



News Release



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City Council Approves *Village of Rowlett* Downtown Plan

ROWLETT, TX – On Tuesday, May 20, 2014, the Rowlett City Council formally approved a development agreement with a joint venture between The Integral Group of Atlanta (“Integral”) and Catalyst Urban Development of Dallas for the *Village of Rowlett*. This unprecedented and catalytic investment in the heart of downtown is anticipated to break ground as early as the second quarter of 2015.

“This development culminates a vision created for downtown by Rowlett citizens 30 years in the making!” says Mayor Todd Gottel. “*Village of Rowlett* will open the door to additional private investment by carrying forward the City’s new urban energy to downtown’s edges at Highway 66 and the President George Bush Turnpike.”

The *Village of Rowlett* is a \$30 million project that will introduce a range of building types and uses within a unique village environment marked by modern housing concepts, local retail and commercial destinations, high quality pedestrian amenities, memorable open spaces and a unique vibe all our own. “We are excited to work with the City in the creation of a new center of activity and regional identity for Rowlett,” says Paris Rutherford, Principal of Catalyst Urban Development. The project has been planned to highlight existing trees and offer a range of green amenities including a community garden, dog park, yoga lawn, bocce ball court, pocket green courts, and urban streetscapes all in an effort to deliver an urban resort-like experience unique to Rowlett. “The *Village of Rowlett* builds on our experience helping to develop such mixed-use places as Uptown Dallas, Addison Circle and Legacy Town Center, as well as our work as master developer for T.O.D., around the U.S.” says Art Lomenick, a Principal with Integral.

When the citizens of Rowlett voted to join the Dallas Area Rapid Transit (DART) system in 1983, it was with the hope that it would eventually lead to economic development opportunities for the City. This vision was further confirmed and refined through the City’s comprehensive plan update public process, which resulted in the community-formed vision appropriately named Realize Rowlett 2020. A key component of Realize Rowlett 2020 is the Downtown Strategic Plan, approved by the City Council in 2012. That plan’s vision statement is “*Downtown Rowlett will reflect the City’s history in a fully integrated and walkable environment that favors the pedestrian over the vehicle with capital improvements strategically located to leverage public investment.*” To that end, the City Council actively sought a development partner with a proven track record of bringing mixed-use projects to fruition.

Since December 17, 2013, Integral and Catalyst Urban Development have been working closely with City staff on a development proposal that seeks to introduce a transit-oriented mixed-use development at the center of Rowlett on an unprecedented scale for downtown. Part of the planning effort has included a strategy to move the Chamber of Commerce and temporarily relocate the Library during the construction process. The Library will remain a key component of Downtown and, when the project is completed, will be located on the ground floor of the most prominent building along Main Street.

“Leveraging the City’s two largest connectors, DART light rail service and PGBT, the *Village of Rowlett* is envisioned to provide a unique urban environment Downtown that will serve our residents, attract the larger Dallas/Fort Worth marketplace and diversify our housing stock,” says City Manager Brian Funderburk. “Upon completion, it will create a place that is ‘Uniquely Rowlett!’”

Village of Rowlett Concept Renderings



Village of Rowlett concept site plans

Project Site

- Large front lawn disconnects Main Street experience
- Irregular urban edge and development sites
- Need for urban streetscape
- Large existing trees and drainage feature
- Single family adjacency
- Existing street connection points



- Main Street is overly wide and lacks visual hierarchy
- Large setback in front of City Hall disconnects a defined Main Street experience
- Need for urban streetscape along parking street stub
- Single family adjacencies
- Middle school within walking distance
- Primary development site lacks visibility



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Master Plan

- New retail infill buildings along Main Street including restaurant/bar with outdoor music picnic and dance plaza north of water tower
- New live work and townhome infill along Dennis Street
- Existing library block redeveloped as mixed-use development
- Central green combines community garden, pool and residential amenities
- 2 and 3 story lofts and green carriage residences
- Existing trees retained around drainage feature



- Current development proposal and pocket park on Main Street
- Potential mixed-use municipal center development block with public parking along streets
- Carriage way resident club as visual terminus
- Pocket park within street and 2 story rowhouse-style bungalows having private gardens
- Existing tree line maintained to combine with new development landscaping to create transition to existing community'



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