


## Aerial View of the Site



### LEGEND

- University of Dallas
- Southwest Premier Properties
- City of Irving/ Texas Stadium
- [Dashed Line] Site Comparison to Downtown Dallas
-  George W. Bush Presidential Library & Institute Proposed Site

**At the Crossroads of Dallas and Fort Worth, on an open canvas of 468 acres, sits a unique opportunity for development and simultaneous re-development.** Situated at one of the most visible landmarks in Dallas-Fort Worth, the site that has seen the Dallas Cowboys bring home five Super Bowl trophies is now available for a new kind of recognition in its future. With a vast landscape as "big as Texas," a new Texas Stadium development will create a vibrant destination for many future uses – residential, mixed, transit-oriented, office, cultural – and generations of future users. While development of sites this size is not rare, the availability of one in the center of a flourishing metropolitan area is truly impressive.

## Infrastructure

With more than 500,000 cars passing the site on a daily basis, the development district is the third busiest in Dallas-Fort Worth. A comprehensive infrastructure master plan for the roads, bridges and light rail line that will serve the district in its next evolution is actively underway. More than \$700 million in transportation investment is already committed for the immediate area for the expansions of Highways 183 and 114, as well as Loop 12, to include light rail, bridge reconstruction, roads, ramps and more.

Texas Department of Transportation (TxDOT) will begin rebuilding the Loop 12/Highway 114 interchange in Fall 2006, with completion scheduled for late 2008. This project will: add high occupancy vehicles (HOV) lanes to both freeways; construct flyovers connecting the north/south Loop 12 to the east/west 114; increase frontage roads to three lanes in each direction; and add "Texas U-Turn" lanes at each intersection. The frontage road improvements and the Texas U-Turns will enhance access to the site.

Dallas Area Rapid Transit (DART) has scheduled a major expansion of its light rail system from downtown Dallas, past Dallas Love Field and out to DFW International Airport. This alignment will pass directly in front of the revitalized Texas Stadium site and will include a DART station at the immediate southwest corner of the property, within easy walking distance to the development.



For more information about Texas Stadium re-development opportunities, visit us at [www.irvingtexas.com/crossroadsdfw](http://www.irvingtexas.com/crossroadsdfw) ★ [www.crossroadsdfw.com](http://www.crossroadsdfw.com)

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**AT THE CROSSROADS**  
 OF DALLAS-FORT WORTH

- RESIDENTIAL
- OFFICE SPACE
- PARKS & RECREATION
- SHOPPING
- ENTERTAINMENT
- SPORTS
- HOTELS
- CONVENTION CENTER
- RE-DEVELOPMENT OPPORTUNITIES FOR A POST-COWBOYS TEXAS STADIUM



MIXED USE VILLAGE  
 AN RESORT • ECO-COMMUNITY • MIXED USE VILLAGE

A new town-center neighborhood in the center of Dallas-Fort Worth is imagined in this scenario. This concept creates a community with retail, residential and leisure opportunities. Buildings are multi-use by design, where families live alongside shops, galleries and restaurants. Nature anchors this concept and pedestrians can walk freely throughout town and on sculpted walkways along a picturesque riverwalk. Throughout the development, parks are designed for recreation and the arts, along with sports fields with terrain seating, a sculpture plaza and reflecting pools.

A vibrant Urban Resort emerges as the core of the Dallas-Fort Worth Metroplex in this setting. Combining hospitality, residential and cultural uses within a destination-based development, outdoor life is promoted and encouraged. The area's Trinity River waterfront parks and accessibility give life to an active lifestyle. The development is anchored by a destination-focused meeting and convention facility where visitors enjoy all aspects of the community. Connecting the east and west sections of the development is a Ponte Vecchio-inspired bridge.

Sustainable principles and distinctive architecture guide the overall strategy of this alternative idea. Mixed land uses and buildings are integrated with nature and the site to make this a globally conscious "green" community. Communal design and solar energy concepts give this development potential for an "off-the-grid" approach to energy use. Multi-layered communal areas crisscross the community for use as gardens (à la Savannah, GA), parking, playing and recycling. Trails, parks, and play areas are built into this scenario bringing life to this world-class eco-community.

POTENTIAL DEVELOPMENT THEME

## MIXED USE VILLAGE



RTKL

POTENTIAL DEVELOPMENT THEME

## URBAN RESORT



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POTENTIAL DEVELOPMENT THEME

## ECO-COMMUNITY



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- ★ A new neighborhood and town center with retail, residential and leisure opportunities
- ★ Buildings multi-use by design
- ★ New zoning with low density, medium density and high density housing
- ★ Pedestrians welcome
- ★ Nature integrated into the urban park
- ★ Two-theme park (Recreation and the Arts) embedded with riverwalk, sculpture plaza, terrain seating, pool and playing fields



- ★ An urban resort at the core of the Metroplex with access to shops, restaurants and outdoor activities
- ★ Buildings multi-use by design
- ★ Outdoor life promoted and encouraged
- ★ Waterfront parks and accessibility
- ★ An active urban park with playing fields, pools, trails and more
- ★ Ponte Vecchio: a possible model for a bridge over Highway 114



- ★ Sustainable principles guide the overall strategy
- ★ Buildings integrated with nature and their site
- ★ Potential for an "off-the-grid" approach to energy
- ★ Multi-layered communal areas for gardens, parking, playing and recycling
- ★ Sustainable approaches integral to the site and building design
- ★ Residential development within "pocket parks"