



2000 Hwy 78 N, Wylie, Texas 75098  
[www.wylietexas.gov](http://www.wylietexas.gov)

**For Immediate Release**  
**April 28, 2008**

City of Wylie  
Public Information Office  

---

Media Bulletin

Media Contact: Craig Kelly, Public Information Officer  
972-345-8277  
972-442-8122  
[craig.kelly@wylietexas.gov](mailto:craig.kelly@wylietexas.gov)

**City of Wylie to Celebrate Woodbridge Crossing Groundbreaking**  
*Troy Aikman, Principal, Direct Development to take part in festivities*

Event:

**Woodbridge Crossing Groundbreaking**

**Wednesday, April 30**

**6:00 p.m.**

**2814 FM 544, Wylie, TX (Corner of Regency Drive and FM 544)**

**Wylie, TX, April 28, 2008** – Shopping and dining options for Wylie, Murphy and Sachse residents will soon be more plentiful with the groundbreaking of the Woodbridge Crossing Shopping Center in Wylie. Join Direct Development's, Troy Aikman, David Watson, Don Bouvier, City of Wylie Mayor John Mondy, and the Wylie City Council, Wednesday, April 30, 6:00 p.m. for the celebration located at 2814 FM 544 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.



2000 Hwy 78 N, Wylie, Texas 75098  
[www.wylietexas.gov](http://www.wylietexas.gov)

City of Wylie  
Public Information Office  

---

Media Bulletin

“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 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.”

- end -