

# AT THE CROSSROADS

OF DALLAS-FORT WORTH

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



Urban Land Institute Fall Meeting  
Los Angeles  
November 1-4, 2005

REDEVELOPMENT

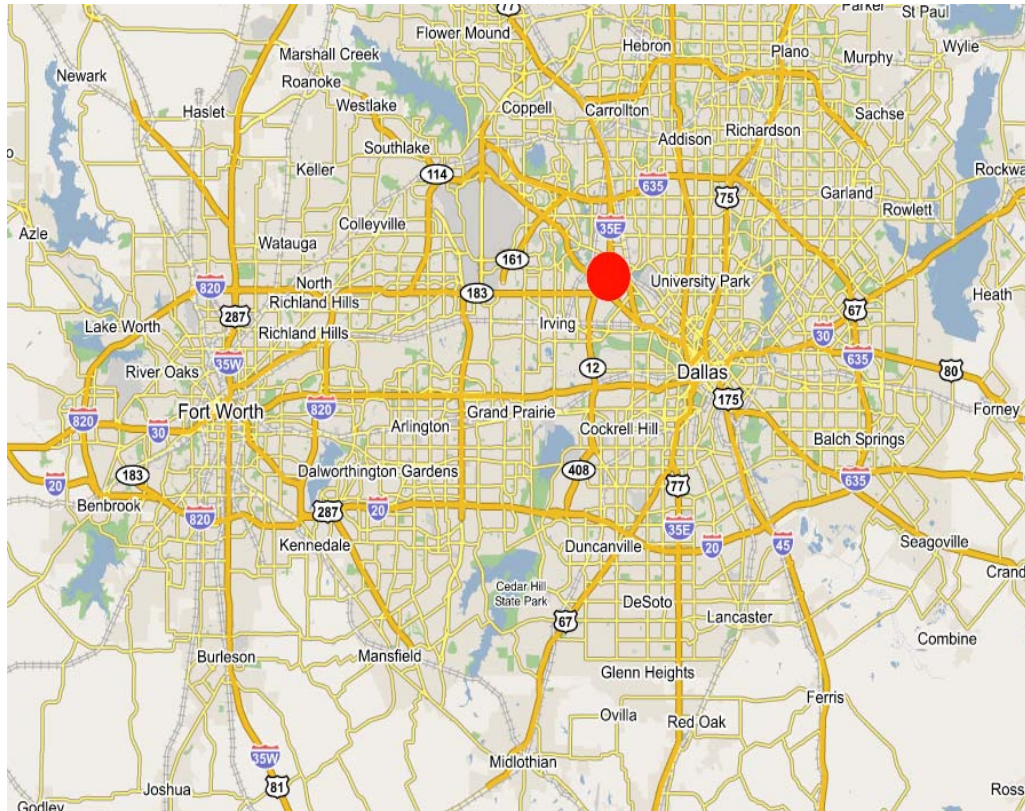
URBAN RESORT

# Study Purpose

- *To create a range of planning scenarios and development "visions" to be taken to the marketplace*
- *To investigate the opportunities behind collaborative planning among the three primary property owners*
- *To leverage this opportunity to create a new legacy for the community and region at large*



# The Site in the DFW Context



- Halfway between Dallas and DFW International Airport in the Dallas/Fort Worth metro area.
- Intersection of five major highways:
  - IH-35, SH 183, SH 161, SH 114 and Loop 12.

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# NCTCOG Growth Estimate to Irving in 2030

## Population

	2000	2005	2010	2015	2020	2025	2030	Total
Increment	196,632	207,639	213,977	217,223	218,476	223,382	225,714	18,075
			6,338	3,246	1,253	4,906	2,332	

## Households

	2000	2005	2010	2015	2020	2025	2030	Total
Increment	79,743	84,511	87,639	89,831	90,403	92,582	93,477	8,966
			3,128	2,192	572	2,179	895	

## Employment

	2000	2005	2010	2015	2020	2025	2030	Total
Increment	165,435	194,103	219,495	247,148	267,633	276,676	276,941	82,838
			25,392	27,653	20,485	9,043	265	

\*NCTCOG estimate adjusted from 2000 Census count. Does not include group quarters.

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# "Fair Share" from Growth Estimate

## "Fair Share" allocation to Texas Stadium District from Estimated Total Irving Growth

Population	Percent	25.00%	Employment	Percent	12.50%			
		4,519		10,355				
Housing units	Type	SF	MF	Tot Acres		Valuation		
	Percent	20%	80%	Val/Unit				
2,242		448	1,793	\$ 200,000	SF	\$ 89,660,000		
	SF alloc	2400	900	\$ 100,000	MF	\$ 179,320,000		
	SF total	1,075,920	1,613,880			\$ 268,980,000		
	Coverage	30%	100%					
	Total area	3,586,400	1,613,880					
	Total acres	82	37	119				
	Units/Acre	5.45	48.42					
Commercial	Type	Office	Retail	Restaurant	Hotel	Flex/Tech	Total	Valuation
	Percent	65%	10%	5%	10%	10%	100%	
10,355		6,731	1,035	518	1,035	1,035	Val/SF	
	SF alloc	250	400	200	800	200	\$ 125	
	SF total	1,682,647	414,190	103,548	828,380	207,095	3,235,859	\$ 404,482,422
	Coverage	30%	20%	20%	50%	20%		
	Total area	5,608,823	2,070,950	517,738	1,656,760	1,035,475		
	Total acres	129	48	12	38	24	250	
	Units	11	2	19	3	1		
<b>Total Acres of Land Estimated to be Needed for Demand to 2030</b>						<b>369</b>	<b>\$ 673,462,422</b>	

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# Stadium Demolition Cost & Options

**Building Area** 1,178,331 SF  
**Site Area** 93 Acres

				Remove Total Facility	Remove Stadium only, leave roof
Preliminary Cost Estimate Evaluation	Quantity	Units	Unit cost	TOTAL	TOTAL
General Conditions					
	Subtotal			\$ 882,807.12	\$ 946,658.21
Environmental Assessments					
	Subtotal			\$ 18,000.00	\$ 18,000.00
Items of Work for Implosive Demolition:					
	Subtotal			\$ 5,220,995.80	\$ 5,697,496.50
Items of Work for Site Demolition:					
				\$ 1,268,520.00	\$ 1,268,520.00
	Sub-total			\$ 7,390,322.92	\$ 7,930,674.71
Other items					
	Subcontractor's bond	none		none	
	General liability		0.72	\$ 848,398.32	\$ 848,398.32
	Builder's Risk insurance		0.29	\$ 341,715.99	\$ 341,715.99
	5% Overhead & Fee			\$ 429,021.86	\$ 456,039.45
	Sub-total			\$ 1,619,136.17	\$ 1,646,153.76
	General Contractor's Bond		1.58	\$ 1,861,762.98	\$ 1,861,762.98
	<b>Total</b>			<b>\$ 10,871,222</b>	<b>\$ 11,438,591</b>

Estimated numbers are based on 2005 values. Future values should be projected based on market trends in construction

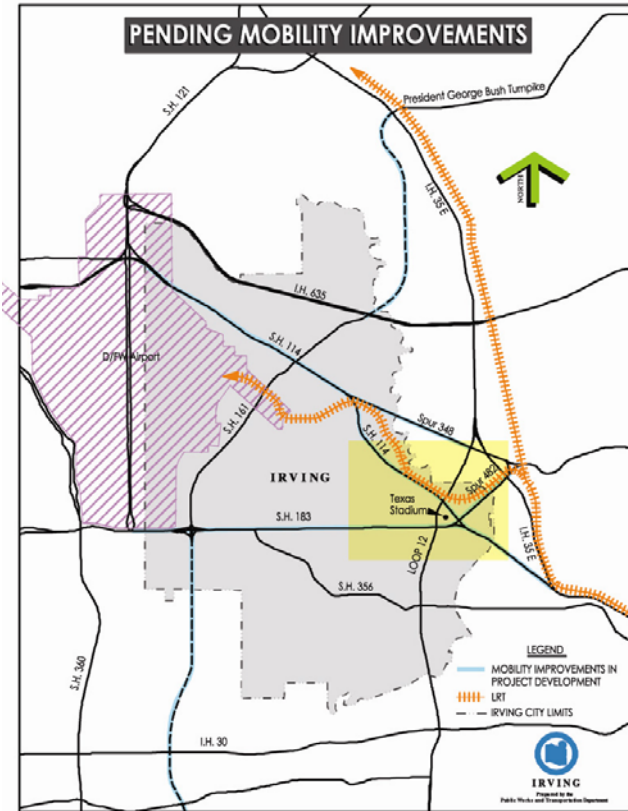
Source: Magill Architects

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# Mobility Improvements



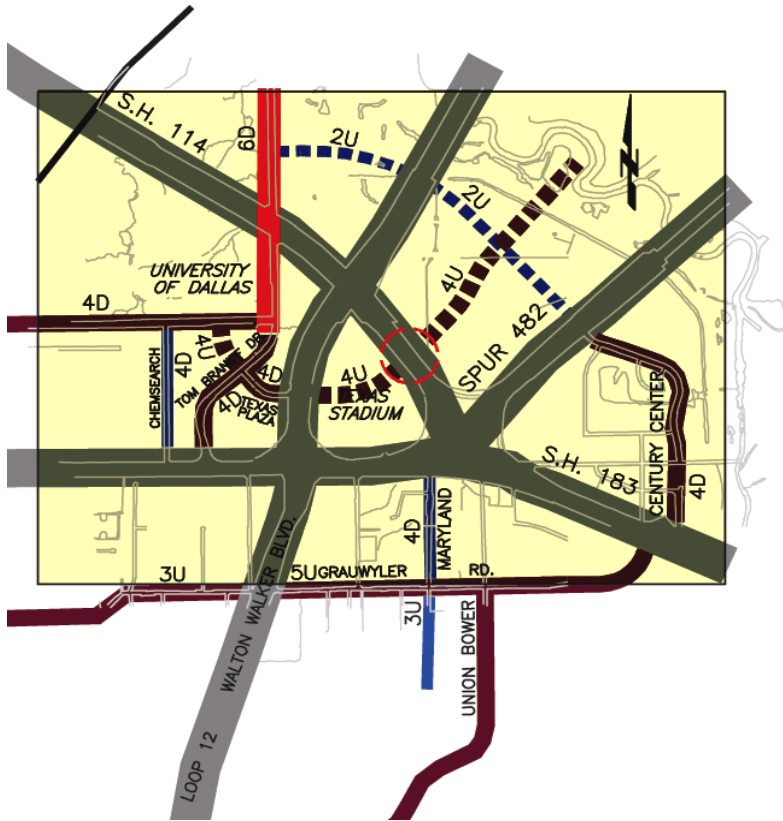
- Roadways: Improvements are in the planning phase to SH 114, SH 183, Spur 482, in addition to the extension of the George Bush Turnpike to connect with SH 161.
- Light Rail: the Northwest Corridor extension of DART towards DFW Airport is in the final planning phase.
- *All planned work will positively impact the Study Area.*

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# Infrastructure Improvements



- Adjustments to the vertical profile of SH 183 to facilitate future connections between parcels;
- Consensus in support of one enhanced bridge over SH 183 instead of two smaller bridges;
- Consensus in support of the extension of Grauwlyer Road and Century Century Blvd. through the study area towards Loop 12 and beyond, improving overall accessibility
- Consensus on the preferred DART Light Rail alignment through the study area.

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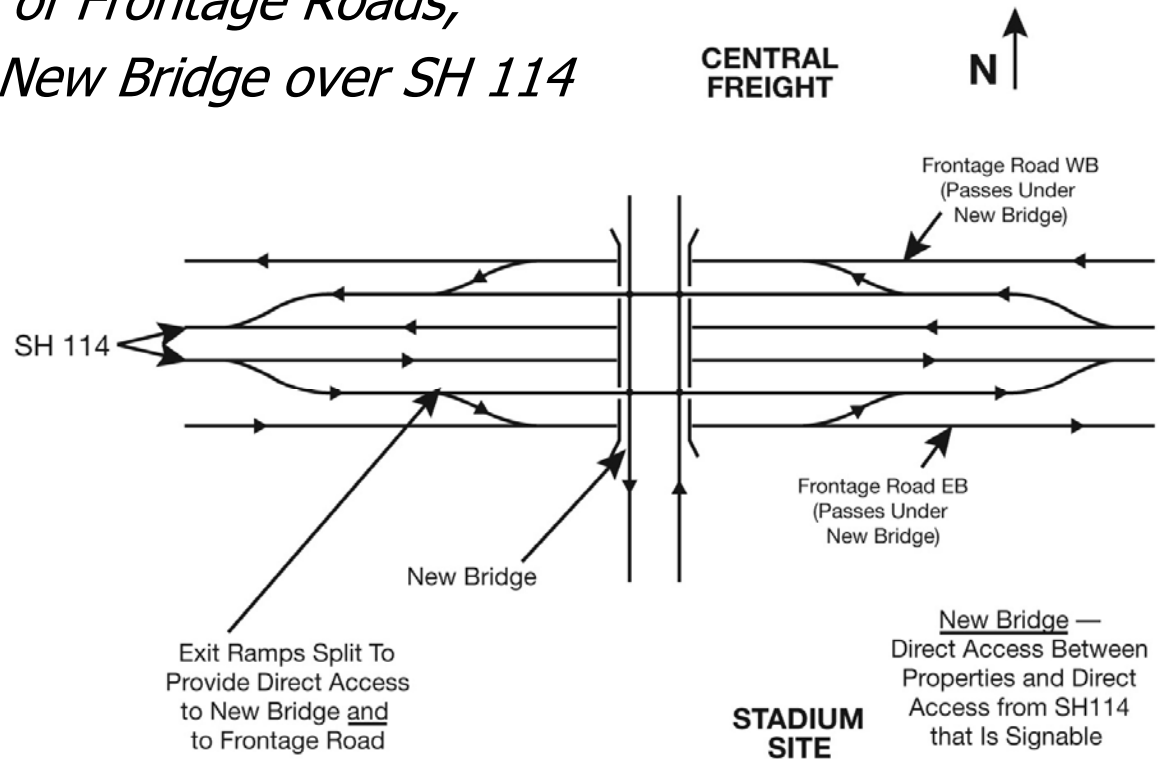
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# Infrastructure Improvements

*Functional Diagram of Frontage Roads,  
On/Off Ramps and New Bridge over SH 114*



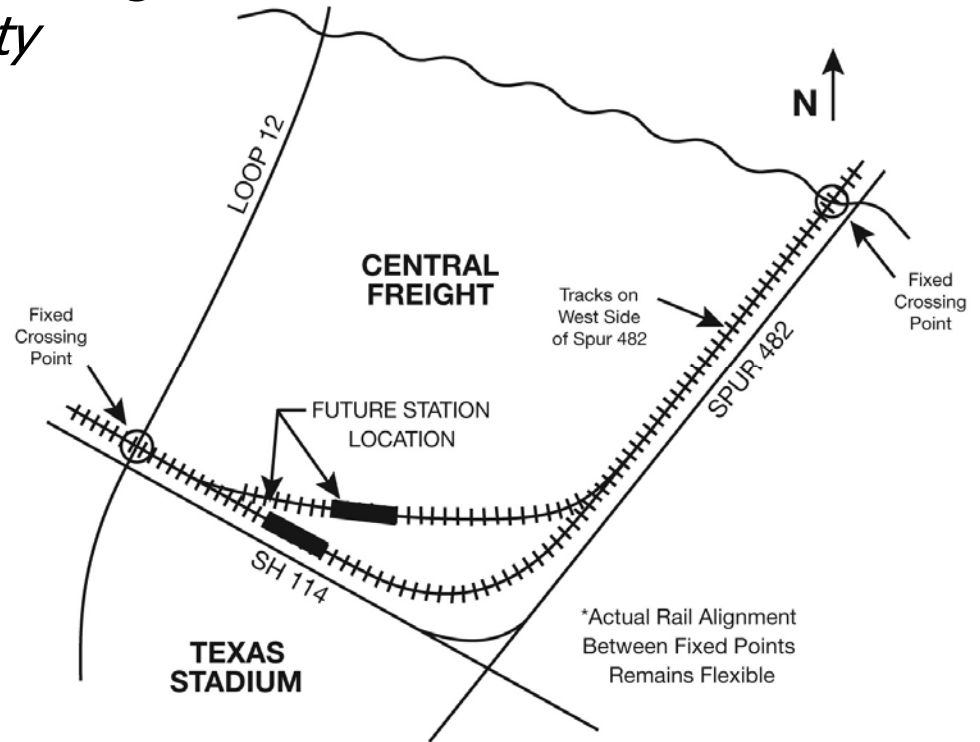
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# Infrastructure Improvements

## Conceptual DART Rail Alignment Diagram through Central Freight Property



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# Traffic Volumes

FREEWAY INTERCHANGE	Sum of Entering and Exiting Volumes					
	1998 - 24 hr		2003 - 24 hr		2008 - 24 hr Estimated	
	Volume	Viewings	Volume	Viewings	Volume	Viewings
IH 635/US 75	n/a	n/a	953,000	596,000	1,045,000	653,000
IH 635/IH 35	851,000	532,000	833,000	521,000	914,000	571,000
<b>Texas Stadium Interchange</b>	<b>645,000</b>	<b>403,000</b>	<b>732,000</b>	<b>458,000</b>	<b>803,000</b>	<b>502,000</b>
IH 45/IH 30	606,000	379,000	706,000	441,000	774,000	484,000
Woodall Rogers/IH 35	614,000	384,000	669,000	418,000	734,000	459,000
IH 30/IH 35	680,000	425,000	623,000	389,000	683,000	427,000
IH 30/IH 635	n/a	n/a	620,000	388,000	680,000	425,000
Woodall Rogers/US 75	442,000	276,000	609,000	381,000	668,000	418,000
IH 30/Loop 12	451,000	282,000	492,000	308,000	540,000	338,000
IH 20/US 67	n/a	n/a	474,000	296,000	520,000	325,000
IH 35/IH 20	n/a	n/a	439,000	274,000	482,000	301,000
SH183/SH 161	337,000	211,000	409,000	256,000	449,000	281,000
Spur 408/IH 20	n/a	n/a	356,000	223,000	391,000	244,000

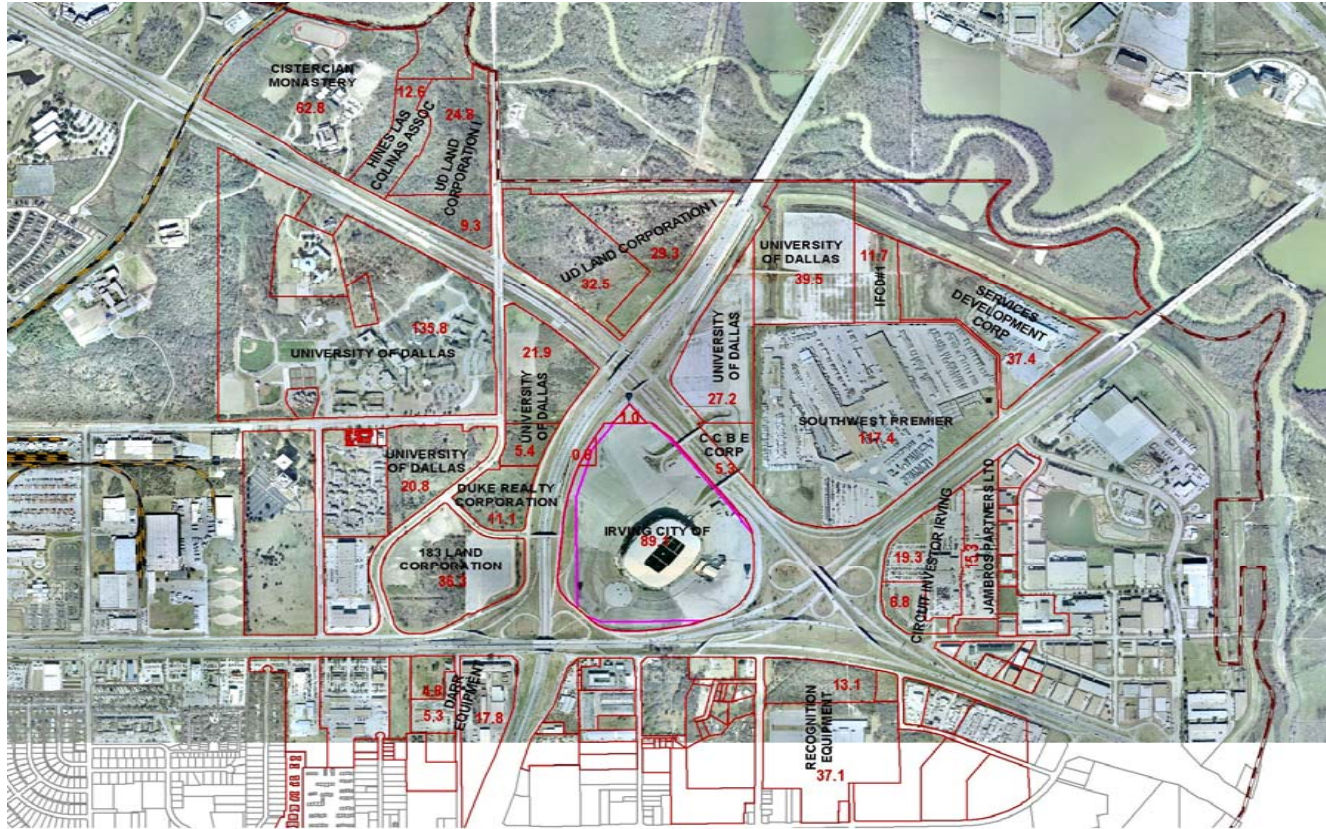
Information Source - TXDOT 1998 and 2003 Dallas District Traffic Count Map

Vehicle Occupancy - 1.25 Average

Calculate total "sets of eyeballs" assuming 50% of total entering and exiting; each vehicle enters and exits)



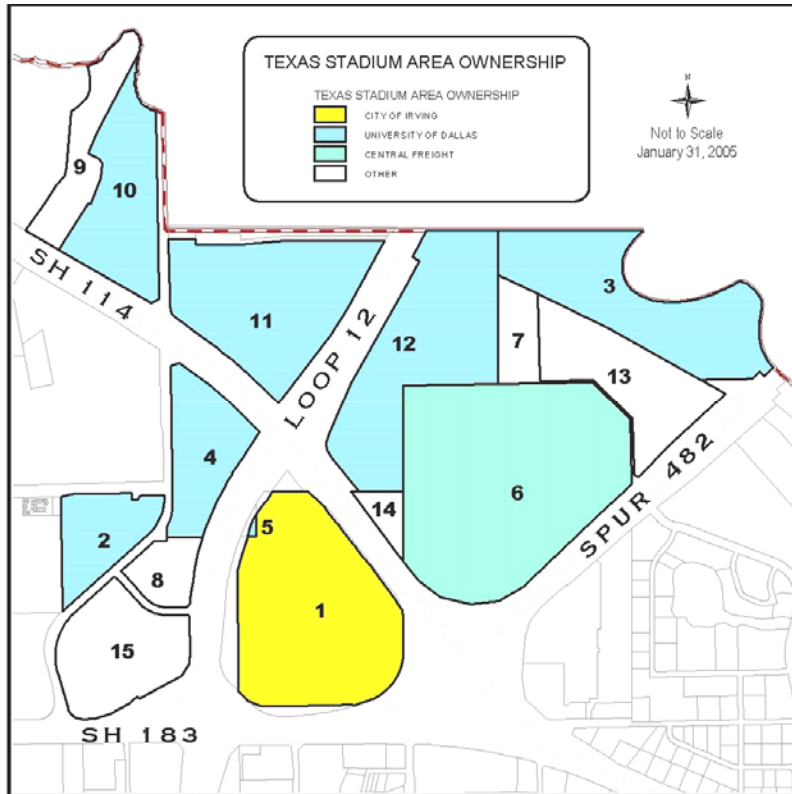
# Land Ownership



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# Land Ownership



## Net Acreage Summary for Participating Landowners

Owner	Parcel	Acreage
<b>City of Irving</b>	1	80.3
<b>Southwest Premier Properties</b>	6	117.4
<b>University of Dallas</b>	2	20.8
	3	56.5
	4	27.3
	5	0.3
	10	37.3
	11	61.8
	12	66.7
		<hr/>
		270.7
<b>Total Developable Acreage</b>		<b>468.4</b>

Sources: City of Irving Traffic/Public Works Department

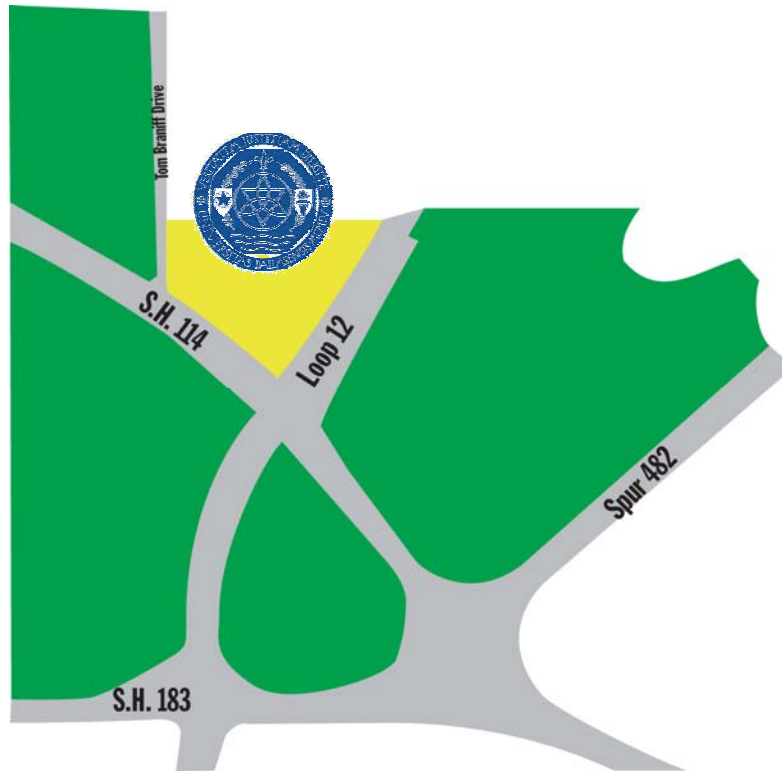
*NOTE: Texas Stadium property reflects proposed TxDOT Right-of-Way takes for interchange improvements. None of the other properties reflect proposed Right-of-Way.*

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# Proposed Presidential Library Site



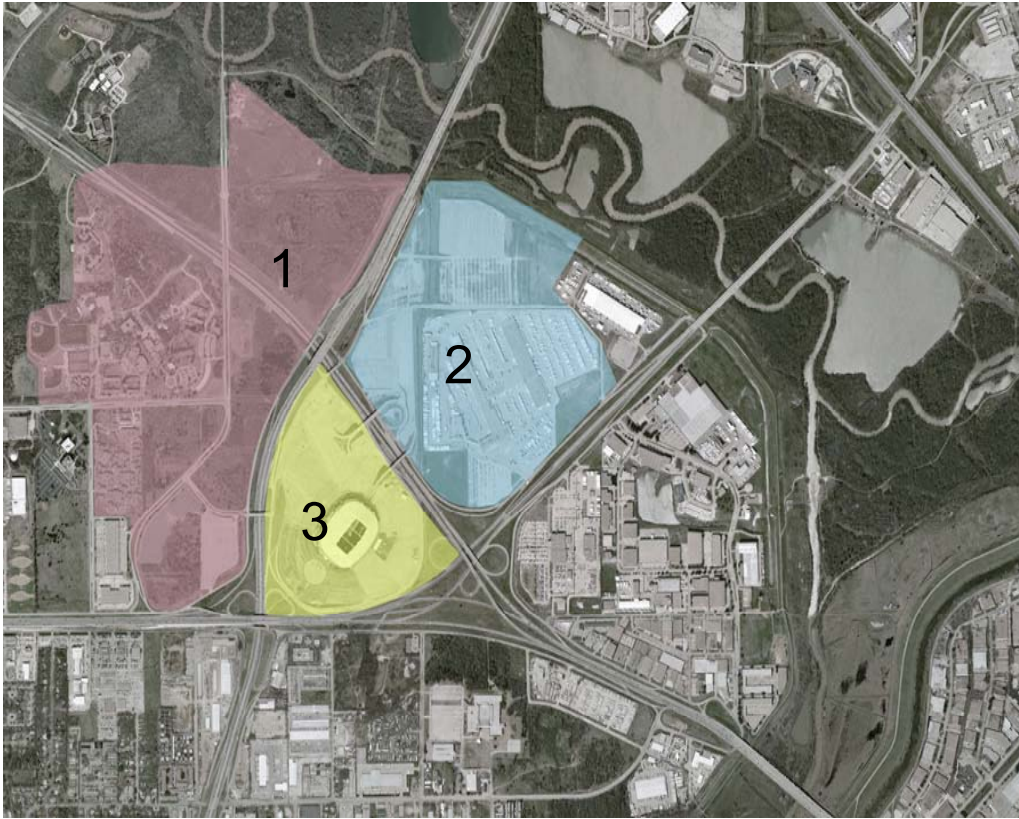
- 1 of 4 sites on shortlist
  - Other contenders:
    - SMU (Dallas)
    - Texas Tech (Lubbock)
    - Baylor (Waco)
- 300+acre site
  - Largest under consideration
  - Jointly owned by UD (Irving) and City of Dallas
- DC Presentations Nov 16-17
  - Decision anticipated by Q1 2006

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# Planning Districts



1. University of Dallas  
*Strategic place-making opportunities*
2. Central Freight Property  
*The large and central property*
3. City of Irving  
*Existing "brand" and identity*

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# Scale Comparisons



- Downtown Dallas
- *The site could easily accommodate the core of downtown Dallas from Griffin Street to St. Paul*

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# Scale Comparisons



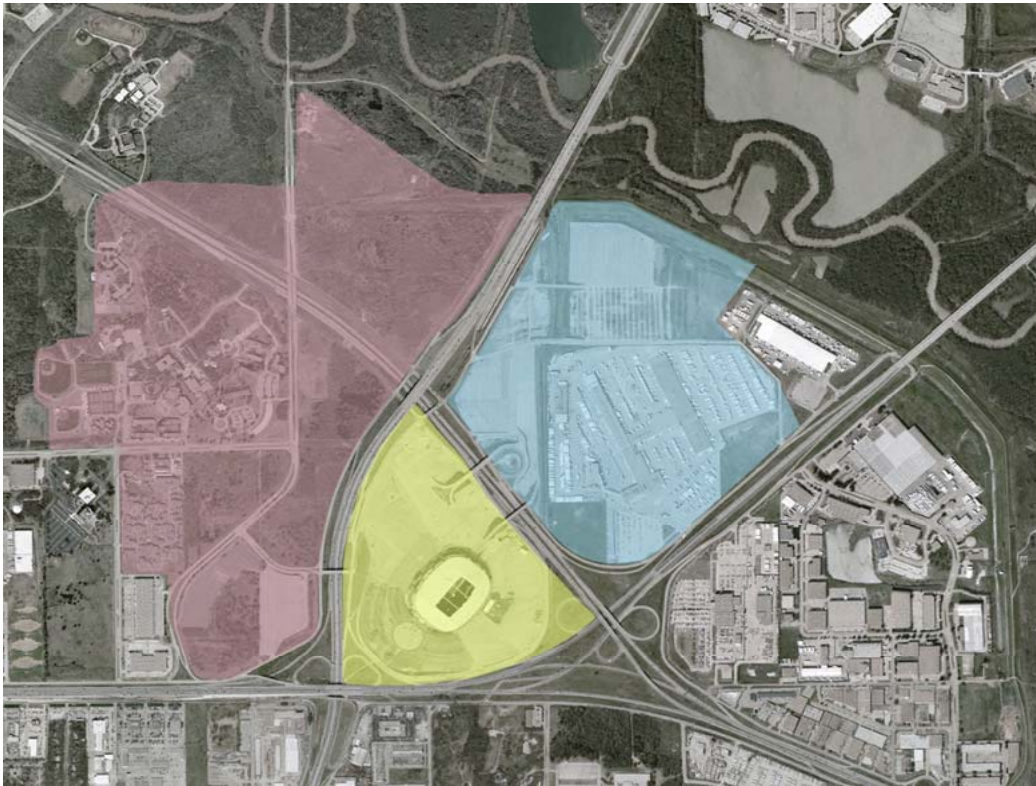
- Uptown Dallas
- *The planning area could also fit the core of the Uptown district*

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# Three Planning Themes



1. *"Urban Resort "*
2. *"Mixed-Use Village"*
3. *"Eco-Community"*

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waterfront



Strategic Planning  
for the Texas Stadium Area



SCHEME  
URBAN RESORT  
IMAGES



Combining  
hospitality,  
residential and  
cultural uses  
within a  
destination-based  
development

RTKL

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## Strategic Planning for the Texas Stadium Area



### SCHEME URBAN RESORT PLAN

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



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**Strategic Planning**  
for the **Texas Stadium Area**

SCHEME  
**URBAN RESORT**  
RENDER

VIEW OF THE BOULEVARD  
TOWARDS THE LAKE



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**Strategic Planning**  
for the *Texas Stadium Area*

SCHEME  
**URBAN RESORT**  
RENDER

AERIAL VIEW OF CONVENTION  
CENTER AND HOTEL



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# The Mixed-Use Village



A new town center / neighborhood with retail, residential, and leisure opportunities.

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## Strategic Planning for the Texas Stadium Area

### SCHEME MIXED-USE VILLAGE PLAN

- A new neighborhood and town center with retail, residential and leisure opportunities.
- Buildings are multi-use by design.
- New zoning with low-density, medium density and high density housing.
- Pedestrians are welcome!
- Nature is integrated into the urban fabric.
- Two-theme park: Recreation and the Arts. Embedded with river-walk, sculpture plaza, terrain seating, pool, playing fields, etc.

IRVING, TEXAS

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**Strategic Planning**  
for the **Texas Stadium Area**



SCHEME  
**MIXED-USE VILLAGE**  
RENDER

VIEW OF THE VILLAGE  
CENTER AND THE CANAL



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SCHEME  
**MIXED-USE VILLAGE**  
RENDER

AERIAL VIEW OF RECREATION  
AND PARK

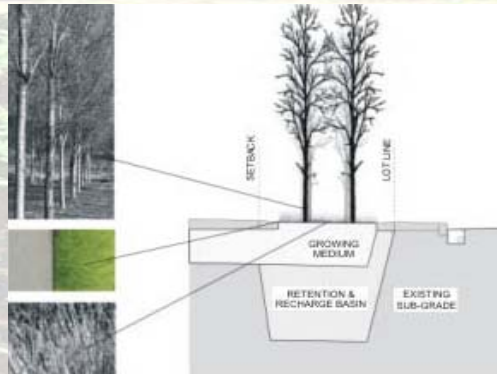
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# The Eco-Community



Sustainable principles guide the overall strategy.



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## Strategic Planning for the Texas Stadium Area



### SCHEME ECO-COMMUNITY PLAN

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

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SCHEME  
**ECO-COMMUNITY**  
RENDER

AERIAL VIEW OF THE  
SUSTAINABLE CORE



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# Land Use – Office & Residential Yield Per Scheme

Scheme	Acres	Office Use	
		Office Area (SF)	
		Low	High
<i>Urban Resort</i>	58	725,000	3,625,000
<i>Mixed Use Village</i>	64	800,000	4,000,000
<i>Eco Community</i>	145	1,812,500	9,062,500

Scheme	Acres	Residential Use			
		Density (units/acre)		# of Units	
		Low	High	Low	High
<i>Urban Resort</i>	165	35	85	5,775	14,025
<i>Mixed Use Village</i>	171	35	85	5,985	14,535
<i>Eco Community</i>	137	35	85	4,795	11,645



# Texas Stadium Options



1. Stadium demolition and site redevelopment
2. Stadium re-use with site infill development
3. Stadium re-definition through site redevelopment

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# Stadium Demolition and Site Redevelopment



*Strategic Planning*  
for the *Texas Stadium Area*

SCHEME  
*URBAN RESORT*  
RENDER

AERIAL VIEW OF CONVENTION  
CENTER AND HOTEL



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# Stadium Re-Use with Site Infill Development



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SCHEME  
MIXED-USE VILLAGE  
RENDER

AERIAL VIEW OF RECREATION  
AND PARK



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# Stadium Re-Definition through Site Redevelopment



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SCHEME  
ECO-COMMUNITY

AERIAL VIEW OF THE  
SUSTAINABLE CORE

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# Next Steps

- **Market Validation July - December, 2005**

- Provide broad market exposure to experienced, well-capitalized developers, investors and lenders
- Present development concepts in formal Plan Analysis sessions of the Fall Meeting of the Urban Land Institute in Los Angeles
- Solicit feedback from local community

- **Integration of Related Analysis Currently Underway March 2006**

- Seek legal advice on most desirable legal and development management options among current owners
- Integrate results of Convention Center analysis, Comprehensive Plan program and Transit-Oriented Development studies



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