Attachment to
Ordinance No.
Exhibit "B"
Page 1 of 21

### THE PROPOSITION

National Indoor RV Centers ("NIRVC", see nirvc.com) seeks to expand its flagship dealership located at 498 E. Hwy 121 in Lewisville by:

- 1. Purchasing 1.7 acres ("Subject Property") located <u>immediately adjacent</u> to the existing NIRVC dealership.
- 2. Using the Subject Property for expanded outdoor display of its high-end luxury motor-coaches for sale.

Note: The average sales price of new motor coaches sold at NIRVC is approximately \$200,000 with prices ranging from about \$80,000 to over \$900,000. These coaches are beautiful and often cause those passing by to pause and admire their aesthetic qualities, much like the public appreciates the mystique of private aircraft or ultra-high-end automobiles such as Rolls Royce or Ferrari.

These coaches likely represent the highest valued retail items for sale in Lewisville and perhaps the entire DFW area other than the sale of private aircraft. See attached photos of example coaches sold at NRIVC.

3. Constructing, on dealership land currently owned by NIRVC, a new 50,000 square foot building to house a state of the art motor coach repair facility, combined with a Class A sales center, warranty center, back-end support area and headquarters office space ("Office Space"). The Office Space will face 121 with the repair center behind it. Total costs will exceed \$8,000,000. See attached site plan and rendering.

Operationally, it is <u>essential</u> that the motor coach display area be situated on the Subject Property and the repair facility and Office Space be constructed on land currently owned by NIRVC. Among other reasons, customer and employee safety is an important factor. Separating the Office Space from the repair facility, for example, would create heavy foot traffic through the display and customer parking areas. The motor coaches are up to 45 feet long and 13 feet tall and are often driven by elderly customers. The mixing of foot traffic in coach maneuvering areas poses serious safety concerns.

Additionally, the critical flow of employees, customers and processes require that the Office Space (which will include our customer waiting area) and the repair area be in the same building and as close to our existing motor coach storage building as possible.

### **APPROVAL NEEDED**

NIRVC seeks a Special Use Permit ("SUP") to allow for the display of these motor coaches at the dealership to include the Subject Property which is zoned General Business. As conditions for approval of the SUP, NIRVC agrees to the following:

- Upgraded landscaping of the Subject Property in the 10-foot set back strip along Hwy
   The landscaping would include:
  - a. Trees planted at a ratio of every 30 feet vs 50 feet.
  - b. A row of a variety of bushes along 121 planted in a serpentine pattern to accent the depth of the set-back strip.
- 2. Approximately 3,200 square feet of additional greenspace located in the northwest corner of the Subject Property which is anticipated by the city to be a high exposure corner in its IH 35E corridor planning. This area will contain a professionally designed and densely planted area of high canopy trees and a variety of plants of various heights and colors. See attached landscape plan.
- 3. Replacing two existing pole signs with a single monument sign meeting current city standards.
- 4. Although drive-by traffic is beneficial for marketing purposes, NIRVC will not use on-site temporary promotional displays typical of auto dealerships to advertise the motor coaches. e.g. no balloons, no placards in the wind shields, no glass painted advertisements on the dealership buildings or the motor coaches. Such advertising is inconsistent with our corporate culture and is not appreciated by our customers.

Furthermore, NIRVC does not advertise on the radio or TV with pitchmen as is often the case in the automobile industry. Rather, NIRVC markets almost exclusively by:

- a) Our sales people attending motor coach rallies around the nation, many of which are co-sponsored by NIRVC, to meet current and potential motor coach owners.
- Internet advertising. Potential buyers who anticipate spending over \$200,000 for a motor coach shop nationally. See nirvc.com.
- c) Word of mouth advertising among our current sales, service and storage customers. NIRVC has an excellent reputation nationwide. Motor coach owners are a tight knit community and the reputations of dealerships spread quickly.

#### ADVANTAGES TO THE CITY OF LEWISVILLE

NIRVC draws wealthy customers from all over the DFW area as well as the nation and internationally. Storage customers have included owners from the South Pacific, Europe, Canada and throughout the United States. Service, sales and storage customers have included professional athletes, entertainment stars and nationally recognized business leaders.

Attachment to
Ordinance No.
Exhibit "B"
Page 3 of 21

Unlike other retail businesses which cannibalize competitors from within the city such that tax revenue for the city is not impacted, NIRVC is drawing the very wealthy from inside <u>and outside</u> the city. 2017 taxable revenue was approximately \$60,000,000. With the subject expansion, taxable revenue will approach \$80,000,000.

As part of this expansion, NIRVC plans to close its Plano office which houses its accounting and finance departments, bringing eight current employees from Plano to Lewisville. The NIRVC expansion will also call for hiring ten new service technicians, two to three sales people, two to three service writers, additional warranty support, accounting positions and human resource professionals. These are all well-paying career type positions. The expansion will also call for several lower level positions to be created... wash and detail workers, an additional porter etc. In total, over 30 new full-time Lewisville employees are anticipated.

Currently, many NIRVC employees at the dealership are housed in a less than desirable mobile home which has been converted into office space and which is an admitted eye sore viewed from Hwy 121. As mentioned above, this mobile home office space will be replaced by a new state of the art service center combined with a Class A office building which will face 121... see rendering.

The site plan of the Subject Property shows the masonry wall NIRVC will erect, to block the view of the Northwood Mobile home park (on the south side of the Subject) from the proposed display area and thus block the view of the mobile home park from highway 121.

### THE SUBJECT PROPERTY

The subject property is surrounded by:

- 1. The Northwood Mobile Home park to the south. Given the lack of Mobile Home Parks in the DFW area, Northwood is highly valued and likely not a candidate for redevelopment for as long as mobile homes are manufactured.
- 2. To the west, across from the mobile home park entrance off 121, is a Class C strip shopping center which has no nationally recognized tenants but rather is occupied by a laundry mat, a small low-end restaurant and other local mom and pop tenants. This strip center is less than 10 years old and is not likely to be a candidate for redevelopment in the next 40 years.
- 3. The NIRVC dealership is immediately to the east of the Subject Property. The NIRVC dealership is less than 10 years old and will not be a candidate for redevelopment for at least 40 years.
- 4. Hwy 121 defines the north boundary of the property.

Attachment to
Ordinance No.
Exhibit "B"
Page 4 of 21

Regardless of any long-term planning, the land uses to the east, west and south of the Subject Property are not candidates for redevelopment. Therefore, it is extremely unlikely that any developer would choose to develop the Subject Property with a high-end use. After having been on the market for sale for over 10 years, the Subject Property is now under contract to be purchased by NIRVC on or before May 7th. Advanced Auto Parts was also interested in the Subject Property prior to the seller agreeing to sell to NIRVC.

Without the requested SUP, the property will continue to be for sale. Advance Auto Parts (think small auto repairs being completed in the parking lot using parts just purchased) or a similar use would be probable. Again, land uses on all three sides makes high-end development highly unlikely. Therefore, we believe the expansion of NIRVC unto the Subject Property is its highest and best use.

#### HISTORY OF NIRVC

NIRVC is a Texan success story. Formed in late 2007 when three friends were having lunch and the conversation turned to the fact that one wanted to purchase a motor coach and had learned there was a lack of storage facilities capable of handling the specialized needs of the motor coach owner. The existing NIRVC building was designed by placing orange safety cones out in a Walmart parking lot and measuring turning distances. Ground was broken on the Lewisville dealership in July of 2008, the month Lehman Brothers filed for bankruptcy in the midst of the mortgage meltdown.

Lewisville was chosen as the best location for the business in the DFW area and NIRVC was the first new development along 121 between I35 and main street in many years. It is not overstating the point to say NIRVC was a pioneer to develop a facility costing over \$11,000,000 in that area in 2008. NIRVC initially purchased approximately six acres and later expanded on to an additional six acres replacing what was then an active mobile home sales lot. NIRVC has been a good citizen in Lewisville.

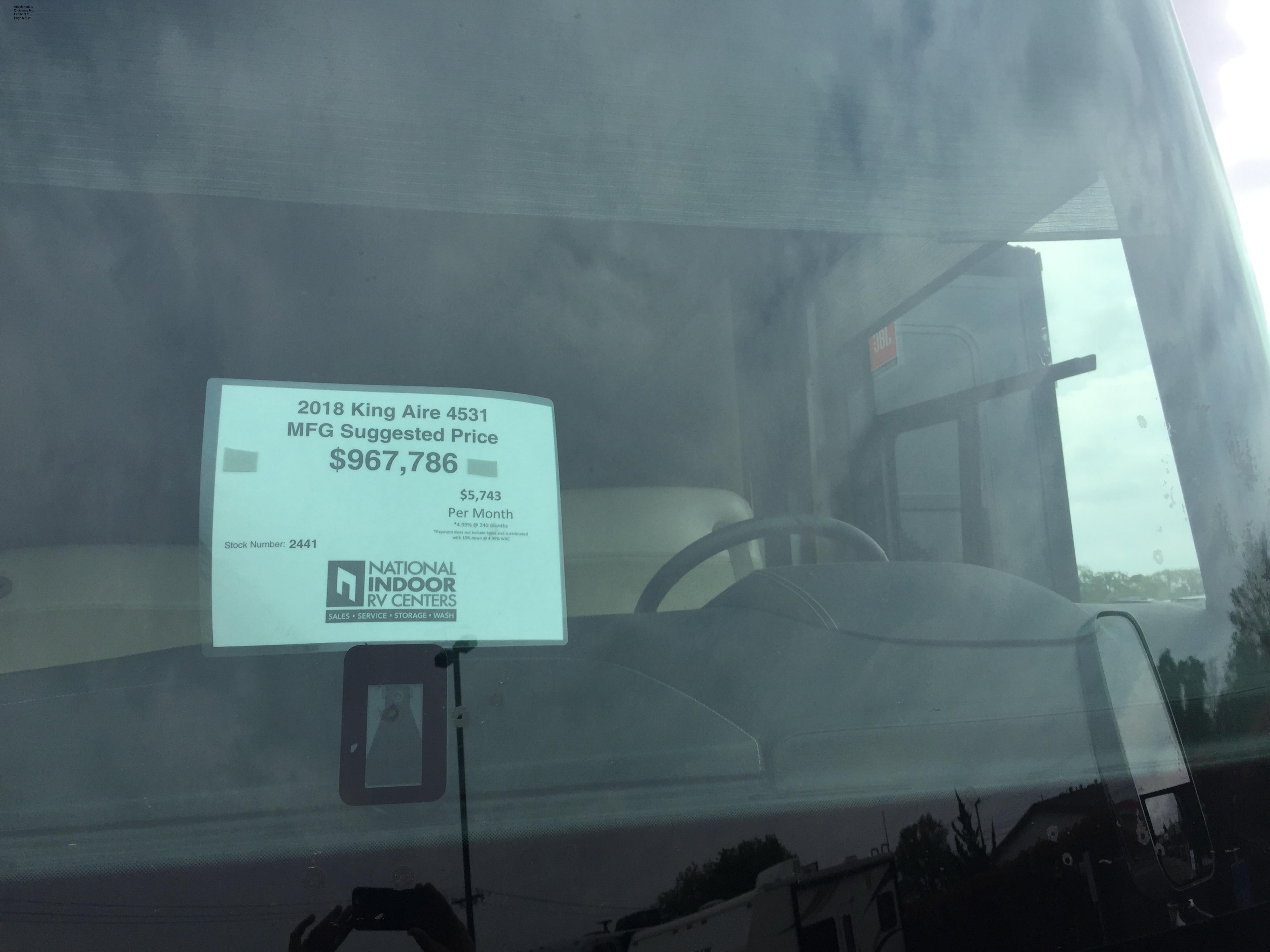
NIRVC is growing, with locations open in Lewisville, Atlanta and Phoenix. Las Vegas will be opened in late 2018 and central Florida in 2019. As the company grows, additional corporate professionals will be needed in the Lewisville headquarters.

#### **SUMMARY**

Granting the requested SUP will result in the construction of a new \$8,000,000 repair center with a Class A office building facing Hwy 121 with upgraded landscaping. The SUP will be good for the aesthetics of Hwy 121, good for land values in the area, good for the revenue to the City of Lewisville, good for NIRVC, good for our new employees, good for the motor coach market and good for the contractors who will be employed.

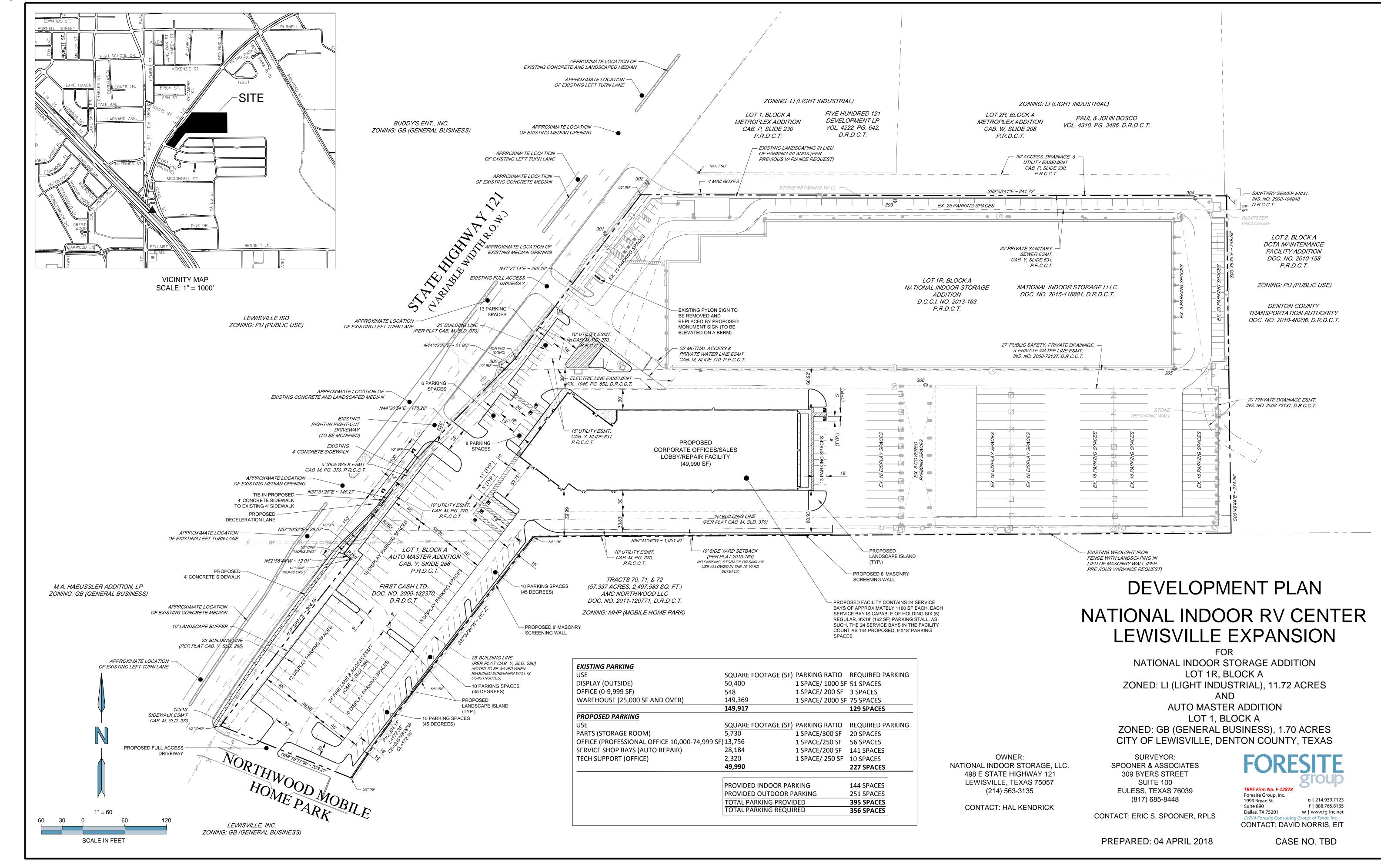
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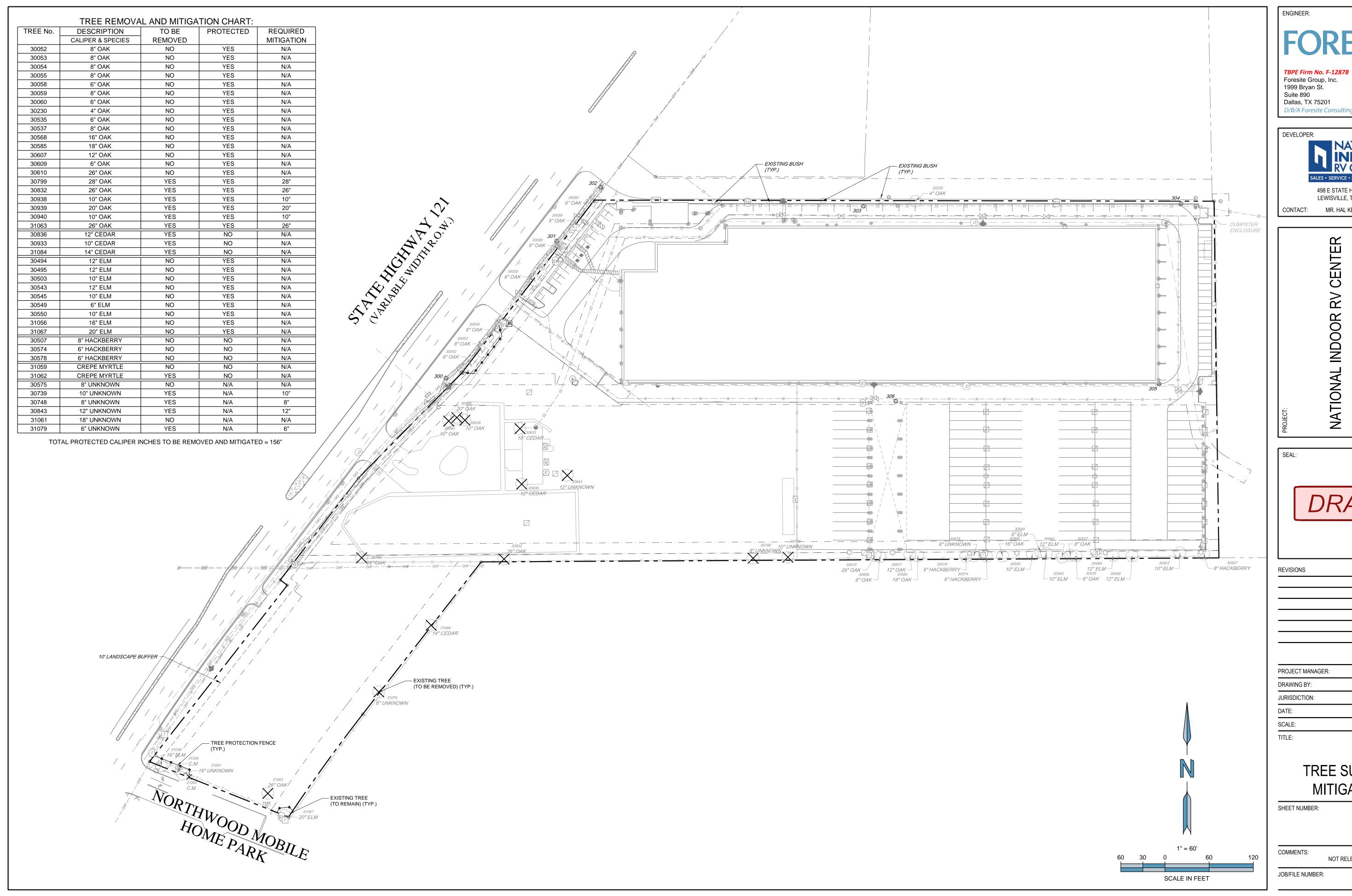












Foresite Group, Inc.

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498 E STATE HIGHWAY 121 LEWISVILLE, TEXAS 75057 CONTACT: MR. HAL KENDRICK

E STATE HIGHWAY 121 DENTON COUNTY, TEXAS

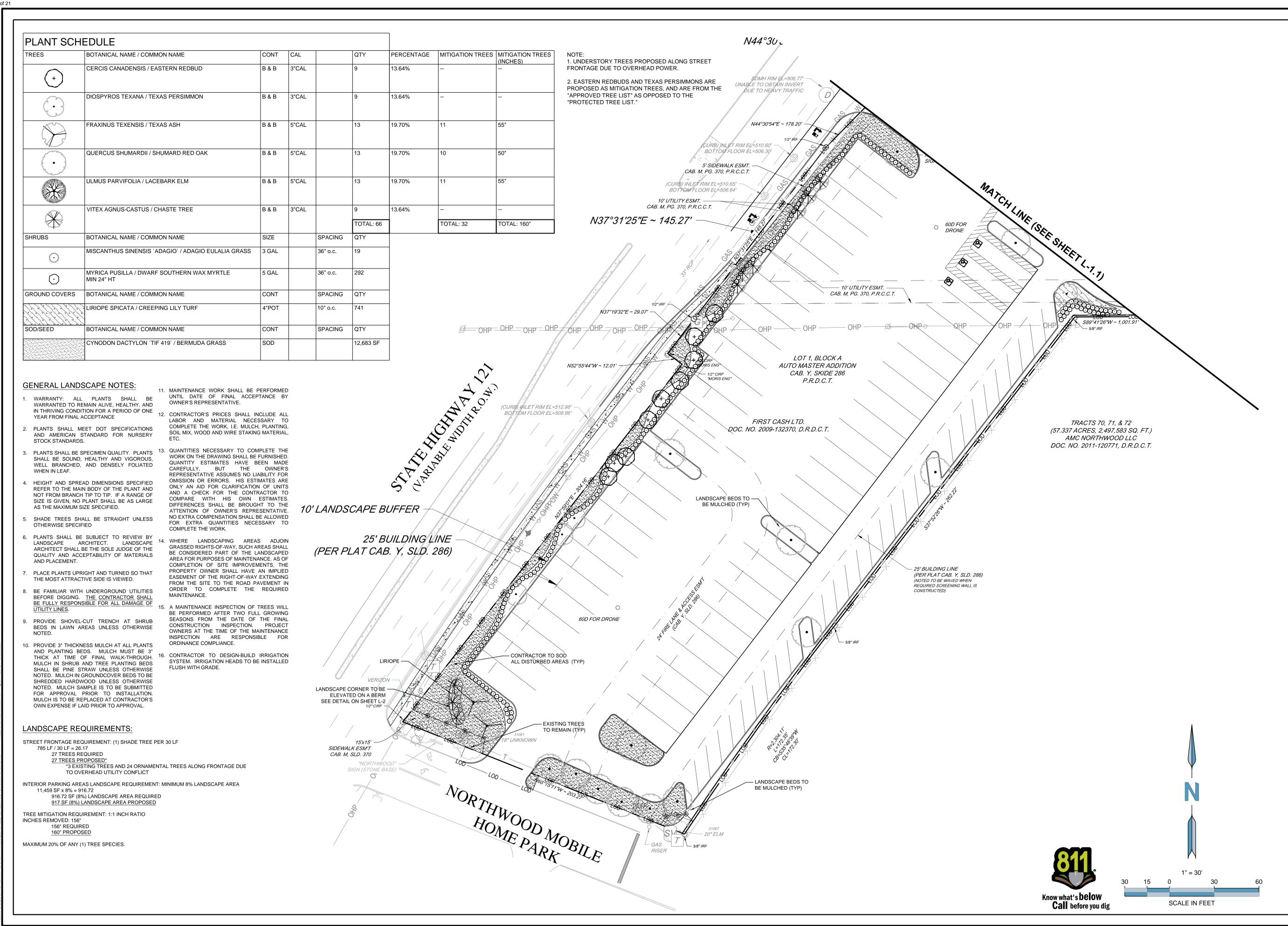


CITY OF LEWISVILLE 04 APRIL 2018 1" = 60'

# TREE SURVEY AND MITIGATION PLAN

1 OF 1

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FORESITE

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NATIONAL INDOOR RV CENTERS

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LEWISVILLE, TEXAS 75057

CONTACT: MR. HAL KENDRICK

INDOOR RV CENTER ISVILLE EXPANSION
E STATE HIGHWAY 121
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JASON V. WECKERLY, RLA #2788

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REVISIONS DATE

PROJECT MANAGER: DN

DRAWING BY: KCN

JURISDICTION: LEWISVILLE, TEXAS

DATE: 04 APRIL 2018

SCALE: 1" = 30'
TITLE:

LANDSCAPE PLAN

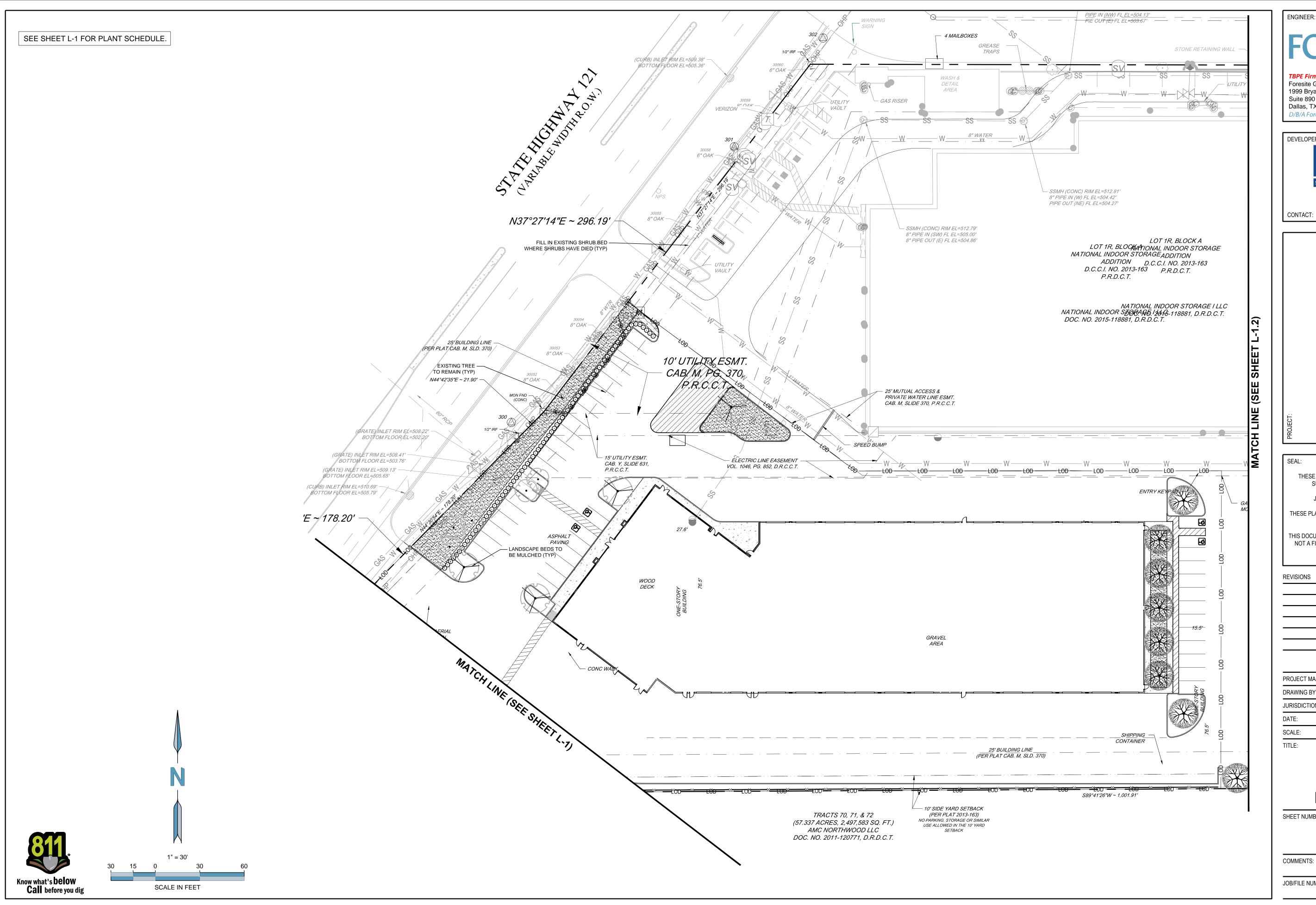
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ENGINEER:

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> E STATE HIGHWAY 121 DENTON COUNTY, TEXAS INDOOR

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KCN	DRAWING BY:
LEWISVILLE, TEXAS	JURISDICTION:
04 APRIL 2018	DATE:
1" = 30'	SCALE:
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## LANDSCAPE PLAN

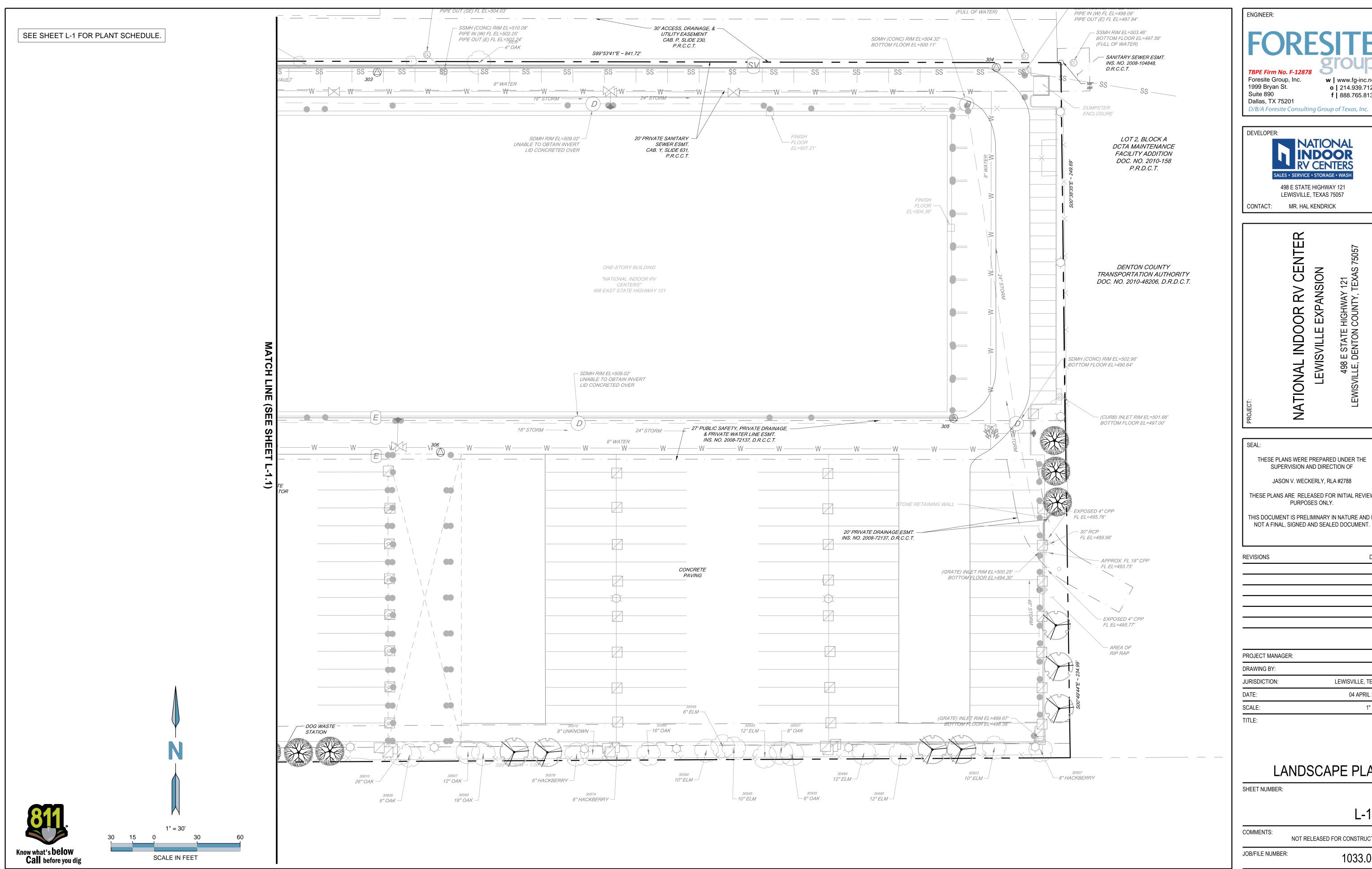
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Attachment to Ordinance No. Exhibit "B" Page 13 of 21



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DATE:	04 APRIL 2018
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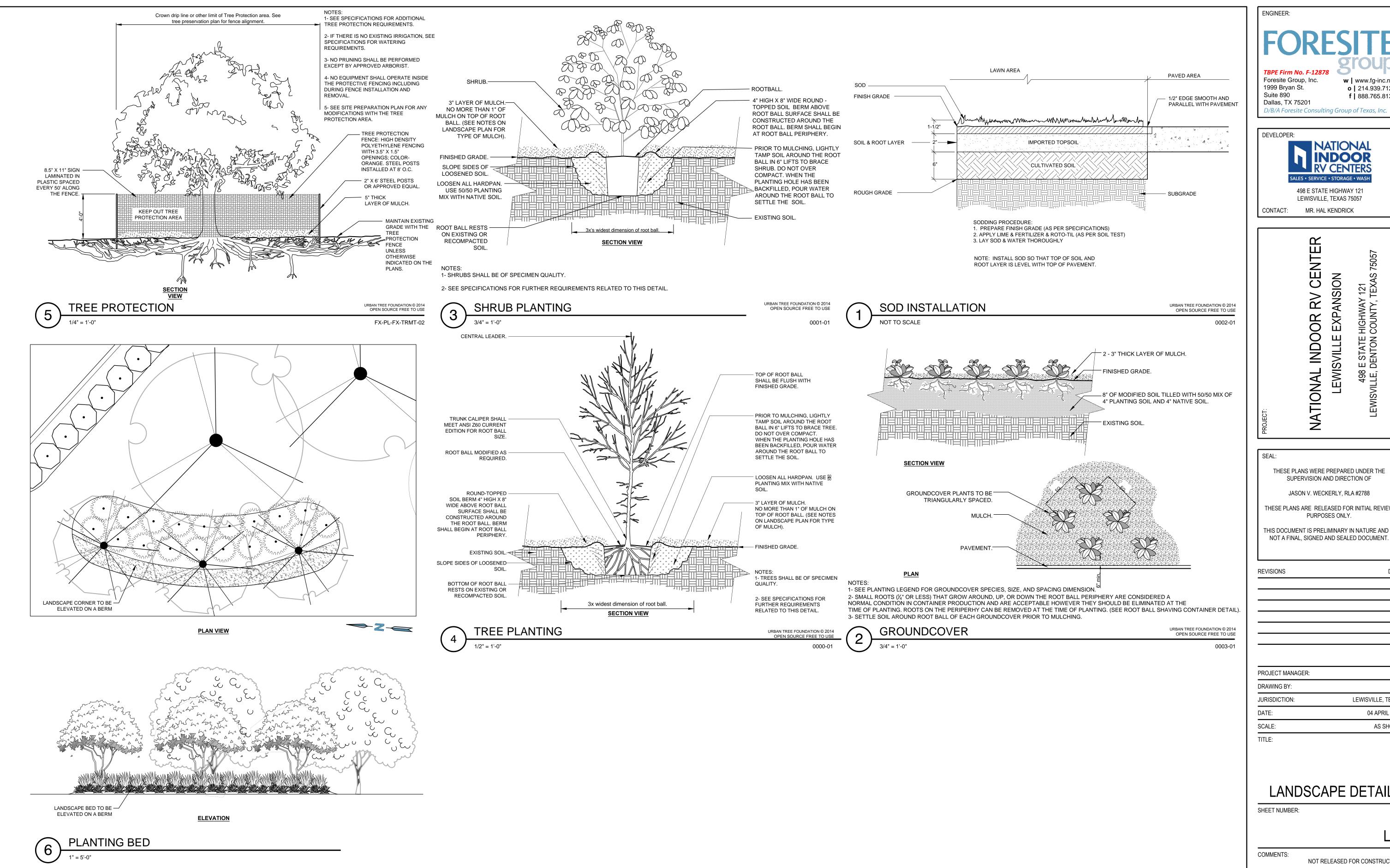
# LANDSCAPE PLAN

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### LANDSCAPE DETAILS

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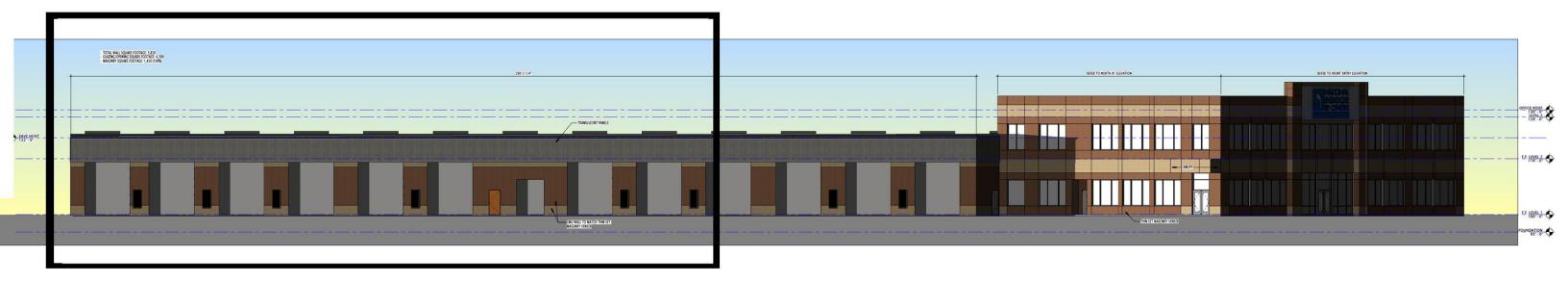
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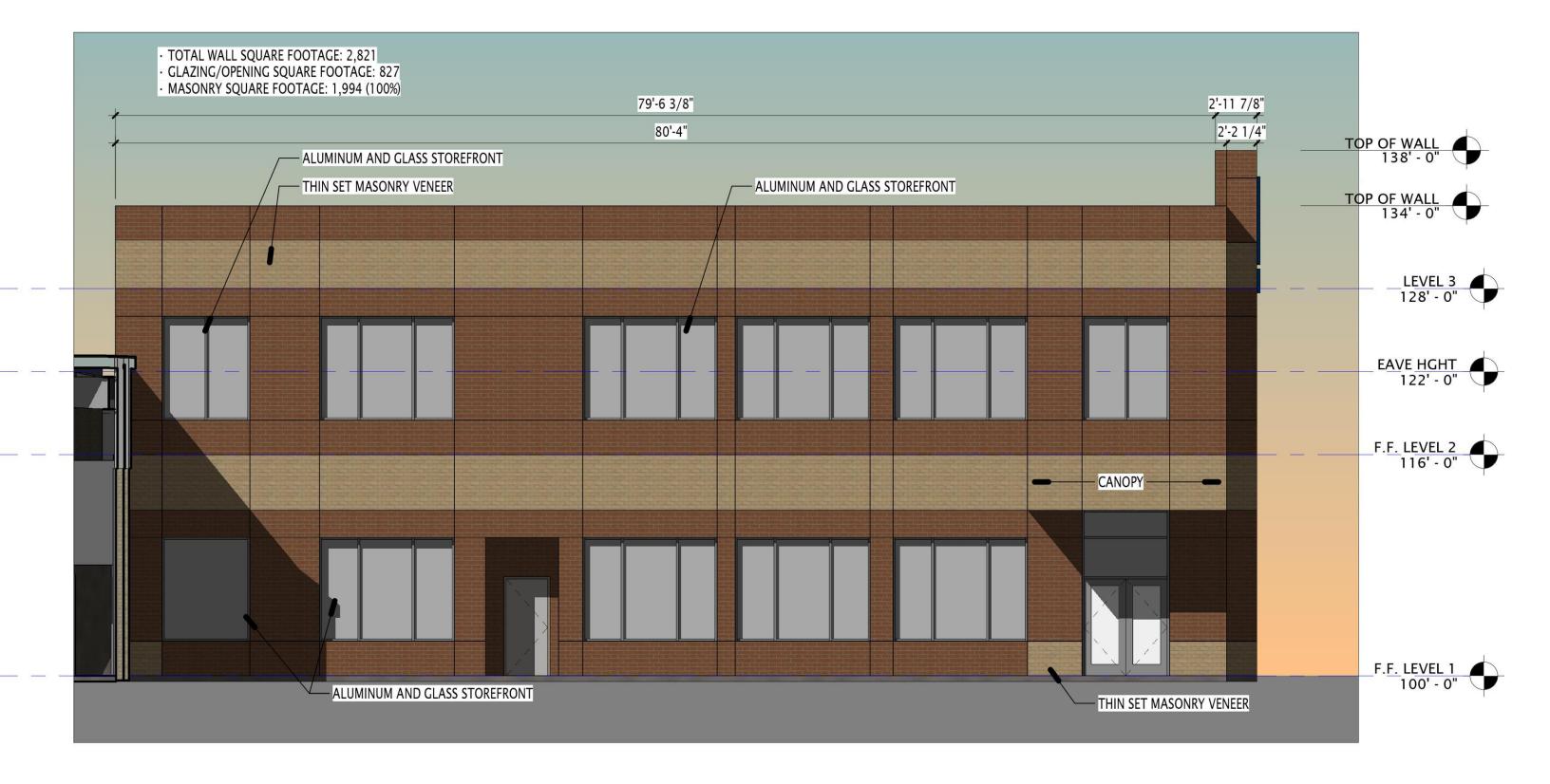
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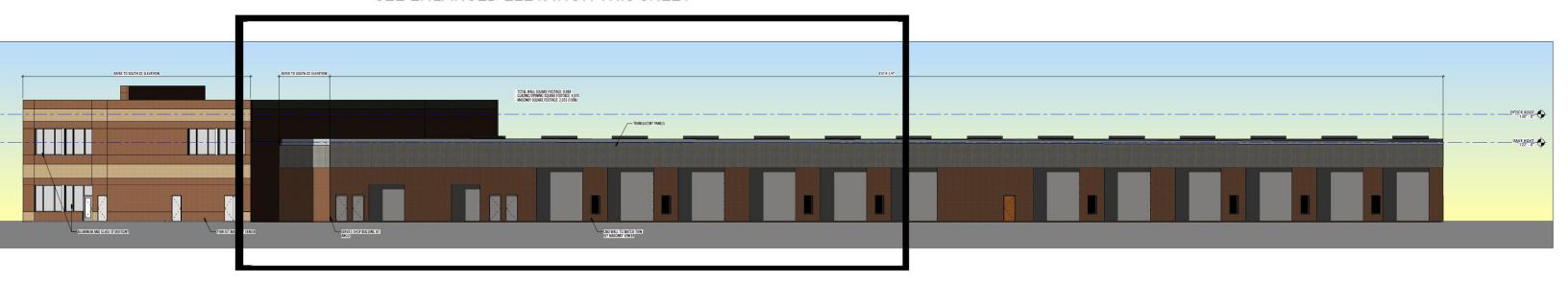
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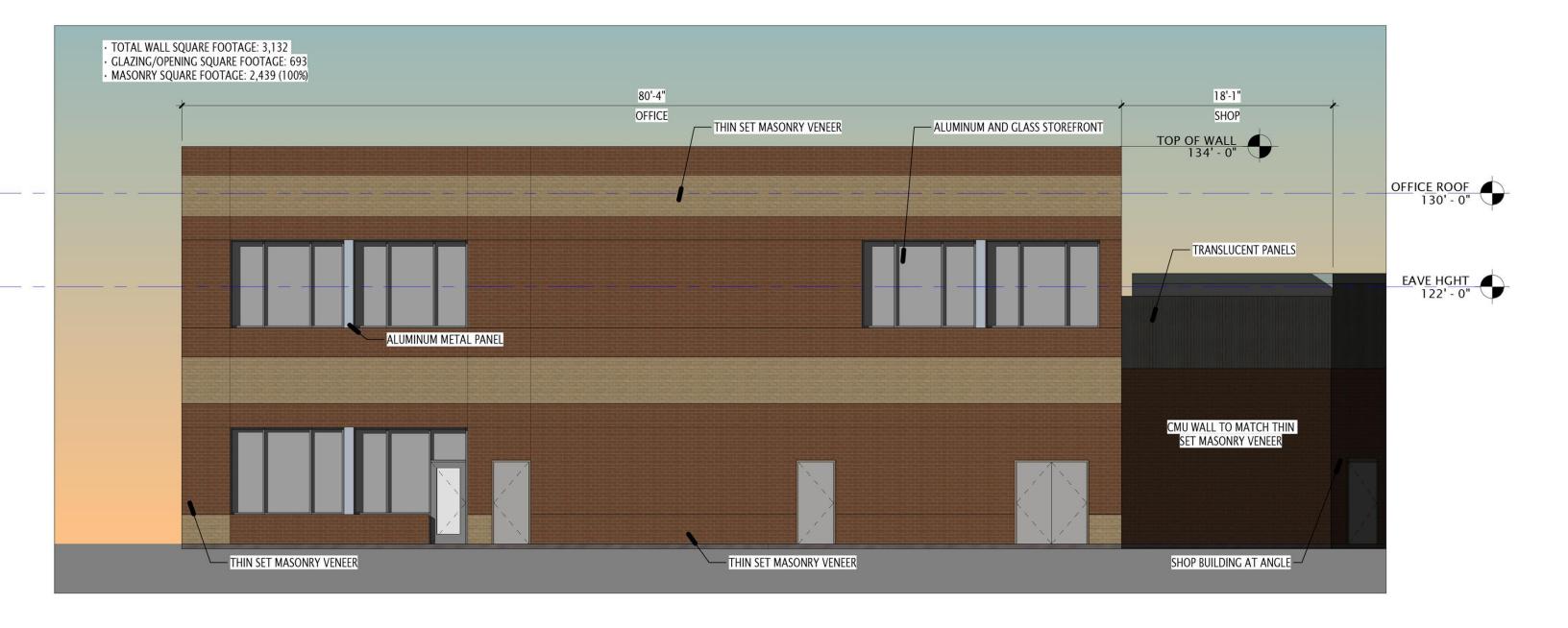




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Page 21 of 21

