



COMMUNITY PROFILE

2019

GENERAL GOVERNMENT INFORMATION

- Incorporated in 1960
- General Law/Type A
- Mayor and five Town Council members
- 17.5 square miles in Town limits
- 32.5 square miles of total land area including extraterritorial jurisdiction (ETJ)

LOCATION

Northlake is conveniently located in the Dallas/Fort Worth Metroplex with easy access to surrounding cities and activity centers. The Dallas/Fort Worth Metroplex has a convenient, central location within the United States and North America with superb transportation access providing excellent opportunities for trade both nationally and internationally.

Northlake is just:

- 3 miles from Alliance Airport
- 10 miles from downtown Denton
- 17 miles from DFW Airport
- 20 miles from downtown Fort Worth
- 35 miles from downtown Dallas
- 175 miles from Oklahoma City
- 215 miles from Austin
- 281 miles from Houston
- 294 miles from San Antonio
- 449 miles from Laredo/Mexican border
- 963 miles from Chicago
- 1,429 miles from Los Angeles
- 1,590 miles from New York

POPULATION

Northlake has been one of the fastest growing cities in percentage population growth in the region with an average of 20% year of year growth over the last 3 years with similar growth expected over the next several years. Northlake's growth has just begun with a total projected build-out population of 55,000 according to the Town's Comprehensive Plan.

Northlake Population Growth		
Year	Population	Source
1980	143	US Census
1990	250	US Census
2000	921	US Census
2010	1,724	US Census
2019	4,140	NCTCOG Estimate (as of 1/1/2019)

Northlake is surrounded by populous and growing communities. A population of more than 70,000 is estimated within 15 minutes of Northlake's prime commercial intersection of SH 114 and I-35W.

Drive-Time Trade Area Population Statistics				
(Source: Buxton)				
Population Type	I-35W & SH 114		FM 407 W of I-35W	
	10 mins	15 mins	10 mins	15 mins
Population	17,262	71,063	6,142	41,480
Daytime Pop	21,967	68,389	4,555	65,554

TAXES

Northlake residents and businesses benefit from a very low tax burden. Northlake's property tax rate of \$0.295 per \$100 of assessed value is one of the lowest rates in the area. Fort Worth's tax rate is more than 2.5 times Northlake's, and Denton's tax rate is double that of Northlake. Northlake also benefits from its location in Texas which is one of just a few states with no state income tax.

Property Tax Rate			
(per \$100 of valuation) Total rate depends on ISD in which located.			
Taxing Entity	Northwest ISD	Argyle ISD	Ponder ISD
Northlake	\$0.295000	\$0.295000	\$0.295000
Denton County	\$0.225574	\$0.225574	\$0.225574
Emergency Services District (ESD)	\$0.100000	\$0.100000	\$0.100000
School District (ISD)	\$1.490000	\$1.585050	\$1.467790
Total	\$2.110574	\$2.205624	\$2.08364

Sales Tax Rate	
State of Texas	6.25%
Town of Northlake	1.0%
Northlake Economic Development Corp. (EDC)	0.5%
Northlake Community Development Corp. (CDC)	0.5%
Total	8.25%

TRAFFIC COUNTS

Average daily traffic counts at Northlake's major intersections

Intersection	Vehicles Per Day
I-35W & State Hwy 114	111,532
I-35W & FM 1171	63,694

Source: TxDOT – 2017

TRANSPORTATION

Multiple modes of transportation can be used to access Northlake. The following are the major transportation infrastructure in and near Northlake.

Interstates

- I-35W (4-lane limited access freeway)

State Highways

- SH 114 (4-lane divided / future limited access freeway)
- FM 1171 (6-lane divided with planned extension to FM 156)
- FM 407 (2-lane / future 6-lane divided)
- FM 156 (2-lane being expanded to 4-lane divided / future 6-lane divided)

Airports

- Alliance Airport (3 miles)
- D/FW International Airport (17 miles)
- Northwest Regional Airport (in Northlake ETJ)

Railroads

- Union Pacific
 - 50 miles to intermodal facility
- Burlington Northern Santa Fe
 - 5 miles to intermodal facility

UTILITIES & SERVICES

The following utilities serve Northlake. Available services depend on location.

Electricity

- CoServ – 940-321-7800
www.coserv.com
- Oncor – 888-313-6862
www.oncor.com
Visit www.powertochoose.com for retail providers in the Oncor service area.

Gas

- Atmos – 888-286-6700
www.atmosenergy.com
- CoServ – 940-321-7800
www.coserv.com

Telecommunications

- AT&T – 800-288-2020
www.att.com
- Verizon – 800-837-4966
www.verizon.com

Trash/Recycling

- Waste Connections – 817-222-2221
www.wasteconnections.com/justin

Water/Wastewater

- Town of Northlake – 940-648-3290
www.town.northlake.tx.us

MAJOR EMPLOYERS

Major employers (1,000+ jobs combined) within the Town include:

- Farmer Brothers
- Stanley Black & Decker
- Wesco Aircraft
- Hempel USA
- DHL Supply Chain
- Rinker Materials

Northlake benefits from proximity to the major employment centers of the Alliance Corridor. Top corporate employers in this area include:

- Charles Schwab (coming soon)
- Fidelity Investments (5,400)
- Amazon Fulfillment Centers (4,000)
- Sabre Holdings Corporate HQ (3,545)
- ATC Logistics & Electronics (3,000)
- Genco (3,000)
- TD Ameritrade (1,800)
- Federal Aviation Administration (1,300)
- Dyncorp International (1,000)
- Mercedes Benz Financial (900)
- Fedex Ship Center (787)
- GE Locomotive & Mine Equipment Plants (640)
- Texas Motor Speedway (600)
- Deloitte (500)

Source: North Central Texas Council of Governments & News Sources

EDUCATION

Northlake lies within three school district boundaries. Most of the Town is served by the Northwest ISD while portions of the Town are served by the Argyle ISD (northeast) and the Ponder ISD (far north). All three districts are known for their excellent schools.

- **Northwest Independent School District**
www.nisdtx.org
940-648-3224
- **Argyle Independent School District**
www.argyleisd.com
940-464-7241
- **Ponder Independent School District**
www.ponderisd.net
940-479-8200

There are numerous higher education institutions within minutes of Northlake including the following in Denton County:

- North Central Texas College
- Texas Woman's University
- University of North Texas

ACCOMODATIONS

Whether you are in town for business or pleasure, looking for a room to stay the night or a space for your RV, Northlake has a place for you to stay with more than 470 hotel rooms plus RV camping sites with full hook-ups available. Northlake is ideally situated if you are in town for business in the Alliance Corridor, and with the Texas Motor Speedway just across I-35W, there is no better place to stay for the races.

Denton Creek Inn

78 Guest Rooms
13741 Raceway Drive
817-491-3120

Holiday Inn Express

96 Guest Rooms
13261 Raceway Drive
817-491-8600
www.hiexpress.com

Home2 Suites by Hilton

104 Guest Rooms
13351 Raceway Drive
682-831-1717
www.home2suites.com

LaQuinta Inn & Suites

75 Guest Rooms
13501 Raceway Drive
817-490-9400
www.wyndhamhotels.com/laquinta

Motel 6

120 Guest Rooms
13601 Raceway Drive
817-541-3625
www.motel6.com

Northlake Village RV Park

13001 Cleveland-Gibbs Road #79
817-430-3303
www.northlakevillagerv.com

AREA ATTRACTIONS

Numerous attractions are within minutes of Town due to Northlake's location in the North Texas region. These are just a few of the major entertainment, recreational and cultural attractions in the area:

Arts & Entertainment

- World-Class Museums & Cultural Centers – The Fort Worth Cultural District, Dallas Arts District, Fair Park, and many more museums located throughout the region
- Performance Venues – AT&T Performing Arts Center, Bass Hall, Billy Bob's Texas, Theater at Grand Prairie, Dos Equis Pavilion Dallas, Meyerson Symphony Center, Toyota Music Factory
- Entertainment Destinations – Six Flags Over Texas, Six Flags Hurricane Harbor, Hawaiian Falls, Dallas Zoo, Fort Worth Zoo, Fort Worth Botanical Gardens, Dallas Arboretum, Fort Worth Stockyards, Dallas Fair Park

Sports & Recreation

- Texas Motor Speedway – The most notable and nearest major attraction to Northlake is located adjacent to Northlake at the northwest corner of SH 114 & IH-35W. It is among the largest sports venues in America, hosting many events throughout the year including two Monster Energy NASCAR Cup Series races annually.
- Other Athletic & Entertainment Venues – AT&T Stadium, Globe Life Park in Arlington, American Airlines Center, Lone Star Park
- Professional Sports – Dallas Cowboys, Dallas Mavericks, Dallas Stars, Texas Rangers, FC Dallas
- Minor/Amateur Sports – Collegiate athletics (UNT, TCU, SMU, UTA), Frisco Roughriders, Lone Star Brahmas
- Outdoor Recreation – Numerous Golf Courses, Tennis Courts, Lakes, and Parks

DEVELOPMENT ACTIVITY

Northlake is located in the path of regional growth moving north from Fort Worth, west from D/FW International Airport, and south from Denton. Development highlights:

- 600+ new homes starts projected in 2019.
- 3.8 million sf of industrial space currently occupied with an additional 950,000 sf under construction and more planned
- Office, retail, restaurant, and hospitality development. growing rapidly. 30,000 sf of commercial lease space completed in last year with another 30,000+ planned in the next year. A 96-room hotel was recently completed with two more, adding another 200 rooms, planned to begin construction soon.