

“Game-changing project north of Austin.”

- Austin Business Journal



CITY OF CEDAR PARK, TEXAS

BELL BOULEVARD DISTRICT REDEVELOPMENT PROJECT

DEVELOPER PROSPECTUS



“The Bell Boulevard Redevelopment Project will, over time, be one of the biggest projects in the city’s history. It is a top priority for our City Council.”

- Cedar Park Mayor Matt Powell

SPRING 2018



ABOUT THE BELL BOULEVARD DISTRICT

BACKGROUND

The Bell Boulevard District is located on the primary north-south corridor for Cedar Park, and while the area was once a vital community hub, it has not experienced the same level of economic growth seen in other areas of the city. In 2014, during a city-wide comprehensive planning process, the community expressed strong interest in seeing this area revitalized.

Revitalization of the Bell Boulevard District is a top priority for Cedar Park. The project is backed by a master plan utilizing redevelopment experts from across the nation, thorough financial modeling and forecasting for the public and private sector, and significant public investment in the project thus far.

As a well-supported redevelopment project in one of the fastest-growing areas in Texas, the Bell Boulevard District is forecasted to have strong financial returns.

ABOUT THE PROJECT

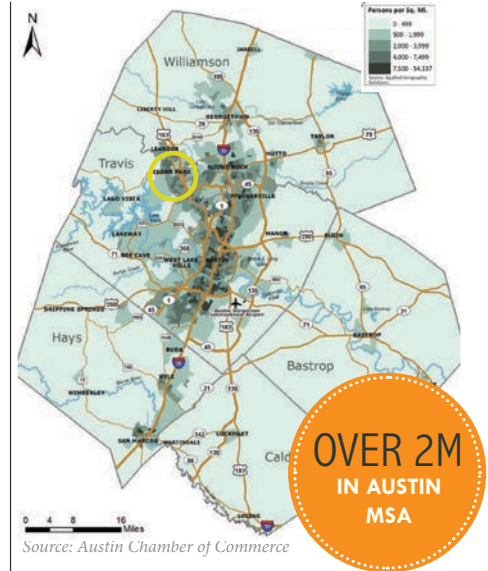
The area will be a 40-acre mixed-use development featuring retail, restaurant, office and residential space as well as the 12-acre Buttercup Creek Natural Area. The core of the Bell Boulevard District will be a walkable area designed especially for pedestrian traffic.

Cedar Park understands the challenges associated with redevelopment and has made extensive progress to remove hurdles for the Bell Boulevard District project. The City has acquired approximately 20 acres, done phase one environmental studies on that land and is eager to collaborate on standards that are amenable to both the city and the developer.

CATALYST AREA LAND BREAKDOWN

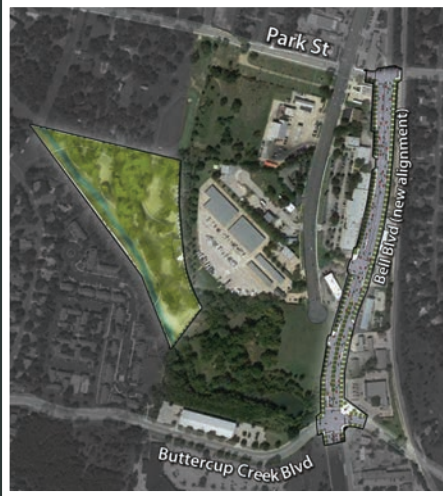


- Catalyst Area**
- City-owned Property**
Approx. 20 acres
Several properties still under contract



PROJECTS UNDERWAY*

Realignment of road & visioning
(master planning) of parkland



PHASE 1*

Development of catalyst area
(approx. 20 acres) and park



PHASE 2 & BUILD OUT*

Development of
remaining parcels



**The illustrations are conceptual and intended to provide an understanding of the project's process. Phasing subject to change.*



**STRONG
MARKET
SUPPORT**

**APPROX.
20 ACRES
OF ACQUIRED
LAND FOR
REDEVELOPMENT**

A STRONG INVESTMENT

The Bell Boulevard redevelopment project is well-funded, and a 2017 independent market analysis showed that the financial forecast and market support are strong.

The City of Cedar Park has invested substantial resources to plan and prepare for the redevelopment, including approximately 20 acres of acquired land and 12 acres of open land for park development. These investments are intended to provide a development partner with attractive returns.

Cedar Park is well versed in public-private partnerships, having opened the Cedar Park Center (now H-E-B Center at Cedar Park) in 2009 — a 47,500 sq. ft., \$55M facility.

Cedar Park is located in western Williamson County, one of the top 10 fastest-growing counties in the nation.

Destination: Bell Boulevard



Maps & Renderings



Timeline



Master Plan



What's Happening Now



Development & Investment



Cedar Park residents have long expressed the desire to have a special place where they can live, work, shop, dine and be entertained – a place that is uniquely Cedar Park. The City has made a significant investment to help implement the community's vision to revitalize the Heart of Cedar Park, Bell Boulevard. A few shining examples of what mixed use can be include the Domain and the Triangle in Austin, the Pearl District in San Antonio and Legacy Town Center in Plano. Now, Cedar Park is well on its way of having a vibrant mixed use district of its own.



Did you know that the area close to the Bell Boulevard District is Cedar Park's original "Downtown"? It's true that Cedar Park is named for an actual nearby park and rail stop that was here during the late 1800s. It's where tourists would come to visit for the day, strolling landscaped paths and enjoying a picnic. Bell Boulevard is also named for Cedar Park's first mayor when the city was incorporated in 1973, Kenneth Bell. The legacy continues with the Bell Boulevard District, where you'll be able to enjoy the perfect day – from morning coffee and a stroll to shopping, dinner and an event under the stars. And like the original Cedar Park, the core of the Bell Boulevard District will be designed especially for pedestrian traffic. Bell truly is the heart and soul of Cedar Park, and it's being deservedly paired with the energizing pulse of our unique community.



The Bell Boulevard District will be the destination for "all things Cedar Park", and a place to get away from everyday life. Here, visitors will enjoy a blend of shops and restaurants that are local to Cedar Park as well as unique shopping and new dining hubs. It will be a gathering place for families, friends, visitors and locals. Plus, it will feature unique living opportunities and office space next door to or above your favorite lunch and coffee spots – making the Bell Boulevard District your destination ... for living life to the fullest.

THE BELL BOULEVARD VISION



Vision of a mixed use center – residential, retail, restaurant, office and park amenities.



Vision of a successful shopping district in our own community.



Vision of walkable blocks that tie into the adjacent neighborhoods.



BELL PARK PLANNING



Watters Creek:
Water Program and Aesthetics

BELL PARK PLANNING



Addison Circle:
Access for Many

BELL PARK PLANNING



Plano:
Scalable and Adaptable to Variety of Events and Uses



BELL PARK PLANNING



Rock Rose:
Adjacent Development Integrates into Park AND Parking for Park Integrates into Development

CURRENT PHASE

Phase One



- Design and engineering of realigned roadway (2018 – 2019)
- Realignment of Bell Boulevard (2019 – 2020/2021)
- Key intersection improvements (2021-2022)
- Development of 12-acre Buttercup Natural Creek Area into a park (*master planning beginning 2019*)
- Development of initial 20 acres (approx.) of mixed-use development (*master developer partner negotiation agreement 2019*)

FUTURE PHASE

Phase Two



- Develop remaining western portions of the shopping streets and walkable blocks
- Develop Parkway road and bridge connecting the Buttercup Creek Natural Area parkland