement Partnerships

- **Partnerships initiated by the City to provide safe, sustainable drinking water supply:**
 - 6 rural water supply corporations
 - Special law district(s)
 - North Texas Municipal Water District –contracted as principal water supply
 - State of Texas – Texas Commission on Environmental Quality
- **Redundant source from North Texas Municipal Water District**
- **Updated water conservation plan**
- **Adequate supply to meet long-term regional growth demand**
- **Leveraged economies of scale to distribute debt service over a broader customer base**



Downtown Terrell, Texas

Development Standards

- 2008 update of 1961 zoning ordinance, introducing smart growth design elements
- 2009 addition of highway corridor requirements, including:
 - Strong sustainable development standard along major highways
 - Land owner option to utilize SMART CODE rules by right
- Developer agreements requiring “livability” performance
- Implementation of an aggressive neighborhood integrity ordinance to address aging and substandard structures
- Stimulation of redevelopment through a \$1 million Neighborhood Stabilization Grant from HUD
- Logical alignment of development standards

Terrell: A State Wide Leader



H.R. No. 89

RESOLUTION

WHEREAS, In response to an impending population boom, the City of Terrell has developed an impressive model for planned development that is gaining wide recognition; and

WHEREAS, Terrell currently is home to about 16,000 people, but more than 50,000 new residents are expected to settle there by 2025, and the population increase will result in the construction of about 22,000 new homes; city officials are meeting this incredible challenge with an innovative plan to encourage desirable development while avoiding tax hikes and curbing runaway growth that would diminish the character of the historic rural community; and

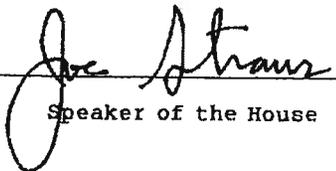
WHEREAS, Through the use of special district laws, area leaders have designated approximately 11,000 presently undeveloped acres for the master plan and are working to ensure that new housing, infrastructure, and commercial ventures in the area will continue to reflect high standards and that resources will be available to meet the increased demand for services; and

WHEREAS, The Terrell city design model of regional cooperation, intergovernmental partnerships, and prudent financial arrangements has been the subject of articles in national publications, including *Nation's Cities Weekly*, which printed an article by Terrell city manager Torry Edwards in the February 9, 2009, issue, and *Public Works Management and Policy*, which included a case study about Terrell in 2007; additionally, Mayor Hal Richards has been invited to a north central Texas regional mayor's conference to present the Terrell design model as a "best business practice"; and

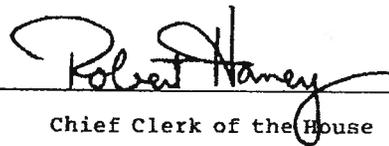
WHEREAS, The visionary, thoughtful approach the city has taken in preparing for the challenges and opportunities of population growth will greatly benefit area residents in the years to come and has set high standards for other communities to emulate, and Terrell civic leaders merit high praise for their notable accomplishments; now, therefore, be it

RESOLVED, That the House of Representatives of the 81st Texas Legislature, 1st Called Session, hereby congratulate the City of Terrell on the national recognition received by its exemplary model for sustainable development and commend all those involved in the innovative planning efforts for their outstanding contributions; and, be it further

RESOLVED, That an official copy of this resolution be prepared for the City of Terrell as an expression of high regard by the Texas House of Representatives.

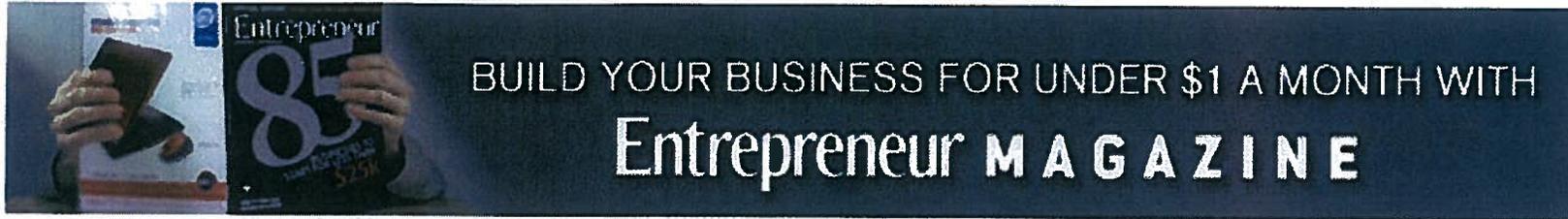

Speaker of the House

I certify that H.R. No. 89 was adopted by the House on July 2, 2009, by a non-record vote.


Chief Clerk of the House




Betty Brown
State Representative
District 4



Entrepreneur®

It really is bigger in rural small town Texas: with innovative partnership agreements, controlled growth is possible.

By Torry Edwards | Feb 9, 2009

[Nation's Cities Weekly](#)

The largest rural master planned developments within the state of Texas in a city with a population under 20,000 are being formed in the small town of Terrell. While preparing for future expansion of the tax base, the City Council created opportunities for controlled growth without raising the taxes of current residents.

National Recognition for Development Agreement Partnerships

Public Works Management & Policy, July 2007, “Sustainable Intergovernmental Agreements: A Case Study of Civil Infrastructure Design and Regional Cooperation”

- “Case study meets the infrastructure needs of a fast-growing population in and around Terrell, TX.” - *William M. Leavitt and John C. Morris (Old Dominion University, Norfolk, Virginia)*
- “This case empowers local governments, public authorities and developers to work together to manage growth and provide needed infrastructure services.” – *William M. Leavitt and John C. Morris (Old Dominion University, Norfolk, Virginia)*
- “A lot of other places will get to go to school on Terrell lessons.” – *Richard Little (Director of the Keston Institute for Public Finance and Infrastructure, University of Southern California, Dallas Morning News)*

“The recognition from the City of Terrell and the State of Texas Governor Rick Perry has been overwhelming.”

Jamie Foxx

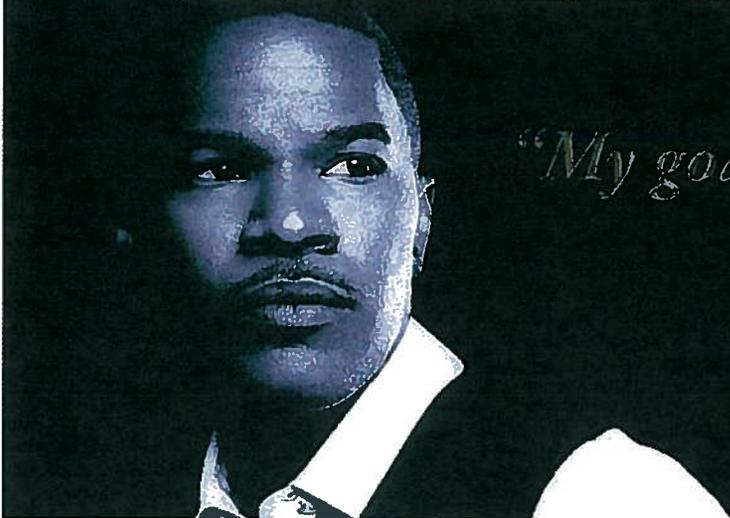
Homecoming Event, September 26, 2009



“My goals, my dreams, my values started here.”

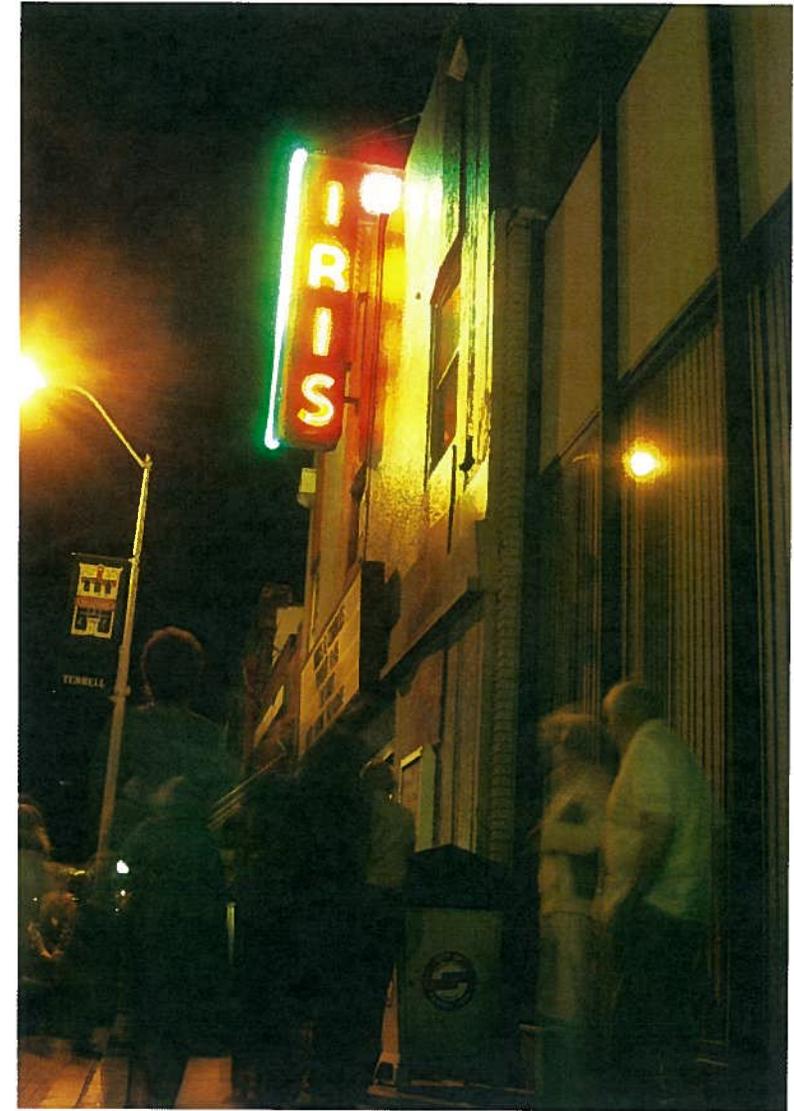
- JAMIE FOXX

TERRELL, TEXAS



Terrell – A Track Record of Success

- Property values doubled from 2000 to 2009 - \$500 million to \$1 Billion
- Forbes List of Fastest Growing Cities in the United States (July, 2007) – ranked 96 of 100 with a 34% population increase
- Recognized for planning excellence by the Texas State Legislature
- National League of Cities publication
- Entrepreneur Magazine Publication
- Home to six Fortune 500 Companies
- Recipient of Governor’s Community Economic Development Award



**City of Terrell
General Aviation
Municipal Airport**



Terrell Summary

- Terrell is on the threshold of significant growth and job creation.
- The City of Terrell provides a unique example of an historic community where planning is guided by a determined effort to preserve and enhance small town character and livability.
- It is difficult for small communities to fund major infrastructure improvements.
- The success of job creation in Terrell is directly tied to federal partnerships.



Terrell – Partnership Requests

- Recognition as national example for livability and innovative planning
- \$20 million investment in transportation infrastructure to create over 10,000 jobs
- \$30 million investment in wastewater facility improvements to preserve watershed
- Incentives for regional hospital/medical facilities – serving East Texas from Dallas to Louisiana



Windmill Farms
9,300 LOT MASTER PLANNED COMMUNITY



10,500 LOT MASTER PLANNED COMMUNITY

21,000 VPD

U.S. 80

OAKMONT
CAPITAL
GROUP
8020
EIGHTY
TWENTY
JUNCTION



TERRELL

29,000 VPD

PROPOSED REGIONAL RETAIL CONCENTRATION

7,800 VPD

METROCREST BUSINESS PARK

SPUR 557

F.M. 148

OAKRIDGE INVESTMENTS, INC.



30,000 VPD

PROPOSED REGIONAL RETAIL CONCENTRATION

THE SHOPS
AT TERRELL
FULTON ANDERSON



21,000 VPD

PROPOSED REGIONAL
MEDICAL CONCENTRATION

I.H. 20

TERRELL
WALLY
JOHN ALFORD



