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January 4, 2011 **Bob Townsend**
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Dear Resident,

On behalf of your City Council and myself, I want to provide you with an update concerning two important rezoning requests regarding property located in north Richardson adjacent to the intersection of US 75 and the Bush Turnpike. You may have heard or seen news about this request, and we wanted to provide some additional information since this is such an important decision for our community.

The land being considered for rezoning is held by Bush/75 Partners LP and a group consisting of U.S. Trust, Bank of America, and the Estate of W. W. Caruth, Jr. Earlier this year, both partnerships approached the City to open discussions on a possible rezoning request that would include future plans to build a mixed-use retail, office and residential development.

When the City Council and I first learned about this, we were excited about the opportunity because, for more than a decade, our community has been working toward attracting the type of high-end, transit-oriented development now being proposed for the Bush Turnpike Station area. Several studies we have commissioned in the past show that the City would benefit greatly if it could attract such a project at that location because it would leverage the use of our current and future DART rail lines to create a regional destination in our community. In addition, a transit-oriented development located around the Bush Turnpike Station would strengthen our community's position in convincing DART to locate the planned Cotton Belt Rail Line in Richardson, before heading north into Plano. As you may know, the Cotton Belt Rail Line is the proposed rail line designed to connect Fort Worth to DFW International Airport, the University of Texas at Dallas and, hopefully, the Bush Turnpike Station.

As part of the rezoning requests for the property, the land would fall under new regulations that would stipulate that any future development would have to follow a strict set of guidelines that promote quality design. The proposed zoning would require a much higher quality of construction than standard zoning, with the buildings facing pedestrian-friendly streets that require wide sidewalks, landscaping and amenities. Under the regulations, first-story construction would be "retail ready," meaning 15ft ceilings with steel or concrete construction. Building facades would be defined by zone to create continuity and interest with an 85% masonry requirement.

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