

Images of “Life after the Dallas Cowboys” Emerge in Irving *Landowners Begin Consideration of Development Opportunities*

Irving, Texas...In the ultimate “what if” and “why not” scenario, Irving city officials now have their first glimpse of the possibilities that exist with the potential redevelopment of the Texas Stadium area, after the Dallas Cowboys’ contract with the city expires in 2008 and the team moves to Arlington. Working in cooperation with surrounding landowners, the University of Dallas and Southwest Premier Properties, the city engaged an internationally known urban planning and architectural specialist RTKL, with offices in Dallas and throughout the world, to develop the potential the vast land mass might accommodate.

Capitalizing on the site’s unique and unequaled location, RTKL mapped out three urban design scenarios: Urban Resort, Mixed-Use Village and “Eco-Community.” Transportation engineering specialists Kimley-Horn worked in partnership with RTKL to develop the preliminary considerations from a transportation standpoint. Each of the options features extensive use of the site’s natural water features, direct connections to the Trinity River park system and integration of transit-oriented design principles that will 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, according to RTKL’s Paris Rutherford. “The site could absorb most of the Dallas Central Business District or the Uptown area,” says Rutherford. “It makes tremendous sense from an land-planning perspective to consider the opportunities that exist with intense urban development, because the infrastructure is already in place to accommodate it.”

Recognizing the potential emotional value attached to the stadium that has housed each of the Dallas Cowboys’ five Super Bowl teams, not to mention 30+ years of NFL history and other landmark events, options for maintaining the facility in some representation exist for each design theme as well.

“You can imagine the sensitivities associated with potentially tampering with one of the sports world’s most recognizable landmarks,” says Irving Chief Financial Officer David Leininger.

“Keeping the stadium roof is an option we believe may resonate well with developers,” adds Leininger, coordinator of the land study ownership group. “We could remove the entire interior of the stadium and have a 400,000-square-foot area under cover – that’s 10 acres under one roof. You could easily integrate commercial, residential, retail and hotel uses to create an entirely new complex in that space.”

Three alternatives were evaluated in regard to the stadium, including total demolition, adaptive reuse of the structure to alternative non-sports uses and restoration and updating the stadium as a sports venue. Demotion estimates were obtained from Magill Architects, the original architect of the stadium. Their analysis indicated that demolition costs would be approximately \$11 million. Preservation of the roof and abutment structure but full demotion of the interior would raise the total costs to \$11.5 million. Any of the three alternatives is compatible with the overall development options identified by RTKL.

In addition to the land-planning exercises, a comprehensive infrastructure master plan has also been mapped out for the site. More than \$700 million in transportation investment is already committed for the area for the expansions of Highways 183 and 114, as well as Loop 12, to include light rail, bridge reconstruction, roads, ramps and more. Kimley-Horn's Roy Wilshire says it is the "equivalent of constructing three 'high fives'," such as those in place at Central Expressway and LBJ, in north Dallas.

The three landowners now will undertake a market validation process, during which the conceptual proposals will be presented to developers, investors (*i.e.*, pension funds, REITS, etc.) and the local, national and international marketplaces to gauge interest and support. "We all agree it's important to see the outcome of that process," says University of Dallas' Senior Vice President Robert M. Galecke. An additional study on visitor-oriented development conducted by the Irving Convention and Visitors Bureau will also be completed in the near term.

The three landowners reiterate that the process thus far is about "study" and vision, and no final determinations are being made at this point.

"An opportunity of this significance merits this strategic planning approach," says Donald Orr, President of Moyes Enterprises, who represents Southwest Premiere Properties. "Even this very preliminary result gives us a work product that both local community and the real estate development community will understand and, I believe, enthusiastically embrace."

Newly-elected Mayor Herbert A. Gears summarized the sentiments of the City Council, stating "Extraordinary economic benefits are available to the City of Irving, and I think we have only begun to identify those development alternatives that can make that happen. The best is clearly yet to come."

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