



2000 Hwy 78 N, Wylie, Texas 75098
www.wylietexas.gov

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Media Contact: Craig Kelly, Public Information Officer
Ph: 972.442.8122
craig.kelly@wylietexas.gov

City of Wylie
Public Information Office

EDITORIAL

Super Target Marks Woodbridge Crossing Shopping Center

Wylie, TX, February 27, 2008 – Shopping and dining options for Wylie, Murphy and Sachse residents will soon be more plentiful with the recent announcement of the Woodbridge Crossing Shopping Center in Wylie. Anchored by a Super Target, the 575,000 square foot premier retail center will transform Wylie’s Western entrance to the City when completed in the summer of 2009.

“Woodbridge Crossing will serve as a new gateway to our thriving, growing, City and have a positive impact on the quality of life and ongoing economic development efforts in Wylie,” said City of Wylie Mayor, John Mondy.

In addition to the Super Target, Woodbridge Crossing will be home to a “soon to be named” nationally known department store along with numerous junior anchors and leading brand restaurants. Located at the southeast corner of FM 544 and McCreary Road on 64.5 acres, Woodbridge Crossing will be the largest retail center in Wylie.

“The economic impact of Woodbridge Crossing to the Wylie economy cannot be emphasized enough,” says Sam Satterwhite, Executive Director of the Wylie Economic Development Corporation. “The property and sales taxes generated, not to mention the over 1,000 new jobs, will significantly enhance and diversify the Wylie tax base.”

The \$85 million investment in the community was made possible by a \$12 million public-private partnership between the City of Wylie, the Wylie Economic Development Corporation and the property’s developer, Direct Development. Within the incentive agreement, Direct Development will extend McCreary Road from FM 544 to Maxwell Creek Road, including a bridge over Maxwell Creek; extend Springwell Parkway 1397 feet; add



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traffic lights at 544 and Springwell Parkway, and 544 at the main entrance to the center; and provide underground utilities. In return, Direct Development will receive graduated, partial sales tax reimbursement over a 12 year period. Regional cooperation and partnerships between the cities of Wylie, Murphy and Sachse also played a key role in finalizing the development.

“Woodbridge Crossing would not have come to fruition without the collaboration of several key groups,” remarked Don Bouvier, Senior Vice President with Direct Development. “The City of Wylie, the Wylie EDC, Target Corporation, the previous land owner—Don Herzog, the cities of Wylie and Sachse and countless others worked together to bring this needed amenity to area residents.”

Woodbridge Crossing is just one part of a 186 acre planned development owned by Herzog Development Corporation. The second piece fell into place when NFC Sports announced major economic development news during Mayor Mondy’s recent State of the City Address. NFC Sports has secured funding to move forward with plans for a 105 acre sports complex located to the south and east of Woodbridge Crossing on the Herzog property. The facility will potentially include a 240,000 square foot indoor sports venue; soccer, baseball and football fields; and onsite lodging for athletes and guests. More information can be found at NFCSports.com. The third piece includes future plans for a 20 acre senior housing project.

The FM 544 corridor continues to be the focus of major retail development. In addition to Woodbridge Crossing, the 500,000 square foot Murphy Marketplace, located on 48 acres at the corner of FM 544 and Murphy Road, broke ground last year and is scheduled to be open later this year. More than 120,000 people in Wylie, Sachse, Murphy and East Richardson are located within a five mile radius of Woodbridge Crossing and approximately 45,000 cars per day pass by the new retail center. Wylie’s population is estimated to grow to more than 60,000 residents by 2015.



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Though site excavation should begin this month, groundbreaking festivities are being scheduled in April. Watch for more details on this community event that will celebrate Wylie's continued economic development success.

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