



**City of Colleyville
Joint City Council and
Colleyville Center
Advisory Committee
Worksession
Agenda**

City Hall
100 Main Street
Colleyville, Texas 76034
817. 503.1000
www.colleyville.com

Tuesday, September 23, 2014
6:00 p.m.

Colleyville Center
5301 Riverwalk Drive

OPTIONAL TOUR OF COLLEYVILLE CENTER - 5:45 P.M.

1. CALL TO ORDER

2. PRESENTATION AND DISCUSSION

- 2a** Presentation and discussion of the Colleyville Center Site Master Plan as a component of the Comprehensive Plan

3. ADJOURNMENT

I hereby certify this agenda was posted on City Hall bulletin boards Friday, September 19, 2014, by 5:00 p.m.

Amy Shelley, TRMC
City Secretary

Any matter on this agenda may, at the discretion of the governing body, be opened for public comment and discussion.

If you plan to attend this public meeting and have a disability that requires special accommodations, please advise the City Secretary at least 48 hours in advance at 817.503.1133, and reasonable accommodations will be made to assist you.



City of Colleyville Joint Colleyville City Council and Colleyville Center Advisory Committee Worksession Agenda Briefing

City Hall
100 Main Street
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Agenda Number 2a

Agenda Date 09/23/2014

Type Presentation and Discussion

Department City Council

Title

Presentation and discussion of the Colleyville Center Site Master Plan as a component of the Comprehensive Plan

Explanation

Development of a Colleyville Center Site Master Plan was included in the scope of work that is being conducted by Halff Associates Inc. to update the City of Colleyville's Comprehensive Plan. This particular component of the Comprehensive Plan will provide the development road map for the eight acres of land currently surrounding the Colleyville Center. The purpose of this joint worksession is to provide a presentation (attached) on the history, use of, and potential improvements to the site, as well as an opportunity for discussion. Discussion will focus on the community's desires for how this location should be used in the future and options for how the site could be renovated, expanded, or developed to accommodate those desires, based on available funding. Halff Associates Inc. will use the input and direction received to develop architectural renderings that establish both land and space utilization on Riverwalk Drive, incorporating the desired elements, and potential phasing of implementation.

Attachments

1. Colleyville Center Presentation



Colleyville Center

Joint City Council and Colleyville Center
Advisory Committee Worksession
September 23, 2014

Presentation Purpose

- Provide background on Colleyville Center site, philosophy, and use
- Provide overview of utilization
- Provide information on potential building and site improvements
- Following this presentation, Jim Carillo of Halff Associates Inc. will facilitate a discussion on future use and plans for the site

Historical Funding

- January 1998 opening after 14 years of fundraising by residents, City leaders and civic organizations
 - General Obligation and CEDC Bonds- \$ 1.8M
 - Citizen and civic group contributions- \$300K
 - Total Construction Budget- \$2.1 M budget
- 2010- \$920K renovation to update facility and limited technology
- 2013- CEDC final re-payment of inter-fund renovation loan

Colleyville Center Philosophy

- Provide a high quality, unique facility for citizen and civic organization socialization and engagement
- Provide Colleyville citizens and civic organizations deeply discounted rental rates
- Establish premium rental rates for non-residents and business community that are consistently competitive in local market
- Invest and maintain Center facility, as it is an integral asset to the Colleyville citizens and our community
- Cost recovery annual performance goal of 70%

Colleyville Center Site Facts

Facility Purpose:

Rental & Civic Meetings

Total Site Area:

8.8 Acres

Total Center Building:

8,475 sq. ft.

Grand Hall

3,536 sq. ft. (floor space)

Small Meeting Room

792 sq. ft.

Catering Kitchen Area

1,000 sq. ft.

Stage

1,491 sq. ft.

Foyer, restrooms, hallways, etc.

balance of sq. ft.

Total Outdoor Area for Events:

5.8 Acres (252,648 sq. ft.)
(total site minus building and ponds)

Total On-Site Parking:

207 spaces

Colleyville Center Surrounding Area

Within 1,000 foot Radius:

Family Detached Residences: 188

% Residential Only Zoning: 58%

Total Population: 560

Total Streets to close for event: 2 (Church Street & Riverwalk Drive)

Total Parking Spaces (on and off site): 2,594

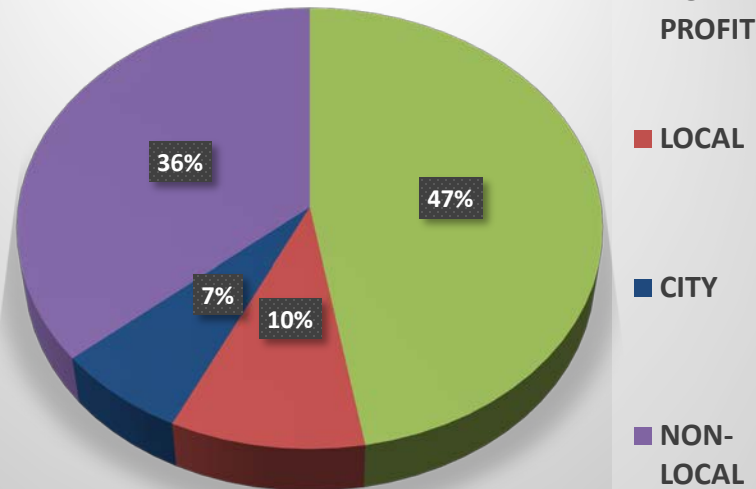
Adjacent Public Facility: Justice Center

COLLEYVILLE CENTER SITE

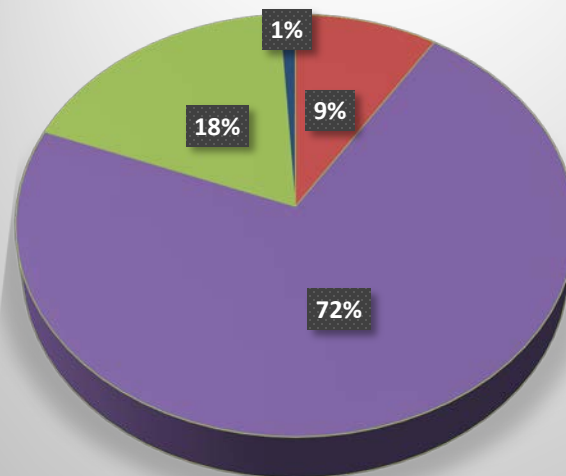


CENTER UTILIZATION vs REVENUE

Rental Category

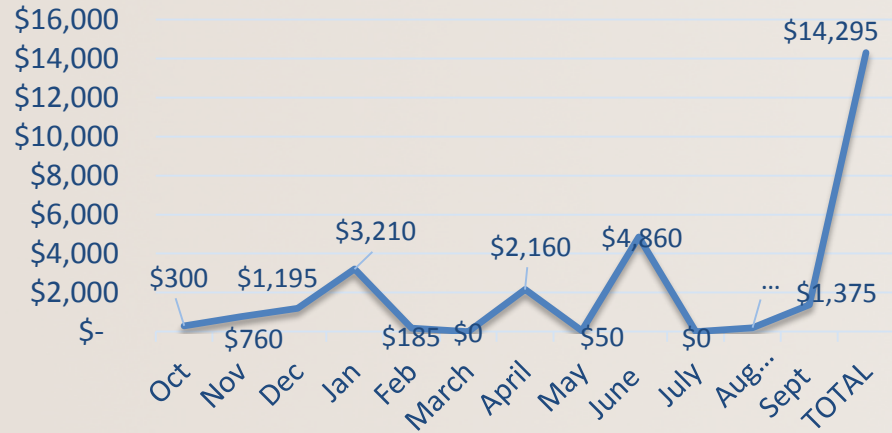


Rental Revenue

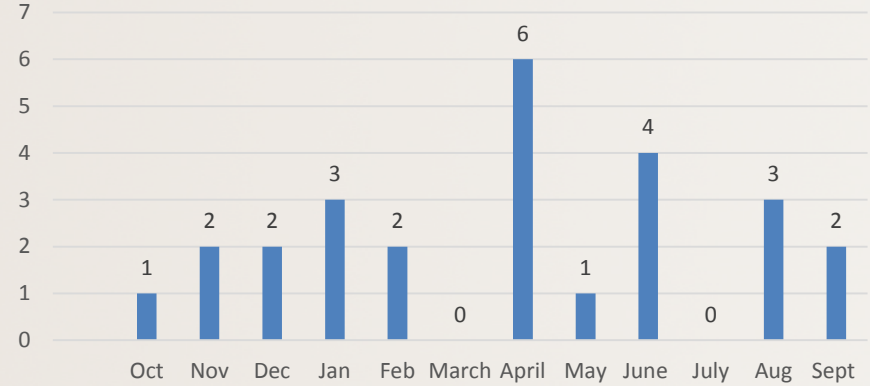


City Utilization

Lost Rental Revenue



FY 2014 26 Events



Center Competition

- Current
 - Piazza in the Village
 - Hurst Conference Center
 - North Richland Hills Centre
- Future
 - City of Grapevine- Multi-generational Recreational Center
 - Gateway Church- Building convention space
 - City of Southlake- Community Recreation Center with meeting/event space
 - Southlake Hilton- Expanding of existing convention space

To Maintain Current Service Level

- Update original kitchen appliances and kitchen countertops
- Replacement of original palladium windows for energy efficiency
- Replace sod around “Balustrada” area
- Replacement of original commercial door hinges
- Window shade replacement

To Enhance Service Level

Interior

- Technology upgrade to improve M-F business utilization
- Additional meeting space or break out rooms for larger seminars
- Updated and expanded kitchen for onsite food preparation and catering
- Additional storage for tables, piping, and curtains for conferences
- Beer and wine sales for weekend events sales (would require secure storage)

Exterior

- More parking dependent on plans for future use
- Outside restrooms for ongoing City events
- Outdoor rental space for cocktail receptions & garden parties
- Outdoor gabled awnings for the “Balustrada” and patio shading
- Water feature or sculpture for “destination” photos

COLLEYVILLE CENTER



COLLEYVILLE
Center



Questions?