



News Release



**For Immediate Release:
October 23, 2014**

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Rowlett to See Three New Restaurants on Main Street

ROWLETT, TX. - On Tuesday, October 14, the Rowlett City Council approved a resolution to enter into an Economic Development Program Agreement with Millennium Road Holdings, LLC, to develop restaurant concepts that will include a French bakery/café with outdoor seating and two additional restaurants with outdoor dining opportunities. This will add approximately 12,500 square feet of unique commercial space to the City's Downtown Main Street.

“With Village of Rowlett development now underway, we are delighted to see this renewed urban energy paving the way for these exciting new culinary offerings Downtown!” says Mayor Todd Gottel. “Serge and Jennifer Faucon have a proven track record of successful restaurant-oriented businesses and I, for one, look forward to enjoying a croissant while dining al fresco!”

Since the adoption of the Strategic Downtown Plan, new zoning regulations and the announcement of the Village of Rowlett project, the City has actively marketed Downtown Rowlett development opportunities, garnering interest from several entities interested in pursuing catalyst projects on City owned properties. To that end, the City has worked with Millennium Road Holdings, LLC (Serge and Jennifer Faucon), entrepreneurs and business owners in Rowlett, who have a passion for the restaurant industry and are focused on renovating and activating existing properties in Downtown Rowlett.

Through this Economic Development Program Agreement, the City, in partnership with the Rowlett Chamber Foundation, will transfer ownership of the property to Millennium Road Holdings, LLC who will then develop and bring it to life.

This Economic Development Program Agreement ensures the City will receive fair market value for the property through a certified appraisal. Millennium Road Holdings, LLC will be required to develop, construct and open their French bakery/café restaurant concept within 12 months of taking title to the property. The other two restaurant concepts are required to be developed, constructed and opened within 24 months of taking title to the property. Through the Economic Development Program Agreement, the City will provide a 380 grant in the amount of the certified

appraised value of the property to Millennium Road Holdings, LLC upon their private investment of no less than \$850,000 in improvements.

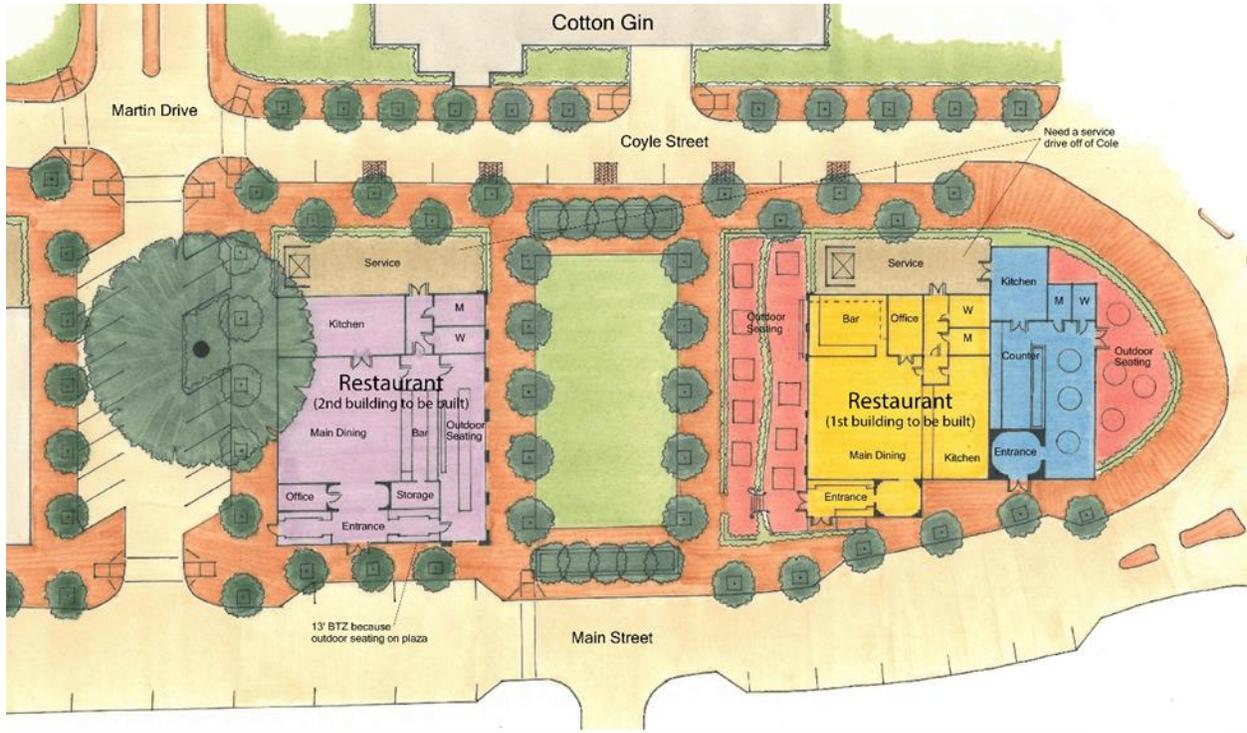
About Millennium Road Holdings, LLC

Rowlett residents from 2000-2009, Serge and Jennifer Faucon have a vested interest in the revitalization of Downtown Rowlett. The Village of Rowlett development announcement focused their attention on Downtown, where they acquired the former Big Star Burger property on Main Street and leased it to El Centro Mexican Restaurant. The Faucons also founded two other businesses in Rowlett, ABC Restaurant Equipment in 2002 and Advanced Auction Company in 2007.

Before the Faucons started ABC Restaurant Equipment, Serge was Executive Chef for La Madeleine restaurants. He was responsible for 11 production facilities serving 62 restaurants, producing over \$126 million in annual sales; managed 11 General Managers and 26 managers, and developed culinary training for La Madeleine chefs and associates.

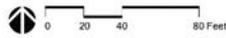
“The Mayor, the City Council, the Economic Development Department and so many others in the city have worked so hard to bring the vision of Realize Rowlett 2020 to life. We are very excited to be a part of re-energizing Rowlett’s downtown area. We want to create something that will make downtown a unique destination.” says the Faucons. “Rowlett has a wonderful opportunity to reinvent this area into a vibrant, mixed use space....a thriving urban village with a home town feeling right in the heart of the city. The French bakery is obviously very close to our hearts, and we want to share that artisan authenticity with our friends and neighbors in Rowlett.”

3913, 4011-4025 Main Street Site Plan



Pedestrian Plaza
 Restaurant Design Workshop
 Downtown Rowlett

Job #: 13201
 File Name: Pedestrian Plaza Site Planning
 Date: 10/20/13
 Drawn by: AJH



GFF Planning
 3901 Main Street
 Suite 202
 Dallas, Texas 75205

DATE PLOTTED: 10/20/13
 PLOT BY: AJH

Sidewalk Cafe



www.shutterstock.com - 24076270



Millennium Road
HOLDING LLC

Rowlett ECONOMIC DEVELOPMENT
On the Water. On the Move.



Trellis Covered Outdoor Dining



Rowlett  ECONOMIC DEVELOPMENT
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