

Glorypark project plans to reach out

■ K Strategies Group is coordinator of minority hiring for the stadium.

By **ANDREA AHLES**
STAR-TELEGRAM STAFF WRITER

Glorypark developers have hired K Strategies Group, the coordinator of minority hiring for the Cowboys stadium project, to help them craft a plan to involve local and minority-owned businesses in the proposed town center project.



KEYES

"In order for Glorypark to be successful, the community needs to embrace it and we need to embrace the community," said James Kwasnowski, vice president of development for Steiner + Associates, which along with Rangers owner Tom Hicks is building Glorypark in Arlington.

K Strategies Group will advise Glorypark to develop a long-term community involvement plan; Kwasnowski said he hopes that the plan will extend through construction until tenants move in. He said Steiner often engages the community with its projects, but he did not know whether the firm had employed minority-hiring coordinators for other developments.

Glorypark is planned as a multiphase retail and residential complex. The first phase will include 1 million square feet of retail space, 200,000 square feet of office space and at least 300 residential units. The Hicks-Steiner partnership plans to invest more than \$1 billion to build several phases with about 5 million square feet over 15 years.

K Strategies President Katrina Keyes said that through her firm's work on the Cowboys stadium she has developed relationships with many local businesses and can ad-

vice Glorypark on what these companies can do for the project.

"I believe on any major project in any city it is important for minorities and local companies to be involved and have access to the project," Keyes said.

Trey Yelverton, Arlington deputy city manager, said it is not unusual for regional development projects, like Glorypark, to have minority community agreements even if the project has not received public assistance. The Hicks-Steiner partnership has not formally requested tax incentives from the city, but it has discussed possible assistance for the parking, street and utilities requirements.

Economic development projects often qualify for property-tax abatements from the city. In 2003, the city revised its abatement policy to include a bonus incentive for companies or developers that use local or minority-owned businesses. Developers can receive an extra 5 percent property-tax abatement if they use Arlington or certified minority contractors for at least 20 percent of the project, Yelverton said.

The city has 24 active tax abatements with 18 companies. Only one has a local or minority-owned business-use requirement in its abatement agreement: A.E. Petsche, an aerospace parts maker, which plans to spend \$1.5 million expanding its corporate headquarters on Division Street.

Craig Richard, senior vice president of economic development at the Arlington Chamber of Commerce, said Glorypark developers were "proactive" in hiring K Strategies even though they have not officially sought tax breaks.

"It definitely sends the right message to the community that they are going to be community partners in the whole process," Richard said.