

CRESCENDO

DEVELOPMENT

THE CRESCENDO CHRONICLE

Woodhaven Edition, Issue #4

EXTRA!

Crescendo Development Founder and President Will Northern talks about his commitment to Woodhaven and Fort Worth

Greetings,

Individuals whose parents invested in real estate and imparted their industry knowledge onto their children sometimes say, "I grew up in a real estate family." This was the case for me and my family.

As an adolescent I worked with my father on historic preservation projects, breathing new life into derelict, yet beautiful, buildings steeped in history in San Saba, TX. As an adult living in Fort Worth, I've meticulously remodeled several historic homes using period-correct materials and fixtures.

My 15-year career as a licensed real estate broker and business owner, working alongside my mother as the office manager, gave me the opportunity to oversee **hundreds of real estate transactions** and gain an intimate knowledge of how properties can be economically fruitful while meeting community needs.



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Serving on the Near Southside's development committee taught me how Tax Increment Financing Districts (TIFs) can be a critical financial bridge to achieve vertical development and serve as catalysts for lethargic economies.

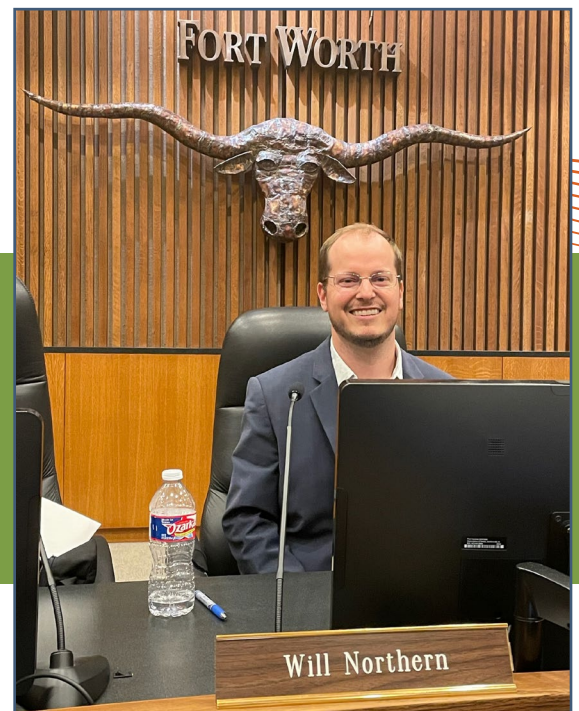
By the way, Woodhaven's TIF has \$17 million on hand for public improvements which must be spent by the end of 2028!



My appointment to the Fort Worth Zoning Commission by former Mayor Betsy Price gave me the opportunity to **preside over 1,500 zoning cases**, seeing firsthand the guiding impact that thoughtful community engagement has on zoning changes and the evolution of our city. **I humbly offer this collective professional experience as we work together to reimagine the future of Woodhaven.**

I founded Crescendo Development because I wanted to make a positive impact on Fort Worth, my long time-home. Our mission statement describes the company's purpose best:

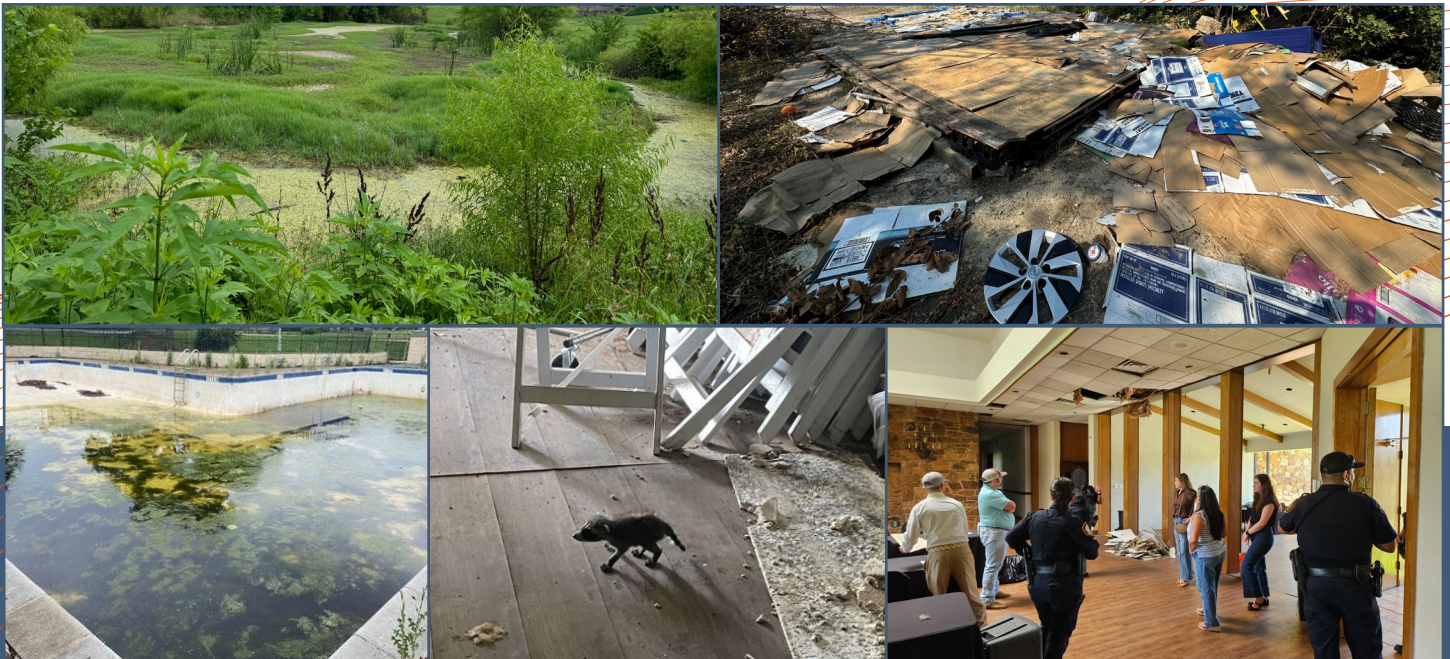
"An entrepreneurial, community-centric real estate development company creating value through land planning, adaptive reuse, and historic preservation of complex projects in Fort Worth." - Crescendo Development mission statement



Crescendo Chooses Community Revitalization Over Quick Profits in Woodhaven

The Woodhaven redevelopment is an ambitious project. The property and residents have been neglected for far too long, and neighbors were initially divided over its future—some longed to return the course to its former self, while many others wanted new opportunities for revitalization.

The only thing everyone seemed to agree on was that something must change. And I know I can support the community by working hard to make a positive difference.



Condition of the Property When Acquired

The path of least resistance would have been to leave the zoning untouched and immediately flip the property. This would have resulted in nearly 100 new homes on 5,000 square foot lots sandwiched between the existing single-family neighborhood on the east side of the property, and a random array of “community facilities” on the west side.

This would most likely have left the land for uses such as group homes, concrete batch plants, liquor and tobacco stores, and hospice centers.

Frankly, this would have been a disdainful approach. I immediately began cleaning the property through extensive mowing efforts, securing the clubhouse and other structures, and raising flags at the entrance. Next, I engaged the community to hear what residents and property owners want—and don’t want.

The Crescendo Chronicle

Woodhaven Edition, Issue #4



Lawn Crews Hard at Work Mowing the Property

Neighborhood Groups Engaged

- Chimney Wood HOA
- Southeast Fort Worth, Inc.
- East Fort Worth Business Association
- Streams and Valleys, Inc.
- Neighborhoods of East Fort Worth Alliance
- White Lake Hills Neighborhood Association
- Putter Drive HOA
- Woodhaven Community Development
- Riverbend HOA
- Woodhaven Neighborhood Association

We Built a Collective Vision - Together

In addition to multiple community-wide meetings each with hundreds of attendees, I've met with numerous neighborhood groups, many of which have written letters of support for the rezoning case.

At the neighborhood's direction, we're seeking to keep golf as a use in Woodhaven. I identified [KemperSports](#), a national golf operator, and am in continued conversations to open an innovative 18-hole, par three short course.



First Community-Wide Meeting at The Potter's House

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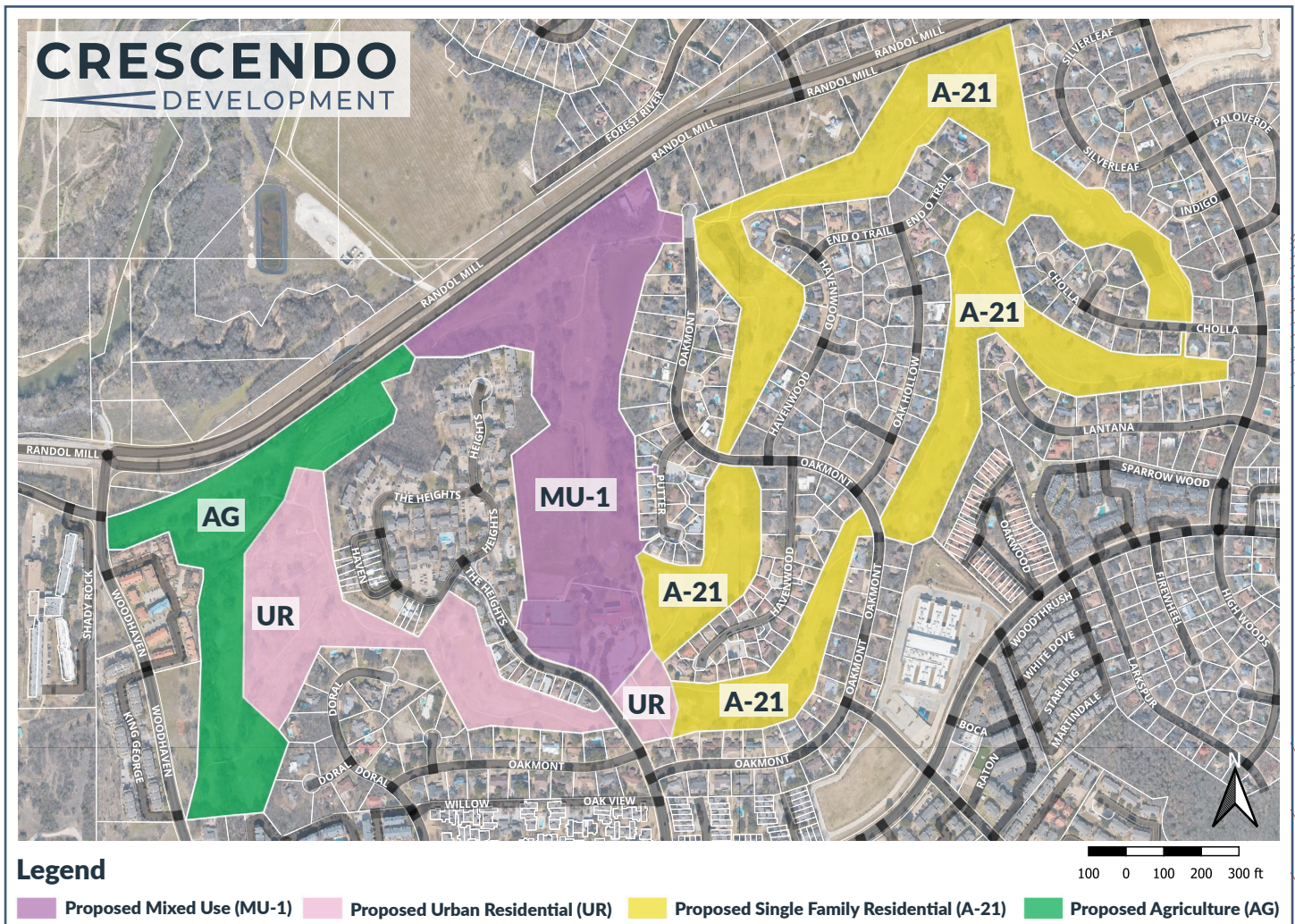
Woodhaven Edition, Issue #4

Additionally, a reoccurring request was to preserve green space, so we agreed to “down zone” the eastern half of this property from A-5 to A-21. This would mean if a golf course doesn’t come to fruition, there will be upscale homes on large estate lots. **This proposed zoning change is a direct result of community feedback and provides an “insurance policy” to preserve green space around single-family homes.**

I’m requesting to rezone the west half of the property from community facilities (CF) to a

combination of mixed-use (MU-1), urban residential (UR), and agricultural (AG). Mixed-use and urban residential zoning are form-based codes with very strict building design requirements.

These pedestrian-friendly areas provide a unique blend of businesses, housing, and green space to create cohesive communities. Additionally, the agricultural area near the intersection of Woodhaven Blvd. and Randol Mill Rd. will preserve over 20 acres of green space.



Proposed Woodhaven Rezoning

Raising the Standards and Ending the Era of Subpar Apartments in Woodhaven

I completely understand and share the neighborhood's concerns about many of the current Woodhaven apartments, which are falling apart and crime hotspots. **Nobody wants to introduce more apartments like that, especially not me!**

I plan on introducing select multifamily options that are market rate, code compliant, architecturally inspiring, and in keeping with Woodhaven's natural beauty. It's very important to me that folks understand the stark differences between the zoning I am proposing versus the zoning that exists today that can be developed upon by right without community input.

The new businesses requested by the neighborhood need additional "rooftops" to thrive, making new, upscale multifamily key to this being a success. **Unlike many of the substandard apartments in Woodhaven, the mixed-use (MU-1) and urban residential (UR) I'm proposing would follow rigorous design standards.**

In the urban residential area between Country Club Ln. and Oakmont Ln., there would be a dynamic mix of upscale single family, duplexes, townhomes, and other low-density multifamily. In the mixed-use area, any development must contain at least 30 percent commercial space, preventing large residential-only buildings. The mandated commercial use ratio in MU-1 lends itself to walkable retail ground floors with office and/or multifamily on the second and third floors.

Because of the strict form-based codes future development would be required to follow, new buildings will be significantly more attractive and built around an emphasis on green space and walkability. Because these would be at- or above-market rate, they would attract a different clientele than the existing apartments, diversifying the income range in Woodhaven. **Put simply, building apartments like what currently exist wouldn't even be possible!**



Near Southside, an Example of a Successful Mixed-Use Development in Fort Worth

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To further preserve the neighborhood's character, I'm voluntarily self-imposing zoning restrictions that go beyond the already strict design standards in mixed-use and urban residential areas. I'm limiting building heights, requiring green space near many of the single-family homes, and imposing height restrictions to preserve residents' gorgeous views.

I'm limiting residential density in the mixed-use area to half of what is typically allowed. And, I'm prohibiting undesirable uses such as liquor stores, gas stations, group homes, and concrete batch plants.



Example of a Low-Density Mixed-Use Building



If approved by the City Council, these unique and intentional design standards will stay with the land and become requirements for any future developer. In other words, if approved, the only way to change the zoning would be to start the zoning process all over again with a new application, city notices, and additional public hearings by returning to the Zoning Commission and City Council.

We are creating extensive guardrails to preserve this unique vision for Woodhaven, even after the property is out of my hands and owned by vertical developers.



I wholeheartedly believe this plan fulfills the highest and best use of the property. I'm grateful for the outpouring of input and support I've received from folks in Woodhaven and across the East Side.

Together, we've crafted a vision that will revitalize this area and take it to new heights. I kindly ask you to support us at the February 11 City Council meeting to help make this vision a reality.

P.S., please reach out to me at any time by emailing info@CrescendoDevelopment.com.

-Will Northern, owner and founder





How You Can Help

Thank you for everyone's continued support through this winding process! I'm grateful for the immense grassroots neighborhood support, but there is a small yet vocal minority of folks who risk derailing our progress. **To ensure Crescendo Development's proposed Woodhaven rezoning case (ZC-24-147) passes City Council, I ask that you do any/all of the following.**

1) Sign the rezoning support form. Signing the support form, [available here](#), is the quickest and easiest way to show your support.

2) Email the City. Explaining why you support the rezoning case in an email to the Fort Worth Zoning and Land Use Department and all the City Council members. [Click here for a template email](#) with all the email addresses pre-loaded.

3) Ensure your neighborhood organization submits a letter of support. Contact your neighborhood organization leadership to verify that the organization has already submitted a letter of support. Please email all letters of support to the Fort Worth Zoning and Land Use Department and all the City Council members. [Click here for a template email](#) with all the email addresses pre-loaded. If your organization has not yet met with Will Northern, please let us know and we will set up a meeting.

4) Attend the City Council hearing and wear GREEN. The City Council hearing will be Tuesday, Feb. 11 at 6 p.m. in the Old City Hall Council Chambers (2nd floor, 200 Texas St, Fort Worth, TX 76102). We're asking all supporters to wear **GREEN** to clearly show your support, even if you won't be speaking.

5) Register to speak in support at the City Council hearing. Perhaps the most impactful way to show your support is to speak at the City Council hearing. Speaker registration opens Thursday, Feb. 6 and closes at 4 p.m. Tuesday, Feb. 11. Comments are generally limited to 3 minutes per person (or 6 minutes if speaking on behalf of an organization). To register, access the meeting agenda once it's posted and select the speaker card link for ZC-24-147. [Click here for more instructions.](#)

I'm extremely appreciative of the wonderful conversations and support we've enjoyed from the community. From the start, this project has been shaped by community feedback, and I know that continued public support will be what pushes this across the finish line. **Please let me know if you have any questions, and I hope to see everyone at the City Council hearing on Feb. 11!**