

Northern Gateway Framework Plan

City of Lewisville, Texas

August 2015



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This study has been prepared by the PlaceMaking Group at Parsons Brinckerhoff and their subconsultants for the City of Lewisville, Texas.

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The suggestions and recommendations made in this report are for the purposes of discussion and debate in regard to corridor redevelopment. Some of the ideas contained herein have regard to private and public lands. These ideas have been developed as a professional service without the full consultation of property owners.

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1 Introduction

Background

The recently adopted *IH-35E Corridor Redevelopment Plan* provides a policy framework for achieving new private investment along the highway corridor. Implementation of that plan requires regulatory guidance that can take the form of new zoning that will create value for the City, and landowners, by defining certainty of character and design quality of new development. New zoning can also provide flexibility to the private sector to accommodate changing market cycles and flexibility in achieving shared quality goals and development outcomes.

One of the subareas in the *IH-35E Corridor Redevelopment Plan*, described as Subarea 2, is a large land area of approximately 300 acres in size with limited existing development. With the robust market conditions, and major infrastructure modifications improving access and mobility, the time is ripe to work with the stakeholders to refine the development potential of this land in order that appropriate zoning will align with the market demand and the City Council's adopted goals.

Purpose

The goal of this project is to prepare a market-based concept plan that will inform and be the basis of a rezoning initiative on the approximately 300 acre project site. This concept plan focuses on accomplishing the implementation actions described in the IH-35E Corridor Plan adopted by the City Council, and aims to maximize the economic potential of the property for private land owners and the City.

Objectives

Based on the purpose of this study, a series of objectives were established during a charrette with City staff, large-area property owners, consultants and developers.

Promote market-driven development that encourages walkability and includes a compatible mix of residential, office, hotel, retail, and commercial uses.

- » *Create memorable places and destinations that support active uses on the street level.*
- » *Create a synergistic mix of uses that promotes activity within multiple block areas.*
- » *Develop opportunities for a range of residential living, employment opportunities, and regional and community services.*
- » *Promote active transportation through compact development patterns and parking management systems to increase multimodal transportation, and decrease dependency on automobiles.*
- » *Achieve development that is integrated functionally and aesthetically.*
- » *Integrate with adjacent neighborhoods and nearby existing development.*



Lewisville Lake

Process

The study team conducted a three-tiered process: 1) assessed existing conditions and market demand for potential uses, 2) conducted a stakeholder “charrette” to gain input, and 3) prepared a summary workbook that could be used for rezoning the properties within the study area.

As a key part of the study, the project team worked with the City of Lewisville, stakeholders and private sector interests to understand the opportunities and challenges to achieve the desirable market-based development for the project area. The project team hosted a collaborative two-day charrette on Wednesday, May 6-7, paid for by the property owners and the City.

The purpose of the charrette was to engage key stakeholders through discussions aimed to identify the character of highest and best uses that could logically development in the 300-acre study area. The charrette attendees included property owners, developers/builders, city officials and consultants. Over the course of two days, the project team and the stakeholder group focused on developing concepts that related to a mixed-use development for the study area. Through the charrette, the participants helped create several alternatives for a conceptual development land use plan that could be used as the basis for rezoning the properties. The discussions during this charrette focused on planning the site for a mixed-use district and potentially utilizing the existing MU-30 zoning classification.

Regional Context

The City of Lewisville is roughly 37 square miles in size and located approximately 20 miles northwest of Dallas within Denton County (Figure 1). Lewisville Lake located north of the City occupies approximately 6 square miles. The City has excellent access to Dallas-Fort Worth International Airport, only 10 miles to the south.

Lewisville is a growing, thriving city. The 2010 population of Lewisville was 96,450, and according to the North Central Texas Council of Governments, is anticipated to increase 15% by the year 2030. This rate of growth exceeds projections for the larger Dallas area, which is anticipated to grow 6.7% to 1,404,847 persons by 2030.

Interstate Highway 35E is the primary freeway that runs through Lewisville. It is an important element of the local, regional and national transportation system. It functions as a major artery serving local and regional commuter routes to and from work, school, and recreational areas. The highway is also an important truck corridor and links the University of North Texas to the Dallas area.

Capacity improvements, that are currently underway, are critical to the region’s continued mobility and economic viability. TxDOT is incorporating improvements to IH-35E from IH-635 to US 380, which includes the reconstruction and widening the existing Interstate to incorporate additional main lanes/ general purpose lanes, managed lanes and frontage roads.

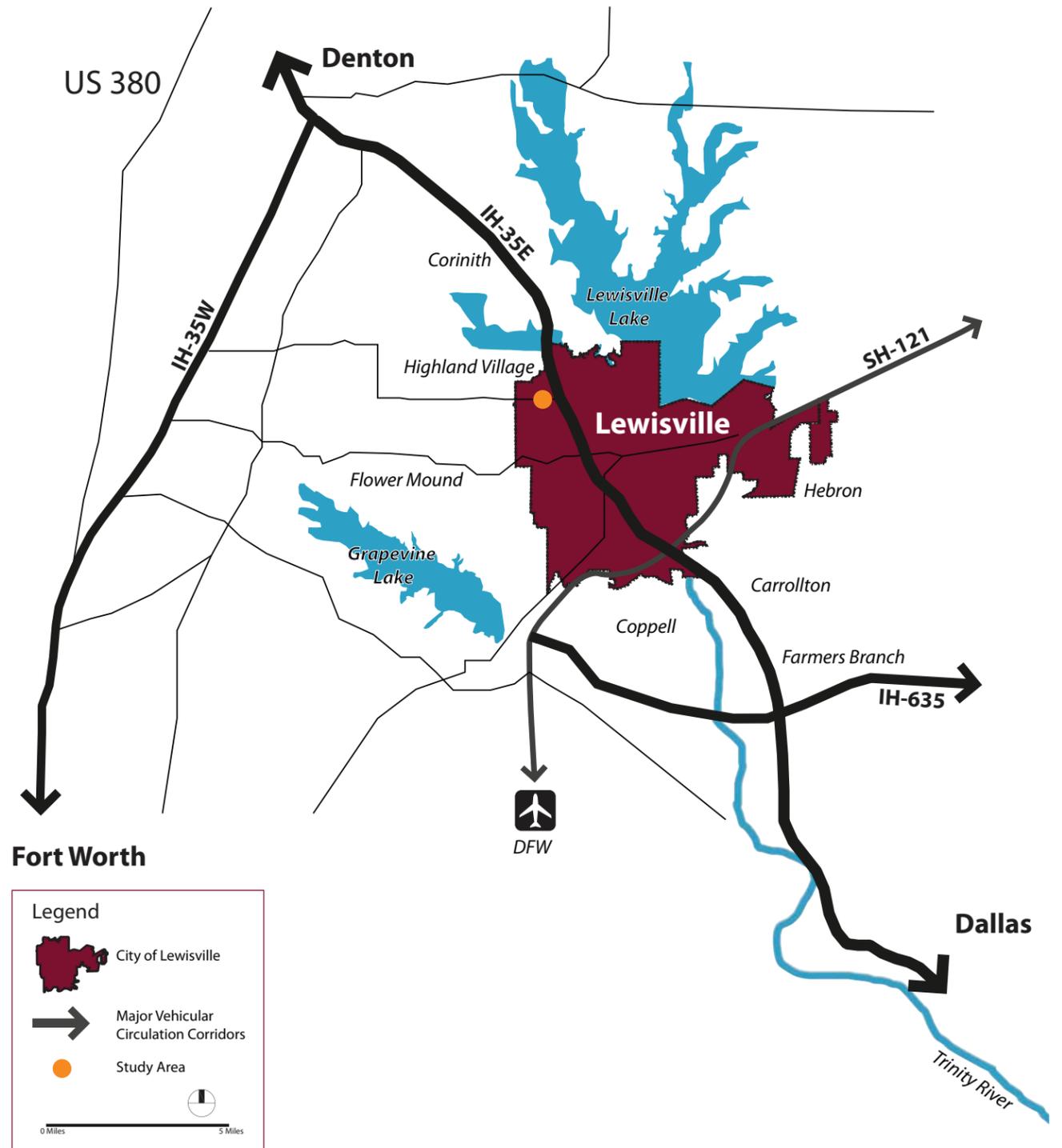


Figure 1: Regional Context

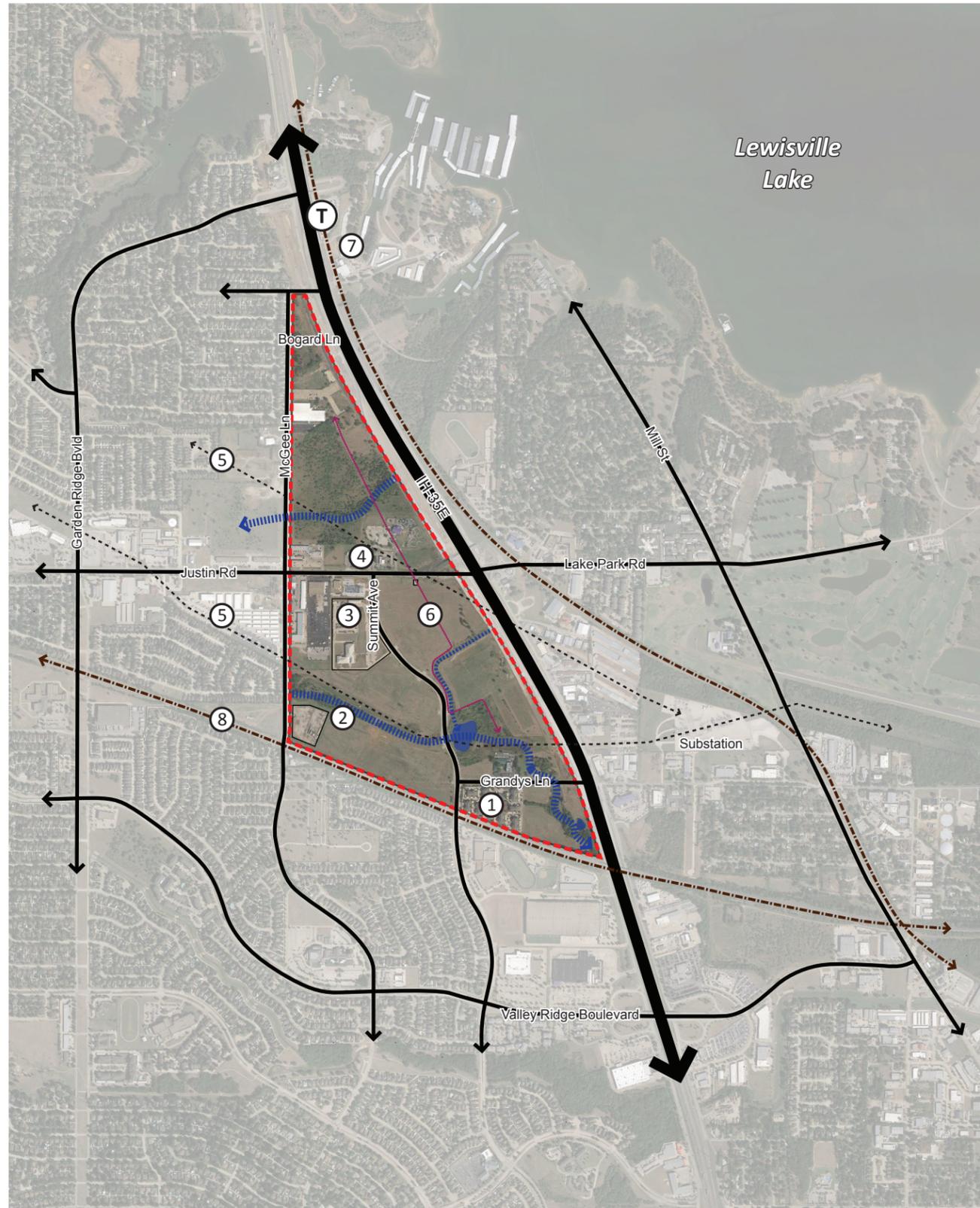


Figure 2: Project Area Map

Study Area Context

The study area is geographically defined by McGee Lane on the west, Bogard Lane to the north, IH-35E to the east, and the railroad tracks to the south. See Figure 2.

Development Patterns

The existing development patterns include low density development set back from the street. Land uses include neighborhood services, commercial and light industrial with some residential adjacent to Grandy's Lane ①. Additional uses include a natural gas farm ②, located in the southwest corner of the study area, and a government owned facility that was recently completed ③. Additionally, a McDonald's, Circle-K, and an auto collision business have been recently built ④. McGee Lane and the north side of Justin Road have sidewalks, but other roads do not. An enhanced sidewalk is planned along Justin Road. No dedicated bike lanes existing in the study area.

Utilities

The study area is well served with utilities including water, sewer, gas and electric. Two high power electrical easements bisect the site - one is located along the south drainage corridor, and the other enters the study area north of Justin Road and runs diagonally across IH-35E to the substation near Jones Street and Mill Street ⑤. Additionally, gas lines run through the site ⑥.

Transportation

The study area has excellent highway and arterial street access running north and south, including IH-35E. The transportation network running east/west is defined by the major interchange streets of Garden Ridge Boulevard, Justin Road and Valley Ridge Boulevard. The DCTA transit line runs along the east side of the study area with a station at Garden Ridge ⑦, and a rail line runs along the southern boundary of the study area ⑧.

Open Space/Drainage

North of Justin Road, drainage runs from the highway to the west along a low point and connects to an existing outfall that crosses McGee Lane, as illustrated in Figure 2. South of Justin Road exists a significant drainage area that drains west to east and enters the study area north of the natural gas farm ②. The drainage runs east, crosses Summit Avenue into a 2.5 acre detention pond that drains to the southeast corner of the study area.

Views

The topography of the study area is generally flat. The new highway retaining walls located along both sides of Justin Road are approximately thirty feet tall near the interchange and slope down to the north and south. Therefore, along both sides of Justin Road views outside the study area are limited. However, views to the lake are readily achievable above two-stories. Development adjacent to the highway will need to be taller to obtain views, while development further west will be able to have views at low heights.

Open Space

Open space in the study area is limited with no named or managed park spaces or trails. However, there are proposed off-street trails along McGee Lane and along the south rail corridor. There is an opportunity to convert portions of the existing floodplain into open space amenities such as park areas, trails, and improved water features.

Ownership

There are various stakeholder groups that have an interest in the future of the project area, especially with the existing and future planned improvements within the surrounding area. Many of the parcels within the project area are vacant, though some small-scale commercial and light industrial uses, as well as residential and active recreational uses exist in the study area.

It will be key to work with these landowners through the planning and development process to achieve the desirable urban form and character for the area. The character of new development will establish the expectation for future development. See Figure 3.



Figure 3: Ownership Map

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2 Development Potential

Development Potential

Market demand for new uses

The objective of the Market Study is to:

- » *Develop a preliminary planning and development analysis for various uses and place types in context to the submarket dynamics in Lewisville. Particular focus was given to the impact of the interchange in context to the overall market in the region and the limited amount of interstate frontage between Grapevine and Denton.*
- » *Identify key market segments and explore opportunities to capture existing demand or take advantage of a differentiated program.*
- » *Evaluate the market for a variety of use types, including: office, retail, mixed residential and other regional uses.*

Economics

As part of the IH-35E and FM 407 market overview, a series of analyses were conducted regarding the local Lewisville market. The goal of these analyses was to determine the potential market uses for the area including: office, hotel, retail, mixed residential, and other regional uses. The first part of this study provides an overview of Lewisville’s economic and demographic trends, then follows with an analysis of four types of land uses.

Lewisville is located in a prime spot within the Dallas/Fort Worth/Denton area (referred to as the “Golden Triangle”). This location within a rapidly growing market contributes to Lewisville’s strong economic base. Some of the strengths of the Lewisville economy include the presence of large corporate headquarters, location near a major thoroughfare currently undergoing a large-scale expansion, and the relatively new addition of the DCTA A-Train which connects Denton County to the broader DCTA/DART system.

JP Morgan Chase, Xerox, Ally Financial, Orthofix, and Sysco Foods are the largest employers within Lewisville and combine to employ well over 6,000 employees. Additionally, large local employers such as the Medical Center of Lewisville are major factors within the Lewisville economy base (see Figure 4). Lewisville’s location along IH-35E, the addition of the DCTA light rail and its location near Lewisville Lake, one of DFW’s major recreational hubs, all point to the city continuing to exhibit strong economic characteristics.

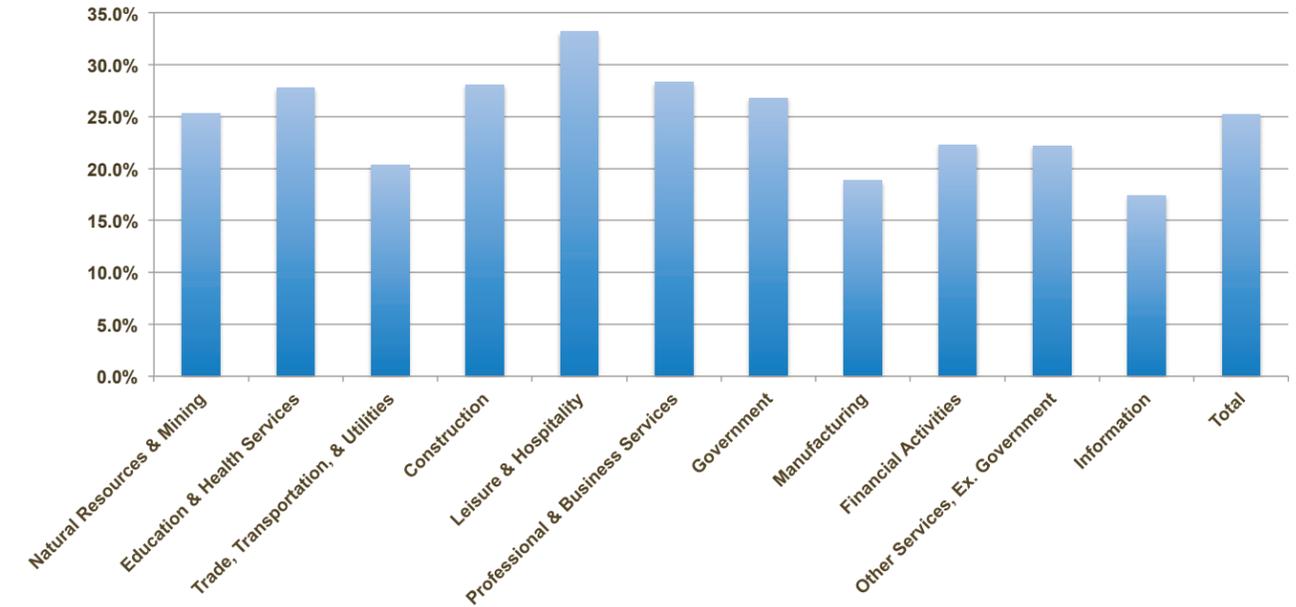


Figure 4: Projected Workforce Development Area Growth by Industry, 2012-2022, Source: Texas Workforce Commission

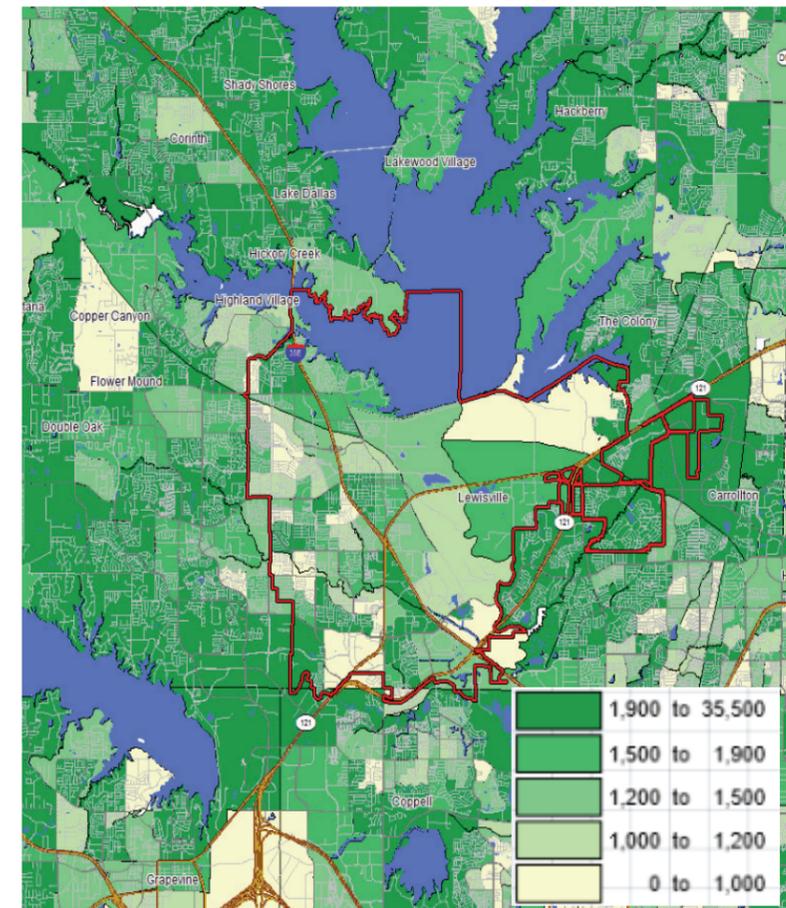


Figure 5: Demographics - Population Concentration

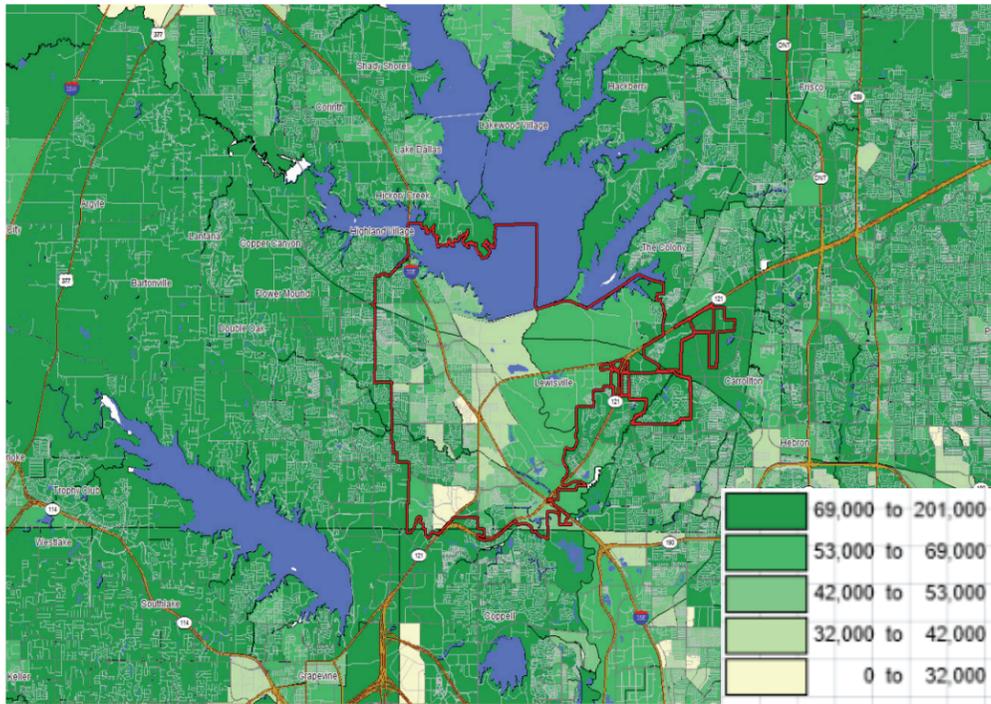


Figure 6: Demographics - Household Income

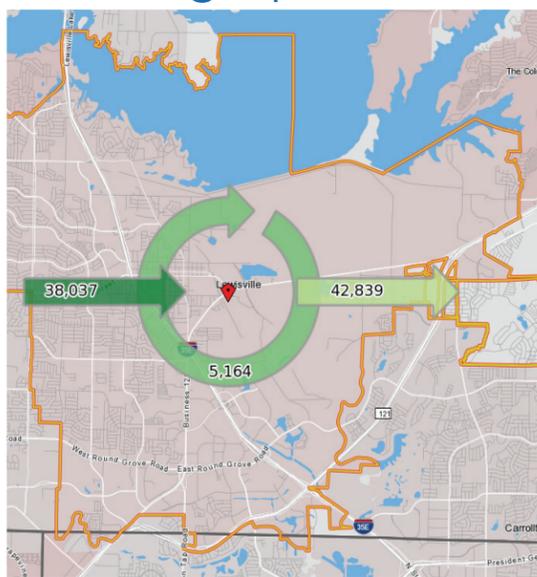
Demographics

Lewisville’s population as of 2010, according to the North Central Texas Council of Governments, was 96,450 making it one of the largest suburbs in all of DFW (see Figure 5). Additionally, pockets of the Lewisville population – notably in the context of this FM 407/IH-35E study, the north and western portions of the city – exhibit very high median household incomes. To better understand the dynamics of the Lewisville workforce, data from the US Census has been compiled to show an inflow/outflow analysis for the City. In total, there are over 38,000 employees who commute to Lewisville for work. Almost 43,000 commute from Lewisville to a place of employment outside of the City, and over 5,000 people live and work in Lewisville.

Household Income

The median household income within the Lewisville city limits is fairly evenly distributed across the geography (see Figure 6). The highest concentration of the highest median household incomes is found in the western portion of the city limits, specifically within the northwestern portion of the city. Pockets of high concentration are also found within the city’s southwestern portion.

As evidenced from the chart shown in Figure 7, the City of Lewisville features a workforce primarily reliant upon commuting, with roughly 90% of the total workforce commuting either to Lewisville or from Lewisville en route to their place of employment.



Inflow/Outflow Analysis

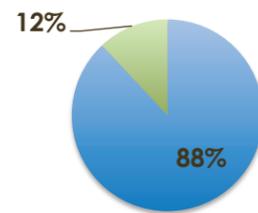
Employed in Lewisville, Live Outside

38,037

Live and Employed in Lewisville

5,164

- Employed In Lewisville, Live Outside
- Employed and Living in Lewisville



Live in Lewisville, Employed Outside

42,839

Living and Employed in Lewisville

5,164

- Live in Lewisville, Employed Outside
- Living and Employed in Lewisville

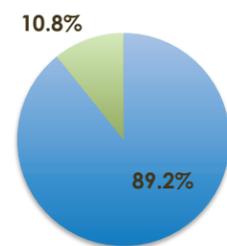


Figure 7: Demographics - Inflow / Outflow

Market Opportunities

Retail Opportunity

Lewisville features a robust retail landscape, including one of the largest super-regional malls (Vista Ridge) in the DFW region, surrounded by regional power centers and many national restaurant chains. Additionally, the 'Shops at Highland Village' is located roughly 1 mile from the edge of the City on FM 407, and serves a portion of the FM 407/IH-35E trade area.

As part of this retail opportunity analysis, a leakage analysis was conducted to determine the supply, demand, and leakage of retail goods and expenditures within the City of Lewisville. This was done by running leakage reports based on 3, 5, and 10 mile rings using the FM 407 and IH-35E interchange as a centroid. It was determined that across the 0-3 mile ring there is a total retail demand of 164,000+ SF of retail. The retail categories comprising the largest percent of this total are limited-service dining businesses (48,000 SF of demand), small-scale retail (17,000 SF of demand), and full-service restaurants (16,381 SF of demand). In total, there is a total demand of 77,500 SF for restaurant-oriented services.

The 3-5 mile ring shows a total demand of almost 400,000 SF of retail demand. The largest categories found within this geography include grocery stores (62,000 SF of demand), and department

stores (71,000 SF of demand). Health and personal care stores (47,000 SF of demand) and limited-service restaurants (41,000 SF of demand) are other major demand factors to be considered. The 5-10 mile ring was determined to have a much smaller amount of demand (53,000 SF total), with limited service restaurants the largest retail category based on demand.

In total, there is demand in the City for 617,490 SF of retail, with restaurant oriented-services (182,000 SF of demand). Department stores (71,000 SF of demand) and grocery stores (64,000 SF of demand) are other major categories within the total. The FM 407/IH-35E interchange is well positioned to accommodate a large amount of retail demand, and is strategically located to service a large regional population base. See Figure 8.

Corporate Office Opportunity

According to CoStar, Lewisville had a corporate office vacancy rate of 11.2% in the 1Q of 2015. There is a planned construction of 150,000 SF of office in 2016 (see Figure 11). The study area has great exposure on IH-35E, nearby access to the DCTA stations, and could be integrated in a mixed-use environment, makes the study area suitable for the continues corporate office market.

Category	0 - 3 Miles	3 - 5 Miles	5 - 10 Miles	Total (SF)	Percentage
Automobile Dealers	9,708	4,386	1,161	15,255	2.5%
Auto Parts, Accessories & Tire Stores	9,708	4,386	1,161	15,255	2.5%
Furniture Stores	-	2,393	-	2,393	0.4%
Home Furnishings Stores	2,278	637	-	2,915	0.5%
Bldg Material & Supplies Dealers	14,386	-	1,729	16,115	2.6%
Lawn & Garden Equip & Supply Stores	987	2,332	-	3,319	0.5%
Grocery Stores	-	62,645	1,443	64,088	10.4%
Specialty Food Stores	3,683	2,648	4,527	10,858	1.8%
Beer, Wine & Liquor Stores	8,507	-	4,008	12,515	2.0%
Health & Personal Care Stores	-	47,116	-	47,116	7.6%
Gasoline Stations	3,745	73,931	3,185	80,860	13.1%
Clothing Stores	-	18,753	-	18,753	3.0%
Shoe Stores	17,480	8,925	-	26,405	4.3%
Jewelry, Luggage & Leather Goods Stores	8,568	7,003	-	15,572	2.5%
Sporting Goods/Hobby/Musical Instr Stores	-	8,642	-	8,642	1.4%
Book, Periodical & Music Stores	-	3,600	-	3,600	0.6%
Department Stores Excluding Leased Depts.	-	71,466	-	71,466	11.6%
Other General Merchandise Stores	-	-	-	-	0.0%
Florists	395	-	-	395	0.1%
Office Supplies, Stationery & Gift Stores	-	-	-	-	0.0%
Used Merchandise Stores	4,126	2,942	5,104	12,173	2.0%
Other Miscellaneous Store Retailers	-	7,240	-	7,240	1.2%
Full-Service Restaurants	16,381	18,266	-	34,647	5.6%
Limited-Service Eating Places	48,055	41,445	23,093	112,593	18.2%
Special Food Services	3,808	2,765	-	6,573	1.1%
Drinking Places - Alcoholic Beverages	13,050	7,861	7,828	28,740	4.7%
Total Demand (SF)	164,867	399,385	53,238	617,490	100.0%

Figure 8: Retail Opportunity

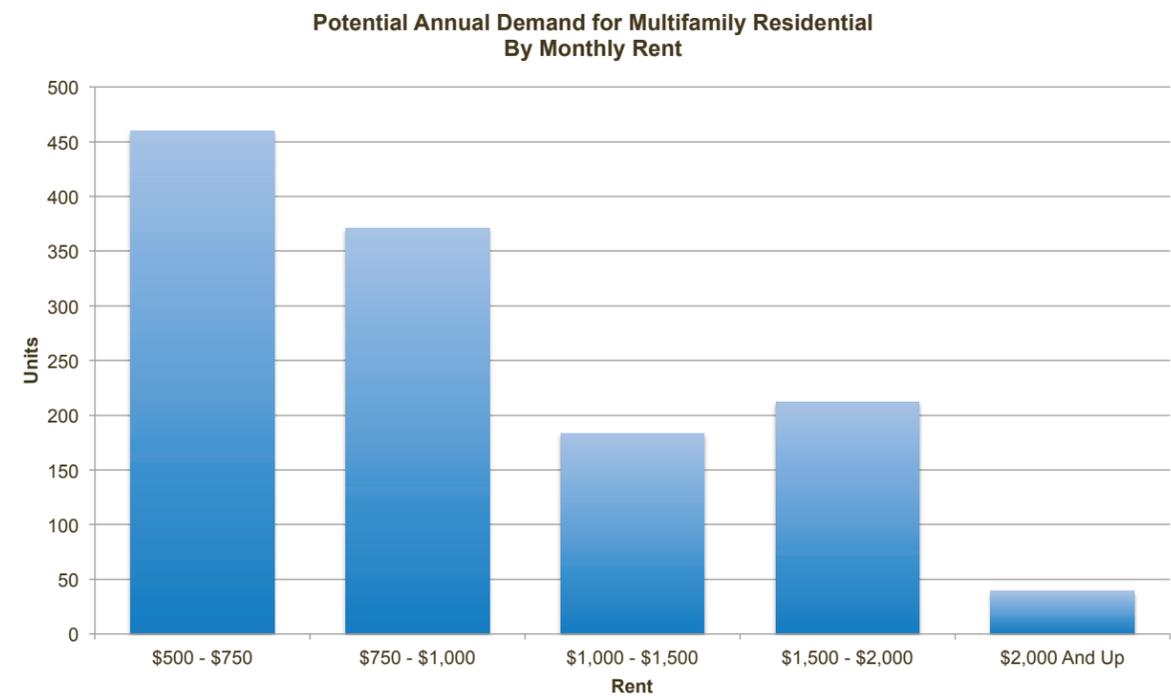


Figure 9: Multi-Family Opportunity, Estimated on Annual Demand Potential for Multi-family based on 2014-2019 County Demographic Trends

Lewisville Small Office Firms

	Firms	Employees	Employees/Firm	
Finance & Insurance	311	2,235	7	
Real Estate	273	1,192	4	
Professional, Scientific, and Technical Services	717	2,556	4	
Management of Companies and Enterprises	29	160	6	
Health Services	434	2,913	7	
Arts & Entertainment	107	662	6	
Total	1,871	9,718	5	
<hr/>				
Avg. SF per Employee	200			
Total Small Office SF	1,943,600			
Total Office SF	4,937,637			
Small Office Portion of Office Space	39%			
<hr/>				
Avg. Submarket Class A + B SF Absorption	83,956			
Potential Small Office Class A +B SF Absorption	33,048			
Estimated Subject Site Capture Rt.	20%			
Potential Capture SF from Absorption	6,610			
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Potential Turnover	5%			
Potential Turnover SF	97,180			
Avg. Vacancy Rate	15%			
Total Occupancy from Turnover	82,603			
Estimated Subject Site Capture Rt.	5%			
Potential Capture SF from Turnover	4,130			
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Total Potential SF	10,740			

Figure 10: Small Office Opportunity, Source: Esri, CoStar

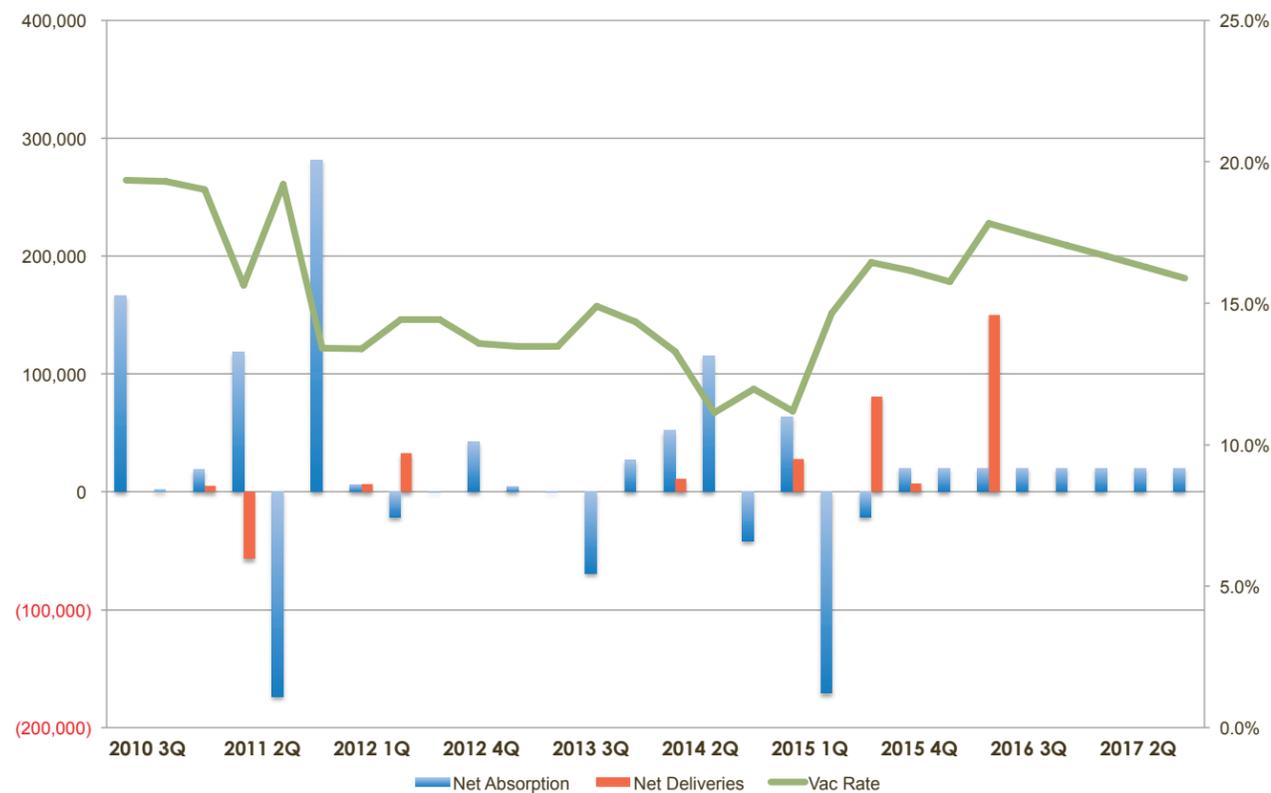


Figure 11: Corporate Office Opportunity

Multifamily Opportunity

The Lewisville housing market contains an existing base of multifamily. There are 78 properties in Lewisville with rates ranging from \$0.80/SF to \$1.77/SF (ALN Data). Many of these multifamily properties are recent additions to the market, as 17 properties have structures built within the last ten years, totaling over 5,200 units. According to ESRI data, there are estimated to be 43,222 total housing units in the City of Lewisville, of which, approximately 53.7% are renter occupied households. This number is projected to increase to 55.1% by 2020.

A residential demand analysis was prepared that yields the estimated potential demand for multifamily units for the City. In total, there is annual potential demand for over 1,200 multifamily units. Over 430 units are projected to have monthly rents greater than \$1,000, and 251 would have rents greater than \$1,500. Some of these units could be located within the study area.

Small Office Opportunity

Based on ESRI data, there are approximately 1,871 firms in Lewisville employing 9,718 people, roughly 5 employees per firm. Health services (434 firms with 2,913 employees), professional, scientific, and technical services (717 firms, 2,556 employees), and finance and insurance (311 firms and 2,235 employees) are the largest employers within the Lewisville market.

Based on CoStar data, there is a total of 1.9M SF of small office space in Lewisville, and 4.9M SF of total office space. There is demand in the study area to capture 6,610 SF of small office. Based on turnover and vacancy rates, there is additional potential to capture approximately 4,130 SF of small office from turnover. In total, this constitutes a demand of approximately 10,740 SF of small office for the study area

Hospitality Opportunity

Given the City of Lewisville's location along a major thoroughfare, its substantial growth, and the large presence of corporate uses in the area, an opportunity for hospitality uses – e.g. a hotel and conference center – may be a viable development strategy for the study area. Johnson Consulting completed a study for the City in 2014 which included determining market and industry potential, operations of the potential facilities, and a fiscal impact analysis on a proposed site. The study found that changing conditions in the area, such as the new DCTA station, the study area's evolution into a gateway for the City, and demographics reflecting positive growth trends, makes this a competitive location for a hotel and conference center site.

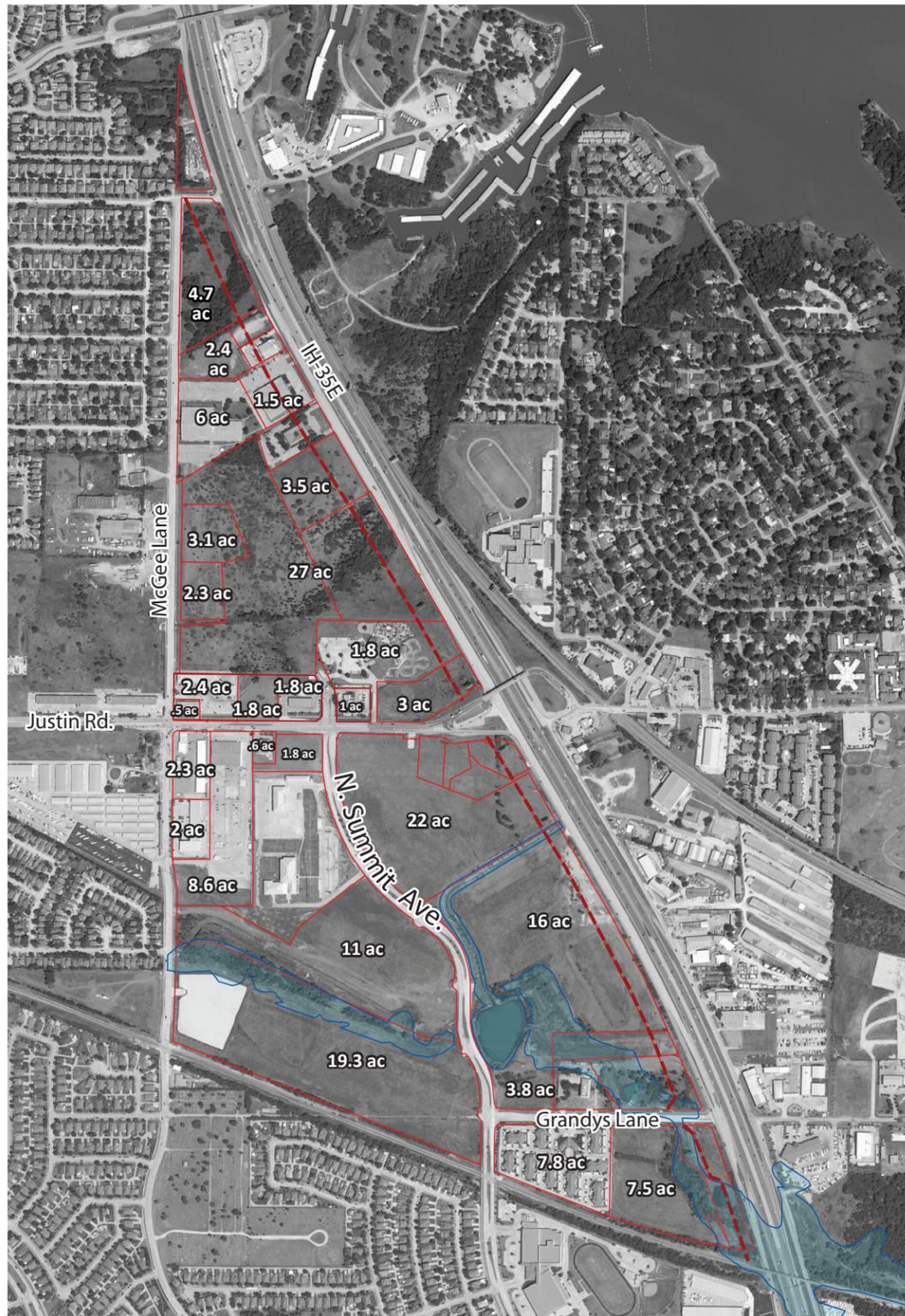


Figure 13: Developable Areas

Office Land Use

Office land uses were divided into two categories: corporate and small firms. The corporate land use would target the established, mature professional market, and would play off of the major existing corporate presence in the region. A total of 420,000 SF of corporate office could be absorbed in two phases with 200,000 SF and 220,000 SF in Phases I and II, respectively. This would total roughly 20 acres.

Small firm land uses would yield less total SF (105,000 absorbed equally in two phases), and is driven economically by innovative, creative firms (i.e. the creative class).

Developable Area

The project area is comprised of approximately 300 acres of land of which approximately 170 acres are developable. There are several site utility services which were taken in consideration in calculating the developable acres which include gas, wetlands, water, sewer, and electrical (shown on Figure 13). The existing street network was also a factor in calculating the developable area.

Constraints

To realize many of the opportunities presented in this report, a range of constraints need to be accommodated or mitigated. An overview of the constraints are presented below. See Figure 12.

Natural Gas Line - A natural gas line runs north-south parallel to IH-35E and stops approximately 350 feet north of Grandys Lane. The easement is generally 25-50 feet wide. There is a limit of what type of activity is allowed or type of development that can occur within the easement.

100 Year Flood Plain - The flood plain runs east-west on the southern area of the site and covers approximately 21 acres. Within the flood plain are various size detention ponds.

Electric Power Line - There are two high power electrical line easements that cross the site diagonally on both the north and south areas of the site.

Street Network - There are only two major roads that run through the site. Justin Road runs east- west splitting the site into north and south. Justin also connects to IH-35E. This road carries a high volume of traffic, causing congestion. The other major road within the project area is Summit Ave. This road runs north-south through the south half of the study area terminating at Zone Action Park. There is a lack of network which limits the connectivity and accessibility to different areas of the site.

Workshop Summary

The primary purpose of the workshop was to prepare a draft conceptual illustrative plan that can be used as the basis for preparing zoning for the 300 acre study area. The group focused on developing various mixed-use concept plans that identified two areas, north and south of Justin Road. Each area is envisioned to create a sense of place with open space, a place for the community to gather, shops, office, restaurants, and residential all within short walking distance. The concept plans also included a variety of residential products such as owner occupied single-family attached as well as multifamily housing. The team also explored the idea of placing a greenway or linear park over the gas line easement that runs parallel to IH-35E. Additional discussions focused on how to include a major commercial destination with offices on the top floors. Following is a brief description of each day of the workshop. See Figures 14-18.

Wednesday, May 6

The day was broken into two sessions. The morning work session consisted of team and stakeholder introductions. The team listened and documented stakeholder goals for the property. The team and City then presented initial findings and discussed the market and physical potential of the site as well as the encumbrances. The second part

of the session was held in the afternoon and consisted of a discussion about vision statements and themes. The participants discussed development principles and strategies, then identified and located key areas or districts. In addition, overall site approaches to transportation, land use and open space were discussed.

Thursday, May 7

The day was broken into two sessions. The morning work session was spent establishing trunk infrastructure options for roadway and drainage. This task included discussions and sketch options for street hierarchy, and open space/drainage hierarchy. The location of other public uses (school, library, EMT, police, fire, utilities) was also discussed. The later part of the morning the participants helped in establishing a market-based land use plans by sketching alternatives. The second part of the session was used to assemble preferred conceptual strategies for trunk systems, and area uses. This included:

- » *Vision themes and planning principles;*
- » *Trunk roadway and street type framework plan;*
- » *Land use framework plan;*
- » *Character district areas describing specific goals and principles for each area*
- » *Open Space, drainage and trails framework plan; and*
- » *Conceptual design / regulatory criteria.*

A few of the overall key concepts that emerged from the workshop included:

Compact Destinations

- » *Create smaller, walkable block patterns*
- » *To accommodate multiple destinations and places*
- » *Build at higher densities*
- » *Longer-term build out*

Mixed Use Node

- » *Retail /Office*
- » *Structured parking solutions*
- » *Flex - further north on frontage road*
- » *Flexible use*

Green Links:

- » *Trails and pedestrian access - pronounced pedestrian connectivity from neighborhood to neighborhood*
- » *Short term timing, quicker absorptions*
- » *Less public assistance needed*
- » *Link parks and open space together*
- » *Vegetated corridors with native plantings and stormwater management devices*

Greenway/Promenade:

- » *Amenity to help leverage private investment by creating a regionally significant place*
- » *Organizing element that links central gathering space to the overall development*

Institutional Housing:

- » *Independent living concept- attached to assisted with greenbelt amenity*



Figure 14 - This concept focused around two main nodes or centers (north and south). It leverages the existing flood zone for open space areas and envisions it as a destination for the proposed mixed-use development. It also seeks to capitalize on the views to Lewisville Lake from the center portions of the study area.

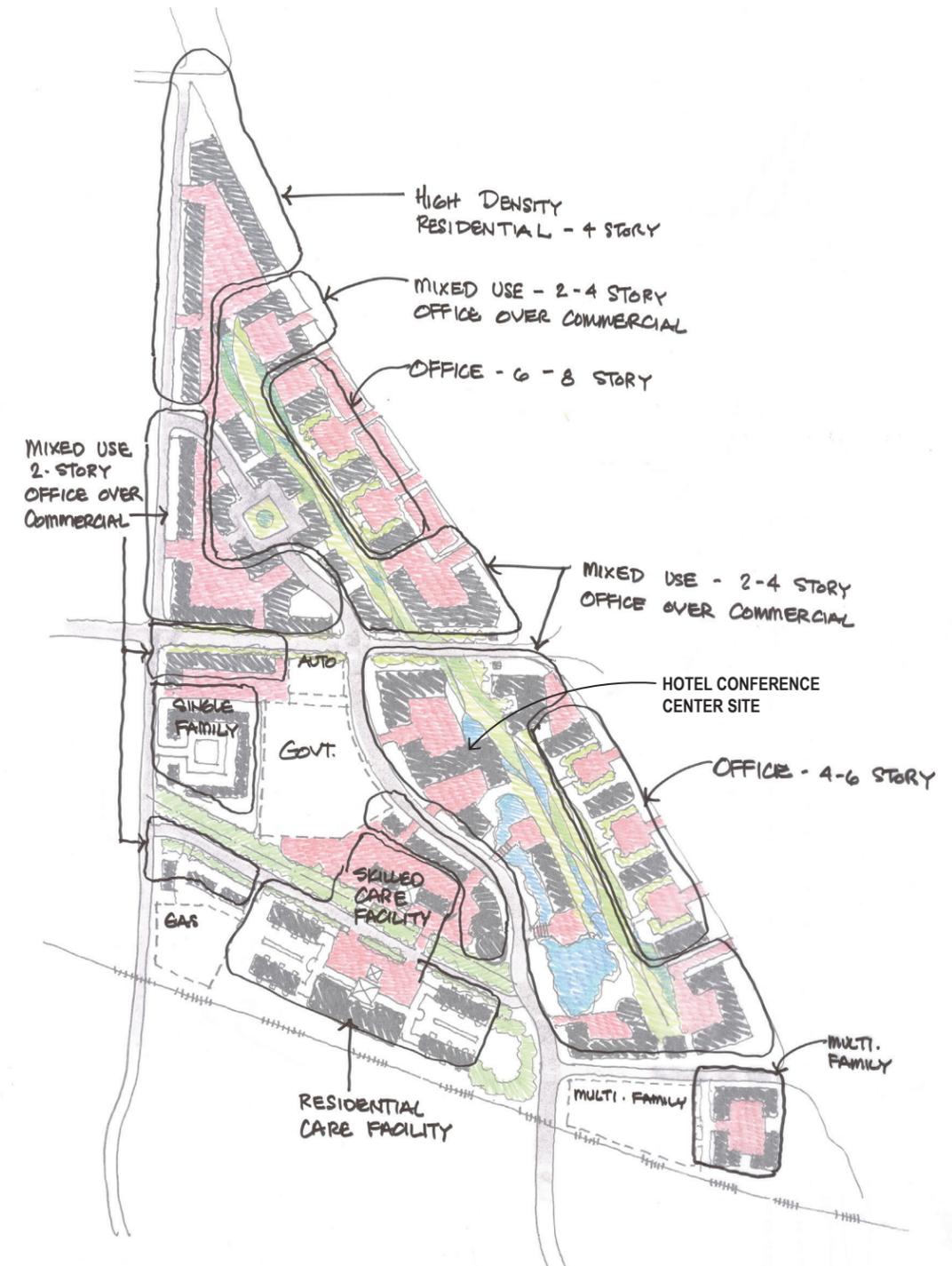


Figure 15 - This concept focuses around a linear park with water features. Commercial, office and mixed-use front IH-35E and high-density residential uses are placed along McGee Lane to tie in to the existing single family residential uses. A skilled-care facility is envisioned at the southern border of the project area. A central node is located in the northern part of the development, which is surrounded by mid-rise office over commercial.

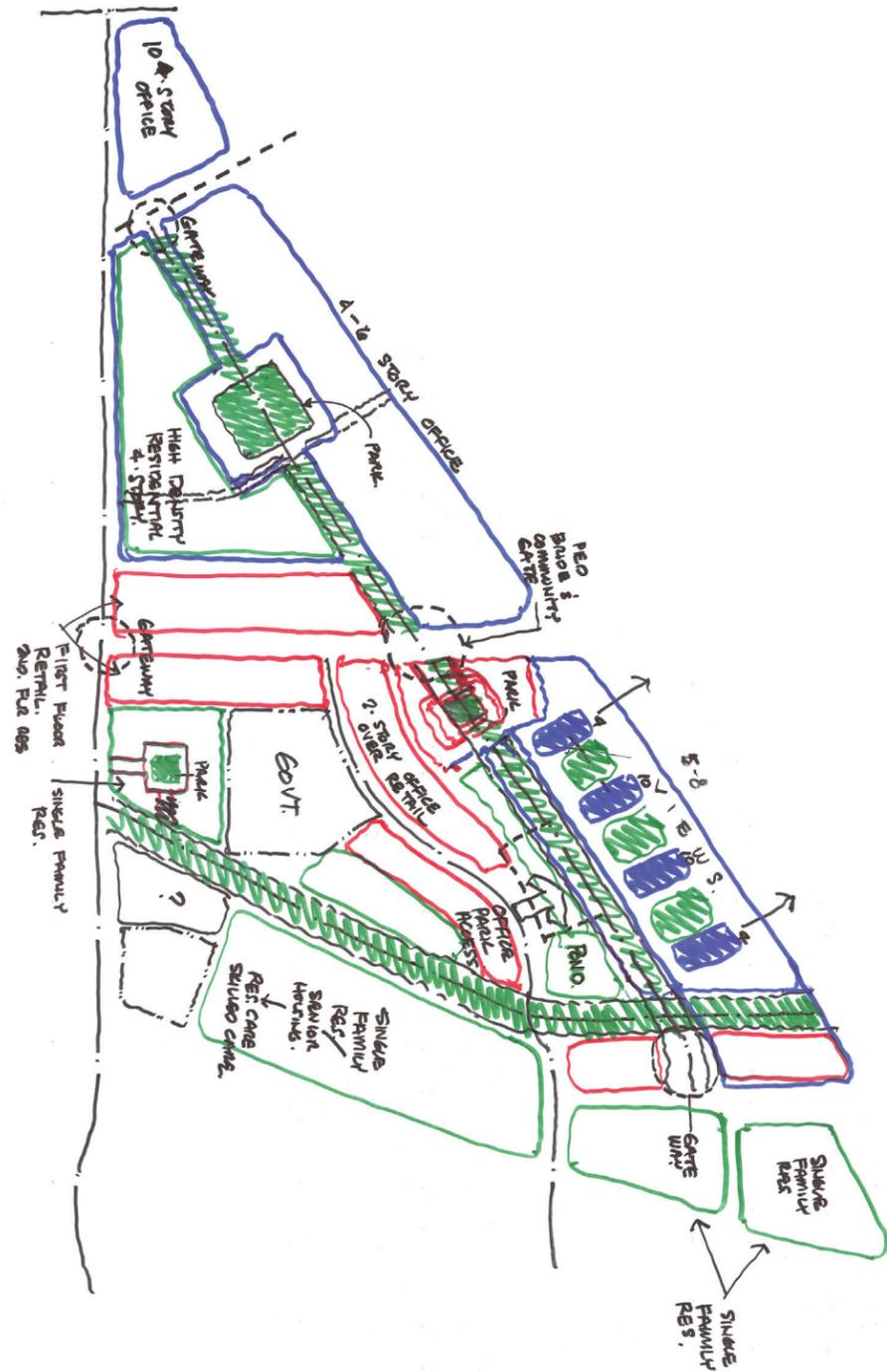


Figure 16- This concept focuses on a central node/park in the northern half of the development with a linear park running parallel to the highway. It also envisions a row of office and water features adjacent to IH-35E surrounded by passive and active park areas. The southern edge of the development, along the railway, is lined with different types of residential products. A major gateway is envisioned at the intersection of Justin Road and McGee Lane.

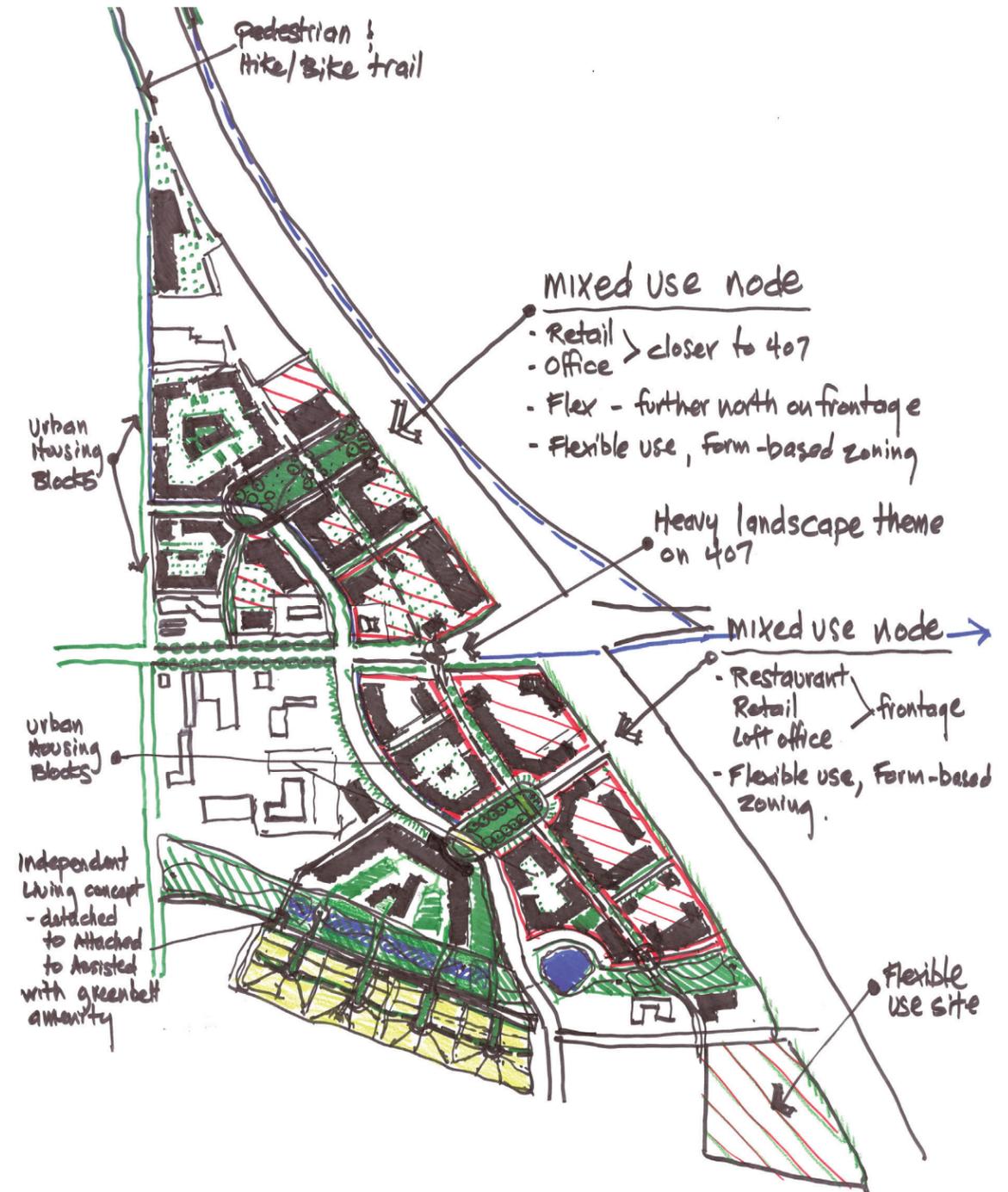
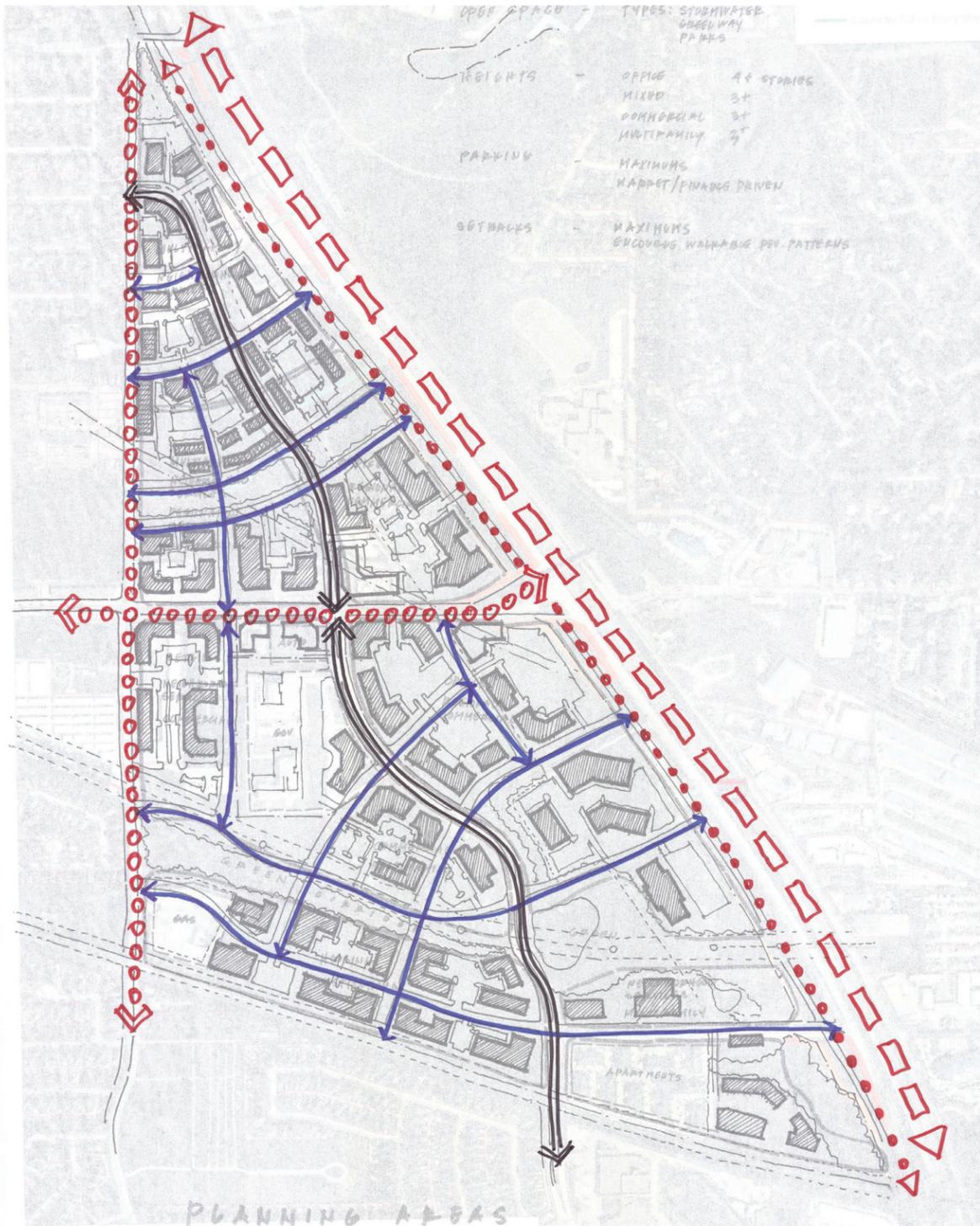


Figure 17 - This concept focuses on two main nodes/parks with urban housing blocks surrounding these gathering areas. The mixed-use node on north part contains retail and office closer to Justin Road, and flexible uses further north on the frontage road. The south mixed-use node contains restaurant/retail and loft office space as well as an independent living concept with single family attached residential surrounding 'finger' parks. It also includes a main water feature element.



Planning Principles:

Based on the outcomes from the workshop, a series of planning principles were derived that represent the common themes discussed and explored by the participants. The principles listed below are lettered for reference purposes only.

- A. Create an office destination along highway to provide more visibility and convenient access.
- B. Introduce parking adjacent to the highway to buffer uses. Place buildings away from the highway to reduce noise pollution from the highway. Buildings can be configured in a more compact development.
- C. Develop Justin Road & McGee Lane as a regional destination. These are two major arterials that should be designed as the 'facades' to the new development.
- D. Integrate drainage corridors into improved open space. These drainage corridors should include both active and passive uses of open space.
- E. Improve drainage corridors as usable open space. The Flood plain on the south side of the development will be developed in to a more passive and natural open space with trails, gazebos, and play fields.
- F. Integrate interconnected open space into developments. A system of hike and biking trails and sidewalks will connect neighborhoods with other areas of the development.
- G. Locate a mix of uses in ways to minimize additional vehicle trips. Compact development patterns are envisioned within the study area, including an interconnected street pattern with development blocks sized for walkability and building orientation for street frontage.
- H. Create unique destinations north and south of Justin Road. Two distinct destinations with a strong sense of place and a wide variety of pedestrian amenities will be incorporated into the development.
- I. Utilize utility easements to expand the active transportation network. The utility easement will serve as an opportunity to create more connectivity and access within the development.
- J. Locate a hotel conference center site integrated with the mixed-use / office space.

Figure 18 - This concept organizes the development around two linear parks. The park on the north spans from the IH-35E to McGee Lane and is surrounded by high-density family residential, neighborhood services, mixed-use office and commercial. The south park also spans from IH-35E to McGee Lane following the natural floodplain zone. The area is surrounded primarily by commercial, office, multifamily and institutional housing.

Land Use Framework

The land use framework capitalizes on the proximity to surrounding amenities such as Lewisville Lake and the nearby transit station. The goal is to create a new mixed-use center of activity west of IH-35E. This center will include a mix use office, hotel and entertainment uses along Justin Road and the promenade, with high-density residential neighborhoods north and south of Justin

Road. The higher density residential will be located on McGee Lane and the mixed use development will be located near the interstate. The overall character also ties in to two major open spaces on the south and north. The open space located on the north has a more urban character surrounded by mixed use development, while the south open space is characterized with more natural landscaping and amenities.

Development Potential

Land Use Concept Plan

- High Density Residential**
 - » Apartments - For rent or sale units
 - » Townhouses
 - » Single-family small lots

- Mixed-Use**
 - » Professional service offices
 - » Small neighborhood retail
 - » Commercial/ Retail on bottom, office/residential on top
 - » Hotels
 - » Entertainment

- Mixed-Use, Primarily Commercial**
 - » Commercial/Retail/ Restaurants on bottom, office on top
 - » Apartment lofts for rent or sale
 - » Large retail
 - » Hotels
 - » Entertainment

- Open Space**
 - » Greenways
 - » Urban Park
 - » Pocket Parks
 - » Promenade
 - » Neighborhood Parks



Figure 19 - Conceptual Land Use Plan

Development Framework

The master plan for this mixed-use development is centered around creating destination places north and south of Justin Road. These places are envisioned to be surrounded by compact, walkable development patterns that are engaging and for all users. See Figure 20.

The overall development framework anticipates higher density vertical and horizontal mixed use adjacent to the interstate that is anchored by regional destination uses that can include a conference center with interstate frontage. This corridor anticipates a vibrant mix of employment, retail and hospitality uses that supports a daytime population.

A mix of medium density regional and local retail developed in interconnected compact patterns is envisioned along Justin Road and along portions of Summit Avenue proximate to Justin Road.

To support the destination places and provide nighttime population, a mix of medium and higher density residential is anticipated. Housing is envisioned to be unique to the current inventory that Lewisville supports. New denser housing types will attract a broader mix of users to support the desired development. Higher density single family attached housing is anticipated along McGee Lane, with higher density multifamily housing surrounding and proximate to significant improved open spaces and parks.

The master plan anticipates a unique urban character with walkable interconnected streets and development blocks, centrally located urban park/plaza and green spaces and a wide variety of uses. The linear park/promenade is one of the focal points of the community, running the length of the site north/south. It leads to a neighborhood park on the north and a more natural landscaped park area to the south. The middle area is an active space that fronts shops, restaurants, cafes and is lined with trees, seating areas as well as soft landscapes.

In order to achieve the integrated and desired development pattern described, urban design framework diagrams have been prepared to illustrate the guiding principles for the development of the study area. The framework diagrams illustrate development principles for:

- » *Building Heights*
- » *Building Orientation and Building Frontage*
- » *Gateways*
- » *Intersections*
- » *Street Hierarchy*
- » *Open Space*

Figure 20 - Overall Conceptual Framework Plan



Development Potential

Building Heights

To be most compatible with existing neighborhoods and development, building heights and general massing is envisioned to be tallest adjacent to the interstate and the proposed park promenade with heights four stories and above. Three to five story development is anticipated along Justin Road and two to three stories will be primarily in the high density residential areas at along McGee Lane and southern are of the site. However, denser residential patterns and taller heights are anticipated adjacent to places within the interior of the study area. This height pattern provides compatible development heights adjacent to existing single family residential neighborhoods. See Figure 21.



Figure 21 - Height Diagram

Building Orientation and Building Frontage

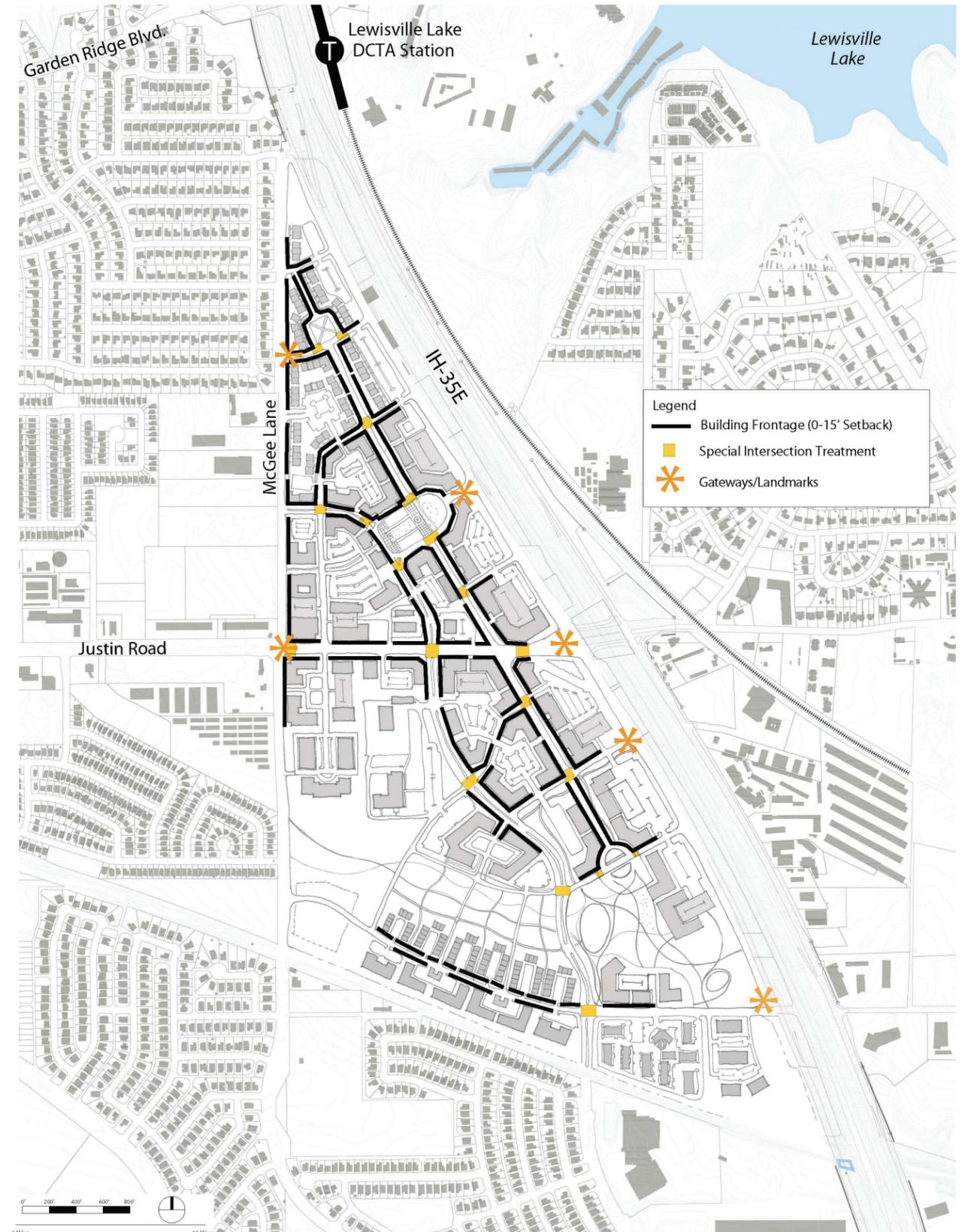
To create a more pedestrian-friendly environment within the study area, the plan proposes that certain sides of the development parcels be designated 'primary building orientation'. These sides should have a 15-foot maximum setback from curb to building facade. The map illustrates how the back and local streets will become the front door for the businesses and residences in the plan. See Figure 22.

Gateways

An important element in the creation of place is the visual experience. To this end, it is important to consider the building, monument, or open space seen when looking down a street. The map illustrates the important view termination points and sight lines from the road alignment. The plan recommends incorporating community gateways/landmarks at the intersection of Justin Road and IH-35 and at north and south ends of the promenade.

Intersections

Crosswalks will be enhanced with different colored pavement that help create a more aesthetically pleasing pedestrian friendly environment, and support an identity throughout the project area.



Development
Potential

Figure 22 - Urban Design Framework

Street Hierarchy

Key to establishing character is the interrelationship between urban form and streets. This section addresses the appropriate design of the streets throughout the study area. The objective is to establish an overall streetscape character framework and hierarchy of streets. There are four types of streets proposed for the site plan. See Figure 23.

- » *Arterial streets provide high capacity mobility between the local streets to the highway. Justin Road is envisioned as a 4-lane arterial including a landscaped median; two, 10'-6" travel lanes in each direction, an 8-foot sidewalk on each side, and tree-zones on each side separating the roadway from the sidewalk.*
- » *Collector- Collectors are designed to provide a balance between mobility and land access within residential and commercial areas. The makeup of a collector street largely depends on the density, size and type of nearby buildings. Summit Avenue is envisioned to be a regional collector with a landscaped median and trees located outside the right of way the entire length of the roadways.*
- » *Local Streets- the local street type encompasses both collector and local streets. Both have similar characteristics and function in connecting uses. Local streets typically carry lower traffic volumes and provide access within and between neighborhoods and businesses. Local streets typically vary between two three 10-foot lanes total, and have a 12-18 foot wide pedestrian zone to encourage walking.*
- » *Green Streets are intended to carry active transportation modes (walking, bicycling and transit) within an interconnected network of streets. Green streets proposed within the neighborhoods to link parks and open spaces together. These streets should serve as vegetated corridors with a mix of native plantings and include stormwater management devices (bioswales, vegetated strips, etc.). At the regional scale, these green streets can be extended to support trail systems in addition to conveying drainage to larger facilities. The promenade is envisioned as a green street.*

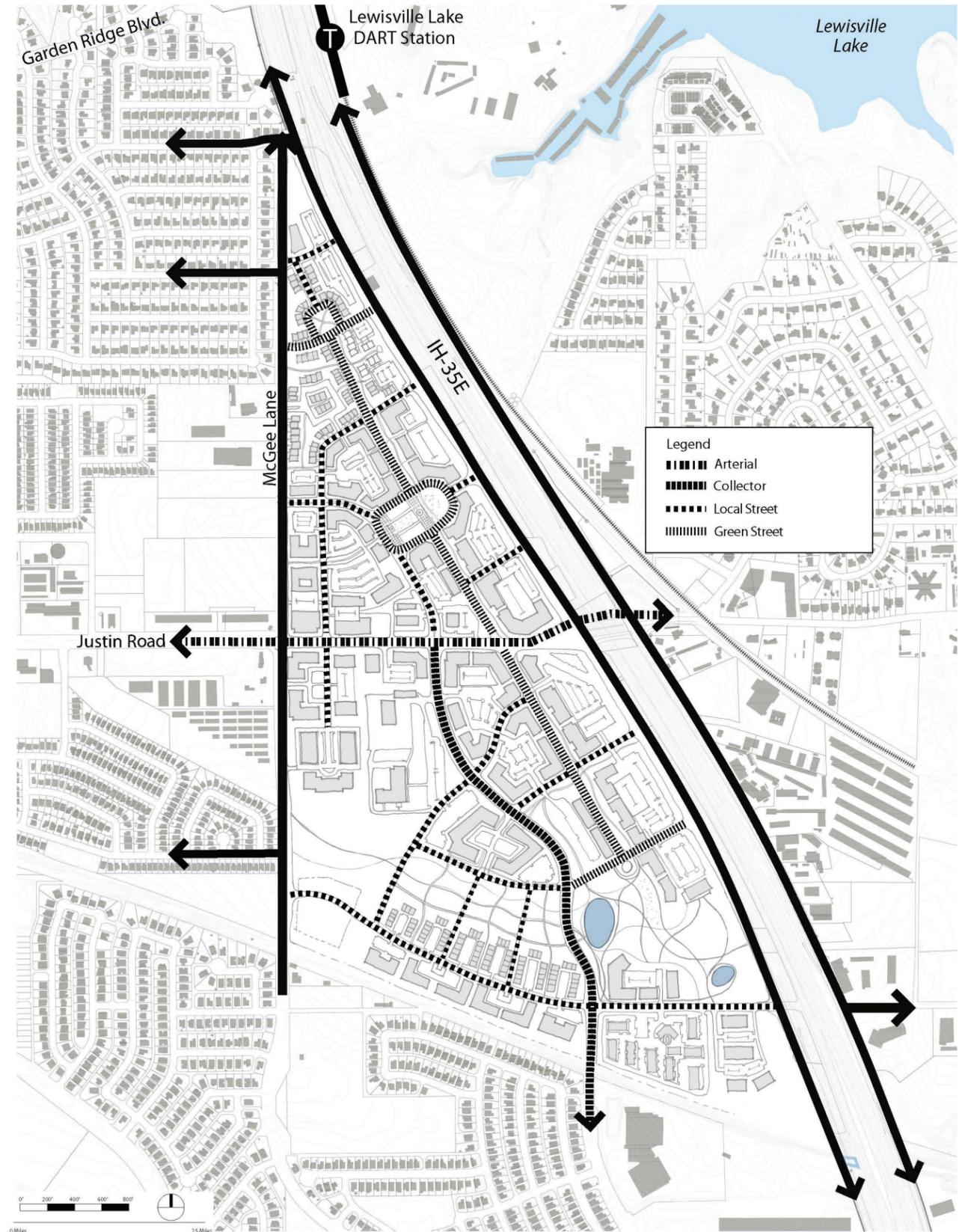


Figure 23 - Street Hierarchy Diagram

Open Space

The presence and quality of open space greatly contributes to the overall character of the urban form, attracts private investment, and should be integrated into the design of streets and development patterns. Additionally, well designed open space can promote mobility, passive and active recreation, and can be used to convey drainage utilizing sustainable treatments. A goal of this plan is to expand active transportation through the connection of streets and trails to parks and a range of regional and local destinations.

A robust network of diverse open spaces, including parks, trails, greenways, pedestrian paths and plazas, and stormwater drainage areas is envisioned throughout the project area.

- » *Storm water management- A range of drainage strategies will need to be utilized throughout the study area. The large open space on the south side of the project area, which is located in the flood plain already has a large retention/detention pond and few other small ones further south. These large open space is envisioned to keep a more natural landscape character with recreational uses, paths and trails. This would create better land use efficiency and a high quality environment that responds to neighborhood needs. The northern open space area is envisioned to be more urban in character, but still include a pond.*
- » *Linear Park/Promenade- The linear park in the project area runs north-south parallel to IH-35E designed over the existing gas line easement. Spaces of different scales and atmosphere are envisioned to run along the length of the promenade. The promenade will be designed to have landscaped areas with sustainable elements such as native plantings, permeable walking pathways, and rain gardens. The promenade will also contain permeable hardscape with street furniture and public art.*
- » *Neighborhood parks- generally range in size, are centrally located and serve as a social and recreational focal points for neighborhoods. The neighborhood park in the north area of the project site is envisioned to offer active recreation facilities. It is also located as an north anchor to the linear park/promenade.*
- » *Pocket Parks- Pocket parks are a smaller type of neighborhood park that usually offer recreational facilities. These may provide greenscape, recreation centers, a sports field, or playgrounds. They are designed to serve the immediate surrounding neighborhood.*
- » *Urban Park/Town Square- The Urban Park is located in the northern area of the project site. It is envisioned to provide a unique space for the community to gather, shop and play. It includes some of the following key elements: event space, green space, rain gardens, amphitheater, etc.*

Figure 24 - Open Space Diagram





Figure 25 -Urban Park/ Plaza

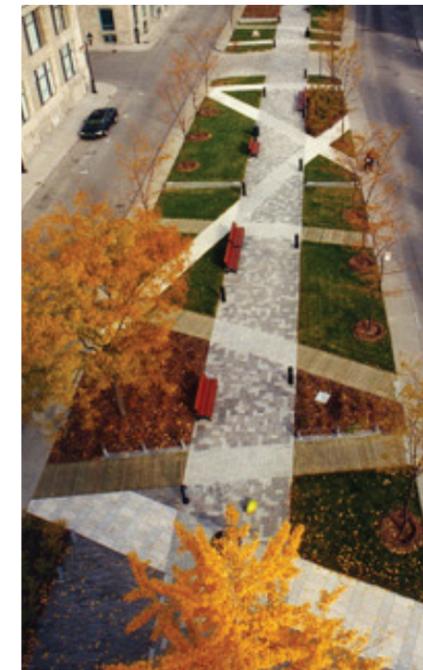
Character images



Character images



Hotel/Conference Center



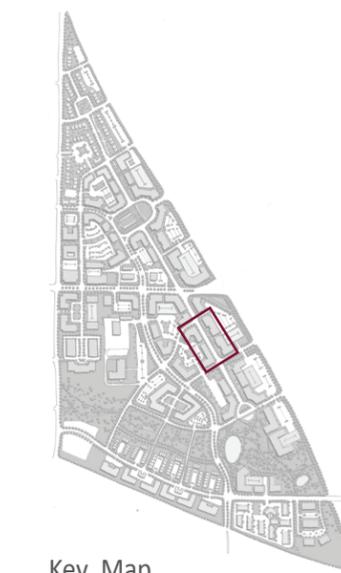
Mix of hardscape and softscape elements



Hotel/Conference Center



Variety of public spaces along promenade



Key Map



Highly activated pedestrian realm



Figure 26 - Linear Park / Promenade - Urban Character

