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IRVING

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RESIDENTIAL

OFFICE SPACE

PARKS & RECREATION

SHOPPING

ENTERTAINMENT

SPORTS

HOTELS

CONVENTION CENTER



MIXED USE

Dallas

Fort Worth

Irving

URBAN RESORT • ECO-COMMUNITY

RE-DEVELOPMENT

OPPORTUNITIES

FOR A POST-COWBOYS

TEXAS STADIUM

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

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, office, transit-oriented, cultural – and generations of future users.



After over 30 years in existence and five Super Bowl trophies, Texas Stadium will no longer be the home of the Dallas Cowboys at the end of 2008.

Sitting in the heart of the Dallas-Fort Worth Metroplex, a revitalized Texas Stadium development will create one of the world's most vibrant destinations."



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As the Dallas Cowboys transition to their new home, the world famous Texas Stadium area is left as prime real estate ready for re-development. Working in cooperation with surrounding landowners, the University of Dallas and Southwest Premier Properties, the City of Irving hired RTKL Associates, an international architectural firm, to sketch out opportunities for the site.

Capitalizing on the site's unique location, RTKL mapped out three planning scenarios. Transportation engineering specialists Kimley-Horn worked in partnership with RTKL to develop the preliminary considerations from a transportation standpoint. Each option features extensive use of the site's transportation features, direct connections to the Trinity River Park system and integration of transit-oriented principles designed to capitalize on the DART light rail line that will pass through the revitalized district.

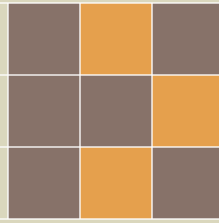
The development capacity within the total acreage is substantial, especially if developed to prime urban densities. It makes sense from a land-planning perspective to consider the opportunities that exist with intense urban development because the infrastructure is already in place to accommodate it. Additionally, more than \$700 million in transportation investment is committed for the expansions of State Highways 183 and 114, as well as Loop 12, to include light rail, bridge reconstruction, roads, ramps and more.

There is a great deal of interest in what will be done with the stadium itself. The City Council is approaching the question of future uses of the stadium site with an open mind. As you might imagine, we have received a wide range of suggestions, including renovation, adaptive re-use or outright demolition. Fortunately, all of these possibilities could be integrated into the overall development program for the district. We want to respect the past but we must look to the future. We are seeking a talented development team to help identify the best choice among so many exciting possibilities.


On behalf of the University of Dallas, Southwest Premier Properties and the City of Irving, Texas, I reiterate that the process thus far is about study and vision, and no final determinations have been made. An opportunity of this significance merits a deliberate strategic planning approach. Even this very preliminary result gives us a vision that both the local community and the real estate development community will enthusiastically embrace.

Herbert A. Gears
Mayor
City of Irving, Texas

Aerial View of the Site



LEGEND

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



The Texas Stadium development will be unprecedented in scope and scale. The size of the site lives up to its Texas heritage, boasting over 468 developable acres. While development of sites this size is not rare, the availability of one in the center of a flourishing metropolitan area is truly impressive. The Texas Stadium site sits at the center of the DFW Metroplex at one of the most recognizable addresses in the world. The site is large enough to easily accommodate the entire core of Dallas' Downtown Business District (dashed-line area as shown above). The University of Dallas (a possible site for the George W. Bush Presidential Library & Institute), Southwest Premier Properties and the City of Irving's leadership are all dedicated to building a world-class development. The possibilities for creating a globally-recognized destination are boundless.

Infrastructure

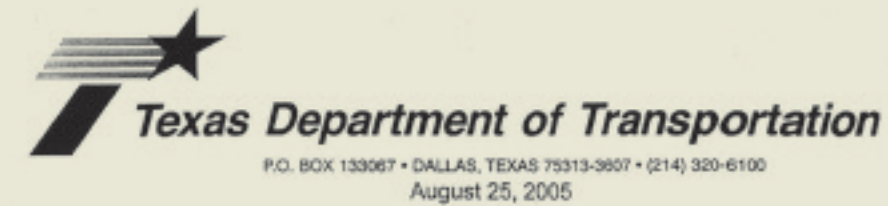


With more than 500,000 cars passing the site on a daily basis, the development district is the third busiest in Dallas-Fort Worth. A comprehensive infrastructure master plan for the roads, bridges and light rail line that will serve the district in its next evolution is actively underway. More than \$700 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.

The City of Irving, the Texas Department of Transportation, and the Dallas Area Rapid Transit Authority have over \$700 million of fully-funded transportation improvements scheduled for the area which will directly benefit the site.



Dr. Francis Lazarus
President
University of Dallas
1845 E. Northgate Drive
Irving, TX 75062

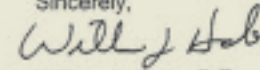
Dear Dr. Lazarus:

As requested, we are providing project development and funding status for Texas Department of Transportation projects near the University of Dallas campus.

The primary project in this vicinity is the reconstruction of the Loop 12/SH 114 interchange. This project will provide for additional capacity along Loop 12 and SH 114 and will provide for an envelope for the DART Northwest Light Rail Transit line under the Loop 12 main lanes. Construction funds are committed from various TxDOT sources and we anticipate award of the construction contract in late 2006 with an anticipated three to four year construction timeframe.

Future projects with funding in place will reconstruct interchanges along SH 183 at SH 114 and Loop 12. These projects are anticipated to begin late in the current decade.

If any additional information is required, you may contact me at 214-320-6110.

Sincerely,

William L. Hale, P.E.
Dallas District Engineer

Copy: City of Irving

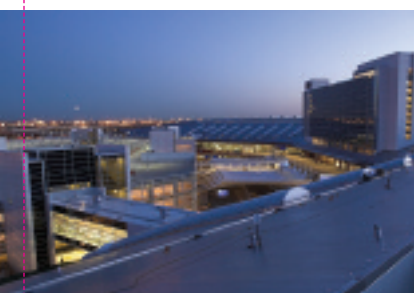


As the Dallas Cowboys transition to their new home, the world-famous Texas Stadium remains a centerpiece of prime real estate, rich with re-development opportunity.

The possibilities are endless when envisioning this area's future in a post-Cowboys setting. Preliminary designs offer hints of a facility that is vibrant, exciting and economically attractive, in whatever ways it may be re-used, renovated, or re-imagined.



More than thirty Fortune 500 corporate headquarters and two-thousand corporations already have found a home in Las Colinas, Irving's premier business development community.



The new two-million-square-foot International Terminal D at DFW International Airport is the world's largest post-9/11 airport expansion.

Unprecedented Scale

The Texas Stadium development will be unprecedented in scope and scale. The size of the site lives up to its Texas heritage, boasting over 468 developable acres in the center of Dallas and Fort Worth. With only three primary landowners, and the City of Irving's leadership dedicated to building a world-class development, the possibilities for creating a globally-recognized destination are boundless.

Easy and Convenient Access

The Texas Stadium development sits quite literally At the Crossroads of Dallas-Fort Worth. Intersected by State Highway 114, State Highway 183, Loop 12, and just minutes from Interstate Highway 35-E, the site is less than 35 minutes from anywhere in the Metroplex. Located between Dallas-Fort Worth International Airport and Dallas' Love Field, the site literally offers access to the world. A combined 2,728 daily flights puts this site at the crossroads of America with easy access to every major city in the continental US as well as an abundance of frequencies to and

from major destinations. That puts New York and Los Angeles just a three-hour flight from nearby DFW International Airport. Add another 30 minutes of flying time, and you can be in Mexico City or Montreal.

An International Business Center
Many foreign-owned companies have local offices located in Irving-Las Colinas, with headquarters based in countries such as Belgium, Canada, Finland, France, Germany, Italy, Japan, Korea, Saudi Arabia, Switzerland and Taiwan. They have benefited from the strong business environment and the convenience of DFW International Airport and its brand new International Terminal.

Strong Leadership

Attributing success to its tax base of \$14 billion, the City of Irving has earned an acclaimed "Double AAA" bond rating. Considered the highest financial ranking a city can achieve, Irving is one of only two cities in Texas and eighteen in the country with this impeccable bond rating. The City also boasts one of the lowest tax rates in the Dallas-Fort Worth area.

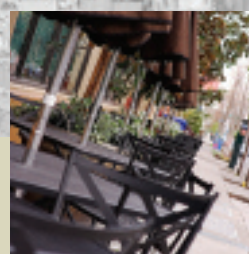
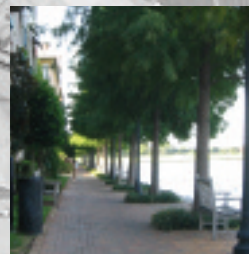


"The City of Irving has earned an acclaimed 'Double AAA' bond rating, considered the highest financial ranking a city can achieve, and is one of only two cities in Texas and eighteen in the country with this impeccable bond rating."



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.

MIXED USE VILLAGE

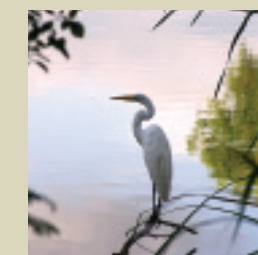


- ★ A new neighborhood and town center with retail, residential and leisure opportunities
- ★ Buildings multi-use by design
- ★ New zoning with low density, medium density and high density housing
- ★ Pedestrians welcome
- ★ Nature integrated into the urban park
- ★ Two-theme park (Recreation and the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

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.



URBAN RESORT



- ★ 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

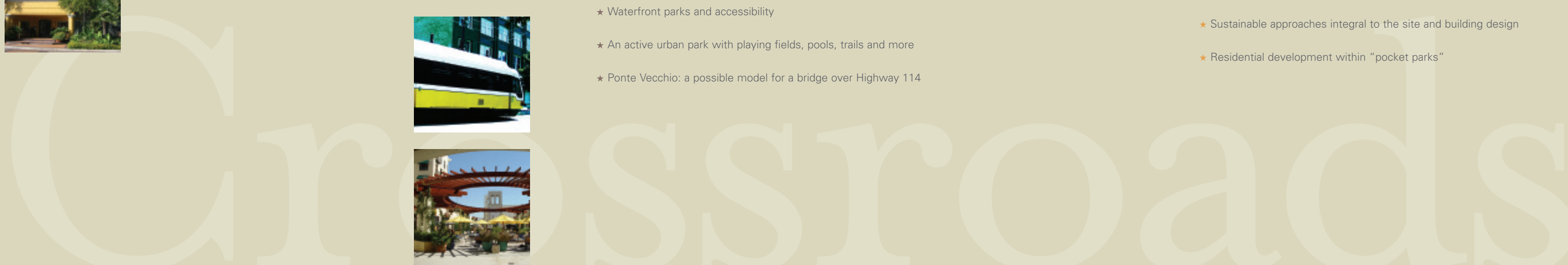
Sustainable principles and distinctive architecture guide the overall strategy of this alternative idea. Mixed land uses and buildings are integrated with nature and the site to make this a globally conscious "green" community. Communal design and solar energy concepts give this development potential 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.



ECO-COMMUNITY



- ★ 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"



Texas Stadium



While the entire development parcel At the Crossroads presents great opportunity, the most inventive may be of the actual stadium itself, especially when considering the sensitivities associated with one of the most recognizable landmarks in

the sports world. Because of the stadium's unique construction, a wide range of alternatives may be considered as real scenarios. The iconic roof and the abutments supporting it are completely independent of the facilities below, allowing a 400,000-square-foot clear-span canvas for all types of reconstruction. A renovated seating scheme could re-open the facility for sports of a different, or multiple, natures; preserving the frame while changing the core opens an array of possibilities.



MIXED USE VILLAGE



URBAN RESORT



ECO-COMMUNITY

Every alternative for the stadium – ranging from renovation to “dome alone” to demolition – can be considered in any development scenario for the entire Crossroads project. Regardless of the development theme, no other site can offer the traffic accessibility and its incomparable location to Dallas, DFW Airport, Love Field and Fort Worth. At the Crossroads of Dallas-Fort Worth, the site becomes an attractive “front door” to the City of Irving and Las Colinas, a gateway to true opportunity. The departure of the Dallas Cowboys at the end of 2008 may signal the end of one era of route-running, but it is sure to open an array of other options.

AT THE CROSSROADS OF DALLAS-FORT WORTH

RE-DEVELOPMENT OPPORTUNITIES FOR
★ A POST-COWBOYS TEXAS STADIUM ★