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Cedar Hill, Texas is the place “where opportunities grow naturally.” Once the county seat of Dallas County, the city of roughly 50,000 has historic roots with an eye to the future. Its city leaders and economic development team work closely with residents to maintain the community’s exceptional quality of life. REDNews recently caught up with Cedar Hill leadership for a Q&A about what’s new in the Dallas community.

REDNews: How would you describe Cedar Hill?

Cedar Hill: Over the past three decades, robust growth has made Cedar Hill the prime location for development opportunities. Located in a beautiful natural environment with Joe Pool Lake and Cedar Hill State Park, Cedar Hill is the top choice for those who want big-city amenities with a small-town ambiance. Planners, economists and site selectors alike identify Cedar Hill as one of the brightest spots for economic development in Texas, offering numerous advantages for businesses relocation. That includes being 20 minutes from downtown Dallas, 30 minutes from DFW Airport and 40 minutes from downtown Fort Worth. Other assets include the Cedar Hill Business Park located near US Hwy 67 with rail access from BNSF, the business-friendly environment with ample workforce of more than one million in a 30-minute commute, maintaining low taxes, affordable cost of living and quality education, as well as more than 3 million square feet of retail and Class A office space.

REDNews: When we last spoke to city leaders in Cedar Hill in late 2019, your focus was on downtown revitalization. Founded in 1846, Cedar Hill’s history is evident in its downtown core, which is the heart of the city. The Economic Development team, in cooperation with city leaders, was working to incorporate the historic buildings into the future of Cedar Hill. Since that last conversation, what kind of progress has Cedar Hill made?

Cedar Hill: Exciting steps toward revitalization of the area were taken during our Downtown Complete Streets Study. The process steered collaboration with stakeholders and the community to develop a design plan for the downtown core. Now that the plan is completed, it will provide a blueprint on such things as where and how sidewalks, lighting, signage, infrastructure, parking, landscaping and streets will be improved. All to make a great experience for new developers entering the market.

REDNews: We know Cedar Hill just started another exciting new project. What can you tell us about the Hotel & Convention Center?

Cedar Hill: Cedar Hill’s Aloft Hotel & Convention Center project broke ground in October 2019 with anticipated completion date of Spring 2021. The development will host 12,000 square feet of meeting room and 1,400 square feet of pre-function space, alongside 136 Aloft hotel rooms, with indoor/outdoor reception area and a pool patio area for relaxing.

The \$25M project will be constructed on the eastern side of Hillside Village, a 610,000-square-foot open air, lifestyle shopping center, to interact closely with those existing retailers and provide further foundation on enhanced entertainment presence in the area.

Becoming a premier location in the region, the center will enhance our booming tourism industry with new options among corporate events, expos, seminars, workshops, reunions, gatherings and more.

REDNews: It sounds like Cedar Hill is full of opportunities for developers and retailers. What else should they know about the city?

Cedar Hill: Cedar Hill Next is the current Comprehensive Plan update project for the City. During recent kickoff events dubbed “Planapalooza,” we engaged the community in various activities to gain more ideas about what the future could look like for Cedar Hill. While the planning horizon for a Comprehensive Plan is typically 20 to 30 years, it’s important to review and update the plan in the interim to ensure the vision described in the plan is still the vision residents have for the community. The City’s existing Comprehensive Plan was adopted in 2009. Since that time, many of the plan’s goals have been completed and new opportunities have been presented. With extensive public participation, residents will create a playbook for the City that outlines the steps needed to achieve the community’s vision. It’s been a very exciting start to 2020!

REDNews: How is Cedar Hill Economic Development helping bring in new businesses?

Cedar Hill: Fortunately, the City of Cedar Hill is well-positioned and continues building great advantage on opportunities arising from North Texas’ booming growth. Established in 1994, the Cedar Hill Economic Development Corporation (EDC) is funded through a dedicated portion of sales tax revenues and is dedicated to retaining, expanding, and attracting business and industry to Cedar Hill. The Cedar Hill City Council, in partnership with the EDC, has consistently held strategic planning sessions to set out goals, map out strategies to guide economic development in the City, and monitor progress towards these goals.

For more information about opportunities in Cedar Hill, contact the team at CHEDC@cedarhilltx.com or by calling (972) 291-5132. ■

