

Economic Development Briefs

Following are new initiatives in the Heritage Crossing area.

Proposed TIF for Irving Boulevard – The City of Irving is considering the use of a Tax Increment Reinvestment Zone (TIF) to fund the long-term redevelopment initiative for Irving Boulevard. An informational meeting about the proposed TIF was held Nov. 18 and public input is being accepted on the city website through Dec. 6. A TIF is not a tax, but rather an opportunity for the city to reinvest a portion of the tax revenue spurred by new development and investment within the district to fund needed improvements along the boulevard. These would include roadway/utility/drainage improvements, gateway features, landscaping, existing property revitalization and related items geared toward stimulating additional private investment and development. The TIF will be considered Dec. 9 by the City Council. For more information, visit the city website at www.cityofirving.org/tif2 or call (972) 721-2251.

McDonald's Grand Opening – The new McDonald's restaurant in Heritage Crossing is open for business. The \$2.8 million facility, built on the site of the original 34-year-old restaurant, houses 7,800 square feet of floor space with seating for 180. Diners can enjoy free Wi-Fi access, video games and an oversized play area. According to owner-operator Heath Massey, this McDonald's restaurant is the largest built in the past 20 years. The new facility, located at 302 W. Irving Blvd., is expected to generate more than \$4 million in annual net sales, well above the \$2.4 million average for a McDonald's in the Dallas-Fort Worth area.

JPT Graphics – A grand opening for JPT Graphics at its new location, 212 W. Irving Blvd., is set for Dec. 8. The family-owned, full-service graphics company, founded in 1984 by Simon and Shirley Lewenstein, relocated to the new 5,000-square-foot facility from its previous location on Grauwylar Road just east of Loop 12. They converted the former Boss Rehearsal Studio and Herb Shoppe into the new facility. "We heard about the exciting things the city had planned for the downtown area and wanted to be part of it," said Shirley Lewenstein, who explained that the JPT business name stands for the initials of their children—Justin, Pancho, Tita and Tom.