

CITY OF ROCKWALL
102 East Washington
Rockwall, Texas

APPLICATION FOR ZONING CHANGE

Case No. 85-13-2/D Filing Fee \$300.00 Date January 28, 1985

Applicant Hilltop Resort and Spa, Inc. Phone (214) 373-1773

Mailing Address 4849 Greenville Ave., Suite 880, Dallas, Texas 75206

Mr. Dale E. McMahon, J.D.
LEGAL DESCRIPTION OF PROPERTY SOUGHT TO BE REZONED: (if additional space is needed for description, the description may be put on a separate sheet and attached hereto.)

Attached

I hereby request that the above described property be changed from its present zoning which is

Rockwall County , Agricultural District Classification
to Planned Development District Classification

for the following reasons: (attach separate sheet if necessary)

The Planned Development District allows for creative use of of the land and appropriate mixed use. Allows flexibility in circulation, planning, open space, retention of wooded areas, recreation, and protection of adjacent land value, as a result. There ^(Are) ~~are not~~ deed restrictions pertaining to the intended use of the property.

Status of Applicant: Owner Tenant Prospective Purchaser

I have attached hereto as Exhibit "A" a plat showing the property which is the subject of this requested zoning change and have read the following note concerning the importance of my submitting to the City a sufficient legal description.

Ronald H. McCormack
signed Ronald H. McCormack, Architect & Planner, on behalf of the above

NOTE: The legal description is used to publish notice of the required hearing and in the preparation of the final ordinance granting the zoning change. The description must be sufficient so as to allow a qualified surveyor to take the description and locate and mark off the tract on the ground. Each applicant should protect himself by having a surveyor or his attorney approve his legal description. Failure to do so by the applicant may result in delay in passage of the final ordinance or the ordinance being declared invalid at some later date because of an insufficient legal description.

(The following Certificate may be used by the applicant to give notice to the City of the sufficiency of the legal description, however, the same is not a requirement of the Application.)

CERTIFICATE

I hereby certify that I have checked the legal description of the property described in this Application and the same describes the tract of land shown on the Plat attached hereto as Exhibit "A" and said description is sufficient to allow qualified surveyor to locate and mark off said tract on the ground.

Surveyor or Attorney for Applicant
(Mark out one)

PRELIMINARY PLAN

An applicant may submit a Preliminary Plan with the application for a Planned Development District if the applicant is not ready to begin development of part or all of the site. The Preliminary Plan shall contain all information that may be necessary to insure that the development complies with all applicable regulations and requirements.

The Preliminary Plan shall be prepared on a site topography map at a scale of 1" = 100', or at a scale to be specified by the City Staff, with no less than 5' contour intervals and shall include:

Provided or Shown
on Site Plan

Not
Applicable

1. A metes and bounds description of the entire Planned Development tract.

2. A drawing locating flood plain areas, water bodies, creeks, drainage areas, and significant natural features such as major tree groupings and important view corridors.

3. Sufficient evidence to establish that the applicants are in fact all the owners or have control of all outstanding interest of the land and structures thereon.

30 ft. Res
Other GR

4. A drawing locating all land use areas, showing proposed gross acreages of each use, maximum lot coverages, maximum height, minimum setbacks, residential densities, approximate gross floor area and floor area ratio for all commercial, industrial and office uses.

5. Location of all major access points, thoroughfares, and collectors within the development.

6. Identification of all major land use classifications and the approximate acreages within the development as related to current zoning district designations or the specific purpose. The designated usage will not be assumed to establish area requirements as established within the zoning district, but these requirements shall be used as guidelines in the final determination of area requirements.

7. Indication of each phase of development if the proposed Planned Development is to be in separate phases.

Provided or Shown
on Site Plan

Not
Applicable

8. Indication by acreage or percentage of total development all major areas planned for public and private open space.

9. Land area included with the site and the land area of all abutting sites with the zoning classifications thereon, and dimensions and locations of all public and private rights-of-way and easements bounding and intersecting the site.

10. Estimates of traffic volumes and turning movements may be required.

11. The preliminary plan shall be signed by the applicant's engineer and planner. A location map shall accompany the concept plan, showing the relationship of the planned development to adjacent properties and the land uses and thoroughfares shown on the comprehensive plan and intended for the area.

12. See item 10 on site plan applications for any additional requirements.

STATE OF TEXAS
COUNTY OF ROCKWALL

BEING a tract of land situated in the E. Teal Survey, Abstract No. 207, and being part of that tract of land conveyed as First Tract to Kirby Albright in deed executed by Christine Zollner Ellis, Independent Executrix under the Will of Lucy Zollner Wilkerson, Deceased, and recorded in Volume 69, Page 501, Deed Records, Rockwall County, Texas, and being more particularly described as follows:

BEGINNING at a point in the East line of F.M. Road No. 740 (a 80.0' R.O.W.), said point also being the Southwest corner of that 5.00 acre tract of land conveyed to Kirby Albright by deed recorded in Volume 80, Page 9, Deed Records, Rockwall County, Texas;

THENCE: South 84° 30' East a distance of 1122.20 feet along the South line of said 5.00 acre tract to a point for a corner;

THENCE: North 06° 03' East a distance of 250.00 feet to a point for a corner on the South line of Shadydale Lane;

THENCE: South 84° 30' East a distance of 261.67 feet along said Shadydale Lane to a point at an "ell" corner of Country Highland, Section 1, an addition to the City of Rockwall, Rockwall County, Texas;

THENCE: South 01° 19' 08" West a distance of 904.46 feet along the most Southerly West line of said Country Highlands, Section 1, to a point for a corner;

THENCE: North 67° 07' 24" West a distance of 442.81 feet to a point for a corner;

THENCE: South 86° 26' 17" West a distance of 392.73 feet to a point for a corner;

THENCE: North 62° 45' 08" West a distance of 83.77 feet to a point for a corner;

THENCE: North 84° 30' West a distance of 576.76 feet to a point for a corner in the said East line of F.M. Road No. 740;

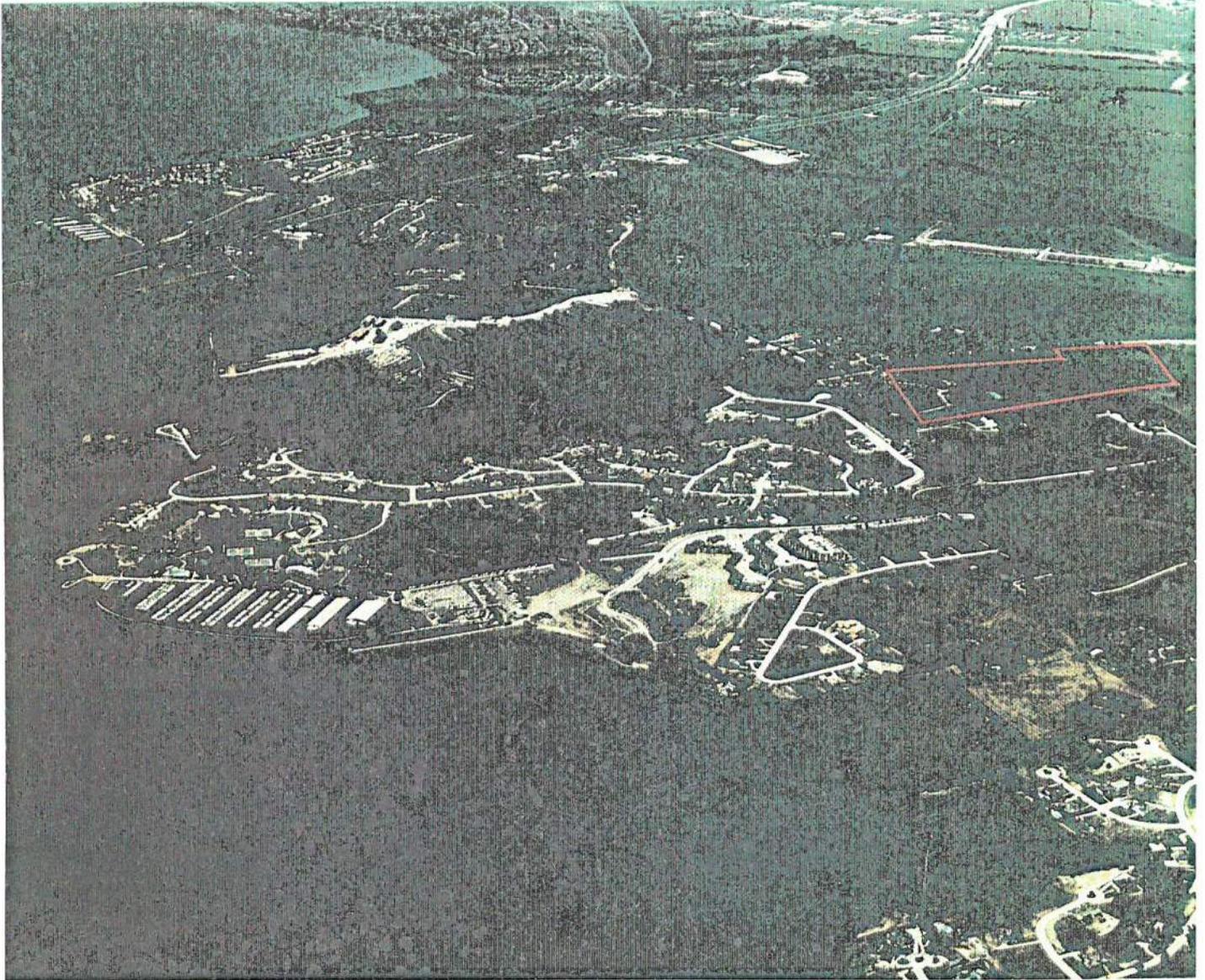
THENCE: North 06° 49' 48" East a distance of 550.78 feet along said East line to the Point of Beginning and Containing 20.01 Acres of Land.

Harold L. Evans, Consulting Engineer

January 23, 1985

HILLTOP RESORT & SPA, INC.

**Two Energy Square, Suite 880
Dallas, Texas 75206
(214) 373-1773**



PROPOSED VACATION RESORT AND FITNESS SPA

**THIS SUMMARY IS FOR INFORMATION PURPOSES ONLY AND IS NOT AN
OFFER TO SELL OR SOLICITATION TO BUY ANY SECURITIES.**

CITY OF ROCKWALL OFFICIAL RECEIPT

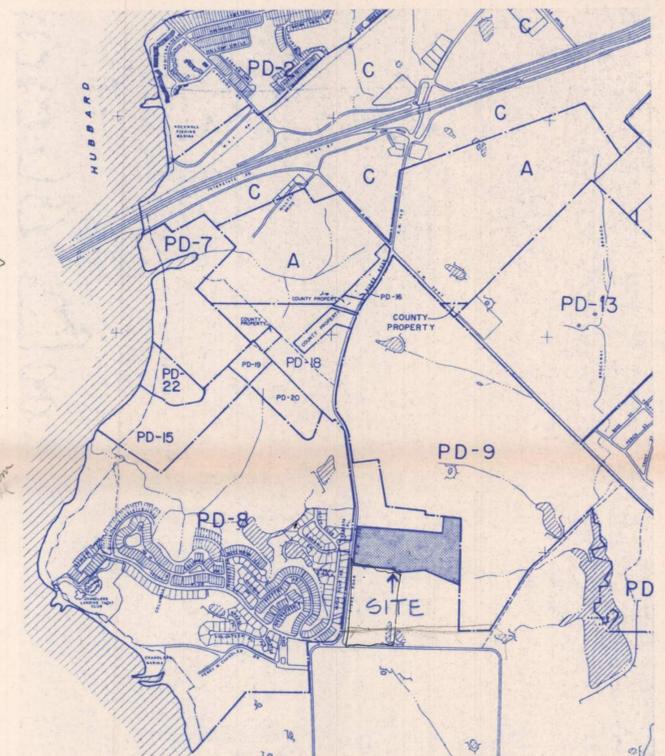
NAME Willtop Asset & Spa DATE 1-28-25
ADDRESS _____

Cash Check 135 Other

GARBAGE		
LAND FILL PERMIT		
GARAGE SALES		
SOLICITORS PERMIT		
RENT		
MISCELLANEOUS WATER SALES		
<u>Spring Change</u>		<u>300.00</u>

Received By *[Signature]*

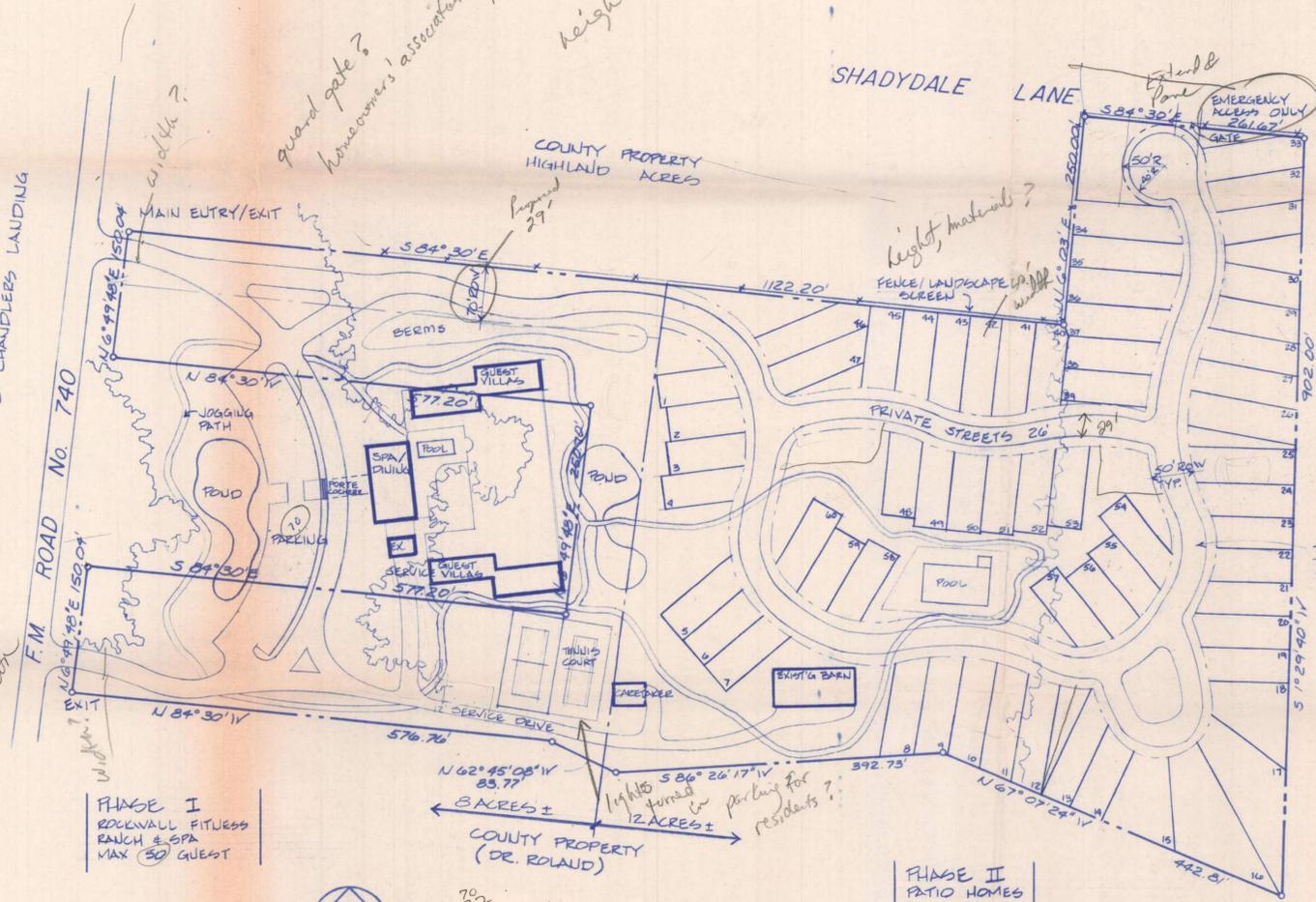
3110
FORM G-1



LOCATION MAP

garbage dumpsters?
 horse setbacks, parking
 additional setback of 1ft
 for each lot over 25ft
 materials on outside quest villas + spa, structural materials
 signage
 height of spa villas - 1 per quest villas + spa, structural materials
 1 space per 100 sq ft
 or 1 per 4 seats
 will deliver greater
 or suite

Street names
 entry separation - OK
 submit landscaping
 City of Rockwall PD-9 CHANDLERS LAUNDRY
 F.M. ROAD No. 740
 ROW dedication



PHASE I
 ROCKWALL FITNESS
 RANCH & SPA
 MAX 50 GUEST

PHASE II
 PATIO HOMES
 60 UNITS TOTAL
 DENSITY 5 UNITS/ACRE
 1500 SF MINIMUM
 2 STORY MAX. 30 FT.
 BLDG. COVERAGE APPROX. 18%
 OFF STREET PARKING 2 STALL/UNIT



PRELIMINARY DEVELOPMENT PLAN

1" = 100'

Submit topog for preliminary plat
 so can check drainage problems
 need legal description

1st
 Prelim Plan
 Development Plan

McCormack
 Associates
 Architects

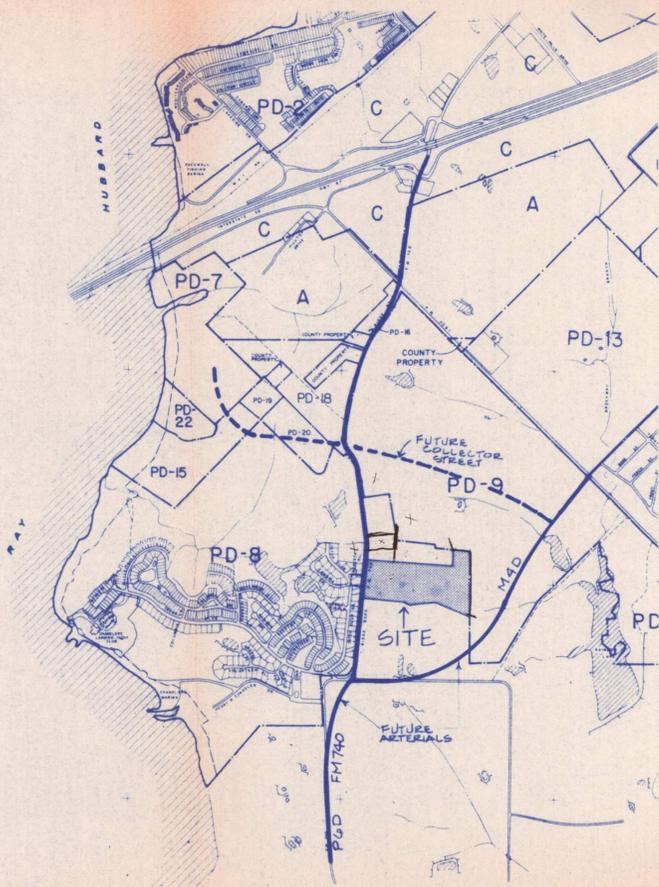


FOR:
 ROCKWALL FITNESS RANCH & SPA
 ISC DEVELOPMENT
 FM 740 ROCKWALL, TX.

PROJECT No.
 8422-25

DATE:
 12/17/18

DP



LOCATION MAP

STATE OF TEXAS
COUNTY OF ROCKWALL

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LEGAL DESCRIPTION

PROJECT DATA FOR PROPOSED PLANNED DEVELOPMENT

PHASE I : THE HILLTOP RESORT & SPA

- 1) Gross acreage: 8.0 acres
- 2) Concept/Function: A first-class fitness retreat and spa for women only (possible special programs for men only, on occasion). Length of stay 3 to 7 days, by reservation only. No "off-street" guests accepted. Dining facility for spa guests only. Hilltop residents will not use spa facilities other than jogging paths and tennis courts. No liquor will be served in the dining facility.
- 3) Maximum 50 guests at any one time. Approximately 20 employees at any one time.
- 4) Total off-street parking provided; 76 stalls
- 5) Base zoning use category most similar is Hotel, allowable in several zoning districts.
- 6) New construction will generally blend with existing design.
 - a. Two story, maximum 30 ft. height.
 - b. Minimum 50% masonry exterior, wood siding to match existing.
 - c. New construction to be 100% non-combustible, as required.

PHASE II : HILLTOP PATIO HOMES

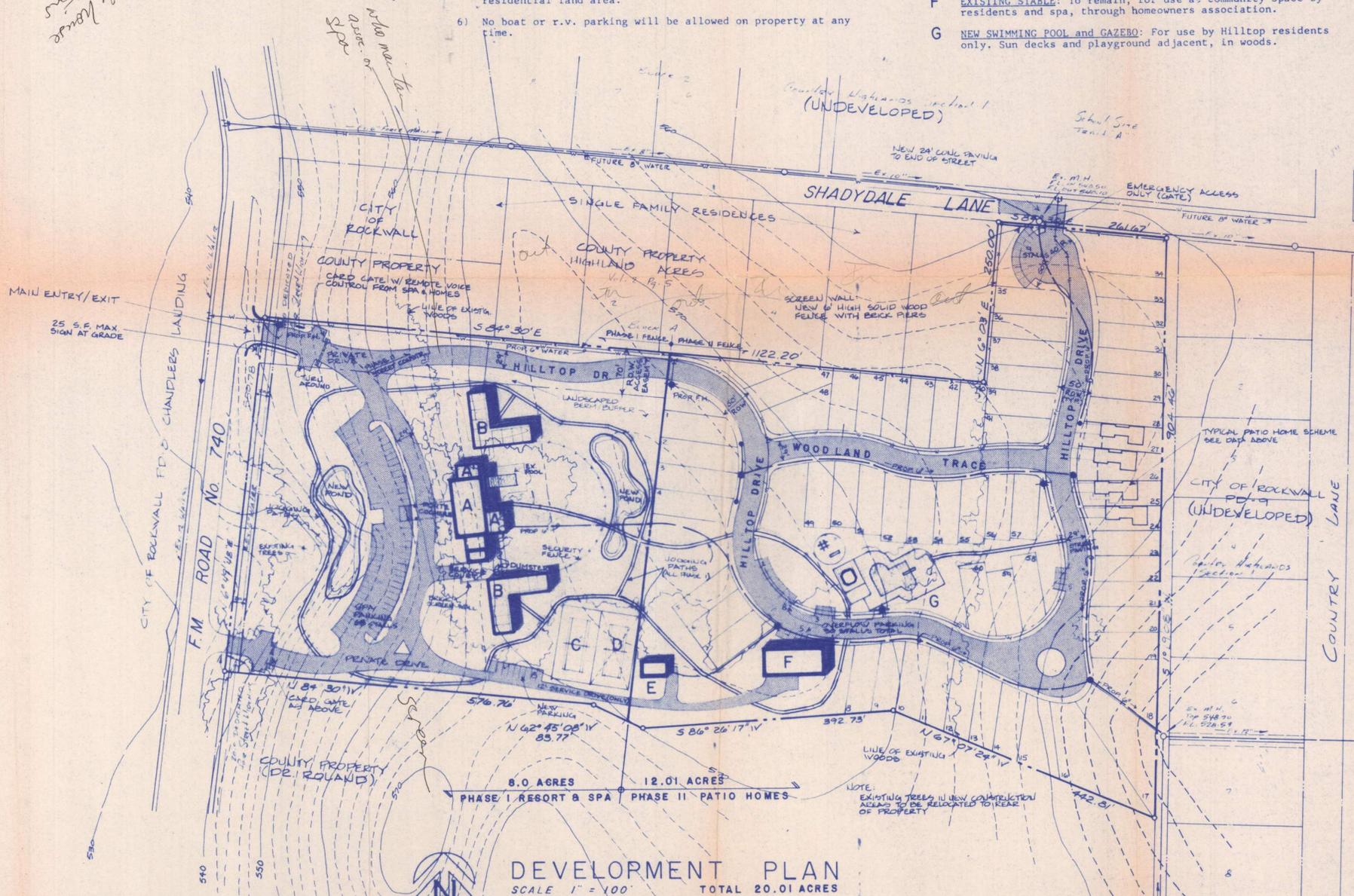
- 1) Gross acreage: 12.01 acres
- 2) Total lots proposed: 60
- 3) Density: 5 units per acre
- 4) Proposal conforms substantially with Townhouse Residential base zoning district, as follows:
 - a. Lots minimum 100 ft. deep by 40 ft. wide, 4,000 s.f. min.
 - b. Single family detached patio homes with following setbacks;
 - 25 ft. front yard
 - 7 1/2 ft. rear yard
 - 0 ft. one side, 5 ft. opposite side yard
 - c. Minimum 1500 s.f. dwelling units, 2 and 3 bedroom.
 - d. Two story, maximum 30 ft. height. Min. 50% brick or stucco.
 - e. All homes with 2 car garages, screened trash receptacles.
 - f. Total offstreet parking provided; 2 1/2 stalls per unit in addition to garages (2 stalls in drives plus common parking areas shown).
 - g. Maximum building coverage; aprx. 37% of lot.
 - h. Landscaped open space; aprx. 48% of lot.
- 5) Open common green space; aprx. 2.8 acres = 23.4% of gross residential land area.
- 6) No boat or r.v. parking will be allowed on property at any time.

GENERAL NOTES

- 1) All streets to be built to City of Rockwall standards, with concrete curb and gutter.
- 2) All streets to be privately owned and maintained, with access control gate as shown. Emergency gate as shown. Fire lanes per City of Rockwall requirements.
- 3) All new utilities underground. Utility construction to follow phased development as shown.
- 4) A 20 ft. R.O.W. will be dedicated at FM 740 in compliance with the Thoroughfare Plan of June 18, 1984.
- 5) A homeowners association will be established for perpetual control and maintenance of all common lands and facilities.

LEGEND

- A EXISTING RESIDENCE: 7500 s.f. +, to be used for the spa, offices, private guest dining, kitchen, boutique, beauty care, and lounges.
- A' ADDITIONS to RESIDENCE: 2300 s.f. +, one story, for exercise rooms, dining, and service areas. To match existing.
- B GUEST VILLAS: Two new buildings with 16 guest suites in each, and common lounge areas. Single and double occupancy suites. Buildings aprx. 8,000 s.f. each, 2 story, maximum 30 ft. height.
- C EXISTING TENNIS COURT to remain.
- D NEW TENNIS COURT with bubble cover (no lighting visible from exterior).
- E EXISTING COTTAGE: To remain, for caretaker's residence.
- F EXISTING STABLE: To remain, for use as community space by residents and spa, through homeowners association.
- G NEW SWIMMING POOL and GAZEBO: For use by Hilltop residents only. Sun decks and playground adjacent, in woods.



DEVELOPMENT PLAN
SCALE 1" = 100'
TOTAL 20.01 ACRES

McCormack
associates
architects
2808 RIDGE ROAD
ROCKWALL, TEXAS 75087
P.O. BOX 92
814/722-0418



THE HILLTOP RESORT and SPA
PLANNED DEVELOPMENT
FM 740 ROCKWALL, TEXAS
HILLTOP RESORT and SPA, INC. DALE McMAHON, PRES.
SUITE 880, 4849 GREENVILLE AVE. DALLAS, TEXAS

PROJECT No.
8422-25

DATE:
25 JAN 85

DP-1

FEASIBILITY STUDY
WITH FINANCIAL PROJECTIONS

ROCKWALL FITNESS RANCH AND SPA

Prepared By
THE DOLCE COMPANY
1900 Yorktown—#500
Houston, Texas 77056
(713) 961-1845

Date Submitted: December 16, 1983

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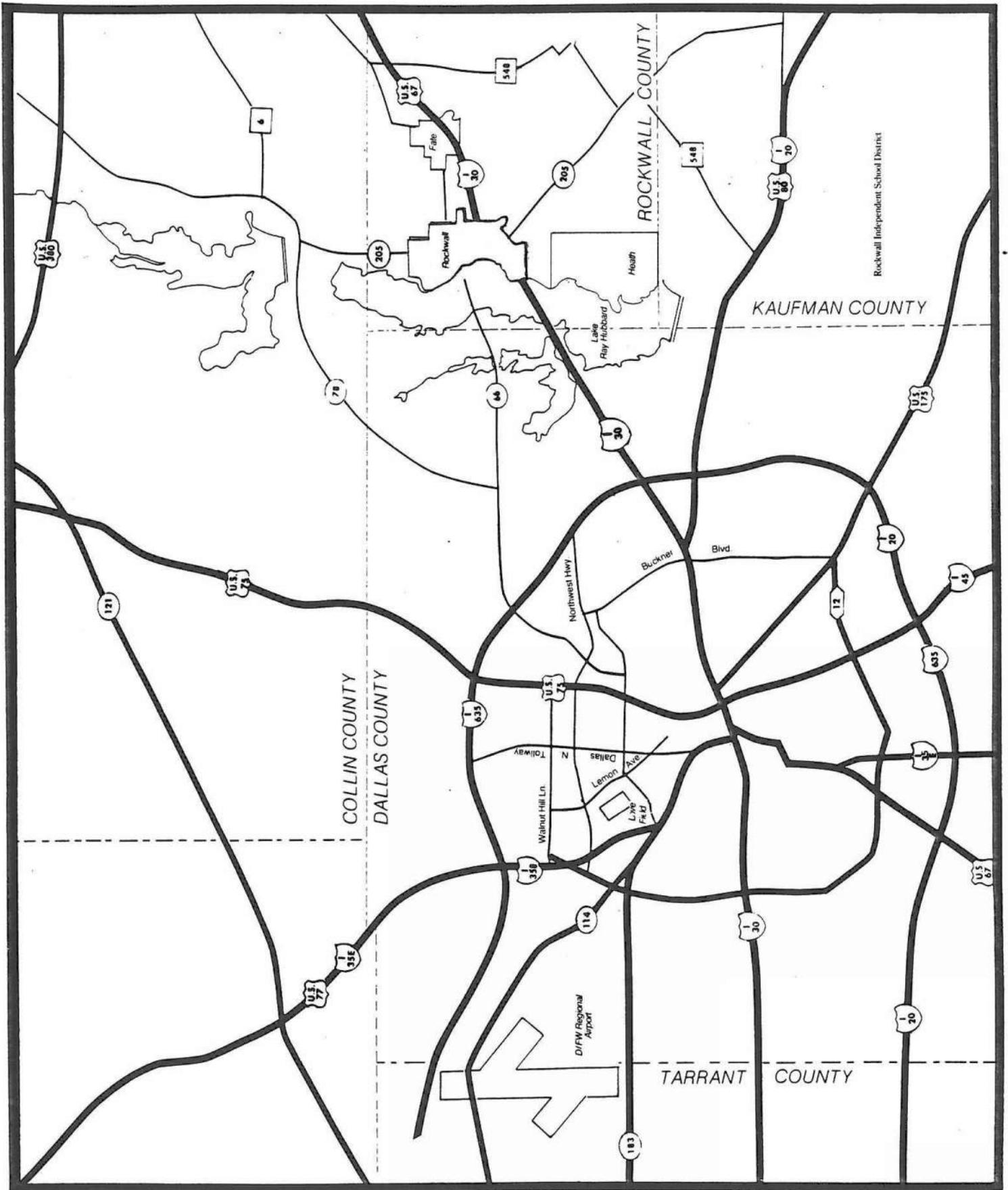
The Area

Rockwall is 30 minutes from downtown Dallas, one hour from DFW Regional Airport, and 45 minutes from Dallas Love Field, the home base for Muse and Southwest Airlines. Its accessibility to metropolitan Dallas combined with its small-town appeal make Rockwall a very desirable first-home community. The county ranks among the highest per capita income levels in the country although by size it is the smallest county in the state. The population is 6300 people.

The area derives its name from an underground formation of a mysterious rock wall. Geologists say it's a formation of the earth's surface, while archeologists argue it's a wall constructed by an ancient civilization.

Lake Ray Hubbard is a 110-mile perimeter, 22,000-acre lake, and the eastern shore is site of the booming development in Rockwall. Lake Ray Hubbard has become one of the major inland sailing lakes in the Southwest, and has two large yacht clubs.

While the area of Rockwall is unfamiliar to people outside the Dallas area, Dallasites regard Rockwall as a desirable place to live, raise a family, and commute.



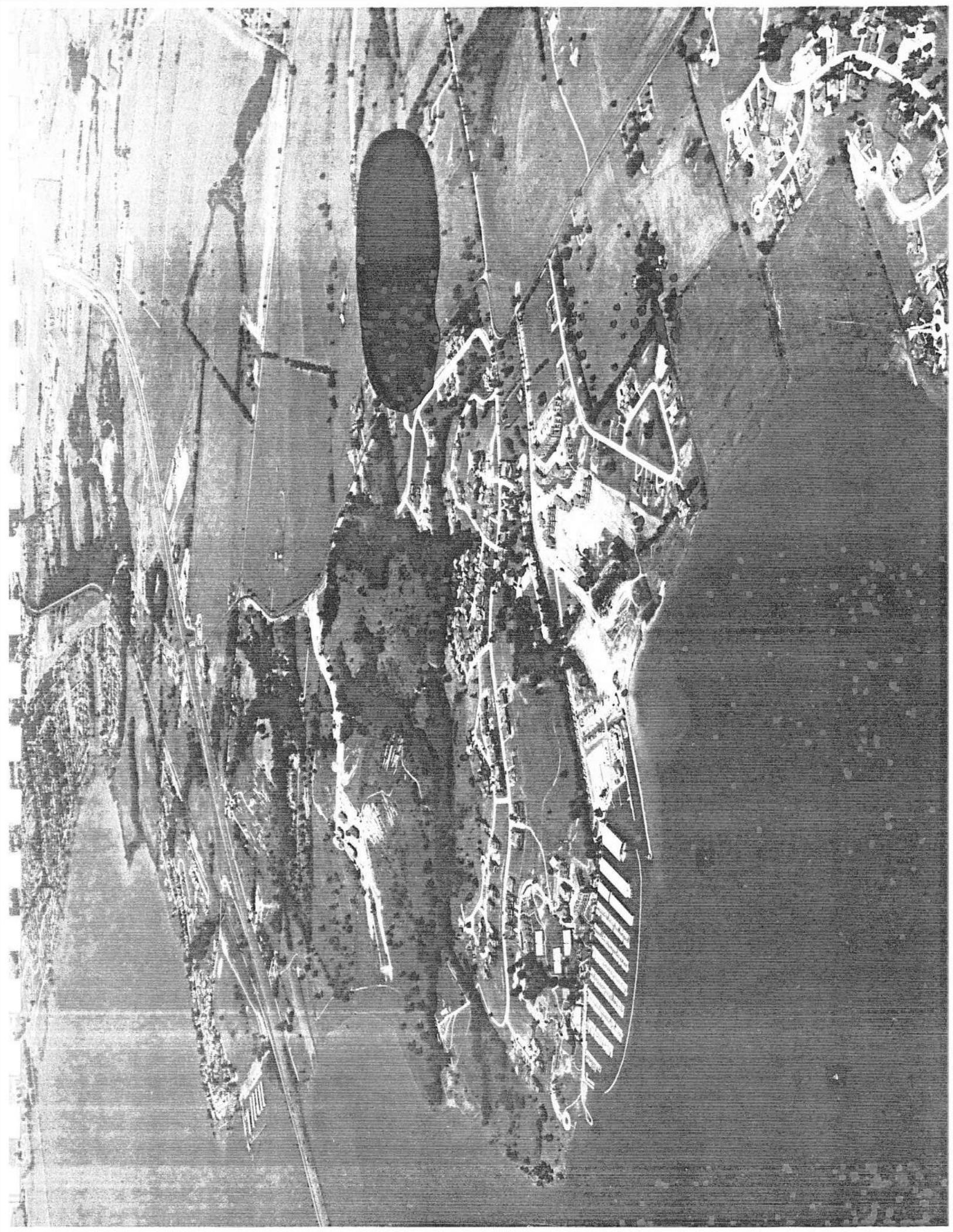
The Site

The site for the Fitness Ranch and Spa is a 20 acre tract of land on a gently sloping hillside in Rockwall. Lake Ray Hubbard is in view from every angle as you look west, toward Dallas.

The site is heavily wooded. Presently, several buildings are on the property which include a very comfortable, California-style home, and a big modern barn for horses which graze on the property. The house will be modified and used as the main house, or manor house for the spa. The design, spaciousness and openness of the house provide ideal areas for the spa's operation.

A large, outdoor pool and ample, red-tile patio provide a lovely, peaceful setting which will be a gathering place for spa guests.

The Dolce Company believes this site and this area are ideal for the Rockwall Fitness Ranch and Spa.



THE CONCEPT

The Rockwall Fitness Ranch and Spa* will be a high-energy fitness retreat and spa for single and married women, for professional career women and homemakers. The Ranch will have a feeling of casual elegance, but not luxury or extravagance. The environment will be conducive to meeting the needs of women who desire rest, relaxation, recreation, rejuvenation by experiencing a program designed to stimulate and motivate them towards self-improvement.

Program will be varied to appeal to the broadest segment of potential clients. Guests will be comfortably and graciously accommodated; provided with nutritious, attractive, low-calorie meals; offered a variety of exercise, sports and recreational activities.

Educational and entertainment activities will be offered in the evenings from personal growth seminars/discussions to current or classic movies. There will be opportunities for quiet and private time.

Personal services are available for the guest who chooses them: massage, facials, manicures and pedicures, etc. Private lessons in tennis, racquetball or riding are also optional.

The positioning is directed toward the larger marketplace of women who will not spend either the time or money charged by the Super Spas, but who have the need for a facility like the Rockwall Fitness Ranch and Spa. A guest can tailor her visit to suit her individual budget and needs by the length of her stay and the optional, personal services she chooses. She can choose a three-night, four-night, or seven-night program. Special packaging and pricing can be structured for 1) groups who reserve the entire facility, and 2) slow or shoulder periods.

High standards of quality will be reflected at all levels of service, facilities and program; however, careful attention will be paid to pricing and packaging so that the facility is not perceived to be "too expensive" (an emphatic comment frequently mentioned in the telephone survey).

At selected occasions, men's or mixed groups will be accepted.

* The name needs to include the words "fitness," "spa," and "ranch." Additional research is needed to suggest a name which includes the meaning, "new life."

Telephone Survey

A telephone survey was conducted of professional women in Houston and Dallas. Thirty-two in-depth interviews were conducted.

The concept of the Rockwall Fitness Ranch and Spa was described and questions were then asked.

The results were generally very positive. Two key factors were repeatedly expressed. One, the facility should not be "too expensive." Women liked the idea of having beauty and health services priced separately from the room/meal package so that they could choose and budget. Second, and closely related to number one, women liked the options of lengths of stay. Many expressed disapproval of a facility with only a one-week program saying that length of time away was "too long" or "would be my vacation."

In summary, if the Rockwall Fitness Ranch and Spa identifies its marketplace as primarily the professional woman, it is critical that the operation be sensitive to how time and money constraints bear on this market segment.

The concept, pricing, and spa plans detailed in this study are intended to accommodate professional women in the marketplace.

Coincidentally, a significant marketing strategy surfaced during the course of this survey which could have a major impact on the first few years of operation. Several women expressed a desire that the Rockwall facility have meeting rooms available. They felt their professional groups or companies would be interested in a spa/meeting concept, similar to a golf or tennis activities planned around a business meeting. This opens an entirely new marketing opportunity, particularly in the first few years as occupancy levels are being established.

Details of this telephone survey can be found in the appendix.

Competitive Analysis

A study of other spas and fitness facilities was conducted. Ten spas were selected representing a broad cross section of the type of facilities available and the programs offered. These ten spas were selected because of 1) their reputation and success in the business, 2) their concept similarity to the Rockwall spa, and 3) the geographic proximity to Rockwall.

The ten spas are:

1. Bonaventure in Ft. Lauderdale, Florida
2. Canyon Ranch Spa in Tucson, Arizona
3. The Greenhouse in Arlington, Texas
4. The Golden Door in Escondido, California
5. Gurney's Inn Resort and Spa, Long Island, New York
6. Lake Austin Resort (formerly Bermuda Inn) in Austin, Texas
7. Maine Chance, Phoenix, Arizona
8. The Spa at Palm-Aire, Pompano Beach, Florida
9. The Spa at Turnberry Isle, North Miami Beach, Florida
10. The Phoenix Spa, Houston, Texas

The spas vary widely in concept, program, pricing, and setting. Through the promotional materials, it is easy to identify the philosophy of each spa, or in some cases the absence of any philosophy. A general statement might apply here: the more single-focused the facility, the more structured. In other words, if a facility exists for no other purpose than operating as a spa, the more likely it is that the program is very specific, that consumer options regarding price, program or length of stay are limited, and that the spa's philosophy is apparent in its operation. Examples are The Golden Door, The Greenhouse, and Maine Chance--the three most readily identified "Super Spas." These famous spas have a set program and price which doesn't vary. The prices are inclusive; the program very structured and uniquely suited to each facility; the staff-to-guest ratio as high as 3-to-1; the pride in the site, setting, and service very apparent.

The Phoenix in Houston challenged the "Super Spas" when it opened in 1980 by positioning itself as a "Super Spa." It has, however, diversified its program recently for broader market appeal and now offers several options of plans and pricing.

On the opposite extreme are "spas" which place more emphasis on amenities and physical structures rather than on program. These typically are located within a major resort setting, and the "spa" is one of several amenities offered guests. They tend to be unstructured, providing guests with lots of choices--a massage, a facial, a sauna, an exercise class. There is less emphasis on staff and service. In fact, some appear impersonal.

One which strikes an interesting balance is Gurney's Inn in New York. This facility combines a "health-oriented European spa with the beauty-oriented American spa," but their claim to uniqueness really lies in their use of salt water in skin treatments. Although the setting is within a major resort complex, Gurney's Inn is definitely a serious spa.

Lake Austin Resort (formerly called Bermuda Inn) could be serious, direct competition if they ever got it right. The location and setting is very attractive: centrally located in a desirable destination city, Austin, and right on a lake. Management is making some changes. They're adding new exercise areas and more activities. They want to improve. But as it exists now, Lake Austin Resort is not considered competitive. The rooms are old motel rooms (the site was originally a fishing lodge). The main house and grounds are rustic at best; unkempt is more accurate. The clientele is an older man or woman, people who are there for one reason--to lose weight. Exercise, nutrition and behavior modification get lip service treatment. (Smoking is evident in all areas, and even the staff is overweight.) It is truly a "fat farm."

The spa most comparable to the Rockwall concept is Canyon Ranch Spa. There guests stay as long as they like, participate in a menu of exercise and sports activities, and pay additionally for health or beauty services. The spa day is relatively unstructured, although there are spa plans available which spell out exactly what is and isn't included.

The daily published price of Canyon Ranch Spa is an unbundled, attractive price--\$185. By the time a guest pays for the "extras," however, the daily cost compares equally with the "Super Spas."

The Dolce Company research confirms the concept for the Rockwall Spa. Today's marketplace tells us:

- o Professional, active women want a place, a retreat atmosphere, to "get away from it all." To reduce job-related stress. To reassess, reaffirm.
- o But they want this retreat to fit their schedules, their budgets, their needs.
- o And they want to lose weight.

The Rockwall Fitness Ranch and Spa hits this broad marketplace perfectly!

Comparison of Pricing at Ten Spas with Rockwall Spa

The suggested pricing for the Rockwall Spa is three plans (or packages) which include room, meals and program. Personal health and beauty services, taxes and gratuities, and other extras are additional.

Our basic daily rate is \$150 to \$200 a day, depending on length of stay. We assume a guest will spend an additional \$40 a day in health and beauty. In order to compare this price with other prices, it was necessary to create a common daily package for all those we studied. Some, for example, publish an all-inclusive rate; others list their services on a price sheet. Some assumptions were made to make all ten spa programs fit this "apple-to-apple" comparison

The Rockwall Daily Rate:

Room:	\$75 - \$125
Meals:	35
Program:	<u>40</u>
Basic Daily Rate:	\$150 - \$200
Massage:	30
Beauty:	25
Skin:	20
Taxes (5%) and Gratuities (15%):	<u>41</u>
Total Daily Projected Revenue	\$266 - \$316

This compares to the all-inclusive "Super Spa" which includes a daily massage, daily treatments and beauty.

	<u>Rockwall Spa</u>	<u>\$266 - \$316</u>
1.	Bonaventure	297
2.	Canyon Ranch	292
3.	Greenhouse	350
4.	Golden Door	360
5.	Gurney's	271
6.	Lake Austin Resort	192
7.	Maine Chance	369
8.	Palm-Aire	372
9.	Turnberry Isle	341
10.	Phoenix	264

*The following charts reflect how the various spa facilities emphasize the services and amenities featured. These listings only indicate that the spa's promotional materials highlight a specific feature or service. Many of the items listed are available at all spas, however.

SKIN TREATMENTS

BONAVENTURE
 CANYON RANCH
 GREENHOUSE
 GOLDEN DOOR
 GURNEY'S INN
 LAKE AUSTIN RESORT
 MAINE CHANCE
 PALM ALRE
 TURNBERRY
 PHOENIX

	BONAVENTURE	CANYON RANCH	GREENHOUSE	GOLDEN DOOR	GURNEY'S INN	LAKE AUSTIN RESORT	MAINE CHANCE	PALM ALRE	TURNBERRY	PHOENIX
LANCOME SKIN CARE CLINIC	X									
EUROPEAN FACIAL		\$30								
PERK UP FACIAL		\$20								
PARAFIN FACIAL		X								
FACIALS				X		\$18	\$25 45			
THERMAL YOUTH MASQUE		\$45								
ALOE MASQUE		X								
COCOA BUTTER MASQUE		X								
BREAST TREATMENT		X								
HERBAL WRAPS	\$9		\$16		INCLUSIVE	\$9	\$18		INCLUSIVE	
BODY WRAP							\$20 50			
ROMAN BATH			\$3							
DEAD SEA SALT GLO WITH ALMOND OIL			\$10							
SALT GLOW LOOFAH SCRUB (MEN)	\$26					\$10				
EXFOLIATING & CLEANSING LOOFAH (WOMEN)	\$30									
LOOFAH TREATMENT (MEN)	\$10									
LOOFAH TREATMENT (WOMEN)	\$30									
FRENCH VICHY LOOFAH SCRUB			\$16							
LOOFAH AND SCRUB							\$30			
ITALIAN FANGO PACK			\$19							
THALASSO SEAWATER THERAPY			\$20							
PARISIAN BODY POLISH		X								

THE COMPETITION -- A SUMMARY ANALYSIS

NAME
LOCATION

THE COMPETITION -- A SUMMARY ANALYSIS

<p>VI. LAKE AUSTIN RESORT (Formerly Bermuda Inn) Austin, Texas a. "Lake Austin Reducing Resort" b. "Truly the public perception of a "fat farm." Emphasis on weight loss. Older clientele. Coed.</p>	<p>Economy Deluxe</p>	<p>\$102/daily \$714/weekly \$115/daily \$805/weekly</p>	<p>Room, meals, Program, use of facilities</p>	<p>Taxes & grat., massages, personal services 5%, 15%,</p>	<p>\$100 deposit. Refund with. 48 hours notice.</p>
<p>VII. MAINE CHANCE Phoenix, Arizona</p>					

MASSAGE

BONAVENTURE
 CANYON RANCH
 GREENHOUSE
 GOLDEN DOOR
 GURNEY'S INN
 LAKE AUSTIN RESORT
 MAINE CHANCE
 PALM ALRE
 TURNBERRY
 PHOENIX

30 MINUTE BODY	\$18																			
FULL BODY	\$30	X																		
ACUPRESSURE		X																		
DEEP FASCIA																				
DEEP WORK		X																		
ESALEN SWEDISH		X																		
FOOT REFLEXOLOGY		X																		
MERIDIANS		X																		
ORTHO-BIONOMY		X																		
POLARITY		X																		
REFLEXOLOGY		X																		
SHIATSU	\$46																			
TOUCH FOR HEALTH		X																		
TRAGERING		X																		

SPA FACILITIES AND SERVICES

BONAVENTURE
 CANYON RANCH
 GREENHOUSE
 GOLDEN DOOR
 GURNEY'S INN
 LAKE AUSTIN RESORT
 MAINE CHANCE
 PALM ALRE
 TURNBERRY
 PHOENIX

	BONAVENTURE	CANYON RANCH	GREENHOUSE	GOLDEN DOOR	GURNEY'S INN	LAKE AUSTIN RESORT	MAINE CHANCE	PALM ALRE	TURNBERRY	PHOENIX
GYMS							X			
SOLARIUM							X	X		
PRIVATE SUNDECKS	X									
SEPARATE MEN'S AND WOMEN'S PAVILION				X						
CONTRAST POOLS							X			
INDOOR HEATED SEAWATER POOL				X						
HOT AND COLD PLUNGE POOLS	X		BROCHURE DOES NOT SPECIFY		BROCHURE DOES NOT SPECIFY		X			
WATER EXERCISE CLASSES	X		BROCHURE DOES NOT SPECIFY							
WHIRLPOOLS	\$4						X			
OUTDOOR WHIRLPOOL							X			
JACUZZI		X						X		
FLOTATION TANKS		X								
TURKISH BATHS							X	X		
ROMAN BATHS							X			
STEAM ROOMS *(cabinets)	X	X					*X		X	
SWEDISH SHOWERS									X	
SWISS SHOWERS (HOT AND COLD NEEDLE)	\$3			X						
SAUNAS	X	X					X		X	
FINNISH ROCK SAUNA				X			X			
RUSSIAN STEAM SAUNA				X						

EXERCISE AREAS ———
HEALTH AND FITNESS PROGRAMS

BONAVENTURE
CANYON RANCH
GREENHOUSE
GOLDEN DOOR
GURNEY'S INN
LAKE AUSTIN RESORT
MAINE CHANCE
PALM AIRE
TURNBERRY
PHOENIX

28,000 ACRE FACILITY		X																	
GYM	X	X			X				X										
FULLY EQUIPPED EXERCISE ROOMS * (NAUTILUS)		2																	*X
SPA WEAR	X								X	X									
TIME SHARING					X														
MEETING ROOMS					X														X
PHYSICAL EXAM * (OPTIONAL)	*X				*X				*X	*X	*X								
ELECTROCARDIOGRAM									\$200										
STRESS ANALYSIS									\$25										
BODY COMPOSITION ANALYSIS									\$20										
FITNESS PROFILE	\$65			INCLUSIVE	INCLUSIVE	X		INCLUSIVE	INCLUSIVE										
NUTRITION PROFILE	\$25					X													X
BEHAVIOR MODIFICATION CLASSES										X									
INDIVIDUAL CLASSES * (1/2 hr) * \$15																			X
AEROBICS	X					X													
CONDITIONING	X																		
DANCING	X																		
JOGGING	X					X				X									
STRETCH AND STRENGTHEN	X					X													
SWIMMING/WATER EXERCISES	X	X								X									
WEIGHT TRAINING	X					X													
YOGA						X				X									
WALKING	X																		X

Space Program and Project Budget

Space Program

I. Guest Rooms (to be built)

- A. Phase I - (4) - 8 bedroom clusters (villas) each villa with common sitting room
- B. Each bedroom at 350 sq. ft.- (16 units with queen beds, 16 units with 2 double beds)
- C. Each bath with oversize tub and shower massage
- D. Bathroom to have private toilets
- E. Each bath to have large mirror, good lighting
- F. Each room with telephone and jack for T.V. (no T.V.'s in room)
- G. Sitting room to be comfortable for small group discussions and private meetings.
- H. Each room to have different design ambience, but all with mix of Country and Traditional.

II. Main House or Manor House Lounge Areas (to be renovated)

- A. Living Room/Reception Room (existing living room)
 - 1. Casual for entire group
- B. Library, Study and T.V. room (currently game room)
- C. Quiet room for conferences (currently dining room)

III. Main House Dining Areas (to be built off existing dining room 900 sq.ft.)

- A. Room to accommodate up to 60 people
- B. Table mix (4) rounds for 6 people - (3) squares for 4 people - and (5) farm tables and benches for (8) people
- C. Overall ambience to be casual elegance

IV. Main House Kitchen (minor upgrade)

- A. At existing space
- B. Add larger ovens and grills, microwave, etc.

V. Main House (2nd Floor) - all Administrative Space

- A. Private office for executive director
- B. Office for sales (2 people)
- C. Office for business manager (2 people)
- D. Private office for operation manager
- E. File and storage room

VI. Main House (2nd Floor) Beauty Area

- A. Area for facials and beauty consultation
- B. Area for hair care

VII. Main House - Boutique

- A. Off main lobby area - front of house
- B. Full line of merchandise for health related.

VIII. Fitness Center and Spa (to be built)

- A. Exercise Area - 40' x 36' - 1440 sq. ft.
 - 1. Carpet on floor, mirror on walls, natural lighting and incandescent flush mounted, ceiling height at 10' and good high quality sound music system.
- B. Conference Room/Private Exercise Area - 30' x 35' - 1050 sq.ft.
 - 1. This will also serve as meeting space for groups using facility.
- C. Weight Room - 30' x 35' - 1050 sq. ft.
 - 1. Equipment to include one circuit of Nautilus, (3) stationery bicycles, Universal, and minimum free weights.
- D. Exercise Pool Solarium
 - 1. Round Pool approximately 12'in diameter and 54" deep.
- E. Spa Area (Special Treatment)
 - 1. Whirlpool, sauna, steam
 - 2. Special showers - cold/hot
 - 3. Wrap room - Loofa
 - 4. Tanning room (2 beds)
 - 5. Toilets
 - 6. Private room for massage (2)
 - 7. Regular showers - 2 men/2 women

F. Locker Rooms

1. Women's locker with 60 half-sized lockers
2. Men's locker with 20 half-sized lockers

IX. Outdoor Facilities

- A. Outdoor Pool (existing) heated
- B. Two tennis courts
- C. One mile soft/natural walking/jogging trail with stations for exercise and gazebos.

Project Budget

I.	Purchase Price of Existing Buildings and Improvements*	\$ 500,000
II.	Preliminary Capital Budget: New Construction and Furnishings	2,668,200
III.	Architectural and Design Fees	25,000
IV.	Special Consultants' Fees - Design and Development	25,000
V.	Legal and Accounting Fees	25,000
VI.	Preopening Marketing	150,000
VII.	Preopening Operations	125,000
VIII.	Working Capital for Operations	<u>250,000</u>
	Total Project Costs	\$ 3,768,200

* Includes the house and barn. The entire track of land will be put in the deal on a lease/option basis for future development of garden homes.

**Not included are costs related to partnership offering including legal, accounting, printing, selling.

Capital Budget New Construction and Furnishings

I.	Guest Villas (new construction)		
	A. 4 buildings at 4,000 sq.ft.each at \$80/sq. ft. (8 rooms per villa)		\$ 1,280,000
II.	Manor House (renovation)		
	A. Renovate and furnish living room, study, lounge		50,000
	B. Upgrade kitchen		25,000
	C. Furnish administrative offices		25,000
	D. Upgrade and furnish beauty/ hair care		10,000
	E. Furnish boutique (racks, lighting, etc.)		5,000
III.	Dining Room (add to Manor House)		
	A. 900 sq. ft. at \$100/sq. ft.		90,000
IV.	Fitness Center and Spa (new construction)		
	A. Exercise room 40x36	1440 sq. ft.	
	B. Exercise/Conference room 30x35	1050 sq. ft.	
	C. Weight Exercise Room 30x35	<u>1050</u> sq. ft.	
	Total - at \$80/sq. ft.	<u>3540</u> sq. ft.	283,200
V.	Spa Area (indoor)		
	A. All wet and dry areas 4000 sq. ft. at \$120/sq. ft.		480,000
VI.	Locker Rooms		
	A. 1500 sq. ft. at \$80/sq. ft.		120,000
VII.	Outdoor Areas		
	A. Modify and heat pool		10,000
	B. Add 2 tennis courts		40,000
	C. Build outdoor walking/jogging track		50,000
VIII.	Landscaping, Fountains, Lighting		150,000
IX.	Support Areas		
	A. Laundry, maintenance, storage		<u>50,000</u>
	Total		2,668,200

Preopening Budget

I. Preopening Marketing - 6 Months

Publicity - 6 Months - Fee	\$ 18,000
Brochures/Material	20,000
Publicity Events (Press, etc.) 10 x 2000	20,000
Direct Mail- 3 x 5000	15,000
Advertising - 6 x 3000	18,000
Telephone - 6 x 500	3,000
Travel & Entertainment - 6 x 3500	21,000
Salaries (2) - 6 Months \$20,000/30,000	25,000
Contingency	<u>10,000</u>
Total 6 Months	\$ 150,000

II. Preopening Operations - 6 Months

Executive Director (1 year)	35,000
Operating Manager (6 months)	15,000
Bookkeeper/Business Manager (6 Months)	15,000
Support Staff Administrative (3 Months)	6,000
Supplies for Spa	15,000
Other Supplies	5,000
Telephone (6 months)	1,200
Taxes - License - Fees	5,000
Spa Staff - 1 Month (3)	6,000
Kitchen Staff - 1 Month (3)	6,000
Maintenance Crew/Gardening - 3 Months (3)	12,000
Contingency	<u>4,800</u>
Total 6 Months	\$ 125,000

Financial Projections

FINANCIAL PROJECTIONS

Statements of Financial Projections for the First Four Years of Full Operation were prepared for the Rockwall Fitness Ranch and Spa. The first fiscal year is projected to begin April, 1985 and end March, 1986. The projections are expressed to the nearest one hundred dollars.

Key Assumptions and Methods

The Projections contained in this report incorporate the following:

- o Our previous experience in the spa and fitness business accounting and financial planning.
- o Information gathered during the course of a market survey and competitive analysis in this business.
- o Industry accepted formulas in calculating certain fixed expenses, such as energy, taxes, etc.
- o In projecting revenues, prices are the same for Years 1 and 2, increased 8-9% in year 3, and increased 10% in Year 4. Costs are increased annually at 6%. Salaries and wages are increased annually at 6%.

Four Year Financial Projection

<u>Revenues</u>	1st Year (50% Occu.)	2nd Year (60% Occu.)	3rd Year (65% Occu.)	4th Year (75% Occu.)
1. Spa Plans	\$ 1,023,100	\$ 1,231,100	\$ 1,452,600	\$ 1,758,400
2. Personal & Health Services Boutique	251,600 83,300	302,900 100,300	351,912 117,072	436,300 147,700
Total Revenue	1,358,000	1,634,300	1,921,549	2,342,400

Operating Costs & Expenses

1. Salaries, Fringes & Benefits	728,400	833,100	949,000	1,097,400
2. Food & Beverage Costs	97,500	124,300	142,800	174,800
3. Marketing & Promotion	130,500	138,300	122,200	116,300
4. Contract Services	60,800	65,700	70,800	74,100
5. Energy	56,200	67,200	78,600	99,700
6. Legal & Accounting	12,000	12,000	14,000	16,000
7. Auto Expense (Lease)	6,000	6,000	9,000	9,000
8. Office Supplies	2,400	3,000	3,600	3,600
9. Telephone	18,000	14,000	14,000	12,000
10. Insurance	35,000	35,000	35,000	35,000
11. Programs & Special Staff	25,000	27,300	30,000	30,000
Total Cost & Expense	1,171,800	1,325,900	1,469,000	1,667,900
Profit/Loss Before Debt Service	\$ 186,200	\$ 308,400	\$ 452,549	\$ 674,500

Annual Revenue Projection by Spa Plan and Other Areas

Year 1

1.	3 Day Plan					
	527 Guests @ \$595, S0		\$ 313,565			
	176 Guests @ \$525, D0		92,400			
	259 Guests @ \$475, S0		123,025			
	86 Guests @ \$420, D0		<u>36,120</u>		\$ 565,110	
2.	4 Day Plan					
	198 Guests @ \$695, S0		137,610			
	66 Guests @ \$600, D0		39,600			
	97 Guests @ \$555, S0		53,835			
	32 Guests @ \$480, D0		<u>15,360</u>		246,405	
3.	7 Day Plan					
	113 Guests @ \$1,050, S0		118,650			
	38 Guests @ \$ 875, D0		33,250			
	56 Guests @ \$ 840, S0		47,040			
	18 Guests @ \$ 700, D0		<u>12,600</u>		<u>211,540</u>	\$ 1,023,055
4.	Personal/Health Services					
	6291 Guests Nights @ \$40 ea.				251,640	
5.	Boutique					
	1666 Guests @ \$50 ea.				<u>83,300</u>	
						<u>334,940</u>

\$ 1,357,995

Year 2

1.	3 Day Plan					
	634 Guests @ \$595, S0		377,230			
	211 Guests @ \$525, D0		110,775			
	312 Guests @ \$475, S0		148,200			
	104 Guests @ \$420, D0		<u>43,680</u>		679,885	
2.	4 Day Plan					
	238 Guests @ \$695, S0		165,410			
	79 Guests @ \$600, D0		47,400			
	117 Guests @ \$555, S0		64,935			
	39 Guests @ \$480, D0		<u>18,720</u>		296,465	

Year 2 Continued

3.	7 Day Plan				
	136 Guests @ \$1,050	142,800			
	46 Guests @ \$ 875	40,250			
	67 Guests @ \$ 840	56,280			
	22 Guests @ \$ 700	15,400			
		<u>254,730</u>		1,231,080	
4.	Personal/Health Services				
	7572 Guest Nights @ \$40 ea.	302,880			
5.	Boutique				
	2005 Guests @ \$50 ea.	<u>100,250</u>		<u>403,130</u>	
					<u>\$ 1,634,210</u>

Year 3

1.	3 Day Plan				
	685 Guests @ \$650, 50	445,250			
	228 Guests @ \$575, 00	131,100			
	338 Guests @ \$520, 50	175,760			
	113 Guests @ \$460, 00	51,980			
			804,090		
2.	4 Day Plan				
	257 Guests @ \$750	192,750			
	86 Guests @ \$650	55,900			
	127 Guests @ \$600	76,200			
	42 Guests @ \$520	21,840			
			346,690		
3.	7 Day Plan				
	147 Guests @ \$1,150	169,050			
	49 Guests @ \$ 975	47,775			
	72 Guests @ \$ 920	66,240			
	24 Guests @ \$ 780	18,720			
		<u>301,785</u>		1,452,565	
4.	Personal/Health Services				
	8184 Guest Nights @ \$43	351,912			
5.	Boutique				
	2168 Guests @ \$54 ea.	<u>117,072</u>		<u>468,984</u>	
					<u>\$ 1,921,549</u>

Year 4

1.	3 Day Plan				
	793 Guests @ \$695	551,135			
	265 Guests @ \$625	165,625			
	391 Guests @ \$555	217,005			
	130 Guests @ \$500	<u>65,000</u>	998,765		
2.	4 Day Plan				
	297 Guests @ \$795	236,115			
	66 Guests @ \$695	45,870			
	147 Guests @ \$635	93,345			
	33 Guests @ \$555	<u>18,315</u>	393,645		
3.	7 Day Plan				
	170 Guests @ \$1,200	204,000			
	57 Guests @ \$1,025	58,425			
	84 Guests @ \$ 960	80,640			
	28 Guests @ \$ 820	<u>22,960</u>	366,025	1,758,435	
4.	Personal/Health Services				
	9282 Guest Nights @ \$47		436,254		
5.	Boutique				
	2461 Guests @ \$60 ea.		147,660	583,914	
					<u>\$ 2,342,349</u>

Assumptions Concerning Revenues

Occupancy

Our Projections are that the facility would achieve a 50% overall occupancy rate in the first full year of operation, a 60% in Year 2, 65% in Year 3, and 75% in Year 4. Further, it is assumed that 75% of the guests will prefer single occupancy accommodations, 25% double occupancy rooms.

There are a total of 32 quest rooms in the facility: 16 of which are equipped with one queen-sized bed, and 16 which have two double-sized beds. Full occupancy of the facility would be 32 single rooms filled, or a maximum of 48 people utilizing all available beds. These projections reflect the projected mix at varying levels of occupancy. A table is included indicating the projected room nights by month through the 4 years in this plan.

Seasons and Discounting for Off-season

Winter will be the slowest season, and special rates will be offered to maximize occupancy. In these projections, rates are discounted 20% for marketing purposes. July and August are also included as off-season months and discounted 20%. Further, the facility will close for 13 days during the Thanksgiving and Christmas holidays.

The calendar for business and pricing structure is a follows:

<u>Full Rates, High Season</u>	<u>20% Discounted Rates, Off-Season</u>
Feb. 16-28 (13 days)	July (31 days)
March (31 days)	August (31 days)
April (30 days)	Dec.15-31 (16 - 8 = 8 days)
May (31 days)	Jan. 2-31 (31 - 1 = 30 days)
June (30 days)	February. 1-15 (15 days)
September (30 days)	
October (31 days)	
Nov. (30 - 4 = 26 days)	
Dec. 1-15 (15 days)	
Total: 237 Full Rate Days	Total: 115 Off-Season Days

Number of Days Closed

Nov. 25-28 (4 days)
Dec. 24-Jan. 1 (9 days)

Total: 13 Days Closed

The total number of days the facility is open for business is 352 days.

Year 3
(increase 8-9%)

3 Night Plan:	\$ 650, SO 575, DO	\$ 520, SO 460, DO
4 Night Plan:	750, SO 650, DO	600, SO 520, DO
7 Night Plan:	1050, SO 975, DO	920, SO 780, DO

Year 4
(increase 10%)

3 Night Plan:	\$ 695, SO 625, DO	\$ 555, SO 500, DO
4 Night Plan:	795, SO 695, DO	635, SO 555, DO
7 Night Plan:	1200, SO 1025, DO	960, SO 820, DO

(Note: SO means Single Occupancy; DO means Double Occupancy)

Schematic of the Three Plans Available

Following is a graph of the three Plans which will be offered showing the number of nights the guest will be in the facility. Arrivals and checkins are planned for early afternoon; departures and checkouts by noon.

	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
4 Day, 3 Night Plan:					XX	XX	XX
5 Day, 4 Night Plan:	XX	XX	XX	XX			
8 Day, 7 Night Plan:	XX	XX	XX	XX	XX	XX	XX

Personal and Health Services

It is assumed that each guest will spend an additional \$40 a day on Personal and Health Services. These include massage, skin treatments, manicures/pedicures, hair care, etc. To arrive at the figure projected, the daily sum of \$40 was multiplied by the projected "guest nights" in that year. In years 3 and 4, the \$40 was increased by 8% and 10%.

Boutique

It is assumed that each guest will purchase \$100 in merchandise, health aids, etc., from the Spa's boutique. Of this \$100 amount, a \$50 net amount per person is included in the projections. The figure was calculated by multiplying \$50 by the projected number of guest visits. In years 3 and 4, the \$50 escalates by 8% and 10%.

Mix of Business

As a result of the market study and a competitive analysis, it was agreed that three plans or packages would be offered: a 4 day, 3 night plan; a 5 day, 4 night plan; and a 8 day, 7 night plan. Throughout these projections, it is assumed that the mix of business (or choice of plans) will be as follows:

3 Night Plan:	50% of guests
4 Night Plan:	25% of guests
7 Night Plan:	25% of guests

These assumptions are a direct result of market research which indicated a high interest among professional women for a weekend experience. Pricing of the 3 Night Plan, therefore, is escalated to this demand, and is set at \$200 a day. The 4 Night Plan is priced between the 3 Night and 7 Night Plans at \$175 per day, and the 7 Night Plan is the least expensive at a daily cost of \$150 per day.

For accounting purposes, the distribution of dollars is as follows:

	3 Night		4 Night		7 Night	
	SO.	DO.	SO.	DO.	SO.	DO.
Room:	\$125	\$100	\$100	\$ 75	\$ 75	\$ 50
Meals:	35	35	35	35	35	35
Program:	40	40	40	40	40	40
Total						
Person Per Day	\$200	\$175	\$175	\$150	\$150	\$125

Pricing of Plans

The following pricing strategy is used in the three different Plans available.

<u>Years 1 & 2</u> <u>(no price increase)</u>	<u>Full Rate</u> <u>High Season</u>	<u>20% Discounted Rate</u> <u>Off-Season</u>
3 Night Plan:	\$ 595, SO 525, DO	\$ 475, SO 420, DO
4 Night Plan:	695, SO 600, DO	555, SO 480, DO
7 Night Plan:	1050, SO 875, DO	840, SO 700, DO

Annual Projection of Guests by Plan and Season

	# Guests (50%)		# Guests (25%)		# Guests (25%)	
	3 Day Plan	SO	4 Day Plan	SO	7 Day Plan	SO
Year 1						
6290 Guest Nights (50% Occupancy)						
1048 Guests on 3 Night Plan	786		295		169	
393 Guests on 4 Night Plan		262		98		56
225 Guests on 7 Night Plan						
2/3 @ Full Rate	527	176	198	66	113	38
1/3 @ Discount Rate	259	86	97	32	56	18
Year 2						
7567 Guest Nights (60% Occupancy)						
1261 Guests on 3 Night Plan	946	315		118		68
473 Guests on 4 Night Plan			355		223	
270 Guests on 7 Night Plan						
2/3 @ Full Rate	634	211	238	79	136	46
1/3 @ Discount Rate	312	104	117	39	67	22
Year 3						
8186 Guest Nights (65% Occupancy)						
1364 Guests on 3 Night Plan	1023	341		128		73
512 Guests on 4 Night Plan			384		219	
292 Guests on 7 Night Plan						
2/3 @ Full Rate	685	228	257	86	147	49
1/3 @ Discount Rate	338	113	127	42	72	24
Year 4						
9465 Guest Nights (75% Occupancy)						
1578 Guests on 3 Night Plan	1184	395		99		85
592 Guests on 4 Night Plan			444		254	
338 Guests on 7 Night Plan						
2/3 @ Full Rate	793	265	297	66	170	57
1/3 @ Discount Rate	391	130	147	33	84	28

Occupancy Projections by Month and Year

Month	Maximum No. Rooms Available	Single Double	Projected Occu. Share		1 Yr.	Total No. of Guestnights and % Occupancy		
			75% Single Occu.	25% Double Occu.		2nd Yr.	3rd Yr.	4th Yr.
April (30 days)	960	1440	720	360	378/35%	648/60%	756/70%	864/80%
May (31 days)	992	1488	744	372	447/40%	726/65%	837/75%	948/85%
June (30 days)	960	1440	720	360	594/55%	810/75%	810/75%	918/85%
July (31 days)	992	1488	744	372	502/45%	726/65%	726/65%	781/70%
Aug (31 days)	992	1488	744	372	447/40%	669/60%	669/60%	781/70%
Sept (30 days)	960	1440	720	360	648/60%	810/75%	864/80%	918/85%
Oct (31 days)	992	1488	744	372	726/65%	837/75%	893/80%	1004/90%
Nov (26 days)	832	1248	624	312	609/65%	561/60%	609/65%	768/82%
Dec 1-15 (15 days)	480	720	360	180	324/60%	216/40%	270/50%	324/60%
Dec 16-31 (8 days)	256	384	192	96	87/30%	115/40%	144/50%	173/60%
Jan (30 days)	960	1440	720	360	378/35%	432/40%	486/45%	594/55%
Feb 1-15 (15 days)	480	720	360	180	189/35%	216/40%	243/45%	297/55%
Feb 16-28 (13 days)	416	624	312	156	234/50%	187/40%	210/45%	258/55%
Mar 1-31 (31 days)	992	1488	744	372	726/65%	614/55%	669/60%	837/75%
					6290	7567	8186	9465
					Guest Nights 50%	Guest Nights 60%	Guest Nights 65%	Guest Night 75%
					Average Occu.	Average Occu.	Average Occu.	Average Occu.

Assumptions Concerning Operating Costs and Expenses

Salaries, Fringes & Benefits

Job Title or Area	1st Yr.	2nd Yr.	3rd Yr.	4th Yr.
1. Co-Directors				
a. Two at \$35,000 each				
(1) Operations	70,000	74,200	78,652	83,371
(2) Marketing	70,000	74,200	78,652	83,371
b. Benefits, 20%	14,000	14,840	15,730	16,674
2. Secretarial Support for Co-Directors				
a. One at \$15,000	15,000	15,900	16,854	17,865
b. Benefits, 20%	3,000	3,180	3,371	3,573
3. Reservationist				
a. One at \$20,000	20,000	21,200	22,472	23,820
b. Benefits, 20%	4,000	4,240	4,494	4,764
4. Office Manager/Acct.				
a. One at \$25,000	25,000	26,500	28,090	29,775
b. Benefits, 20%	5,000	5,300	5,618	5,955
5. Receptionist				
a. One at 15,000	15,000	15,900	16,854	17,865
b. Benefits, 20%	3,000	3,180	3,371	3,573
6. Night Hostess				
a. One part-time, 25/hr. week, \$8/hr.	10,400	11,024	11,685	12,386
b. Benefits, 20%	2,080	2,205	2,337	2,477
7. Fitness Director				
a. One at 28,000	28,000	29,680	31,461	33,349
b. Benefits, 20%	5,600	5,936	6,292	6,670
8. Exercise Instructor				
a. Two at 18,000 in Years 1 & 2, Three in Years 3 & 4	36,000	38,160	60,675	64,316
b. Benefits, 20%	7,200	7,632	12,135	12,863
9. Nutritionist				
a. One at 22,000	22,000	23,320	24,719	26,202
b. Benefits, 20%	4,400	4,664	4,944	5,240

10. Masseuses					
a. One Masseuse can give 6 massages/day, In this projection, it is assumed the average length of stay is four nights and two massages per visit. The demand for Masseuses, therefore, increases as occupancy increases.					
- 1-1/2 Masseuses in 1st year, \$20,000 each	30,000				
- 2 Masseuses in 2nd yr.		42,400			
- 2 Masseuses in 3rd yr.			44,944		
- 2-1/2 Masseuses in 4th yr.				71,460	
b. Benefits, 20%	6,000	8,400	8,989		14,292
11. Body Therapists					
a. Two at \$14,000 each for 1st yr.	28,000				
Two at 14,000 each for 2nd yr.		29,680			
2-1/2 in 3rd year			39,326		
3 in 4th year				50,021	
b. Benefits, 20%	5,600	5,936	7,865		10,004
12. Facialists					
a. The same formula for Masseuses used to project Facialists at \$15,000/year					
- 1-1/2 Facialists in 1st year	22,500				
- 2 Facialists in 2nd year		31,800			
- 2 Facialists in 3rd year			33,708		
- 2-1/2 Facialists in 4th year				42,135	
b. Benefits, 20%	4,500	6,360	6,742		8,427
13. Cosmeticians					
a. Same formula as Masseuses and Facialists at \$15,000/year					
- 1-1/2 Cosmeticians 1st year	22,500				
- 2 Cosmeticians 2nd year		31,800			
- 2 Cosmeticians 3rd year			33,708		
- 2-1/2 Cosmeticians 4th year				42,135	
b. Benefits, 20%	4,500	6,360	6,742		8,427

14. Manicurist				
a. Each guest is projected to have one manicure/ pedicure per visit. One manicurist can handle 6 appointments per day maximum. For years 1 & 2, one manicurist is projected at \$15,000/year; in years 3 & 4, 1-1/2 manicurists.				
- 1 Manicurist in Year 1	15,000			
- 1 Manicurist in Year 2		15,900		
- 1-1/2 Manicurist in year 3			25,281	
- 1-1/2 Manicurist in year 4				26,797
b. Benefits, 20%	3,000	3,180	5,056	5,359
15. Boutique				
a. One fulltime attendant at \$12,000; one part-time at \$8,000				
	20,000	21,200	22,472	23,820
b. Benefits, 20%	4,000	4,240	4,494	4,764
16. Cooks				
a. Formula as follows:				
1st year: Approx. 54 meals/day.				
2 shifts/cooks at \$14,000 each				
	28,000			
2nd year: 64 meals/day same				
		29,680		
3rd year: 69 meals/day 2-1/2 cooks				
			39,326	
4th year: 80/meals/day 3 cooks				
				50,022
b. Benefits, 20%	5,600	5,936	7,865	10,004
17. Waitresses/Bushelpers				
a. Team of 2 for every 20 people. \$5/hr./waitress, 3.50/hr./bushelp x 9 hrs.				
1st year: 6290 x 3 - 20 x 8.50 x 9 =				
	72,118			
2nd year: 7567 x 3 - 20 x 9. x 9 =				
		91,939		
3rd year: 8186 x 3 - 20 x 9.54 x 9 =				
			105,427	
4th year: 9465 x 3 - 20 x 10.11 x 9 =				
				129,183
b. Benefits at 10%	7,211	9,193	10,542	12,918

18. Dishwashers/Cleaners				
a. Two at \$4/hr. x 8 hrs. = 64/day x 352 days	22,528	23,880	25,313	26,832
b. Benefits, 10%	2,253	2,388	2,532	2,683
19. Housekeeping				
a. One supervisor at \$18,000	18,000	19,080	20,225	21,438
One Houseman at 14,000	14,000	14,840	15,730	16,674
b. Maids: 1 per 8 rooms, \$4/hr. 8 hr. shifts, + 25% downtime coverage. 1st year: 6290 - 8 x \$4 x 8 +25%	31,450			
2nd year: 7567 - 8 x \$4.24 x 8 + 25%		40,105		
3rd year: 8186 - 8 x 4.49 x 8 + 25%			45,944	
4th year: 9465 - 8 x 4.76 x 8 + 25%				56,316
c. Benefits: Supervisor & Houseman, 20%; maids, 10%	9,545	10,800	11,785	13,254
20. Grounds/Maintenance				
a. One Handyman, \$20,000				
One Gardner, \$20,000	40,000	46,400	49,184	52,135
b. Benefits, 20%	8,000	9,280	9,837	10,427
21. Locker Room Hostess				
a. One, \$12,000	12,000	12,720	13,483	14,292
b. Benefits, 20%	2,400	2,544	2,697	2,858
22. Non-revenue, non-cost items not included in these projections include the following: doctor/ nurse, limousine service, etc.				
Total Salaries/Wages:	617,496	707,308	805,533	932,209
Total Fringes & Benefits:	<u>110,889</u>	<u>125,794</u>	<u>143,468</u>	<u>165,203</u>
Total All Salaries/Wages and Expenses	728,385	833,102	949,001	1097,412

Food and Beverage Costs

The following costs are projected for food and beverage:

Breakfast:	\$ 2.50
Lunch:	4.50
Dinner:	6.50
Refreshment Breaks:	<u>2.00</u>
	\$15.50/guest/day

The total food and beverage cost is calculated by the daily cost multiplied by the number of guests.

Increases in food and beverage costs are projected to be 6% additionally each year.

Year 1:	6290 guests	x \$15.50	=	97,495
Year 2:	7567 guests	x 16.43	=	124,326
Year 3:	8196 guests	x 17.42	=	142,774
Year 4:	9465 guests	x 18.47	=	174,819

Contract Services

These services are included:

a. Security	30,800	32,648	34,607	36,683
b. Pool Maintenance	12,000	12,720	13,483	14,292
c. Trash	3,000	3,180	3,371	3,573
d. Pest Control	3,000	3,180	3,371	3,573
e. Programs (evening seminars, lecturers, yoga, special dance, etc.)				
\$100/night x 175, 185, 200 & 200 nights	17,500	18,500	20,000	20,000
\$50/day x 150, 175, 200, & 200 nights	<u>7,500</u>	<u>8,750</u>	<u>10,000</u>	<u>10,000</u>
	\$60,800	\$65,700	\$70,800	\$74,100

Marketing & Promotion Costs

The following major expense categories comprise the amounts projected for Marketing:

1. Brochures and Promotional Materials
2. Direct Mail (including postage)
3. Publicity/Public Relations/Press
4. Events/Functions
5. Sales-related Travel and Entertainment
6. Advertising
7. VIP complimentary visits

The costs are increased 6% annually.

- 1) Brochures and Promotional Materials
The initial promotional materials were included in the preopening budget. Included here on an annual basis is the replacement and revisions of these materials. It is anticipated that a significant number of materials will be required the first year as the facility is opened and marketing plans are implemented. The requirement for materials will decrease as the facility becomes established in the marketplace.
- 2) Direct Mail
Letters with brochures will be a major marketing strategy to lists of potential guests. Included also is acquisition of lists. Routine fulfillment of inquires for information is also included. The volume of direct mail will decrease in years 3 and 4.
- 3) Publicity/Public Relations/Press
An ongoing, aggressive program is anticipated to secure coverage in the press--newspaper, magazine, television and radio. This includes a retainer for a publicist (\$1500 a month) as well as a program of mailing regular news releases, personal visits to members of the press, and press visits to the facility.
- 4) Events/Functions
For purposes of promotion, there will be events and functions such as receptions and preview parties both at the facility and other locations. This expense will be most pronounced in the first two years.

- 5) Sales-Related Travel & Entertainment
 One individual will be "on the road" almost continually.
 In these projections, one trip per week is allocated,
 three-night length:

Air fare or travel (average)	\$200	
Hotel and meals	<u>125</u>	
	\$325	x 45 weeks
		= \$16,250

Additionally, an amount is projected for entertainment while traveling or at the facility: \$2,250 annually.

- 6) Advertising
 A nominal amount is projected for paid-space advertising. Exposure in high-scale magazines such as Vogue, Harper's Bazaar, etc., will come from articles rather than paid advertising. Trade-outs (visits to the facility in exchange for paid space) will be solicited wherever possible. Some regional and community advertising may be required, and a \$1000/monthly amount is projected.
- 7) VIP Complimentary Visits
 Five complimentary visits per week (for 45 weeks) for VIP guests (press, celebrities, community or business leaders, etc.) is assumed. A daily cost of \$35 for these guests, for an average 4-night stay, is projected: \$31,500. This is a primary marketing strategy and is anticipated to continue indefinitely.

	1st Yr.	2nd Yr.	3rd Yr.	4th Yr.
1. Brochures & Promotional Material	10,000	10,600	7,500	5,000
2. Direct Mail	22,500	23,850	20,000	15,000
3. Publicity/PR/Press	24,000	25,440	20,000	20,000
4. Events/Functions	12,000	12,720	5,000	2,500
5. Sales-related Travel & Entertainment	18,500	19,610	20,787	22,034
6. Advertising	12,000	12,720	13,483	14,292
7. VIP Comp. Visits	<u>31,500</u>	<u>33,390</u>	<u>35,393</u>	<u>37,517</u>
Totals	\$130,500	\$138,330	\$122,163	\$116,343

Appendix

Telephone Survey

A telephone survey was conducted of professional women in Dallas, and a selected number of Houston women. Thirty-two in-depth interviews were conducted.

The interviews were conducted as follows:

"My name is Jo Ann King and I am with a marketing research firm in Houston which has been retained by a group of professional women in Dallas and a Dallas developer who are considering building a "fitness ranch" on a beautiful tract of land in Rockwall County overlooking Lake Ray Hubbard. Your name has been given to me as someone to talk to in conducting a feasibility study for this project. Can you give me about five minutes?

"The concept for the fitness ranch is a high-energy fitness ranch for professional women, women who live in the Rockwall and Dallas area and other cities in the state who come for a day, several days, a long weekend or a week. They would come for rest, relaxation and reflection, to reduce job-related stress and participate in personal growth programs such as stress management, time management, financial planning--probably conducted in the evenings. During the day, they would participate in a variety of exercise programs, follow a nutritious diet, learn about nutrition, weight loss and body toning--but with an emphasis on having fun while they are there. Sports activities like tennis and horseback riding may be available too.

"Here are my questions."

1. Are you presently involved in a fitness or exercise activity program? If so, what type?

Response:

81% of those interviewed were in an exercise program or activity, 19% were not. Running was mentioned most; aerobic classes next; tennis next; but other activities composed 25 of the answers.

2. In what environment do you pursue your fitness activity (such as a health club, running in your neighborhood, aerobic classes in a studio, etc.)?

Response:

44% belonged to a health club; 31% within their neighborhood; 9% exercised in their home; 16% other (exercise studios, etc.)

3. Have you ever gone to a fitness retreat or spa before (where you stayed overnight)?

Response:

28% said yes (or 9 people); 72% had not (or 23 no responses). Of those who had attended a spa before, these were named: Greenhouse; Canyon Ranch; Synoma Mission Inn; Hot Springs, Arkansas; Golden Door; Phoenix; Maine Chance.

Based upon the responses we received to questions #5 and #6 after 20 interviews, the questions were changed for the remaining 12. The reason for this is we were getting input from the interviewees about what they ideally would like to have, but we didn't feel we were getting straight answers about what they were willing to pay for. In the first round of questions, we asked the interviewee to describe the ideal fitness experience for herself which usually resulted in a description of the "Super Spa."

In the second round of questions, therefore, the individual was told what price range was available in existing spas or fitness facilities, from \$2500 a week for a Super Spa to \$800-\$1000 a week for a less structured, less inclusive, less pampering experience. The responses were dramatically different when the individual answered in terms of what she would pay for, how much time she would take off from her work, and as some contributed, what services she would omit to save money.

That explanation is necessary in interpreting the responses to #5 and #6 first round, and #6 second round.

5. First round.

In a fitness experience, please rate the following in terms of importance to you: Very important, Medium, Low.

	Very	Medium	Low
1) Privacy (Some time alone for reflection; quiet time)	56%	9%	3%
2) Coed	13%	16%	38%
3) Massage	50%	13%	6%
4) Beauty (facials, herbal wraps, cosmetics, hair, skin care, etc.)	44%	16%	6%

5)	Weight loss	47%	6%	9%
6)	Exercise	59%	3%	3%
7)	Nutrition education	41%	19%	9%
8)	Personal growth	31%	22%	9%
9)	Unstructured program (choices of activities you can pursue during the day)		37% preferred this plan	
10)	Structured program (scheduled regimen)		50% preferred this plan	
11)	Selection of facility made on price or reputation.			
	Price:	25%		
	Reputation:	38%		
	Some reported a combination of the two equally important.			
12)	Rest	34%	9%	6%
13)	Going with friends or making friends while there	22%	13%	22%
14)	Having fun while there	41%	6%	3%

6. First round.

If you were given a free fitness vacation for the length of stay you would prefer, up to a week but a shorter time if you prefer, describe in your own words what the ideal experience would be and what you would expect to accomplish.

Responses:

These responses tended to support the answers given in #5. Frequently mentioned were a pleasant, pretty setting, outdoor beauty, privacy, a feeling of getting away from it all, lots of recreation, freedom from social responsibilities, no phones, dealing with stress. Several Dallas women mentioned the importance of getting away from Dallas, and the mountains were mentioned frequently. Some said Rockwall wouldn't be far enough away.

5. Second round.

In your own words please describe what for you would be the ideal fitness experience. How long would you stay, what does the facility look like, and what would you accomplish?

Responses:

Similar to the first round except with the noted difference of shorter stays, 2-3 days. Most of the responses were compatible with the concept of the Rockwall fitness ranch.

6. Second round.

In comparing fitness or spa facilities available in the country and comparing their programs for a one week's stay, there are two extremes. There is the Super Spa with the all-inclusive program costing as much as \$2500; then there is the less structured, less inclusive program for \$800-\$1000 which covers your room, meals, exercise programs but personal services such as massage and facials are additional. Which program would you be likely to choose?

Response:

Of the 12 interviewed, 82% said they would not attend the Super Spa but would consider the unstructured, less expensive facility. Price, time from work (often expressed as a week of their vacation), and also doing and paying for things they may not want were verbalized objections. Several volunteered at this point they would not like to be gone for a week.

7. Many facilities offer shorter programs: one-day, three-day, weekends. Does this appeal to you? (Second round question)

Response:

82% prefer shorter stays. No one expressed interest in one-day stays but I did not interview Rockwall residents.

8. Second round question.

If because of cost you had to sacrifice some features normally associated with the Super Spa, which two of the following five categories would you drop?

Responses:

Stress reduction and relaxation:	4 of 9, or 44%
Weight loss:	4 of 9, or 44%
Exercise:	1 of 9, or 11%
Pampering and Beauty:	4 of 9, or 44%
Fun and relaxation:	3 of 9, or 33%

9. First and second round.
Do you have any reactions to the site of this proposed fitness ranch or the concept?

Site

56% positive
12% negative

Concept

22% positive
6% negative

Many of the other responses are not quantified above but subjectively summarized here. Generally responses were good to the site and the concept.

Some important comments/suggestions which were expressed more than once were these:

- a. Price is important. Don't make it too expensive. Allow people the option to sign up for services they want and pay for these but not have to pay for services they may not want.
- b. Combine business meetings with spa experience. This is an exciting concept which should be discussed at length. Specifically mentioned were women's executive groups, realtors in a big firm or realtor organizations, women in a fashion or beauty company--who would have meetings at the facility while combining diet, exercise, and other aspects of fitness ranch. As one woman said, "Men have their golf and tennis places they go for their meetings; this would be ideal for women, and Dallas needs a place like this." This concept could work as well for men's groups.



CITY OF ROCKWALL
"THE NEW HORIZON"

February 1, 1985

Hilltop Resort & Spa, Inc.
4849 Greenville Ave. Ste 880
Dallas, Texas 75206

Subject: Hilltop Resort and Spa Plan

Staff comments: (P & Z work session delayed to Feb. 5)

1. Change street name (Hilltop)
2. How will emergency vehicles get through gate?

Please submit 5 additional copies of the plan by February 6.

Sincerely,

A handwritten signature in cursive script that reads "Karen Martin".

Karen Martin
Administrative Assistant

KM/sle

Commissioner Tom Quinn
205 Tanya
Rockwall, Texas 75087

REFERENCE ZONING DOCKET #85-13-Z

Dear Commissioner Quinn:

I am writing to express my strident disapproval of the zoning variance being requested, #85-13-Z, by Mr. Kirby Albright. The plan that Mr. Albright outlines in this zoning request change involves development of an "exclusive women's health spa" in a Phase I development involving 8 acres of land, and the development of 60 homes on 12 acres of land for Phase II. These 12 acres adjoin the Phase I development. The 20 acre tract abuts our property. I object to this plan for several reasons.

First, the market need for such a spa has not been demonstrated.

Second, if a proper analysis of the financial feasibility of the project were completed, it would be clear that this project is a money loser.

Third, my fear would be that as a money loser, the project would quickly evolve to a second use of the Phase I plan. This second use might involve high density residential development, or development of an institutional housing activity such as a half-way house, a group home, or private club.

Fourth, no analysis of the impact on the sewage system has been developed. Were the club to operate successfully as a health spa, the amount of effluent from 50-60 women involved in showers, steam baths, etc., would, no doubt, tax an already burdened sewage system.

Fifth, high density housing will doubtless undermine the property value of the neighbors surrounding the area.

Commissioner Quinn
February 11, 1985
Page Two

Sixth, the 60 homes will doubtless contain 90-120 children added to the school district. Property tax values will not be sufficient to recoup the cost of educating these children.

Seventh, the sewage burden associated with these homes will further tax the system.

Eighth, the traffic associated with the commercial traffic and the high density residential tract will create a substantial burden on an already overutilized thoroughfare (FM 740).

Lastly, I would hope that the Zoning Commission and the City Council, in its deliberations, would attend to the neighbors who are local and are planning to stay here, instead of to the neighbors who are leaving or who have not yet arrived.

I appreciate your consideration of my concerns in your deliberations. I believe the opportunity to thoughtfully plan for the growth of Rockwall is well within the grasp of the Commission and Council today. It is not clear that high density housing works to the advantage of anyone but the local retailers. I think every effort should be taken to plot a course of growth which is measured and well planned so that we all may enjoy the community for the environment it offers now.

Very truly yours,


Ruth Deukhan
#4 Shadydale Lane
Rockwall, Tex.

Commissioner Tom Quinn
205 Tanya
Rockwall, Texas 75087

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Very truly yours,

Steve W. Kempel Jr
#7 Shadydale Lane

Commissioner Tom Quinn
205 Tanya
Rockwall, Texas 75087

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Very truly yours,

R. A. McKinney
3 Shadydale Lane

Condominium developments tend to degenerate after the developer moves on, which will affect the surrounding property values

Commissioner Tom Quinn
205 Tanya
Rockwall, Texas 75087

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Fifth, high density housing will doubtless undermine the property value of the neighbors surrounding the area.

Commissioner Quinn
February 11, 1985
Page Two

Sixth, the 60 homes will doubtless contain 90-120 children added to the school district. Property tax values will not be sufficient to recoup the cost of educating these children.

Seventh, the sewage burden associated with these homes will further tax the system.

Eighth, the traffic associated with the commercial traffic and the high density residential tract will create a substantial burden on an already overutilized thoroughfare (FM 740).

Lastly, I would hope that the Zoning Commission and the City Council, in its deliberations, would attend to the neighbors who are local and are planning to stay here, instead of to the neighbors who are leaving or who have not yet arrived.

I appreciate your consideration of my concerns in your deliberations. I believe the opportunity to thoughtfully plan for the growth of Rockwall is well within the grasp of the Commission and Council today. It is not clear that high density housing works to the advantage of anyone but the local retailers. I think every effort should be taken to plot a course of growth which is measured and well planned so that we all may enjoy the community for the environment it offers now.

Very truly yours,

Sue Wall
#5 Shadydale



GEORGE R. ROLAND, D.D.S., P.A.

Family Dentistry

EAST LAKE MEDICAL BLDG.
10611 GARLAND ROAD, SUITE 106
DALLAS, TEXAS 75218
214/327-7359

February 14, 1985

City of Rockwall
Rockwall, Texas

To Whom It May Concern:

I have been advised of the proposed construction of a health spa facility on the property presently occupied by Mr. and Mrs. Kirby Albright as their residence and I also read the proposed additional construction together with the restrictive coverages. I have also seen the architect's preliminary drawings. I feel that the proposed construction is a desirable facility and would recommend that it be approved by the planning and zoning and ultimately by the City council.

Very sincerely yours,

George R. Roland, D.D.S.



mccormack associates architects

February 19, 1985

City of Rockwall
Planning and Zoning Commission
Ms. Karen Martin, Administrative Assistant
205 W. Rusk
Rockwall, Texas 75087

Re: Hilltop Resort and Spa
Hearing item No. 85-13-Z/D
Rockwall, Texas

Dear Ms. Martin:

On behalf of Mr. Kirby Albright and Hilltop Resort and Spa, Inc., I hereby request that our Development Plan dated February 6, 1985 be withdrawn from consideration by the City Council, as we will be submitting a revised proposal to the Planning and Zoning Commission.

Thank you.

Yours truly,

Ronald H. McCormack, AIA
Architect and Planner

cc: Mr. Kirby Albright
Mr. Dale McMahon, Hilltop Resort and Spa, Inc.

Kirby Albright
3306 Walnut
401 1st City Bank Building
Garland, Tx. 75042

CITY OF ROCKWALL
205 West Rusk Street
ROCKWALL, TEXAS 75087-3628
(214) 722-1111 • Dallas 226-7885

SUBJECT Hilltop Resort and Spa

DATE 2/15/85

MESSAGE:

On February 14, 1985, the Planning and Zoning Commission recommended denial of your change in zoning. You may reapply with another concept or appeal the recommendation to the City Council

CC: Ron McCormack

Karen Martin

Karen Martin

ORIGINATOR-DO NOT WRITE BELOW THIS LINE

REPLY TO → SIGNED

REPLY

DATE SIGNED

SEND PARTS 1 AND 3 INTACT-PART 1 WILL BE RETURNED WITH REPLY

RM-858-3

ORIGINATOR'S COPY

ORIGINATOR DETACH AND FILE FOR FOLLOW UP

TO Kirby Albright
9330 LBJ. Frwy. Ste 775
Dallas, Texas 75243

FROM CITY OF ROCKWALL
205 West Rusk Street
ROCKWALL, TEXAS 75087-3628
(214) 722-1111 • Dallas 226-7885

SUBJECT Hilltop Resort Spa

DATE March 18, 1985

MESSAGE: On March 14, 1985 the Planning and Zoning Commission recommended approval of your change in zoning to PD with a preliminary plan for health spa and agricultural uses as presented subject to annexation, a ~~6ft~~ masonry wall on the north and south party lines, city water and sewer service, and a fire sprinkler system in the main building/existing house. The City Council will consider your rezoning after annexation. Please submit 2 additional copies of the plan one week prior to the Council zoning hearing.

ORIGINATOR-DO NOT WRITE BELOW THIS LINE

REPLY TO → SIGNED Karen Martin

REPLY

cc: Ron McCormack
Hilltop Resort & Spa

DATE SIGNED

SEND PARTS 1 AND 3 INTACT-PART 1 WILL BE RETURNED WITH REPLY

RM-858-3

ORIGINATOR'S COPY

ORIGINATOR DETACH AND FILE FOR FOLLOW UP

Albright Properties

9330 LBJ FREEWAY, SUITE 775

DALLAS, TEXAS 75243

(214) 644-4101

March 11, 1985

Mr. Hank Crumbley
2000 No. Goliad
Rockwall, Texas 75087

Dear Mr. Crumbley:

Re zoning application for Hilltop Resort and Spa which is on this Thursday night's Agenda.

Recognizing that it would be difficult to read and digest the enclosed during the presentation of the project, I am forwarding the attached to you and other members of the Commission in order that you will have an opportunity to review it prior to Thursday night's meeting.

As requested, the applicant has revised the plans by omitting the sixty patio homes on the rear twelve acres to which the residents along Shadydale objected.

After reviewing Ms. Miller's Resume and her comments concerning this proposed Spa, hopefully, you will agree with me that this would be a great asset to Rockwall.

Your approval will be greatly appreciated.

Sincerely,



Kirby Albright

Enc.

ERICA T. MILLER

Erica T. Miller, founder and President of Correlations, Inc., Associate Publisher/Editor of Aesthetics World magazine, and Beauty Consultant to The Greenhouse, is an Aesthetician of national and international renown.

Ms. Miller's experience in the field of skin care and make-up, particularly as an educator, spans several years in Japan and Europe as well as in the United States. She has been an international instructor in Japan, Hong Kong, Singapore, Venezuela, and Mexico, and has served as International Examiner and Judge at CIDESCO World Congresses in Great Britain and the United States. She has served as guest artist on skin care and make-up throughout the United States, including the 1980 Midwest Beauty Show in Chicago and at the CIDESCO World Congresses in Athens, Greece in 1975; Brighton, England in 1978; Tokyo, Japan in 1980; New York in 1981; and Vancouver, B.C. in 1982. She has been an organizer for major cosmetic shows, seminars and skin care congresses; was Beauty Director from July 81 to May 83 for the world-famous Texas spa commonly known as "The Neiman-Marcus Greenhouse"; as the American Technical Consultant to Japan's Kanebo Cosmetics, developed the colors and fashion story for the new, multi-million dollar make-up line, "Ava," launched in Japan in April 1983.

A CIDESCO International Diplomate, Ms. Miller trained at the Christine Shaw School of Beauty in London, Sothy's in Paris, and the Kanebo Total Beauty Academy in Tokyo. In addition to her aesthetics expertise, Ms. Miller speaks fluent Japanese, having majored in Far Eastern Studies at Sophia University, and Naganuma Japanese Language School and Simultaneous Interpreter Academy in Tokyo. She has served as an official interpreter for Japanese visitors to the United States, including members of Kyodo News Service and United Press International (Japan).

Correlations, Inc., is a Dallas-based aesthetic supply company representing cosmetics, equipment, education and training, salon design, and consultant services. Aesthetics World is the only professional American magazine designed specifically for the facial, body care, cosmetics, and make-up industries, and is distributed internationally.

Correlations Inc.



Feb. 15, 1985

PROPOSAL: CONSULTING FOR HILLTOP RESORT & SPA, INC.

This proposal contains three major categories of discussion related to my potential role as consultant for the development of Hilltop resort & Spa as I see it. I will briefly comment in general on the feasibility study done by the Dolce Company, discuss my areas of concentration, possible priorities, and my fee requirements.

ROLE OF ERICA T. MILLER:

I will serve as the technical consultant on the entire spa project, from plan development for zoning, to design and implementation of all programs and facilities. I will further assist in the procurement of supplies and staff, assist in preopening marketing strategies and ideas. After opening, should the corporation desire, I will stay on as a consultant assisting in whatever areas may be required from time to time.

DOLCE REPORT COMMENTS:

Overall I feel that the Dolce is an extremely well prepared feasibility study, done with careful attention to details. The overall format is excellent and encompasses the major areas that need consideration. However, I also felt that it was prepared by market research specialists not experts in the field of beauty and fitness. It thus contains suggestions that I feel would be inappropriate for the concept we are trying to build. Further, many of the pricing and programs suggested are a little old or inaccurate. I believe it would be very helpful if the owners of the corporation and I go over the entire report in detail correcting the areas of discrepancy. In my opinion, there are a few major conclusions that I would like to suggest.

1. I feel the concept of having a more affordable spa program for today's professional woman would be nice. However, I think the timing, location, and concept for this spa are much more conducive to a higher priced market. Rather than trying to compete with spas like the Greenhouse by lower prices, I feel that we can still reach the higher middle class by offering the shorter programs with modified extras.
2. I would suggest two programs rather loosely structured with many options based on number of days and program options. I think the seven day program should be highly structured.
3. The Dolce report tends to put little emphasis on the beauty program, and under estimates the current market price structure. (example on page 23 shows a skin treatment to cost \$20.00. The average market price in the Dallas area is \$45.00 to \$55.00. Beauty services and products will generate a very high percentage of profit for the entire spa, and should be given much more emphasis.

3. cont.) I feel our general program structure should put equal emphasis on beauty as well as fitness and diet. Body massage should be a very strong part of the program and offered on a daily basis to coordinate with an active exercise program. Everyone loves a body massage and the results will be psychologically beneficial for the overall happiness and success of all programs. This should definitely be a part of the basic program, not a separately priced option.
4. The beauty and boutique areas both need a much larger set up budget. Both costs were seriously underestimated.... please remember that both of these areas will generate a great deal of profit. In other areas, some were over-estimated and some were underestimated.

Summary: I think we all need to get together to really go through the Dolce report for modifications and discussion.

AREAS OF CONCENTRATION:

Obviously my greatest area of strength will be related to the beauty area and the program development for the whole spa. I have had 5 years experience with The Greenhouse, not only as beauty director and consultant, but I was also involved in the entire operation for about a six month period between executive directors. During that time, a committee of five staff members actually ran the Greenhouse. I am therefore very familiar with all areas, with a few exceptions. I'm confident about beauty, fitness, and nutrition programs, and I have some very strong contacts that we can also use as consultants as necessary. At the early stage the major contact that I feel I need will be the interior designer. This person has worked with me on some projects and has saved me a great deal of money. I think we need that expertise at the beginning in order to work most effectively with the architect. The other areas will come later.

The areas I really lack experience would be in landscaping, janitorial, and procurement of kitchen equipment.... I do feel that these can easily be found. Further, I know how and where to use electricity in beauty areas, but I feel the architect and interior designer will be necessary to determine electrical requirement overall. This holds true for water requirements.

Obviously my greatest strength will be in program development and implementation.

Another important point to be mentioned: Should the corporation choose to use the products and equipment I represent, I can save a great deal of money while at the same time providing the best equipment available on the market today. And to avoid any conflict of interest from the beginning, I think this should be discussed. Obviously I would like to see my product line used... it is also used in The Greenhouse (it was the first line since Ritz ever to be added in 17 years and was chosen by a consensus of the beauty staff and management). As for equipment, I represent Nemectron/Takara Belmont, known worldwide as the best equipment available. I believe I can obtain a special discount on this and I'm happy split the discount with the corporation. Discount on the products will have to be discussed, but I believe I can save you a great deal of money on equipment if my line is chosen.

Route 4, Box 113MA
Rockwall, TX 75087
March 12, 1985

Commissioner Hank Crumbley
2000 North Galiad
Rockwall, TX 75087

REFERENCE ZONING DOCKET #85-13-Z

Dear Commissioner Crumbley:

This is my second letter to you on the issue of rezoning the Albright property on Ridge Road. I understand the second request for rezoning purposes asks for approval of commercial activity involving a health spa (beauty parlor). No discussion of residential development of agricultural property adjoining the health spa will be presented.

Let me reiterate my absolute opposition to the use of this residential area for commercial purposes. The prospects of the traffic associated with 60 guests and staff is extremely disquieting. The further prospect of the residue of an institutional feeding program for 60 guests and staff including pick up and delivery traffic, garbage, odors, vermin and pests, is nauseating. We reside in an area of substantial properties. A transition to commercial development in this neighborhood offers no positive benefits to the areas' neighbors, it offers only a quick resolution to one individual's home sales problems.

I realize that in your deliberations one must deal with the facts as they stand today. However, I and I hope you, remain unconvinced that the group proposed to manage the spa has either the management skills or experience necessary to operate the spa successfully. Part-time beauty consultants and branch bank officers, notwithstanding, the intended management has not managed such a facility. If these people were truly interested in establishing a for-profit health spa, why has it not been developed in conjunction with the hotel for which Mr. Albright has already received approval?

The petitioners are quite correct in their assessment that on the whole we are all becoming more health conscious in terms of physical well being and conditioning. Whether this interest infers a similar interest in beauty treatment is not clear. I am unconvinced that the developers have established a case that

Commissioner Crumbley
March 12, 1985
Page Two

the services they plan to offer fit in within the context of an overall interest in health. Is the major thrust of the spa towards the beauty aspects of the venture or the exercise aspects of the venture? It's not clear.

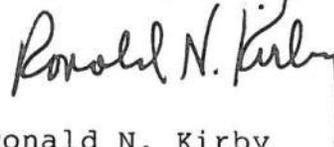
In the previous meeting there was some confusion about staffing levels in the facility. I wondered aloud whether the ratio of staff to guests was not very modest given the elegant service the developers suggest they will offer to the public. The "beauty consultant" countered by suggesting that the Green House/ Neiman Marcus in Dallas had a staff ratio substantially greater than proposed here. She also suggested the Green House is making substantial profits. I agree that the Green House is probably making substantial profits. In truth, if one targets on attracting a substantially up-scale, international group of heiresses and professional women, one has to offer extraordinary, high-quality service. I question whether the planned development offers that high-level of service. If the developers believe that offering a modest level of service will attract up-scale consumers, then they will have accomplished a very neat marketing ploy. But without benefit of so skilled and well known a marketing agent as Neiman Marcus, I doubt the developer could hope to achieve the Green House's level of success.

I personally have no interest in betting my neighborhood on my confidence in their ability to fool some of the people some of the time. Nor do I wish to bet on a business which may be a fad. This all leads me once again to question the second use of the spa providing that the business fails (as do 50% of all start up operations).

Finally, I further believe that approving the health spa with no idea of future development of the remaining acreage puts us all at risk. Should the spa fail, the potential for land locking the real property grows, thus reducing the value.

Thank you once again for your attention and careful deliberations on this matter.

Very truly yours,



Ronald N. Kirby

Rockwall Chamber of Commerce

2808 Ridge Road / P.O. Box 92 / Rockwall, Texas / 75087
(214) 722-5733



"THE NEW HORIZON"

March 14, 1985

Chairman Tom Quinn and members of the Planning and zoning Commission

At a regular called meeting of the Economic Development Committee, March 7, 1985, 7:30 AM at Whitmore Manufacturing. Meeting called by Gary Martin, Vice President of the Economic Development Committee.

A presentation was made by Ron McCormack, McCormack Associates Architects and Ms. Pat Wright, Vice President Inter First Bank, on behalf of Kirby Albright, regarding his proposed Women's Health Spa and Resort.

It was affirmed by those present that this will qualify as an industry in Rockwall, in that they would be employing at least 50 people. It will be a clean industry, located on their property and facility. Their proposed addition will make a wonderful asset to Rockwall.

It was noted that property owners on both sides of the property were not opposed to this endeavor and there would not be single unit housing as part of this development. From information supplied to the Economic Development Board, of the 15 present, there was a unanimous decision to recommend to the full Board of Directors of the Rockwall Chamber of Commerce, that we as the Chamber of Commerce actively support this industry to Rockwall.

A regular Board of Directors meeting will not be held until next Thursday, March 21, 1985, so a full endorsement of the board members is not available at this time, however, it will be recommended by the Economic Development Committee under the direction of Gary Martin, Vice President.

Those present at the meeting and members of the committee were: Paul Mulchey, Keith Doyle, Joann Schultz, Gary Johnson, Walt Taylor, David Pirtle, Scott Self and Ross Ramsey. Also present were: Jenski Patton, Harriet Robertson, Bill Eisen, City Manager, and I was present. Those that are not members of the Economic Development Committee did not have a vote.

The Economic Development Committee strongly recommends your positive response for this project by Kirby Albright as proposed and presented to Economic Development Committee on March 7, 1985.



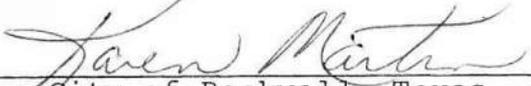
G. Kent Smith, President
Rockwall Chamber of Commerce

BEFORE THE PLANNING AND ZONING COMMISSION
CITY OF ROCKWALL, TEXAS

The Planning and Zoning Commission will hold a public hearing at 7:30
o'clock P. M. on the 14th day of February, 1985 in
the Rockwall City Hall, 205 West Rusk Street, Rockwall, Texas, at the re-
quest of Kirby Albright
for a change in zoning upon annexation to Planned Development for
resort and health spa and zero lot line single family detached residential
with development plan.
on the following described property:

Kirby Albright house and farm on FM-740
(See Attached)

As an interested property owner, it is important that you attend this hear-
ing or notify the Commission of your feeling in regard to the matter by re-
turning the form below. In replying, please refer to Case No. 85-13-Z



City of Rockwall, Texas

The following form may be filled out and mailed to the City Planning and
Zoning Commission, 205 West Rusk Street, Rockwall, Texas 75087.

Case NO. 85-13-Z

I am in favor of the request for the reasons listed below. _____

I am opposed the request for the reasons listed below. _____

- 1.
- 2.
- 3.

Signature _____

Address _____

Check one item PLEASE and return the notice to this office IMMEDIATELY.

Thank you,
City of Rockwall

BEFORE THE PLANNING AND ZONING COMMISSION
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Case NO. 85-13-Z

I am in favor of the request for the reasons listed below. _____

I am opposed the request for the reasons listed below. X

1. *Financial impact on the city and schools*
2. *Possible uses of an institution if this "fad" type of operation is not successful.*
3. *Condominium developments tend to degenerate after the developer moves on, affecting surrounding property values.*

Signature Robert G. McKinney

Address 3 Shadydale Lane

Check one item PLEASE and return the notice to this office IMMEDIATELY.

Thank you,
City of Rockwall

BEFORE THE PLANNING AND ZONING COMMISSION
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Saren Mirtz
City of Rockwall, Texas

The following form may be filled out and mailed to the City Planning and
Zoning Commission, 205 West Rusk Street, Rockwall, Texas 75087.

Case NO. 85-13-Z

I am in favor of the request for the reasons listed below. _____

I am opposed the request for the reasons listed below. ✓

1. Small 1,500 sq ft. Condos would greatly detract from the value of the adjacent homes.
2. Traffic already is presenting monumental problems on FM 740 (Ridge Road) without the additional cars a development of this nature would generate.
3. a development of this nature would generate.

Signature Sue Wall

Address #5 Shadydale

Check one item PLEASE and return the notice to this office IMMEDIATELY.

Thank you,
City of Rockwall

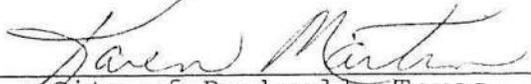
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City of Rockwall, Texas

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Zoning Commission, 205 West Rusk Street, Rockwall, Texas 75087.

Case NO. 85-13-Z

I am in favor of the request for the reasons listed below. _____

I am opposed the request for the reasons listed below. X

1. Grave concern for the use the proposed facility would be put to in the event original purpose proved to be untenable financially.
2. Major expense to City of Rockwall to provide necessary services.
3. Zero lot line residential development is inappropriate for the area.

Signature 

James H. Goodson, M.D.
Address Route 4 Box 113-G

Check one item PLEASE and return the notice to this office IMMEDIATELY.

Thank you,
City of Rockwall

BEFORE THE PLANNING AND ZONING COMMISSION
CITY OF ROCKWALL, TEXAS

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City of Rockwall, Texas

The following form may be filled out and mailed to the City Planning and
Zoning Commission, 205 West Rusk Street, Rockwall, Texas 75087.

Case NO. 85-13-Z

I am in favor of the request for the reasons listed below. _____

I am opposed the request for the reasons listed below. X

1. The Spa will never work, when its Found out what will it be Turned INTO NEXT?
2. What About Sewage will Rockwall be able to handle all additional needs when SPA & Homes built.
3. The hoad is Ridge Rd is not Big enough For much more Traffic Flow WITH OUR WIDING ROAD

Signature 

Address Rt 4 Box 113-J Rockwall

Check one item PLEASE and return the notice to this office IMMEDIATELY.

Thank you,
City of Rockwall

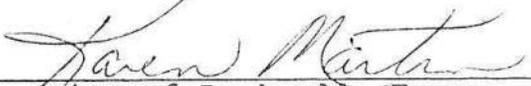
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City of Rockwall, Texas

The following form may be filled out and mailed to the City Planning and
Zoning Commission, 205 West Rusk Street, Rockwall, Texas 75087.

Case NO. 85-13-Z

I am in favor of the request for the reasons listed below. _____

I am opposed the request for the reasons listed below. ✓

1. We do not want Commercial property in the midst of our residential district.
2. We do not want to be annexed to the city.
3. Should the spa business fail, our neighborhood would be left with a problem housing situation - a large group of zero lot line housing.

Signature Mrs. James G. Suggley
J. H. Suggley
Address Rt 4, Box 113N Rockwall

Check one item PLEASE and return the notice to this office IMMEDIATELY.

Thank you,
City of Rockwall

BEFORE THE PLANNING AND ZONING COMMISSION
CITY OF ROCKWALL, TEXAS

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for a change in zoning upon annexation to Planned Development for
resort and health spa and agricultural uses with a development plan.

on the following described property:

Kirby Albright house on FM-740
(See Attached)

As an interested property owner, it is important that you attend this hear-
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turning the form below. In replying, please refer to Case No. 85-13-Z

Loren Martin
City of Rockwall, Texas

The following form may be filled out and mailed to the City Planning and
Zoning Commission, 205 West Rusk Street, Rockwall, Texas 75087.

Case NO. 85-13-Z

I am in favor of the request for the reasons listed below. _____

I am opposed the request for the reasons listed below. _____

1. A commercial facility is inappropriate for the neighborhood
2. Driving patrons in to Rockwall and back to Dallas for shopping will not help Rockwall's business community
3. zoning change requested will be detrimental to the existing homeowners. A zoning change at this location could possibly open the door for additional commercial requests close by.

Signature Sue Wall

Address 5 Shadydale

Check one item PLEASE and return the notice to this office IMMEDIATELY.

Thank you,
City of Rockwall

BEFORE THE PLANNING AND ZONING COMMISSION
CITY OF ROCKWALL, TEXAS

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Karen Martin
City of Rockwall, Texas

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Zoning Commission, 205 West Rusk Street, Rockwall, Texas 75087.

Case NO. 85-13-Z

I am in favor of the request for the reasons listed below. _____

I am opposed the request for the reasons listed below. X

1. Please see attached letter
- 2.
- 3.

Bob McKinney
Signature Quita B. McKinney
Address 3 Shadydale Lane

Check one item PLEASE and return the notice to this office IMMEDIATELY.

Thank you,
City of Rockwall

Case No. 85-13-Z

March 7, 1985

To the members of the Planning & Zoning Commission,

We would like to express our opposition and concern about the request for annexation and change in zoning on the Kirby Albright property on FM-740. Case No. 85-13-Z.

We are opposed to the spot annexation of the property and to any commercial use of property in this immediate area. There is sufficient commercial space within one mile of this property that is under construction and more planned. (FM-740 & 3097)

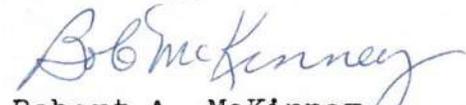
We feel that any commercial facility is entirely inappropriate for the neighborhood. We are opposed to spot zoning and feel that spot annexation puts an undue burden on the city when the efforts of the city to follow through with orderly planning and growth are sidetracked.

To deviate drastically from the residential, rural setting that attracted us to Rockwall sixteen years ago would adversely affect our property values and those of our neighbors.

We will be out of town on March 14, 1985 and unable to attend the public hearing. We have relayed our sentiments on this matter to Mr. Mark Davis and ask that you consider this letter and Mr. Davis' remarks in your deliberations.

Thank you for your attention and consideration in this matter. Our trust is with you and we hope you will act in favor of those who are staying and supporting this community rather than those who are profiting and leaving.

Sincerely,


Robert A. McKinney

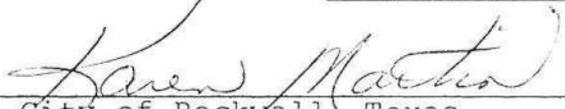

Anita B. McKinney
3 Shadydale Lane
Rockwall, Texas 75087

BEFORE THE PLANNING AND ZONING COMMISSION
CITY OF ROCKWALL, TEXAS

The Planning and Zoning Commission will hold a public hearing at 7:30
o'clock P. M. on the 14th day of March 1985 in
the Rockwall City Hall, 205 West Rusk Street, Rockwall, Texas, at the re-
quest of Kirby Albright
for a change in zoning upon annexation to Planned Development for
resort and health spa and agricultural uses with a development plan.
on the following described property:

Kirby Albright house on FM-740
(See Attached)

As an interested property owner, it is important that you attend this hear-
ing or notify the Commission of your feeling in regard to the matter by re-
turning the form below. In replying, please refer to Case No. 85-13-Z


City of Rockwall, Texas

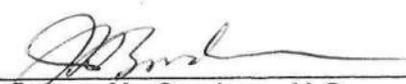
The following form may be filled out and mailed to the City Planning and
Zoning Commission, 205 West Rusk Street, Rockwall, Texas 75087.

Case NO. 85-13-Z

I am in favor of the request for the reasons listed below. _____

I am opposed the request for the reasons listed below. x

1. Grave concern about the use the proposed property would be put to in the event that
"resort and health spa" and "agricultural uses" proved untenable financially.
2. Major expense to City & County of Rockwall to provide necessary services and access.
3. Neither of the uses proposed is appropriate for the area.

Signature 
James H. Goodson, M.D.
Address Route 4 Box 113-G

Check one item PLEASE and return the notice to this office IMMEDIATELY.

Thank you,
City of Rockwall

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Loren Martin
City of Rockwall, Texas

The following form may be filled out and mailed to the City Planning and
Zoning Commission, 205 West Rusk Street, Rockwall, Texas 75087.

Case NO. 85-13-Z

I am in favor of the request for the reasons listed below. _____

I am opposed the request for the reasons listed below. ✓

- no commercial by our house
- no agriculture - because he will come
- back re-zoning for town houses -
740 and Shady Dale cannot carry anymore traffic

Signature L. D. Stewart

Address #7 Shady Dale

Check one item PLEASE and return the notice to this office IMMEDIATELY.

Thank you,
City of Rockwall

BEFORE THE PLANNING AND ZONING COMMISSION
CITY OF ROCKWALL, TEXAS

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(See Attached)

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Karen Martin
City of Rockwall, Texas

The following form may be filled out and mailed to the City Planning and
Zoning Commission, 205 West Rusk Street, Rockwall, Texas 75087.

Case NO. 85-13-Z

I am in favor of the request for the reasons listed below.

I am opposed the request for the reasons listed below.

- 1.
- 2.
- 3.

Ruth Deuker
Signature Ruth Deuker
Address Box 4 - 4 SHADYDALE LN

Check one item PLEASE and return the notice to this office IMMEDIATELY.

Thank you,
City of Rockwall

Case # 85-13-3

March 10, 1985

Dear Commissioner:

We are in very strong opposition to the spot annexation and zoning change proposed by Mr. Kirby Albright for a health spa to be constructed directly behind our home.

The idea of more commercial property in our immediate area just isn't right. Shadydale Lane is one of the prettiest spots in Rockwall and to have it potentially surrounded by commercial property is unacceptable to us. With a major shopping center (I-30 + F.M. 740) in progress just barely one mile away, and more under consideration along F.M. 3049 & 740, we would be virtually surrounded in time by commercial properties. We strongly feel that would decrease our land value. Should the health spa fail, which is a distinct

possibility, we hate to ⁽²⁾ think of what may happen as a result.

When we bought our property sixteen years ago, we believed that it would remain a residential area. It was the selling point of Mr. Albright, the developer of the area. We know progress is essential to a growing community, but there surely must be a balance.

We are very concerned.

Thank you for your attention and consideration in this vital matter.

Very truly yours,



Ruth Dunham

#4 Shadydale Lane

Rockwall, Tex.

Kirby Albright

① Texas-Frater
One Commodore Plaza

② Dr. George Roland
Rt 4 Box 113 KK

③ Ridge Enterprises
Rt 4 # 1 Shadydale Lane

④ Interfirst Bank Dallas
Ancillary Trust
PO Box 83798
Dallas, TX 75283

→ ⑤ Brown + Roberts Homes, Inc.
10006 Bridgegate Lane
Dallas, TX 75243

⑥ R.A. Kirby
Rt 4 Box 113 MA

~~Call get
M...
...
...~~

~~PI X A 10-11~~

Highland Acres

~~McKinney~~ Red Brick by
Walls Poland
~~Bruce still on~~
~~into Lake~~

- 1-A Ogle, Calvin
Rt 4 #1 Shadydale
- 2-A McKinney, Robt A
Rt 4 #3 Shadydale
- 3-A ~~Arthur~~ Wuntam, Arthur H
Rt 4 #4 Shadydale
- 4-A Wall, Murray W
Rt 4 113C
- 5-A Carter, Sharon R
5350 Amestrey
Dallas 75206
- 6-A Hempel, Steve W, Jr.
Rt 4 #7 Shadydale
- ~~1-B Ridge Enterprises, Inc
Rt 4 #1 Shadydale~~
- 2-B Goodson, Jas. H
Rt 4 Box 113 G
- 3-B Davis, Dave C
Rt 4 Box 113 J
- 4-B Inygley, Jas. D
Rt 4 Box 113 N

~~1-B~~

(9)

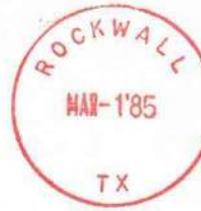


205 West Rurk

CITY OF ROCKWALL

"THE NEW HORIZON"

Rockwall, Texas 75087-3793



Sharon R. Carter
5350 Amesbury
Dallas, Texas 75206

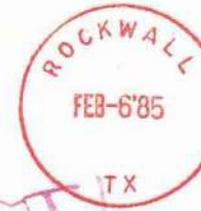


205 West Rurk

CITY OF ROCKWALL

"THE NEW HORIZON"

Rockwall, Texas 75087-3793



Sharon R. Carter
5350 Amesbury
Dallas, Tx. 75206

Plant zone