

CASE STUDY – EDGE CITY MASTER PLAN

Legacy Town Center, Plano - Texas

The Challenge

EDS, A Fortune 100 Company, has been the owner and developer of “Legacy,” a 2,600 acre corporate Master Plan for over a decade. Legacy employs over 38,000 people, predominately in individual campus formats. The long term sustainability of this one dimensional environment was in question. People were required to drive over two miles for services, goods and housing, not to mention escaping a sterile environment. EDS Real Estate and Art Lomenick, current managing director of Trammell Crow Company, explored ideas for a new urbanist, mixed use development alternative.



Strategy

Craft a land transaction with EDS allowing for a phased development program without warehousing land. Provide master development services to the EDS Real Estate Group. Change zoning and code requirements to allow for urban mixed use format.



Results

A land partnership was crafted which allowed for a phased build-out on 150 acres in the heart of the park. A Master Plan and new zoning overlay were put in place. EDS assisted with high quality public streets, sidewalks and gathering places. In his role as Development Officer in his predecessor company, Art organized a team made up of housing, retail, office and hotel developers and organized the planning and development continuity between the uses. The first 65 acres of development are nearing completion with second phase plans underway.



Contact: Art Lomenick at 214.863.3088