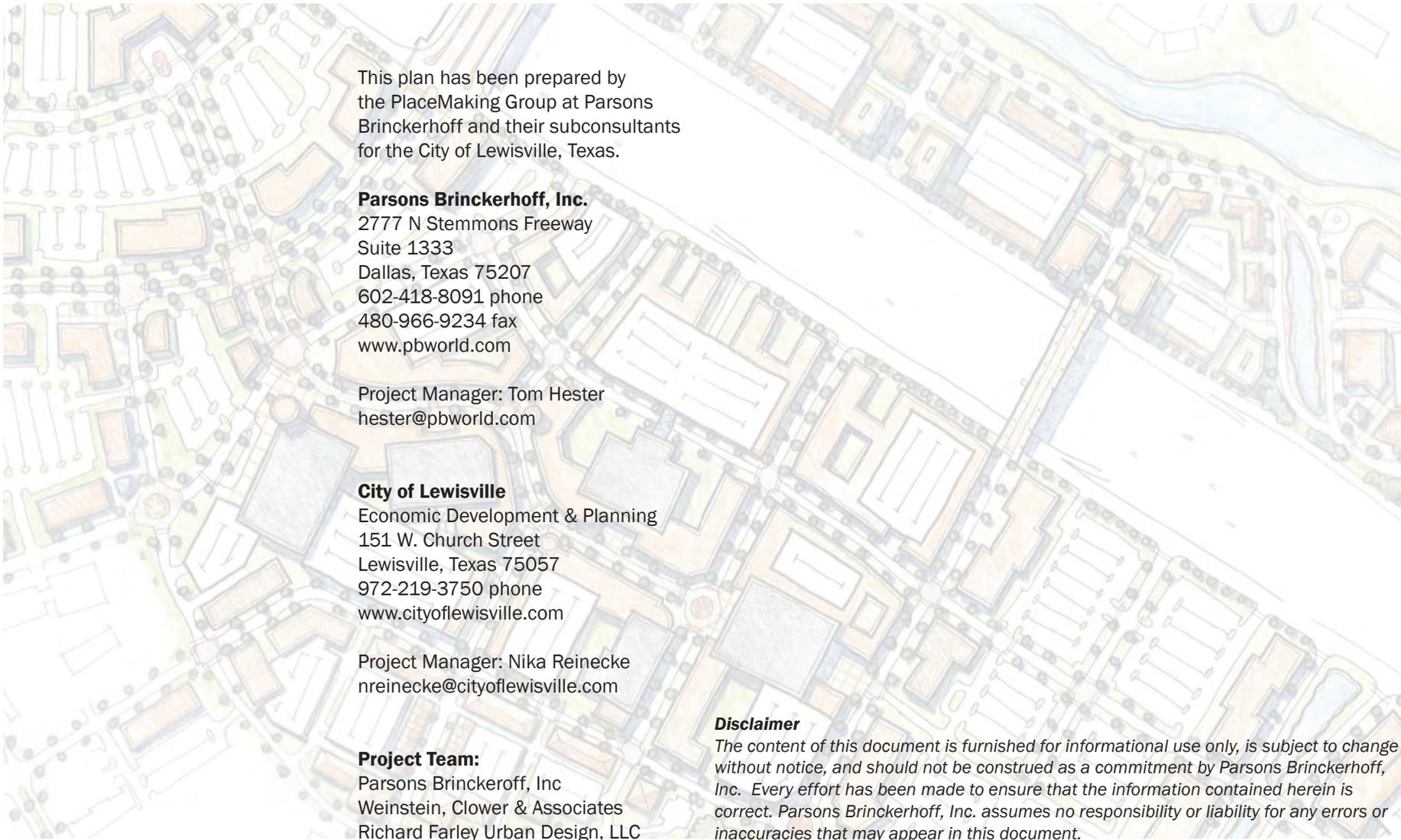




# IH-35E Corridor Redevelopment Plan

City of Lewisville  
Adopted: November 2014



This plan 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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# Executive Summary

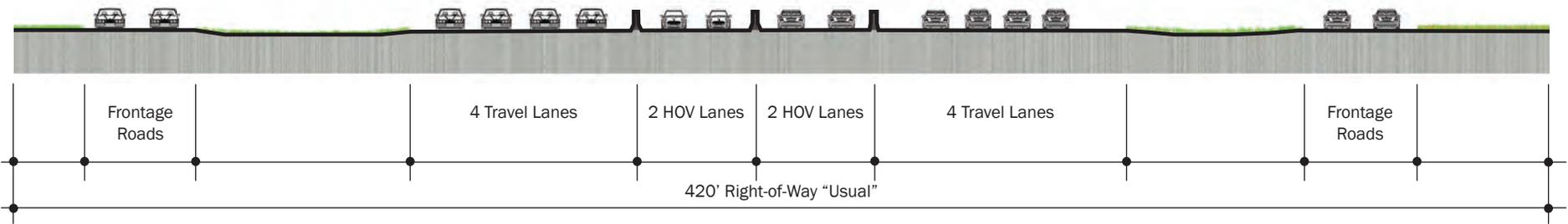
With TxDOT's widening of IH-35E, the City of Lewisville is faced with both a challenge and an opportunity to reconfigure the existing development and circulation pattern along the corridor. The IH-35E corridor represents a linear gateway into the City of Lewisville, and offers some of the most prime real estate anywhere in the region. The corridor is diverse in its land use and character: the north area is defined by the regional amenity of Lewisville Lake; the central area of the corridor links to the Medical Center and historic Old Town; and the south area has a large corporate office and retail presence.

The corridor vision is to form memorable destinations that capitalize on the diverse strengths of the corridor while tying nodes of activity together to form one identity. This plan provides a road map for the City to implement this vision with short-term and long-term strategies. Key strategies include:

- **Market:** The greatest short-term driver of corridor-wide growth will come from the south section of the corridor which contains Vista Ridge Mall and Waters Ridge development. This area draws a considerable tax base for the larger City. Expanding this tax base following highway reconstruction is a key goal. In addition, a notable market is forming around the Lewisville Lake area. Future TOD east of IH-35E and a large assemblage of vacant parcels west of IH-35E provide substantial development opportunity. Finally, the presence of the Medical Center with supportive medical facilities in the central section of the corridor continues to be a primary driver, which is anticipated following highway construction.

- **Land Use:** Though the corridor is a driver in the larger regional market, many land uses are dated and/or underutilized. Greater densities with a mix of uses in each market area would add to the long-term viability of the corridor. Individual subareas of the corridor described in this plan have varying strategies for future land use. Some areas (particularly the northern area) are completely undeveloped, creating an open slate for new development based on projected market conditions. Other areas, such as the central and southern sections of the corridor, are underutilized, and require a more organized land use mix with a focus on mixed-use development.
- **Transportation:** East-west connectivity across IH-35E is the primary transportation issue today. IH-35E serves as a barrier between the neighborhoods to the west and destinations to the east, such as Old Town and the A-train stations. In addition, this plan recommends the reconfiguration of existing north/south streets such as Mill Street. Mill Street serves as a conduit of traffic into Old Town but its connection to Business-121 and IH-35E is lacking.
- **Open Space and Trails:** The vision for trails along IH-35E builds on the recently completed City Trails Master Plan. A number of open space assets exist along this corridor, the largest being Timber Creek and Lewisville Lake. Timber Creek needs to be leveraged as an asset for both active and passive recreation, while connectivity to Lewisville Lake should be a key part of new development. Overall, the function and uses of both open space and trails need to be reconsidered with the widening of the highway.
- **Character:** A nodal development pattern is proposed along the corridor. Gateways are needed at each of these nodes, along with high density development to create destinations. Open space setbacks along the highway are needed to further emphasize character at the nodes.

The IH-35E corridor is a gateway into the City of Lewisville, offering some of the most prime real estate in the region.



IH-35E Proposed Typical Section based on TxDOT schematics. Configuration subject to change.

# Introduction



## Introduction

### Widening IH-35E

The existing IH-35E is a six lane freeway from IH-635 to Quail Run, just north of the Lewisville Lake Bridge, and from Quail Run to US 380 it is a four lane freeway. The southern portion of IH-35E from IH-635 to SH-121 has an interim concurrent HOV with a single lane in each direction.

IH-35E 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 recreation. It is also an important truck corridor and links the University of North Texas to the Dallas area. Capacity improvements are critical to the region's continued mobility and economic viability.

TxDOT is proposing improvements to IH-35E from IH-635 to US 380 in Dallas and Denton Counties. This amounts to 28 miles of improvements which includes the reconstruction and widening the existing Interstate to incorporate additional main lanes/general purpose lanes, managed lanes and frontage roads.

The proposed highway expansion presents a unique opportunity to re-examine the IH-35E corridor, identify opportunities and barriers for existing uses and key redevelopment areas to maximize economic development. The City of Lewisville is taking proactive steps to ensure that the redevelopment form and character along the corridor are improved, and that future development fulfills the City's vision for high-quality, focused growth.



“Urbanism works when it creates a journey as desirable as the destination.”

*Paul Goldberger,  
Architecture Critic, New Yorker*

## Use of this document

This document has multiple uses for the City. One primary use is to address impacts to both public and private properties affected by TxDOT’s widening of IH-35E. Property impacts will vary by parcel; ranging from minor land acquisition to complete building and site acquisition. Understanding where and how these impacts will occur will help guide future decisions concerning the use of the property in the short and long term. The goal is to utilize this market-based plan to guide future development along the corridor so that it enhances community character, creates special places and ensures long-term viability.

Another key use of this plan involves implementing prioritized strategies identified for individual projects. Specific areas of this corridor reflect unique visions based on the existing and future land use. Proactive strategies will help identify catalyst projects that maximize revenues over costs.

Finally, policies need to be formed from the recommendations. The policies could represent tools to address and mitigate impacts and to plan for corridor improvements. Policies may relate to land use, transportation, development guidelines and numerous other elements.

## Study Area

The City of Lewisville is located approximately 20 miles northwest of Dallas within Denton County (Figure 1). 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 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.

The study area encompasses an 8-mile stretch of IH-35E through the City extending from approximately Lewisville Lake at the north to the Sam Rayburn Tollway (State Highway 121) at the south (Figure 2).

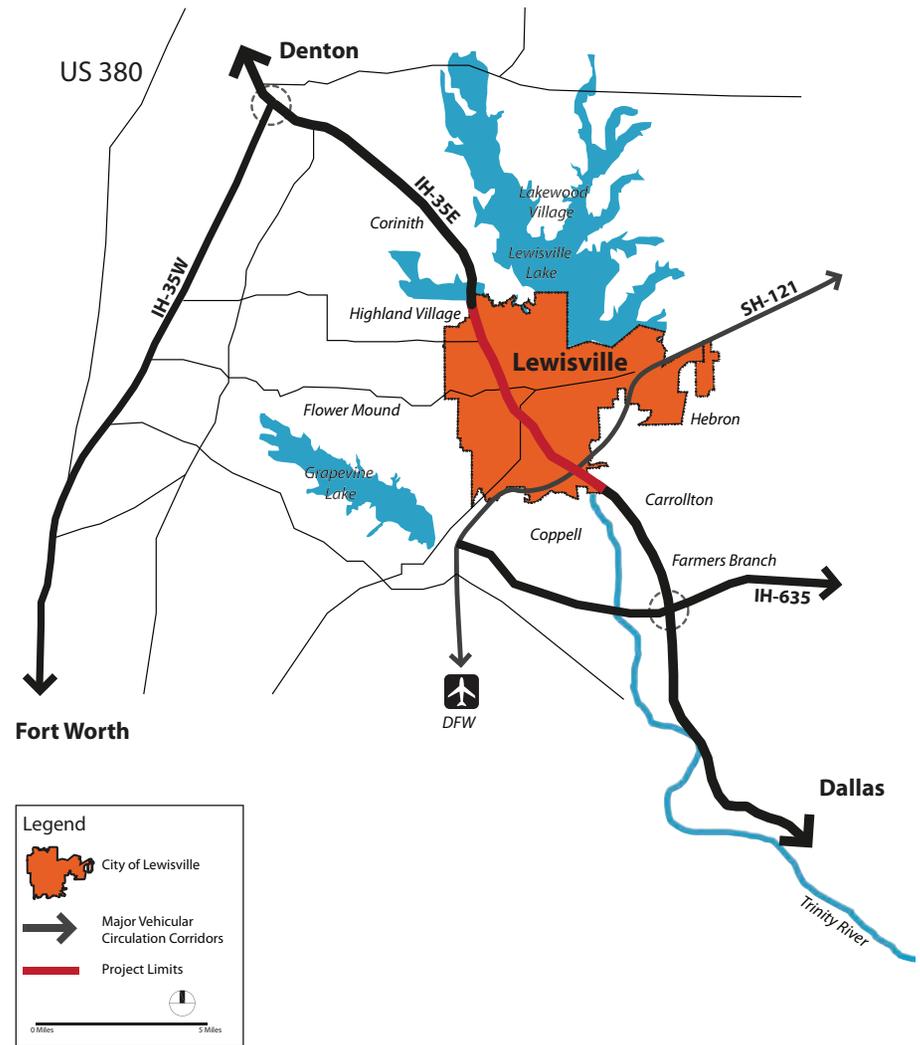


Figure 1: Regional Map

## Introduction

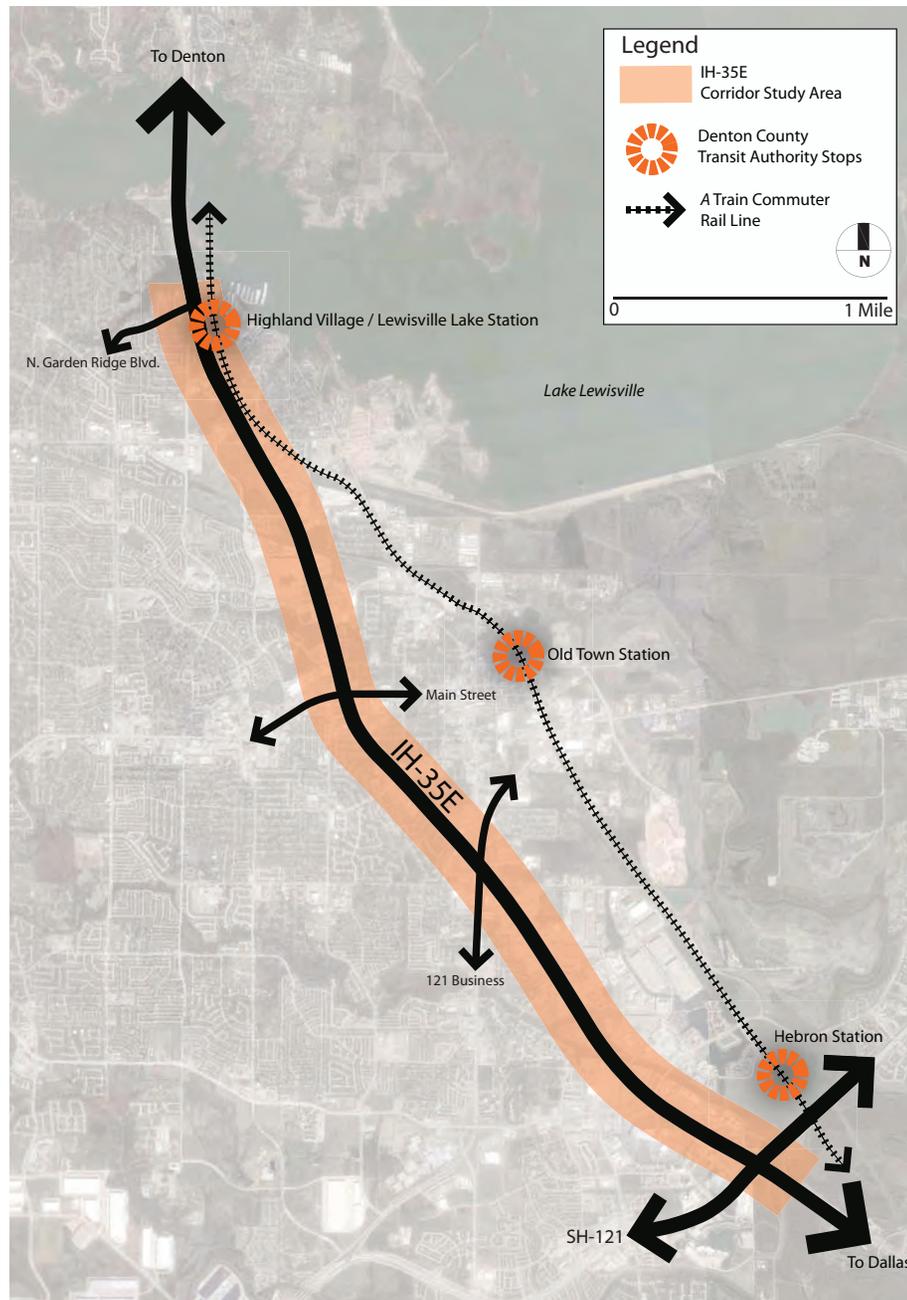


Figure 2: Study Area Map

## Previous Planning Efforts

The City has completed a significant amount of planning work relevant to the IH-35E corridor and the larger community. These efforts have helped inform and provide direction into the development of this plan. One of the initial steps in this project involved reviewing all of the previous planning studies available for the project area and larger City. The team also reviewed detailed TxDOT plans for the improvements to IH-35E, including the proposed highway design, property impacts, and proposed access and circulation.

Citywide plans, such as the Lewisville Comprehensive Neighborhood and City-wide Planning Program (1994), the Lewisville Thoroughfare Plan (2007), and Trails Master Plan (2010) were reviewed. Plans specific to geographic areas of the City, such as the Lake, transit stations and Old Town, were also analyzed. Key issues and priorities from these plans helped shape the focus of this plan. The Lewisville Comprehensive Neighborhood Plan and Citywide Planning Program (1994), for example, states that the vision for Lewisville is one of maintaining and strengthening neighborhoods and providing a family-oriented place to live.

This vision focuses on maintaining a diverse citizenry and a city with clean industries and jobs. The plan promotes the economic and physical revitalization of Old Town, stating that connections to future development east of IH-35E are important. All of these recommendations have become important elements in this corridor plan. This effort is further strengthened by the Lewisville Vision 2025, adopted in July of 2014.

The Lewisville Thoroughfare and Mobility Plan identifies specific strategies for helping alleviate traffic congestion and ensuring safe and efficient transportation linkages. The plan identifies the need to realign both Mill Street and Bellaire Boulevard to better connect to IH-35E and Business-121. It also lists corridors with needed capacity improvements at IH-35E, including SH-121 and Corporate Drive. These recommendations have become part of the key transportation recommendations in this plan, particularly the emphasis on realigning intersecting streets with IH-35E to ensure safe and efficient access.

# Stakeholder Outreach & Community Vision

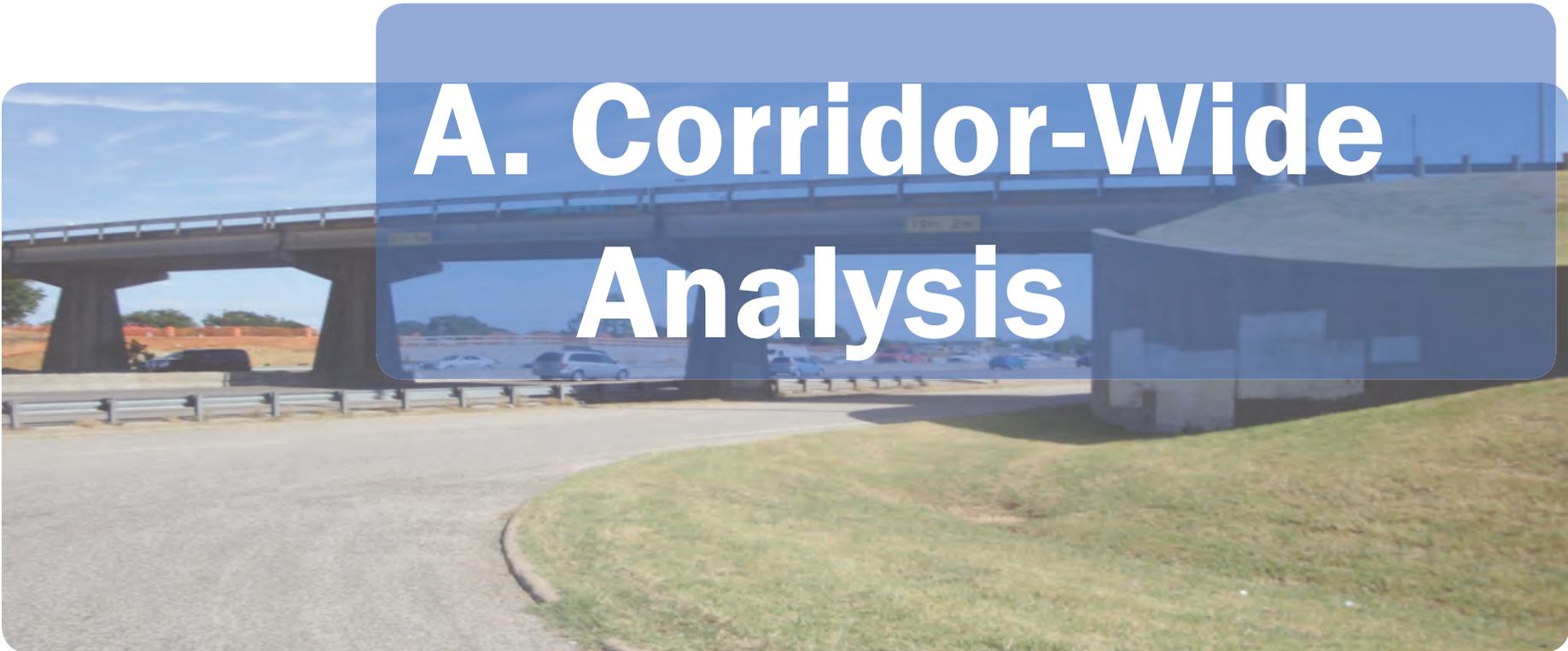
Participation from the community played an integral role in forming and guiding the vision for this project. Three levels of community outreach were implemented. The first was formation of an Advisory Committee composed of a county commissioner, local developers, business owners, institution representatives, and transit representatives along the corridor. Over a one-year period, the Committee met at key milestones in the project, including the vision and goals, alternatives development, and corridor strategies/implementation phases. Committee ideas were then tested through developer forums to ground-truth the alternatives for the corridor. A public forum was also held to gather feedback on the proposed aesthetics of the corridor. In addition to these community outreach strategies, updates were made to City Council to inform them of the plan's progress.

# Plan Organization

The document is organized into five sections and supported by an appendix:

- Part A provides a corridor analysis focused on the existing conditions along the corridor, including land use, transportation and open space and trails.
- Part B builds on the background information from Part A to create a corridor-wide vision. This section includes detailed vision themes derived through stakeholder involvement which have become the defining goals for the plan.
- Part C separates the 8-mile corridor into seven subareas, each with unique land use and transportation characteristics. Each subarea includes an analysis of existing conditions, followed by the detailed vision and fiscal analysis.
- Part D describes corridor-wide implementation strategies including phasing and funding approaches.
- A series of Appendices support the above sections. The Appendices include land use typologies, corridor character principles, design guidelines for private property, a glossary of terms and market study.

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# A. Corridor-Wide Analysis

## Corridor-Wide Analysis

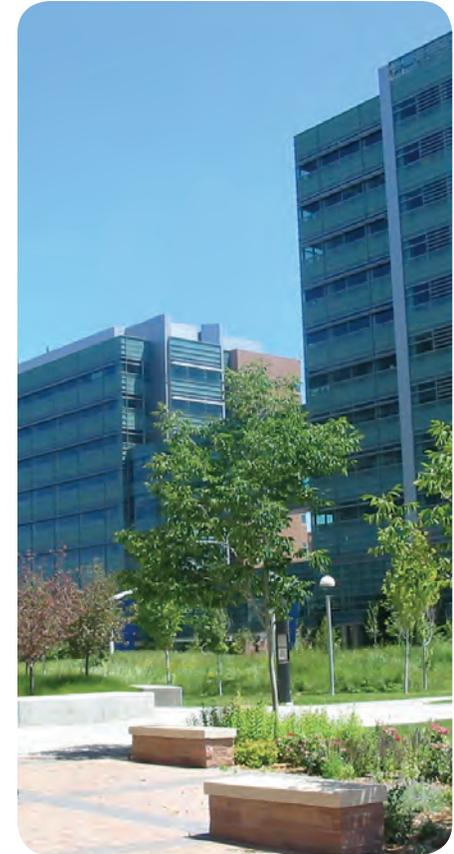
The key to developing a corridor-wide vision is to understand the existing opportunities and constraints. This section describes current conditions related land use, transportation, and open space and trails.

### Land Use

The IH-35E corridor through Lewisville is dominated by highway-oriented strip development. The site planning of businesses has led to an emphasis on parking facing the highway with buildings set back from the highway oriented to surface parking lots. The businesses benefit from direct highway access and good visibility, but have little relationship with each other and do not form a cohesive identity, contributing to a weak development pattern. The area lacks a high quality integration of character, land use, transportation and multi-modal mobility choices.

The widening of the highway will present a unique opportunity to reevaluate the uses along the corridor and establish policies where necessary to guide desirable development along the corridor. The existing land uses, as well as associated opportunities and constraints, are organized into three sections along the corridor: the north, central and south sections. Each section is shown on the following pages in Figures A1, A2, and A3 respectively.

A half-mile wide corridor overlay area is shown on each side of the highway. This overlay area indicates the land areas and parcels that will contribute most significantly to the corridor character and illustrates an area where specific design standards and guidelines would be appropriate to guide the character of redevelopment along the corridor.



The City's primary market drivers in the coming years will be retail trade, hospitality, office and health care.

**North**

The boundaries of the north area extend from Lewisville Lake to Main Street. Existing uses along the corridor include auto sales, vacant land, residential, open space and retail. The current plan for Lewisville Lake is a destination-oriented restaurant, hotel, entertainment and retail environment with a strong tie to the lake front. The DCTA transit stop east of IH-35E is the only station located near a regional lake in the metroplex, creating development opportunities tied to recreation. The plan envisions mixed-use and residential on private property located closest to the station, with recreation, retail and resort-style uses closer to the lake front. A number of large vacant parcels along IH-35E provide ample development opportunity.

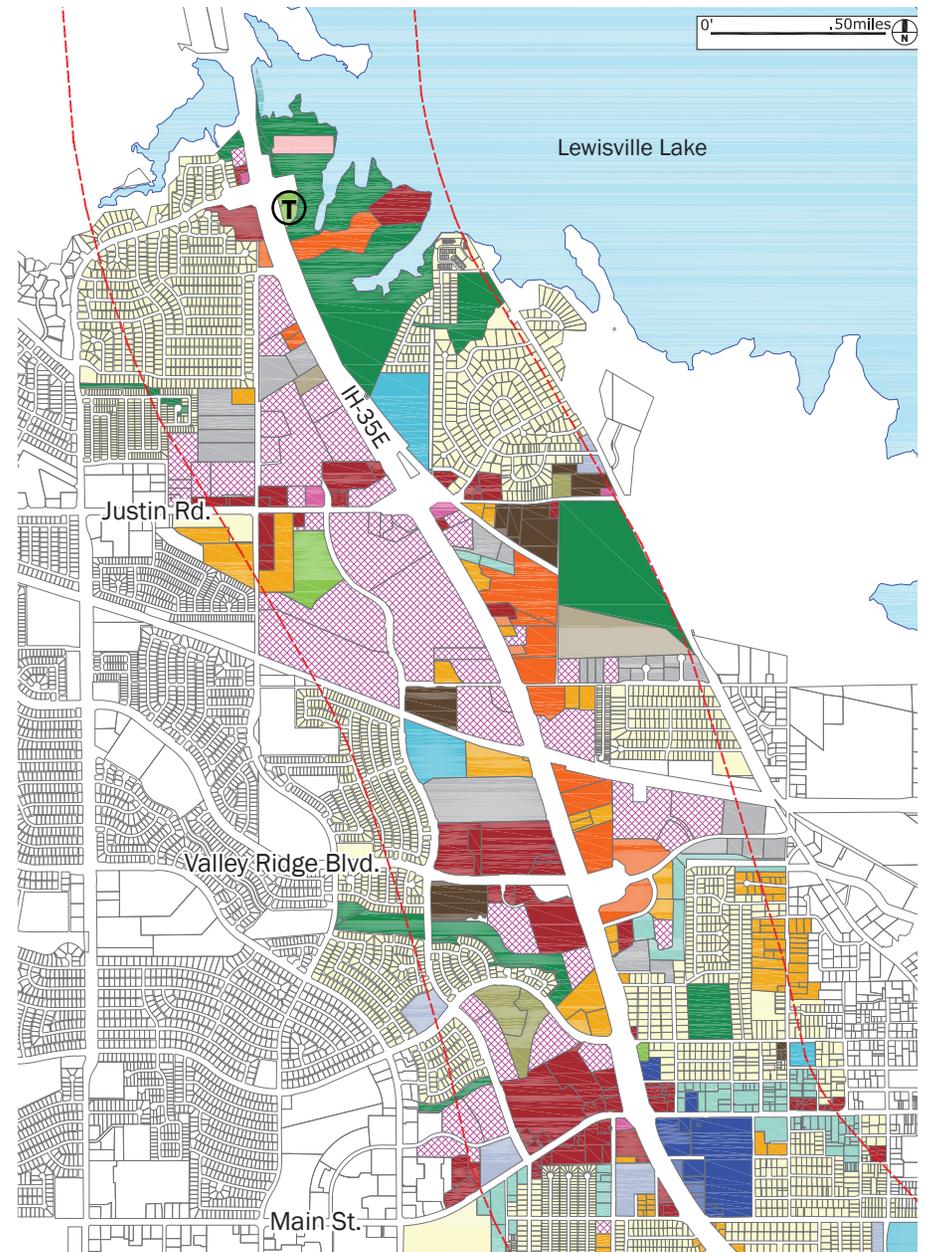
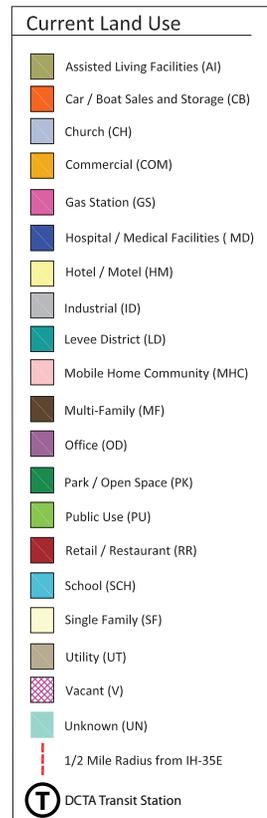


Figure A1: North Section Existing Land Use

## Corridor-Wide Analysis

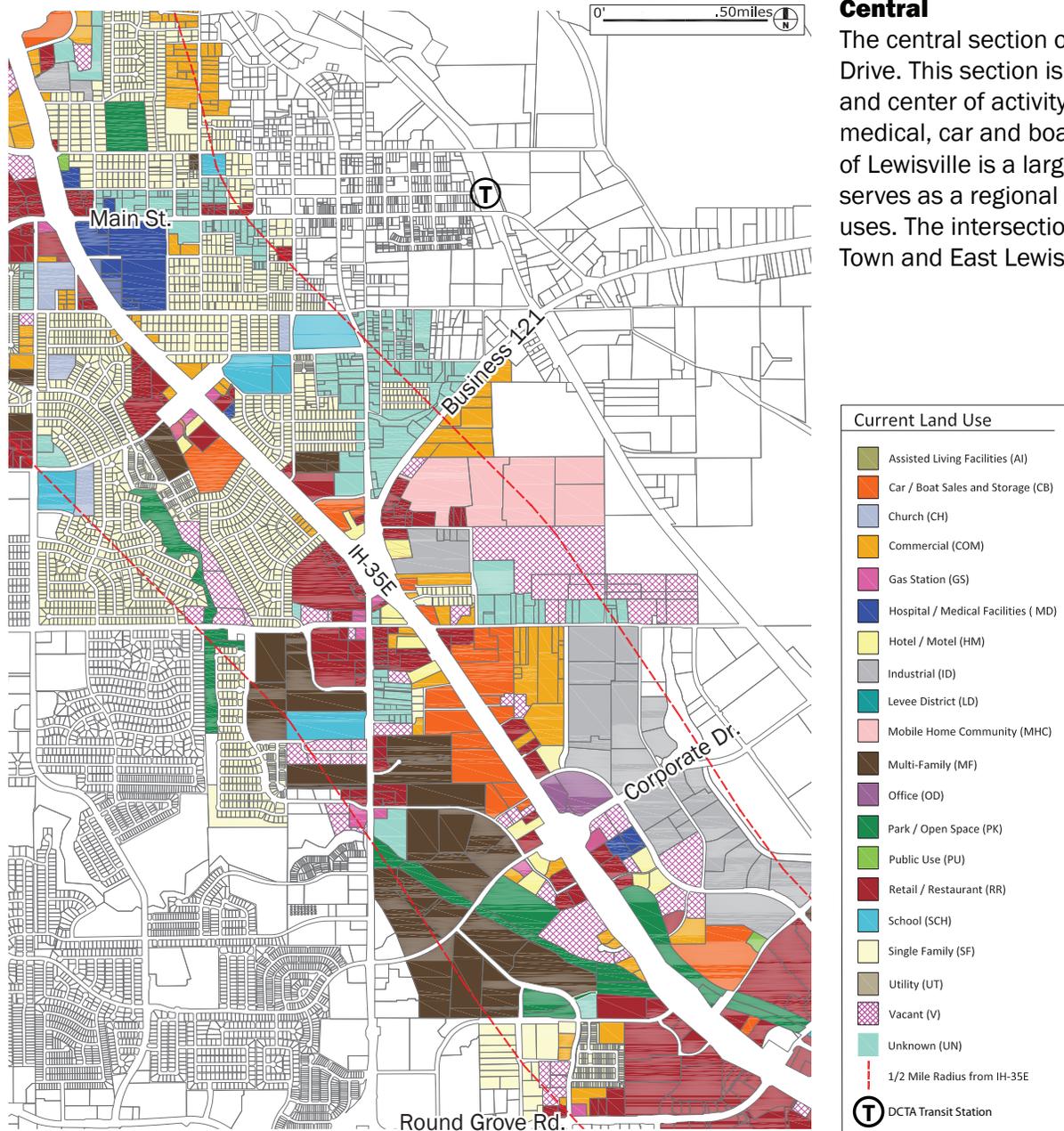


Figure A2: Central Section Existing Land Use

### Central

The central section of the corridor extends from Main Street to Corporate Drive. This section is most proximate to Old Town, Lewisville’s downtown and center of activity. Key uses along this part of the corridor include medical, car and boat sales, residential and retail. The Medical Center of Lewisville is a large hospital located at Main Street and IH-35E and serves as a regional destination and supports surrounding medical office uses. The intersection of Business 121 with IH-35E is a gateway into Old Town and East Lewisville.

**South**

The south section of the corridor extends from Corporate Drive to SH-121. Key uses along this part of the corridor include retail/restaurant, car/boat sales and storage, office and parks/open space. This section serves as the heart of large-scale retail and office activity in Lewisville. Highway-serving retail constitutes the primary use of parcels along the east and west highway frontage roads. Vista Ridge Mall, a 2 million square foot regional mall, serves as a major landmark west of IH-35E, with retail space anchored by four department stores and a movie theater. East of IH-35E, the Waters Ridge development serves as a large manufacturing and economic center of activity for Lewisville. Additionally, construction of the Hebron 121 transit station is underway, which is a 90-acre mixed-use Transit-Oriented Development (TOD).

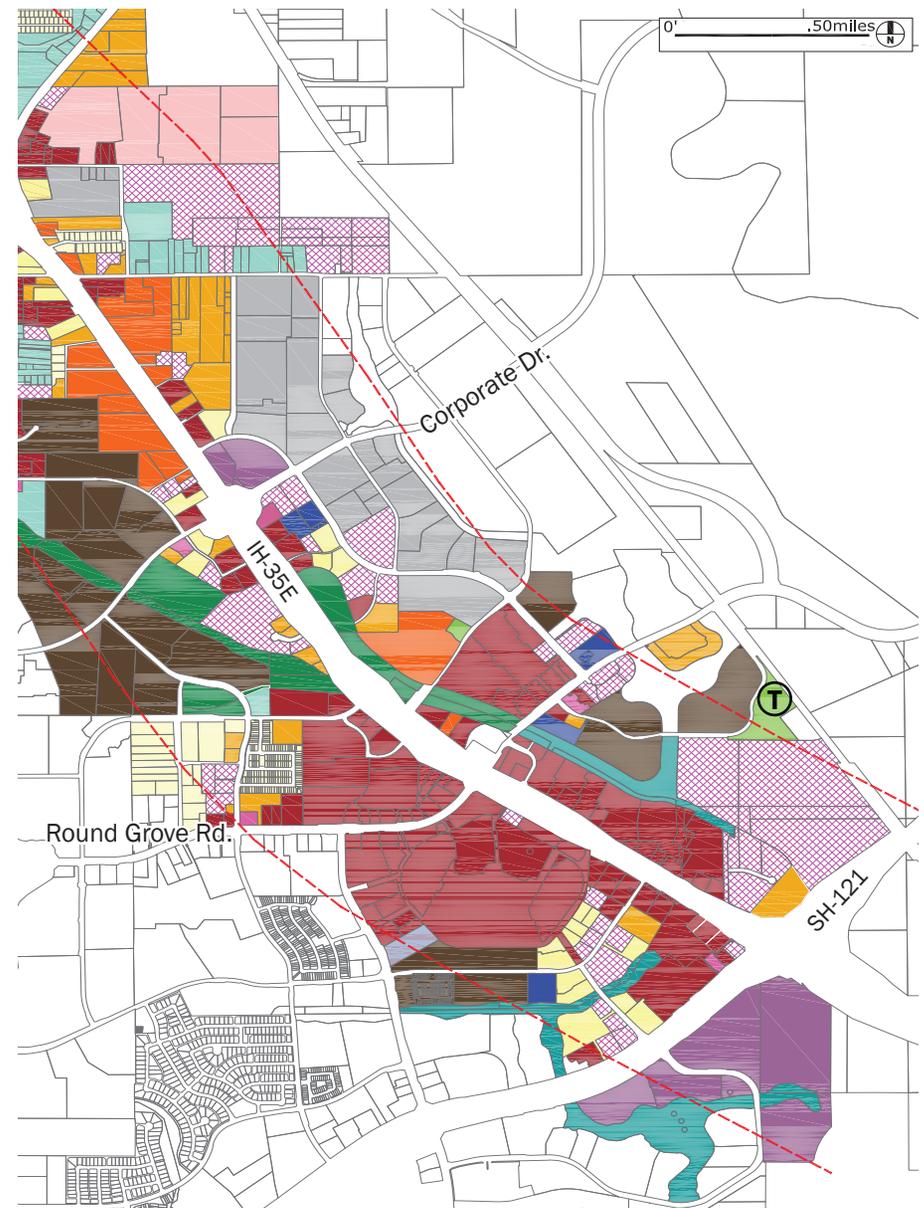
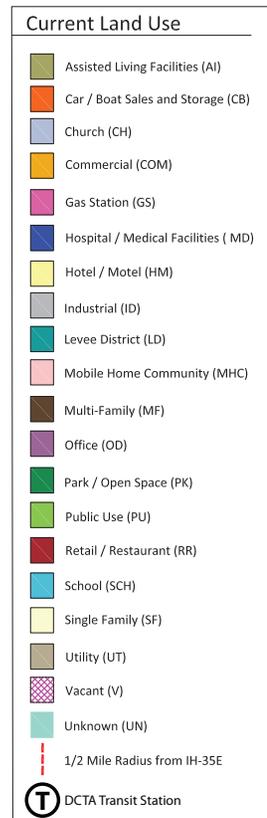


Figure A3: South Section Existing Land Use

# Transportation

IH-35E is a major north/south highway through the City of Lewisville, linking the City to Denton, neighboring suburbs and Dallas. The highway contains an extensive system of frontage roads that provide local access to uses along the corridor. Additional north-south local corridors include South Edmonds Lane, Summit Avenue, Mill Street, Garden Ridge Boulevard and South Valley Parkway. East-west roadways that cross IH-35E through the City include Justin Road (FM 407), Valley Ridge Boulevard, Main Street, 121 Business, East Corporate Drive, Hebron Parkway (FM 3040) and State Highway 121. The A Train Commuter rail line includes three new transit stops in Lewisville. These stations include: Hebron Station, Old Town Station, and Highland Village/Lewisville Lake Station. Major transportation corridors and transit station locations are shown in Figure A4.

East-west connectivity across IH-35E presents the primary transportation challenge today. The widening of IH-35E is intended to increase capacity of the corridor. This increased capacity could lead to congestion within the system, particularly on intersecting corridors. Four specific locations, shown in Figure A4, represent areas of limited connectivity which could worsen with the proposed widening:

- A** The intersection of Edmonds Lane and Main Street is within close proximity to IH-35E. This configuration adds to driver confusion and makes highway access difficult.
- B** Fox Avenue, Purnell Street and Mill Street lack sidewalks. Each of these streets has the potential to provide strong linkages to Old Town, the rail station and nearby amenities.
- C** The intersection of Mill Street and Business-121 at IH-35E is inefficient and awkward. West of IH-35E in this same area, Bellaire Boulevard presents a similar issue.
- D** Increasing traffic on Hebron Parkway in the south section of the corridor will likely lead to increased congestion and backups. Alternative routes through this area may need to be evaluated.

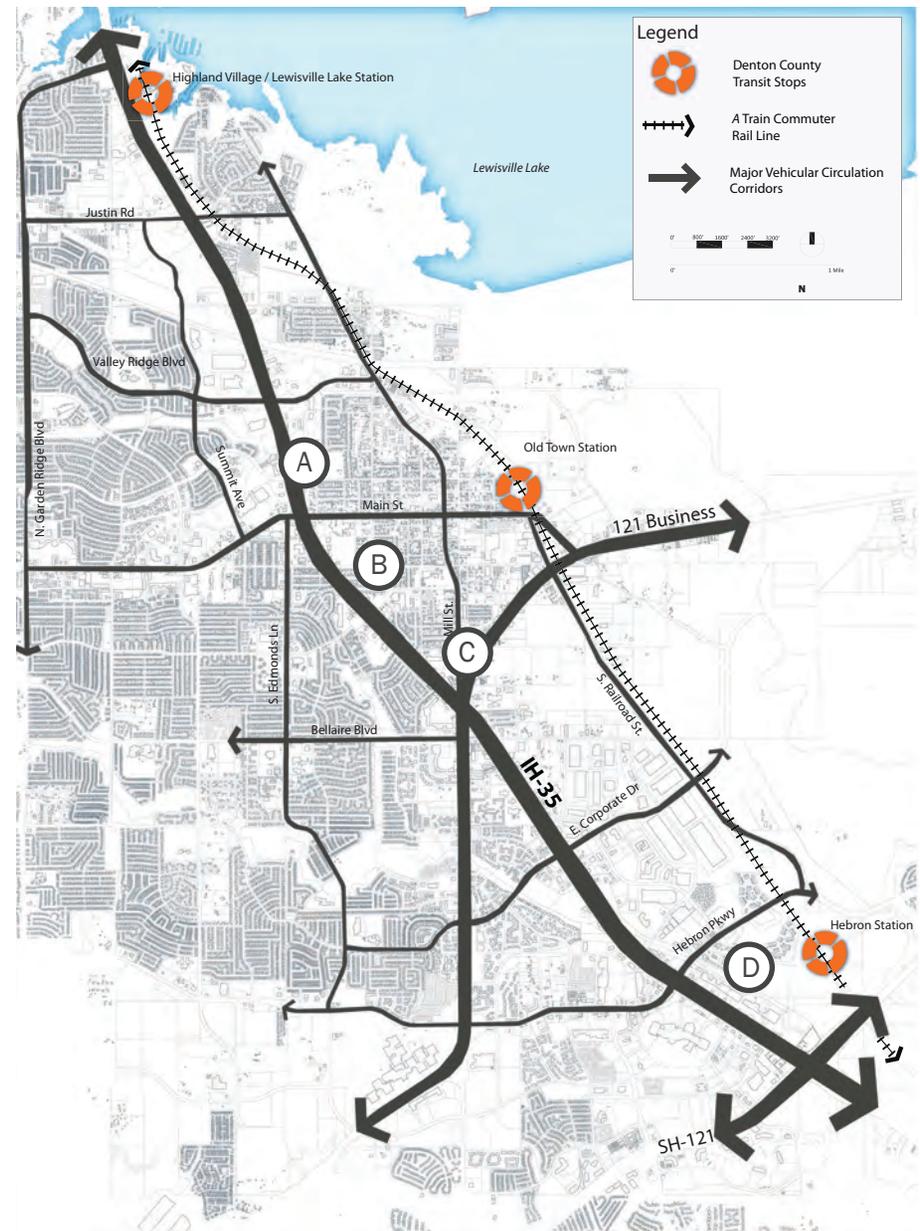


Figure A4: Areas of Poor Connectivity

## Open Space & Trails

As shown on Figure A6, the largest park and open space lands are located east of IH-35E encompassing Lewisville Lake Park, Lewisville Lake Environmental Learning Area (LLELA) and Railroad Park. Smaller-scale parks are located west of IH-35E; many of the City’s greenbelts including Old Orchard greenbelt, Fox Creek greenbelt and Valley Ridge greenbelt cross through these parks. The largest natural amenity that crosses in or near the IH-35E study area is Timber Creek, which extends east-west through the City linking to Central Park, Memorial Park and additional smaller parks.

Regional connectivity between open space and trails is an issue. Off-street trails are limited, and there are no connections to uses east of IH-35E. The City recently completed a “Trails Master Plan” that addresses a number of these connectivity issues and is shown in Figure A5.

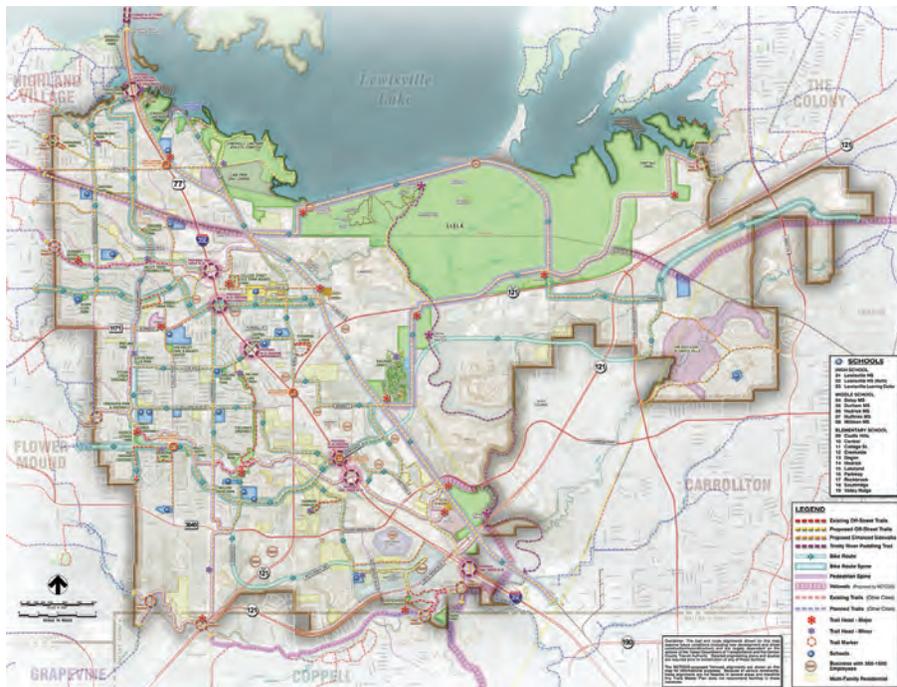


Figure A5: Draft Trails Master Plan

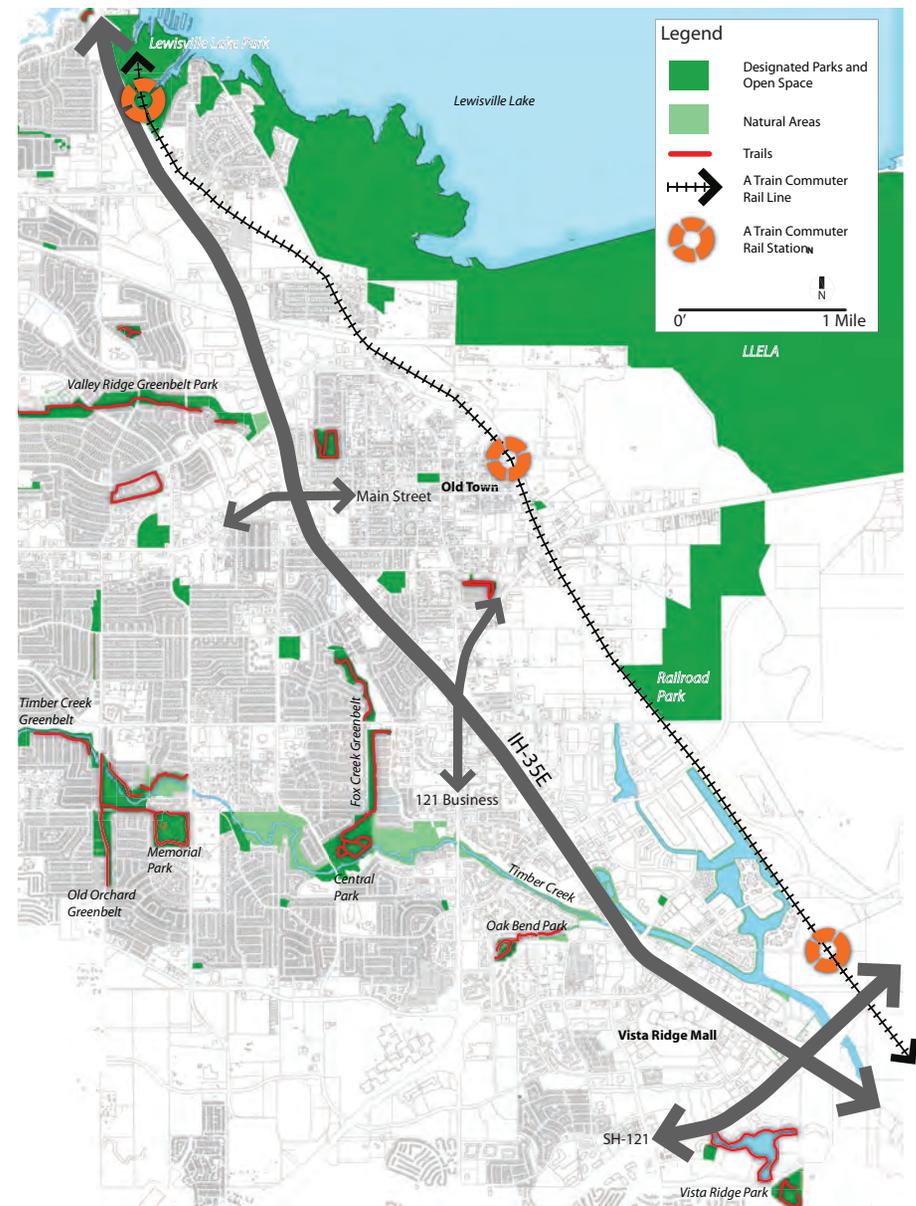


Figure A6: Existing Trails and Open Space

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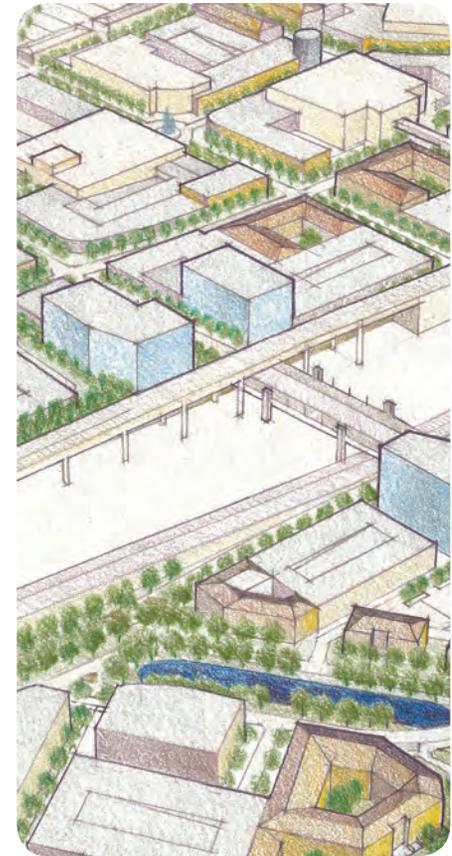
# B. Corridor Vision



## Corridor Vision

The corridor vision is to create memorable destinations that capitalize on the diverse strengths of the corridor while tying nodes of activity together to form a consistent identity. Redevelopment along the corridor will link businesses and residents to existing and new destinations, and will attract new businesses to promote economic vitality long-term. The corridor will continue to serve as a gateway into the City, and as a regional gateway to Lewisville Lake, its most valued recreational asset.

Detailed vision and goals for the corridor were formed through an open and interactive process with the Advisory Committee. During facilitated discussion, the Committee voiced forty different goals concerning the future character of the corridor and elements that need to be employed in future design or policy adoption. The project team then organized and combined these goals into four overarching vision themes with twenty-one supportive goals. These are shown on the following pages.



The corridor vision is to create memorable destinations that both capitalize on existing strengths while tying nodes of activity together.



Theme 1: Revitalizing the corridor will require enhancing the established character through multiple public and private realm improvements.

- Achieve a signature landscape and provide scenic views.
- Respect the architectural style of existing key buildings including City Hall.
- Connect activity centers to the corridor through the use and placement of consistent streetscape and identity treatments.
- Reflect desired standards for signage along the corridor, including gateways, informational signs, and private sector signs.
- Use landscaping and other techniques to promote walking and improve air quality for residential uses.
- Screen undesirable views from the corridor, including industrial and service uses.



Theme 2: Establishing memorable destinations will require creating authentic and diverse public places, while expanding the range of attractions and economic development opportunities that the corridor offers.

- Locate a variety of connected mixed-use places such as employment, shopping, housing and recreation in the corridor to strengthen it as a destination for the neighborhoods and the region.
- Enhance Main Street, Lewisville Lake and the Mall area as regional gateways with diverse, pedestrian oriented mixed-use shopping streets integrated with living, working and green spaces.
- Make frontage roads attractive with curb cuts organized through access management strategies.
- Design corridor streetscapes with consistent materials to provide an enjoyable and safe experience for the pedestrian.
- Enhance the Trinity River's Elm Fork as an amenity linked with other open space assets.
- Support a variety of events and activities in parks and open spaces.

## Corridor Vision



Theme 3: Integrating the neighborhoods will require a mix of infill housing and services for local neighbors.

- Increase corridor densities and include a vibrant mix of civic, office, retail and residential uses that leverage expanded transportation options, and allow higher land utilization that provides a higher tax base.
- Redevelop underutilized buildings and parcels to contain a mix of uses, such as office, retail and housing.
- Revitalize adjacent neighborhoods in accordance with accepted neighborhood plans to maintain the quality of the neighborhoods and attract a range of people within the corridor.
- Provide a variety of housing choices in the corridor to create seamless residential neighborhoods.



Theme 4: Achieving a more accessible corridor will require improving the transportation system to minimize barriers and provide regional transportation alternatives.

- Create simple and direct connections between the interstate and local streets, and provide safe pedestrian crossings.
- Identify future bus and commuter transit stations within the corridor and integrate with local and regional transit services.
- Integrate parking with corridor uses and evaluate quantity and location.
- Integrate infrastructure improvements with transportation improvements and make sufficient to address development growth in the corridor.
- Connect parks and open spaces to regional parks and destinations through a bike and pedestrian trail system.
- Promote alternatives transportation systems including bike-share and car-share.

The four themes were presented to the Committee and the Committee was asked to rank them in order of priority. This exercise led to a “Top 10” list of priorities as shown in Figure B1. The top priorities then became the evaluation criteria for corridor recommendations. For example, the number one priority states that “Main Street, Lewisville Lake and the Mall area should be enhanced as regional gateways and be enhanced as diverse pedestrian oriented mixed-use shopping streets integrated with living, working and green spaces.” Thus, these three geographic areas (Main Street, Lewisville Lake and the Mall area) have become focal areas for future redevelopment in this plan.



Street-oriented development



Landmarks to create focus

Priority	Ranking
Main Street, Lake Lewisville and the Mall area should be enhanced as regional gateways to and be enhanced as diverse, pedestrian oriented mixed-use shopping streets integrated with living, working and green spaces.	1
Corridor densities should be increased and include a vibrant mix of civic, office, retail and residential uses that leverage expanded transportation options, allow higher land utilization, and provide a higher tax base.	2
Frontage roads should be attractive with curb cuts organized through access management strategies.	3
Corridor design should achieve a signature landscape and provide scenic views.	4
Infrastructure improvements should be integrated with transportation improvements and be sufficient to address development growth in the corridor.	5
New buildings should incorporate design that respects the architectural style of existing key buildings, including the City Hall, but also explore other modern building forms.	6
A variety of connected mixed use places, providing employment, shopping, housing and recreating, should be located in the corridor to strengthen it as a destination for the neighborhoods and the region.	7
Underutilized buildings and parcels should be redeveloped to contain a mix of uses, such as office, retail and housing.	8
Corridor streetscapes should be designed with consistent materials to provide an enjoyable and safe experience for the pedestrian.	9
Undesirable views should be screened from the corridor, including industrial and service uses.	10

Figure B1: Top 10 List of Priorities

# Land Use

Based on the corridor-wide vision themes and existing conditions, three focal areas for future redevelopment are proposed in the north, central and south sections of the corridor (Lewisville Lake, Business 121, and the Vista Ridge Mall/Hebron Station area). These three areas present long-term opportunities for concentrated growth that could help spur desired development along the corridor. These three areas will form the primary nodes and regional gateways along the corridor, enhanced as diverse, pedestrian oriented mixed-use shopping streets integrated with living, working and green spaces. DCTA transit stations are located in each section, providing opportunities for high-density TOD, multi-modal linkages, and connectivity to the region.

Objectives include:

- Increase development densities along the corridor to capture more trips along the highway and reduce the need for travel and congestion further into the communities east and west of the corridor.
- Encourage a vibrant mix of uses aimed to reduce parking demand and single occupancy vehicle trips.
- Increase the lot coverage of development to better utilize land area.

## Proposed Land Use Typologies

Seven new land use typologies are proposed for this corridor based on market projections, future land use and community input. These typologies build on the existing zoning districts identified in the City's Comprehensive Zoning Ordinance as well as the nine land use types identified in the Old Town TOD Plan. The following land use categories are proposed for the corridor. These densities are greater than the existing City land use categories since they could support more intensive development:

- Mixed-use residential – high density
- Mixed-use residential – medium density
- Mixed-use commercial – high density-
- Mixed-use commercial – medium density
- Office
- Entertainment / Retail
- Open space

The land use typologies are included in the Appendix. Land use characteristics, site characteristics and sample images are shown for each land use type.



Mixed use residential



Entertainment / Retail



Open space

# Transportation

The overarching transportation goal is to help people move freely along and across the corridor, and throughout the City. East-west connections are needed to link residential areas west of IH-35E with the Lake, Old Town, retail and transit stations to the east. By expanding east-west connectivity, the entire Lewisville community would benefit from better circulation and a more interconnected street network. Instead of viewing the highway as a barrier, it should be viewed as a conduit for travel amongst corridor nodes of activity and to destinations outside the corridor. Opportunities exist to link residents to transit by constructing interconnected trails and multi-modal streets. Objectives include:

- Increase the number of multi-modal connections across IH-35E.
- Improve vehicular circulation and level of service at existing intersections within the IH-35E corridor.
- Create streetscapes with pedestrian and bicycle amenities along the IH-35E corridor.

- Create multi-modal connections to transit.

## Street Zones

An objective of this plan is to establish an overall streetscape character framework and hierarchy of streets. For the purposes of analysis, each existing and proposed street can be divided into three zones: the travel zone, pedestrian zone and development zone. Refer to Figure B2 for a depiction of the zones. Design principles for the travel and pedestrian zones, and development zone principles are included in the Appendix.

### Travel Zone

The travel zone includes the public realm elements located between the curb lines: the vehicular lanes, bicycle lanes, medians, crosswalks and on-street parking. The design of the travelway affects how much traffic a

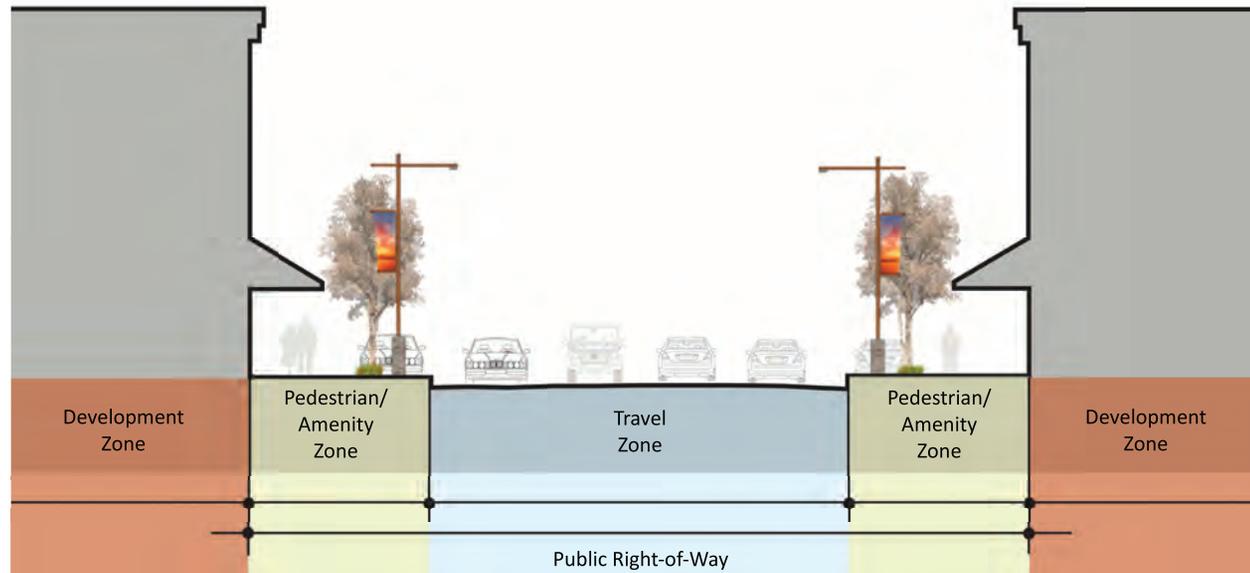


Figure B2: Street Zones

## Corridor Vision

street can carry and how fast vehicles will travel.

### Pedestrian/Amenity Zone

The pedestrian/amenity zone is the section of the street needed to move people between land uses, and between vehicles and land use. This environment includes sidewalks, curb and gutter, bus stops and street furniture such as lighting and benches. Street trees, tree lawns and planter boxes are typically located in a green area which separates the pedestrian walkway from the traffic zone. The pedestrian/amenity zone is the interface between the development zone and the travel zone. A high quality pedestrian environment is essential on streets to encourage street activity and provide for a safe and inviting area.

## Street Sections

This section includes a description and graphic for three street types along the corridor: arterial streets, roadways that bisect IH-35E (referred to as interchange roads) and local streets. Each of these types possess

differing street zone characteristics.

### Arterial Streets

Arterial streets, such as Corporate Drive and Garden Ridge Boulevard, are designed to provide a high degree of mobility and generally serve longer vehicle trips to, from, and within the City. Lewisville's arterial system connects major elements such as Old Town, employment centers, large suburban commercial centers and residential neighborhoods. Movement of people and goods is the primary function of an arterial street. The arterial street shown in Figure B3 has six vehicular lanes, though the number of lanes may vary. Arterial street elements include vehicular lanes, pedestrian and bicycle accommodations, and branded street elements including lighting and signage. General characteristics include:

- Sidewalks
- Median treatments
- Pedestrian lighting
- Street trees
- Street wall with narrow setback to define the street edge

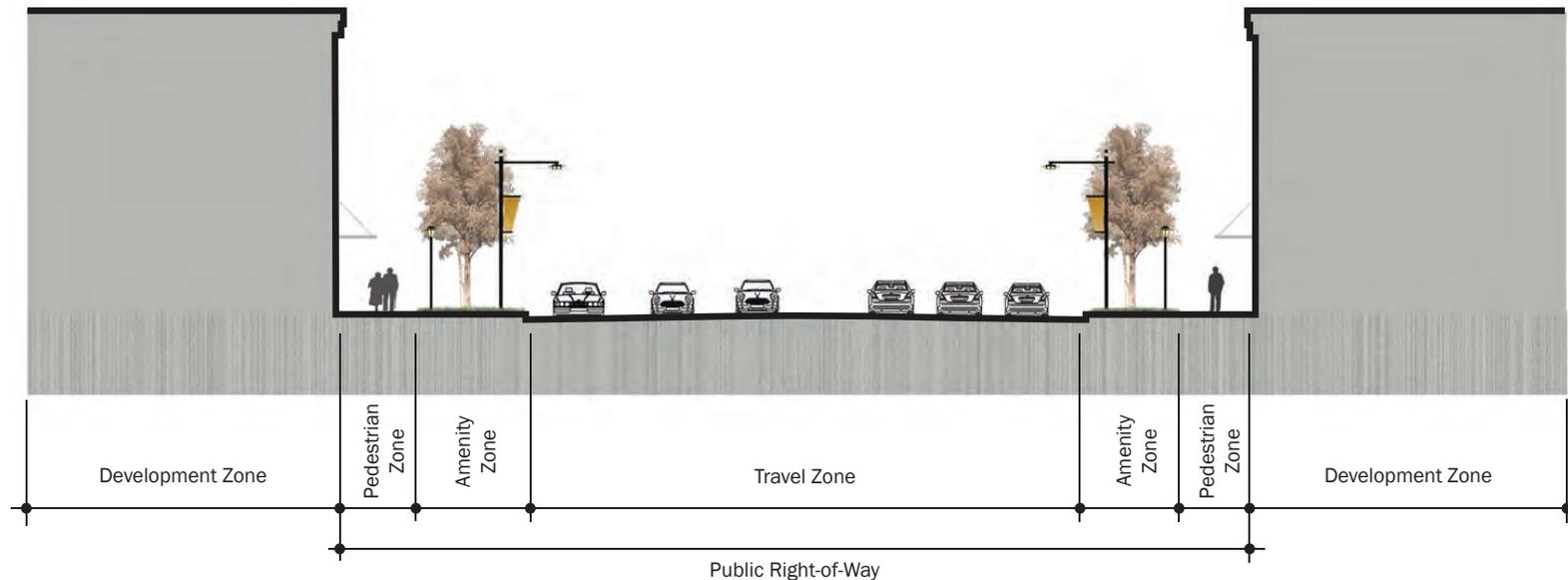


Figure B3: Arterial Street Section

- Wide setbacks to shield vehicular traffic from adjacent land uses

**Interchange Roads**

Figure B4 shows an example of an interchange road along IH-35E, such as Hebron Parkway and Main Street. These road types include a four- or six-lane arterial crossing via an overpass. Development is oriented to the frontage road and to the arterial at the interchange. Interchange roads are extensions of arterials. Where possible, elements should be continued from the arterial, and expanded upon where conditions allow. Raised planters and other median treatments are encouraged. General characteristics include:

- Sidewalks
- Median treatments
- Pedestrian lighting
- Street trees

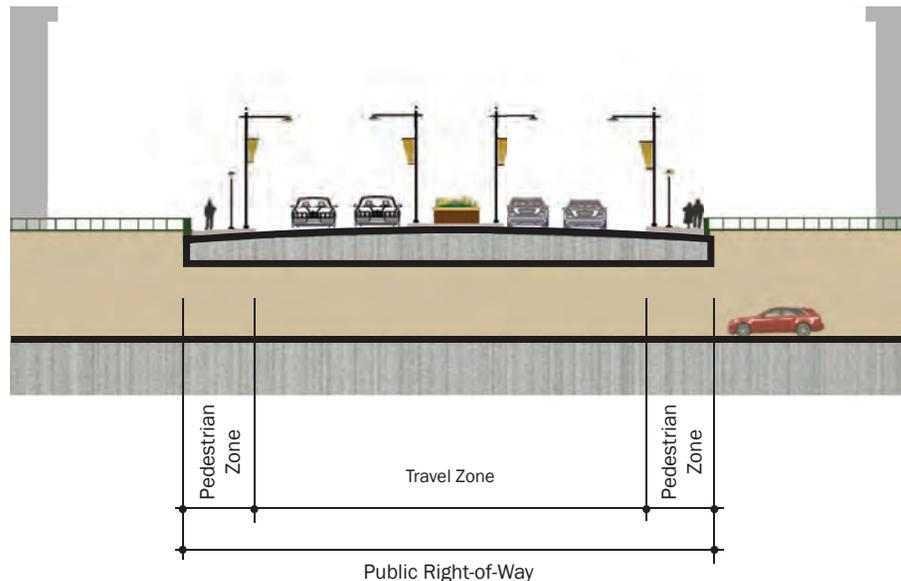


Figure B4: Interchange Road

- Aesthetically pleasing barriers between vehicles and pedestrians

**Local Streets**

The local street type encompasses both collector streets, such as Lakepointe Drive, and local streets, such as College Street. Both have similar characteristics and function in connecting between uses. Collectors are designed to provide a greater balance between mobility and land access within residential, commercial and industrial areas. The makeup of a collector street largely depends on the density, size and type of nearby buildings. A local street type is shown in Figure B5. Local streets typically carry lower traffic volumes and provide access within and between neighborhoods and uses. Local streets typically vary between two to four vehicular lanes, and have a wide pedestrian zone to encourage walking. General characteristics include:

- Wide sidewalks
- On-street parking
- Bulb outs at intersections
- Pedestrian lighting & aesthetics: banners, planters, etc.
- Street trees

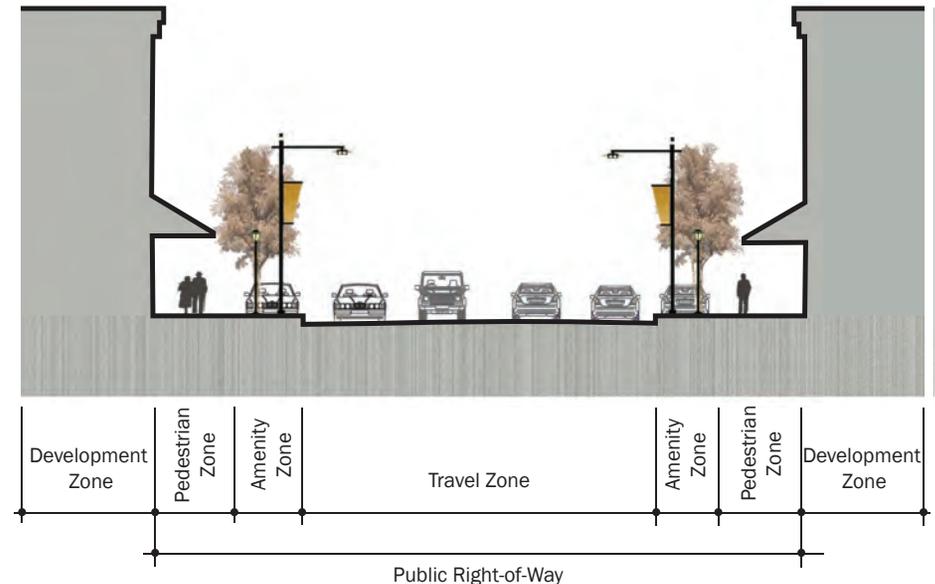


Figure B5: Local Street

# Open Space and Trails

The City's Trails Master Plan (2010) includes a number of recommendations for the construction of off-street trails, extensions to trails, and enhanced sidewalks. These improvements would help strengthen multi-modal connectivity, particularly around the three DCTA transit stations. The plan identifies needed east-west trail connections at IH-35E, with specific recommendations at Garden Ridge Boulevard, Valley Ridge Greenbelt Park, West Main Street, Fox Avenue, Corporate Drive, and Timber Creek.

The vision for open space and trails along the corridor is to leverage the existing natural systems to create mixed-uses places that link recreation, transportation and development together. This plan builds on the City's Trails Master Plan, with an emphasis on new open space and trail connections east-west along the corridor. The City's natural assets should be evaluated not only for their connectivity potential, but also for their aesthetic and functional benefits, such as enhancing biodiversity, recharging groundwater and reducing erosion.

Objectives include:

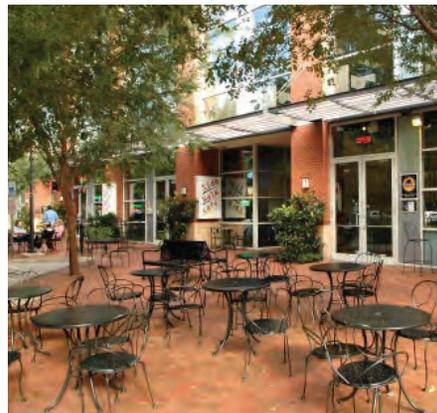
- Diversify the types and attributes of open space to reflect the corridor's unique needs and amenities.
- Increase the number of pedestrian connections across the highway.
- Create streetscapes with pedestrian and bicycle amenities along the IH-35E corridor.
- Develop a system of "green streets" that connect with each other and to open space.
- Integrate sustainability best practices to reduce the need for water and stormwater drainage infrastructure.



Integrating open space & development



Places of solitude



Active plazas



Connecting development to water

# Market Overview

Over the past 20 years, Lewisville has transformed itself from a city that was becoming a bedroom suburb into an emerging regional employment center. Taking advantage of population growth in Denton County, especially in the IH-35E corridor, Lewisville became the dominant retail trade center in the county and a major regional trade area. In more recent years, Lewisville has worked to diversify its economic base encouraging growth in the financial, business services, and healthcare sectors. Based on data from the Texas Workforce Commission, the City of Lewisville added jobs during the recent recession going from 55,302 total jobs in February 2008 to 56,957 jobs in February 2011. Though not immune to the recent economic downturn, the City is in a position to continue its emergence as an important employment center that will be catalyzed by the expansion of IH-35E.

A market study was performed as part of this study and is available as a separate document. Future growth in Lewisville's economy will be supported by several key factors including: the presence of a relatively well educated and skilled workforce, expanded critical infrastructure, existing competitive advantages for key industries, unmet opportunities for local business development, and a public willingness to embrace transformative economic development strategies. Based on an analysis of these key factors, several economic development opportunities have been incorporated into the vision for redeveloping the IH-35E corridor in Lewisville. The following highlights the major opportunities:

- **Retail trade and hospitality:** the City can take advantage of existing clusters of retail and hospitality sector activity and promote the expansion of these activities, particularly with the anticipated increase in traffic flow along a widened IH-35E;
- **Office-based occupations:** based on unmet market demand and local labor force characteristics, Lewisville can support substantial new development in office space with the financial sector, legal services, information technology services, and other professional and business services;
- **Health care:** opportunities exist for expanding healthcare services in Lewisville with hospitals and clinics, supporting diagnostic and laboratory services, and the growing need for residential care facilities.

Four market areas have been identified along the corridor (Figure B6). These market areas represent geographic zones with unique offerings of goods and services. Each has a different set of land uses and each exhibit unique development characteristics. Revitalization of the corridor should focus on strengthening these four market areas.

**Recreational/Lifestyle.** The northern most market area begins at the north near Lewisville Lake, extending from Garden Ridge Boulevard to just south of Jones Street (at the intersection of the railroad with IH-35E). A continued emphasis on recreation along with office and hotel/hospitality sector land uses represents the primary market focus moving forward. This area contains a number of large parcels that could allow for easier



Medium density residential connected to parking



Development leverage open space premiums



Active street corners

## Corridor Vision

land assemblage and contiguous large-scale development. The entire area offers good views of the lake, which provides a competitive edge over other parts of the city and represents a valuable competitive advantage for premier office space. Impacts from highway widening will be minimal due to the large number of vacant parcels. The Highland Village/Lewisville Lake transit station will connect this area to the larger region.

**Old Town/Medical.** This area extends from the railroad crossing at IH-35E south to Fox Avenue and is currently a center of regional medical services with the hospital and surrounding supportive medical services. Market projections support additional regional medical services in the future with an estimated potential exceeding \$1 billion in annual sales just to meet existing Denton County demand. A growing market for senior housing is anticipated in this area, particularly with the medical uses nearby.

**Office/Community Services.** This market area extends from Fox Avenue to Hebron Parkway. A large retail strip mall located at Business-121 and IH-35E will be impacted by the widening, offering significant future redevelopment opportunity. Larger parcels in this area offer opportunity to make significant upgrades in the visual appearance of business/commercial activity along this segment. Office based industries have been identified in this market area, including legal services, financial services, advertising, accounting, consulting and many others. The southern end of this market area is dominated by retail and hospitality, which is anticipated to continue.

**Corporate/Retail.** The southern-most segment extends from Hebron Parkway to the State Highway 121 Bypass. The existing strength of this area is retail, which is anticipated to continue in the future. Significant opportunity lies in the reprogramming of retail centers, such as Vista Ridge Mall, creating retail infill to expand the tax base, and connecting with the Hebron station TOD underway. The Hebron Parkway and SH-121 interchanges at IH-35E offer prime real estate for one or more signature gateway projects.

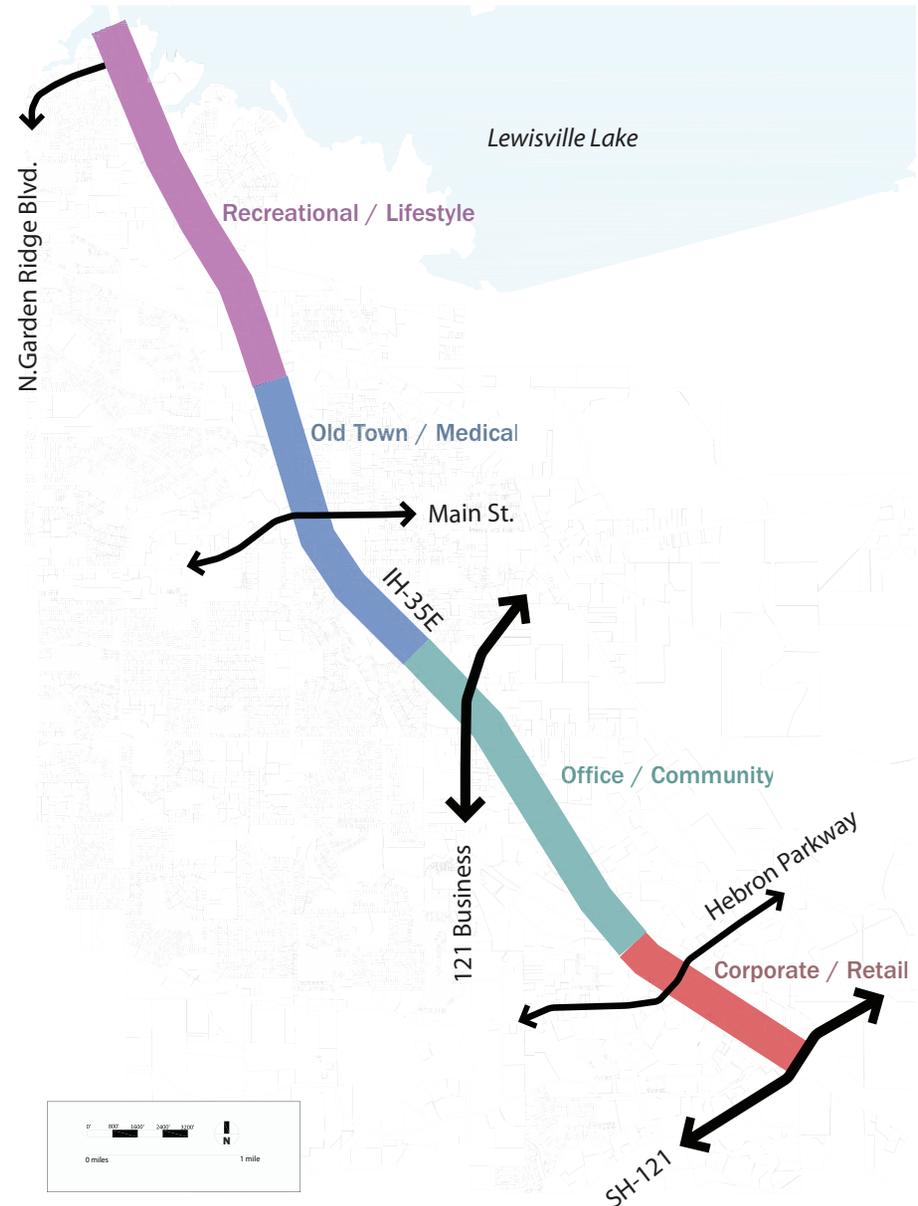


Figure B6: Market Areas



Higher density development



Integration of public art



Development surrounding open space



High quality architecture



Buildings fronting to streets with active street elements

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# C. Subarea Visions

## Subarea Visions

To effectively apply the vision (described in Part B) to each parcel along the corridor, the study area has been organized into a seven sequential subareas (Figure C1). Each subarea is roughly over 1 mile in length and a half mile wide on each side of the highway.

The development of each parcel within the corridor contributes to the character of the area. It is critical that all redevelopment along the corridor promotes the broader corridor vision, while leveraging specific opportunities in each subarea. Subareas 2, 5 and 7 are identified as areas of significant change, which means they include substantial catalytic redevelopment opportunities to create mixed use destinations. Long-term visions have been created for areas of significant change. Subareas 1, 3, 4 and 6 are identified as areas of moderate change, which means they include development opportunities that should support existing places and neighborhoods while improving the character and identity along the corridor.

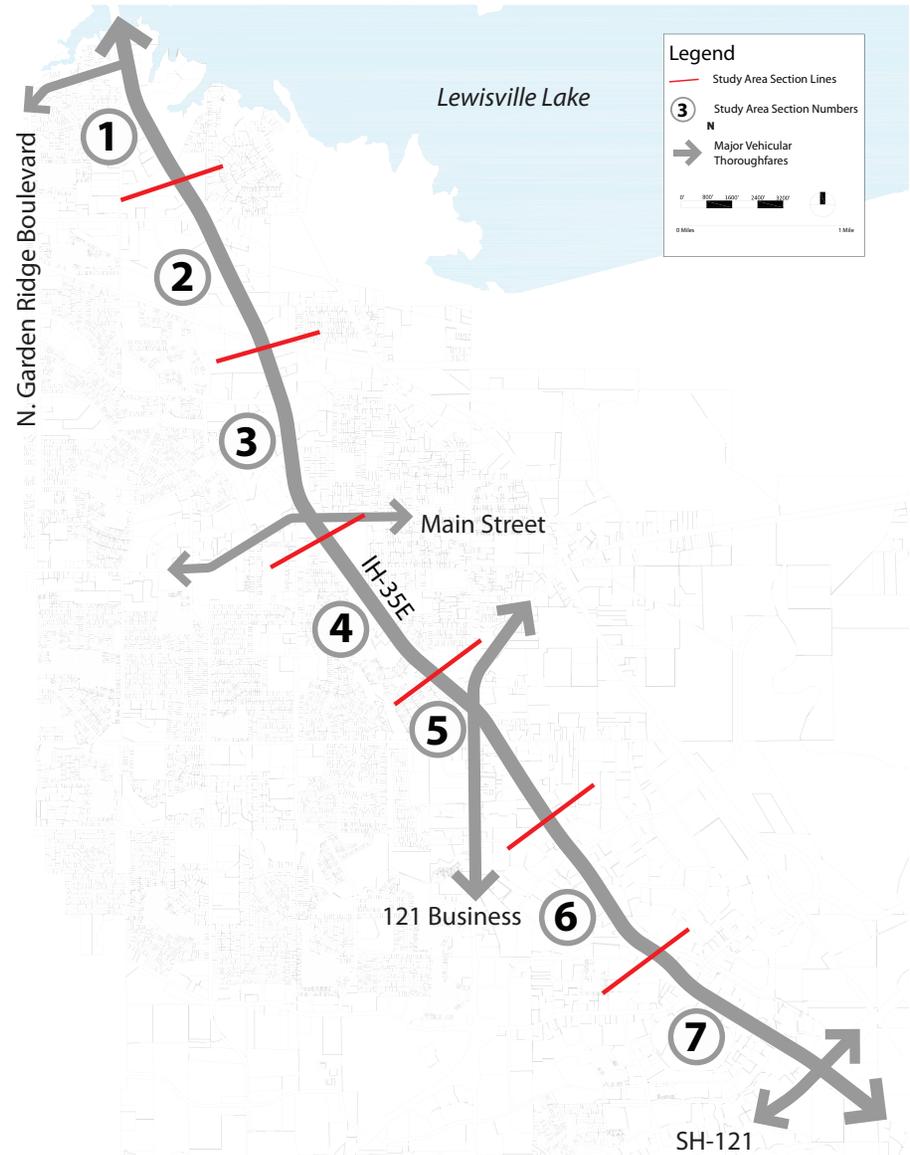


Figure C1: Seven Subareas



Public spaces with gathering areas



Leveraging water and open space

# Subarea 1

The boundaries of subarea 1 extend from the Lewisville Lake crossing of IH-35E to Bogard Lane/Eagle Point Road. There are anticipated to be major impacts to private land along the west side of the highway and minor impacts to private land along the east side of the highway due to widening. The vision for the lake area is being developed through a separate process, and this study recognizes that this area will have a significant economic development impact as it develops as a mixed-use transit oriented development at the northern gateway into the city. This subarea summary focuses on the west side of IH-35E and includes an overview of existing conditions, parcel impacts, short term strategies and a summary of the fiscal analysis.

## Existing Conditions

### Existing Land Use

The predominant land uses east of IH-35E include parks and open space, car/boat sales and storage, and retail/restaurant uses that serve visitors to Lewisville Lake. The new DCTA transit station is just south of Garden Ridge Boulevard and east of IH-35E. The long term vision for the east side of IH-35E is captured in the Lewisville Lake Master Plan. That plan envisions a destination-oriented restaurant, entertainment, and specialty retail environment, with a supportive tie to the lake front. Immediately west of the highway are primarily vacant parcels with some small-scale retail.

### Existing Mobility

Garden Ridge Boulevard provides access from IH-35E to the single-family neighborhood of Highland Village. Garden Ridge Boulevard is the primary east-west roadway that crosses IH-35E through this subarea; the closest crossing of IH-35E to the south is Justin Road approximately one mile south.

### Existing Open Space

The nearest open space and trails are those associated with the parks surrounding Lewisville Lake.

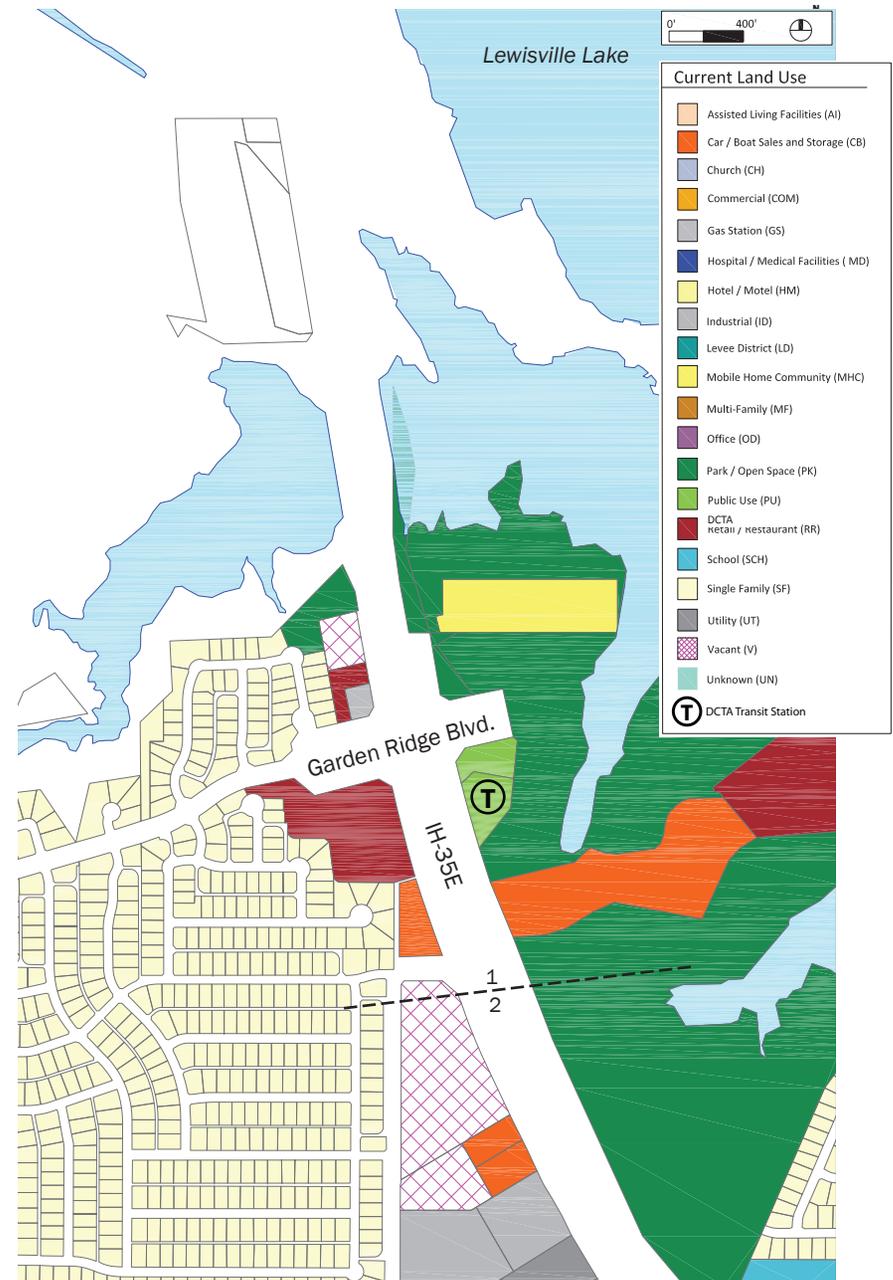


Figure C2: Subarea 1 - Existing Land Use

## Subarea Visions

### Short Term Opportunities

The primary recommendation for the west side of IH-35E is to transform the remnants of vacant parcels into redevelopment opportunities. The character of development should utilize the Design Guidelines and be consistent with the Corridor Character Principles contained in the appendix to this document. Additionally, as an overall design and development principle, all development and access should orient to the lake.

- (A) Redevelop the southwest corner of Garden Ridge Parkway and IH-35E. Viable future uses include a hotel, commercial services, apartment complex or medium-density residential. The existing site is zoned retail per the City's Current Land Use plan. Future use of this property should consider the relationship with the lake by serving lake visitors from across the region.
- (B) Provide landscape screening along parcel edges to buffer the single-family residential to the west.
- (C) Locate a landmark/gateway element at Garden Ridge Boulevard as it is the first entrance into the City from the north. A fountain or other water-related theme could be sited at the northwest corner of IH-35E on the remnant parcels leftover from highway widening.
- (D) Locate a landmark/gateway feature east of IH-35E at the transit station to link development east and west of the highway.



Figure C3: Subarea 1 - Short Term Strategies



# Subarea 2

The boundaries of Subarea 2 extend from Bogard Lane to just north of the railroad crossing at IH-35E. The impacts of highway widening are anticipated to be limited to the west side of IH-35E. Many adjacent parcels west of IH-35E are vacant, presenting a large-scale development opportunity and one of three catalysts within the corridor.

Due to the scale of the area, development could be phased over time. It will be critical that the infrastructure plan for this area establish the long-term development pattern including appropriated sized streets, blocks and associated utilities, to address short term opportunities, while building the long-term vision.

Existing land use, mobility and open space conditions are presented with an analysis of the anticipated parcel impacts, followed by vision frameworks and a summary of fiscal impacts. The frameworks identify key actions required to guide development and realize the vision. The frameworks include mobility and open space, land use, and urban design. Drawings and perspectives are included that illustrate how the frameworks can be integrated to realize the long-term vision.

## Existing Conditions

### Existing Land Use

A significant number of parcels west of IH-35E are vacant, though some small-scale commercial and light-industrial uses, as well as an “action park” (recreational use), are located in the area bounded by Garden Ridge Boulevard, Justin Road, IH-35E and McGee Lane. This area represents the largest contiguous set of vacant parcels in the corridor.

New denser developed neighborhoods could complement single-family neighborhoods west of McGee Lane, and provide a more substantial market for neighborhood serving commercial. Large scale office development in this area would benefit from highway visibility, proximity to the planned Lewisville Lake TOD and commuter rail station, and have direct access to IH-35E from Justin Road.

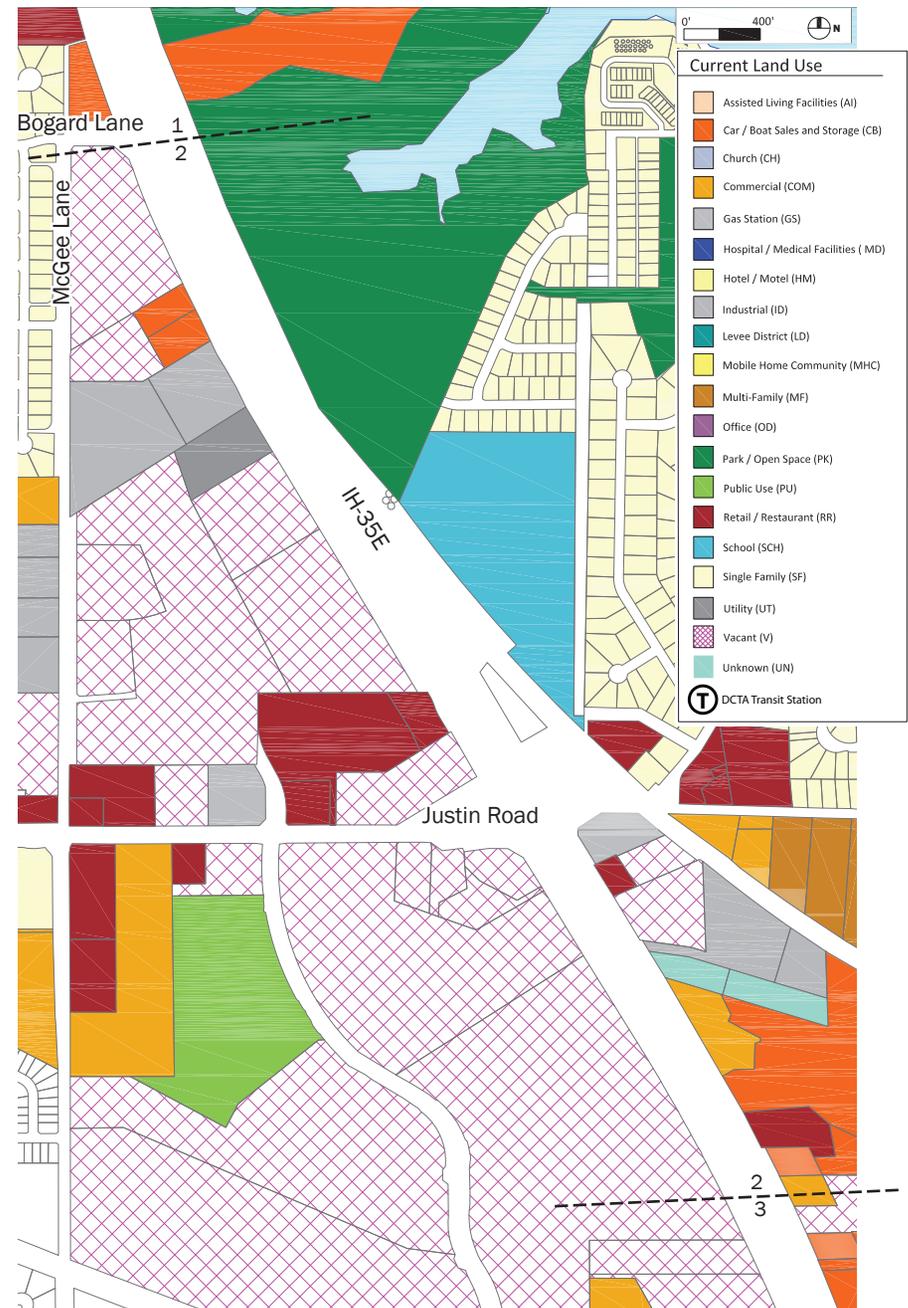


Figure C4: Subarea 2 - Existing Land Use

## Subarea Visions

### Existing Mobility and Open Space

The following items and associated diagram illustrates the significant issues related to mobility and open space within the corridor.

- (A) The existing roadway network through this area is fairly limited. The primary east-west access to IH-35E is Justin Road, a four-lane arterial.
- (B) Apart from IH-35E frontage roads, north-south access is provided by McGee Lane and North Summit Avenue.
- (C) North Summit Avenue only extends through the southern part of the subarea (from Justin Road south to West Main Street).
- (D) There are no designated parks or trails west of IH-35E through Subarea 2. However, large drainage areas extend east-west through vacant parcels both north of Justin Road and north of the railroad tracks.



IH-35E at Justin Road



IH-35E at Justin Road

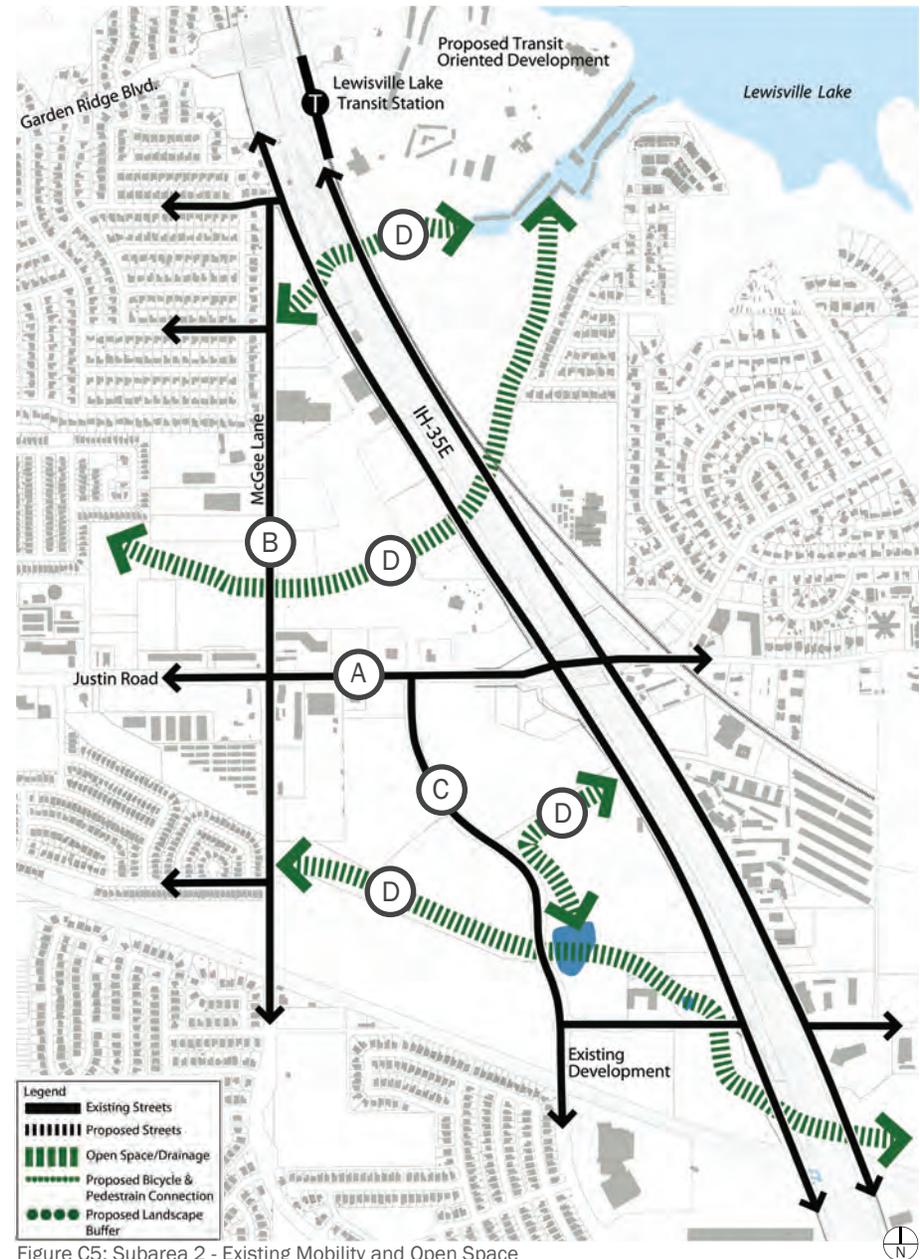


Figure C5: Subarea 2 - Existing Mobility and Open Space

# Vision

The vision for Subarea 2 capitalizes on the proximity to surrounding amenities, including Lewisville Lake and the new transit station. The vision is to create a new center of activity west of IH-35E consisting of mixed-use corporate development centered along Justin Road and Summit Avenue with higher density residential neighborhoods both north and south of Justin Road. The overall character could focus on a lifestyle theme, tying to the recreational uses along the lake with the associated market for outdoor sports and activities. It is envisioned that development in this area will be coordinated and integrated with the substantial development opportunities at the Lewisville Lake transit station and the lake area.

## Mobility and Open Space Framework

- (A)** Develop a network of interior multi-modal streets to help move traffic and provide connections to the larger street network. Development would be oriented to this network to create active, walkable street environments. These local streets would tie directly to the frontage roads and to McGee Lane to enhance east-west connectivity.
- (B)** Extend a new pedestrian connection across IH-35E just south of Eagle Point Road between Garden Ridge and Justin Road to link future redevelopment west of IH-35E with the lake, TOD and existing single-family neighborhoods. The pedestrian bridge could become a landmark within the larger mixed-use development envisioned.
- (C)** Install landscape buffers between the IH-35E corridor and planned development. The buffers are envisioned at strategic locations along the corridor to shield highway views and noise. Buildings would punctuate these buffers at key nodes.
- (D)** Capitalize on the open space amenity that runs along the east-west drainage system through the subarea. Private development could incorporate a connection to this drainageway through views, walking trails and passive recreation.

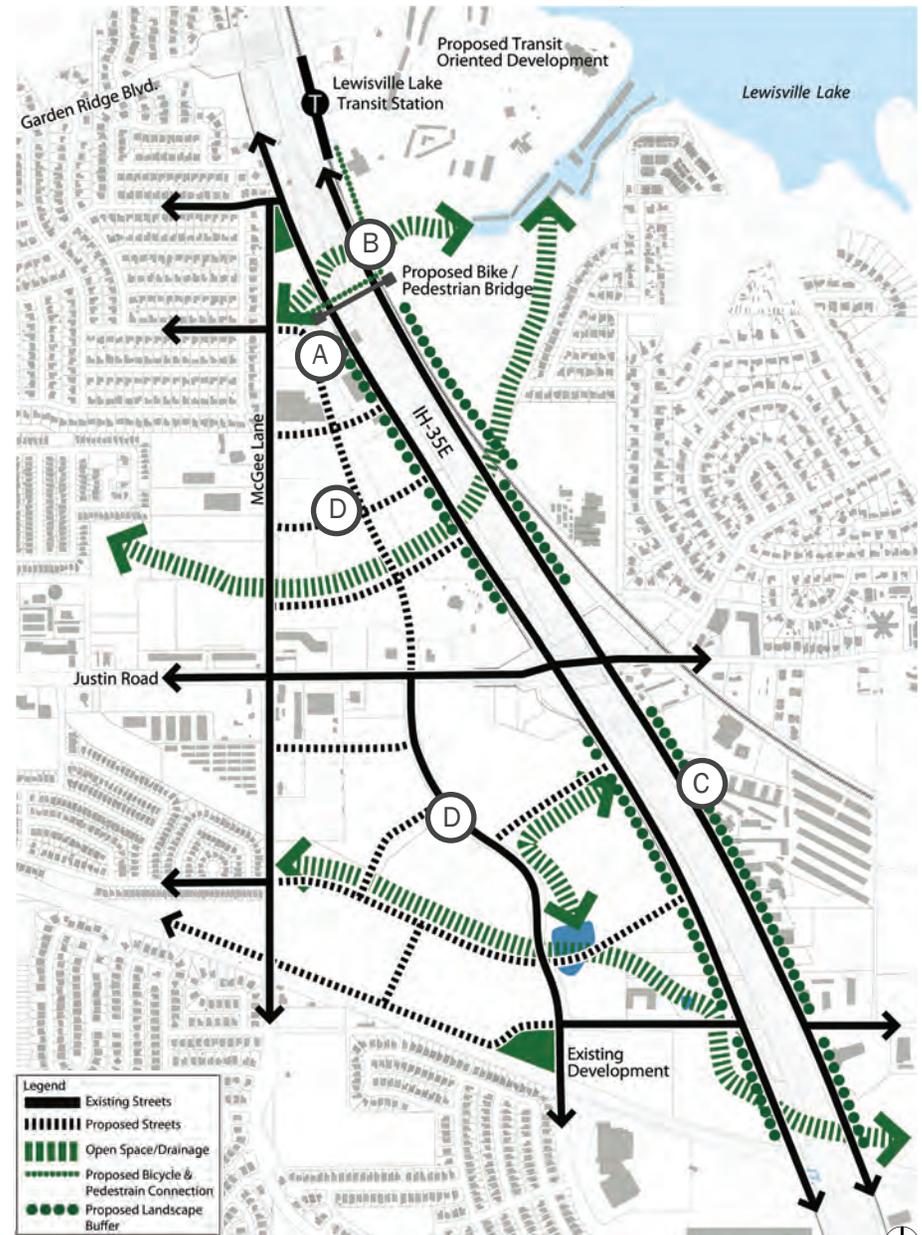


Figure C6: Subarea 2 - Mobility and Open Space Framework

## Subarea Visions

### Land Use Framework

- (A) Facilitate the assemblage of vacant parcels near Bogard Lane to form a new mixed-use development. A small-scale neighborhood center and focal point of commercial activity is recommended for this neighborhood. This development would tie to future TOD activity to the east and the existing neighborhoods to the west and could include a mix of office structure and residential mixed-use.
- (B) Facilitate the assemblage of large vacant parcels into a mixed-use commercial space with both large and small building footprints, all organized around a network of existing and future streets and amenities created by the development.
- (C) Create a retail node/anchor at the intersection of Justin Road and Summit Avenue to serve as a gateway into the larger development. The general theme would be mid-rise office uses combined with mixed-use development including neighborhood retail and loft-style offices/workspaces.
- (D) Consider residential (higher density) adjacent to the corporate redevelopment and natural open spaces.



Higher density housing with ground floor commercial



Street frontage with amenities

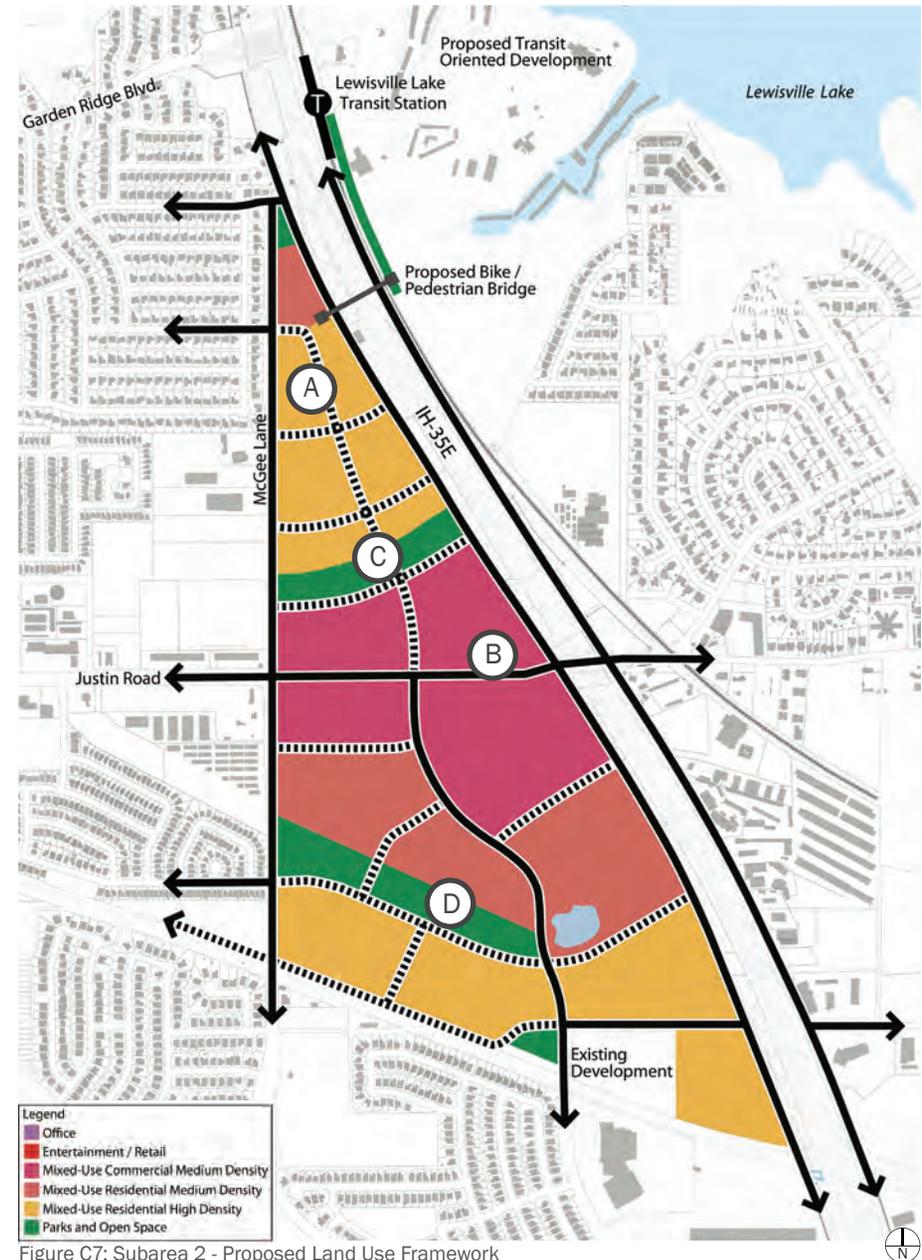


Figure C7: Subarea 2 - Proposed Land Use Framework

**Urban Design Framework**

Future urban design focuses on the area’s character, landmarks, massing, and orientation. Recommendations are as follows and as shown in Figure C8.

- (A) Embrace existing drainage and open space areas as natural amenities within the built environment. As a whole, new development should form a cohesive identity as a destination area for mixed-use development.
- (B) Incorporate three community gateways/landmarks at locations where planned development connects to IH-35E: at a proposed pedestrian bridge just south of Eagle Point Road, at Justin Road and at Grandys Lane. Development should orient around these landmarks, and serve as visible gateways from IH-35E.
- (C) Make the intersection of Justin Road and Summit Avenue the central development node within this area. Buildings at this node should be higher in density than surrounding areas.
- (D) Focus the orientation of uses on the proposed street network through the area. New commercial, office and residential uses along the highway and frontage roads should be visible from the highway but oriented inward toward smaller-scale streets.

Figures C15 and C16 on the following pages show a rendering and plan view of the vision at full build-out.



Gateway features



Pedestrian amenities

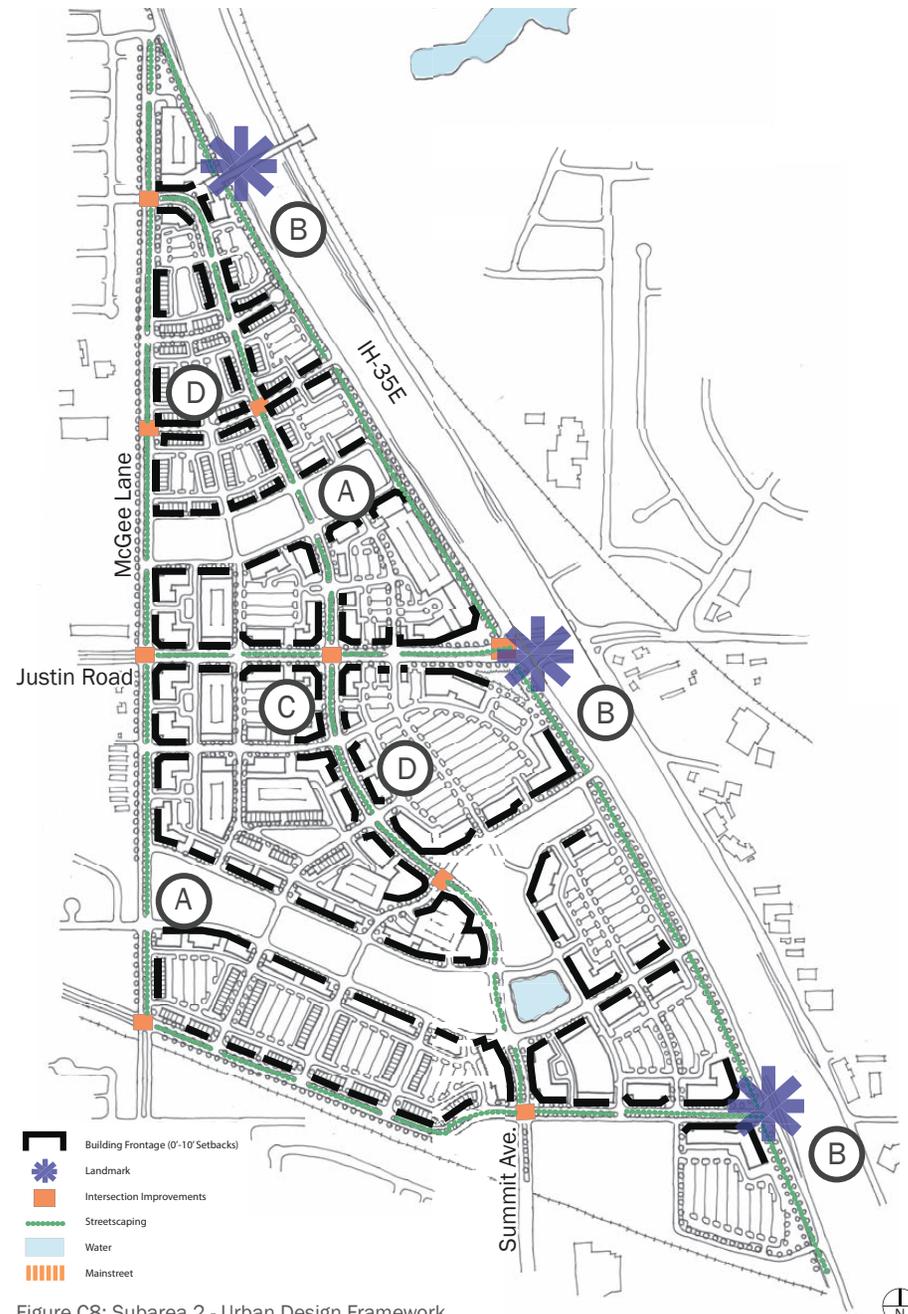


Figure C8: Subarea 2 - Urban Design Framework

## Subarea Visions

### Illustrative Plan

The illustrative plan is based on the overall planning frameworks and shows one possible development scenario at ultimate build out. Many other development scenarios could also be achieved based on the vision frameworks contained in the plan. The following illustration demonstrates how development could be achieved over time as a series of planning districts including commercial mixed use and residential.



Pedestrian connection to transit



Pleasant street environment



Iconic public places



Figure C9: Subarea 2 - Illustrative Plan

**Perspective Sketch**

The perspective is based on the overall planning frameworks and shows one possible development scenario at ultimate build out. Many other development scenarios could also be achieved based on the vision frameworks contained in this planning document.

This illustrative sketch shows a series of neighborhood centers connected along Summit Avenue. It is envisioned that Justin Road could develop as a regional commercial office designation set into a mix of uses that will support a range of denser urban residential developments and neighborhood services including shopping and dining.



Inviting street character



Residential fronting open space



Figure C10: Subarea 2 - Rendering

## Subarea Visions

# Subarea 3

The boundaries of Subarea 3 extend from the southern portion of the Subarea 2 redevelopment to approximately College Parkway, with impacts of highway widening encompassing both sides of IH-35E.

This subarea contains many large parcels sufficient for larger-scaled commercial development, and supports the catalyst vision for Subarea 2. This area is envisioned as a long-term driver for continued economic development growth. However due to the large parcels sizes, it will be important to ensure compatible character along the corridor with the principles set out in this plan. With larger parcel sizes, this subarea can create a signature character along this corridor.

## Existing Conditions

### Land Use

South of the railroad crossing at IH-35E, existing land use includes primarily retail and warehouse distribution. Large-scale uses include self-storage, equipment sales, auto and motor home sales, department and home improvement stores. These uses benefit from the visibility of IH-35E and access from Valley Ridge Boulevard. Small-scale retail uses are located along Valley Ridge Boulevard west of IH-35E.

### Mobility

The only vehicular connection across IH-35E is at Valley Ridge Boulevard. Valley Ridge extends from the neighborhoods to the west across IH-35E to Mill Street. Mill Street then provides direct access into the heart of Old Town. College Parkway curves along the southern edge of the subarea, ending at the IH-35E frontage road.

### Open Space

The largest open space and trail amenity is the 19-acre Valley Ridge Greenbelt Park which extends from approximately Garden Ridge Boulevard to IH-35E. The greenbelt provides a linear east-west open space amenity for single-family neighborhoods, and widens into a larger natural area between North Summit Avenue and IH-35E. The greenbelt has an 800-foot frontage along the west edge of IH-35E.

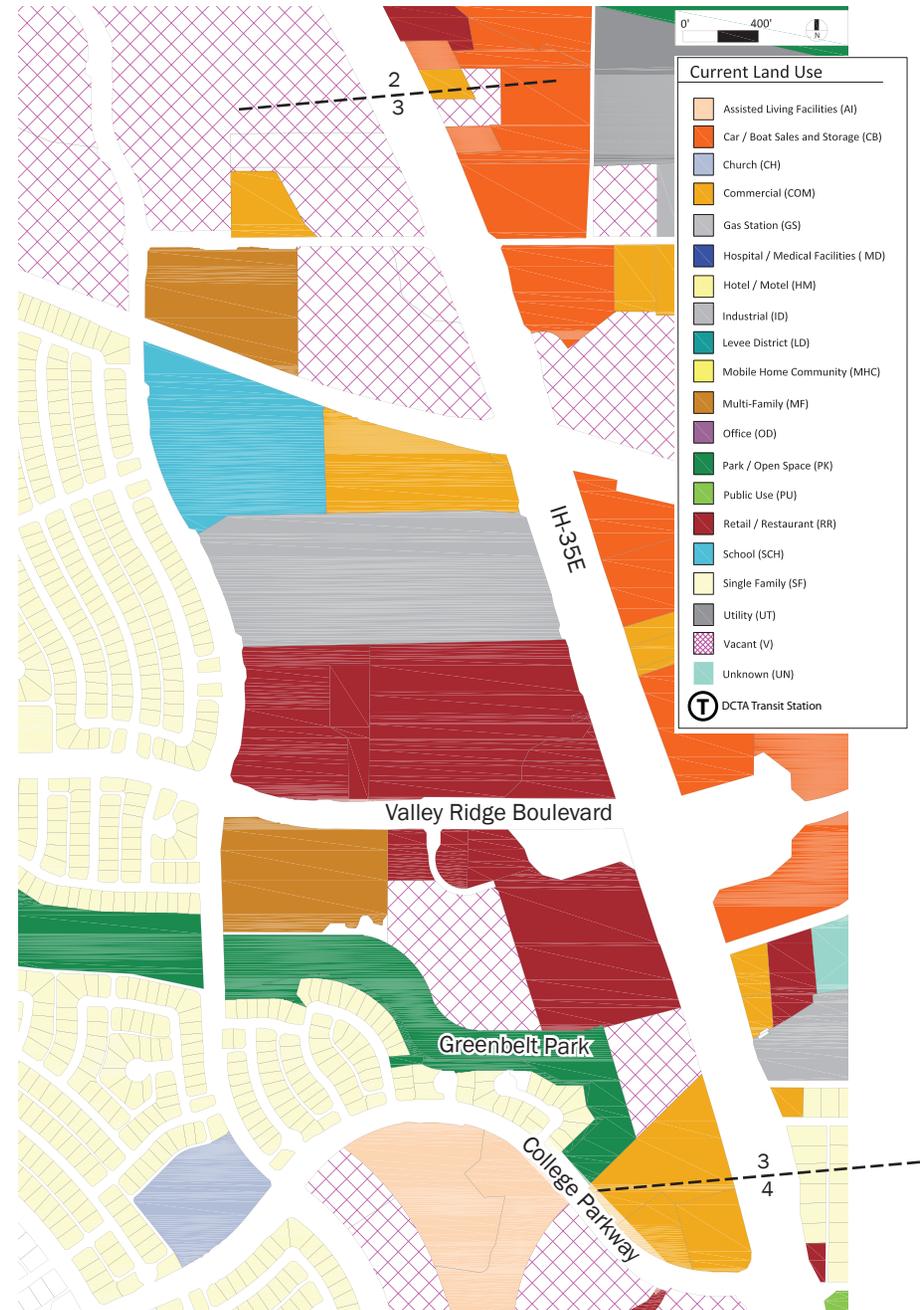


Figure C11: Subarea 3 - Existing Land Use

## Short Term Opportunities

The primary recommendation for the west side of IH-35E is to transform the remnants of vacant parcels into redevelopment opportunities. The character of development should utilize the Design Guidelines and be consistent with the Corridor Character Principles contained in the appendix to this document. Additionally, as an overall design and development principle, the Valley Ridge Boulevard area should be developed as a character gateway and development node that creates an identifiable character for the area.

Retail and warehouse distribution uses are anticipated to remain the dominant use in this subarea. The short term strategies below identify steps needed to facilitate redevelopment over time. The longer term opportunities are identified for consistency with the vision described in Subarea 2. These are longer term opportunities because the targeted parcels are undeveloped. Specific opportunity sites for redevelopment include:



Improvements to FM 407 can increase character



Public art used as landmark/gateway feature



Focal plantings add interest and character



Large-scaled development with street character

- (A) *Longer term opportunity.* Facilitate development of vacant parcels on both sides of IH-35E north of the railroad line. Extensions of local roads will be required and development could attract office and research and development uses that would be compatible adjacent to an operating rail line.
- (B) *Longer term opportunity.* Extend Grandys Lane to provide access to the parcels north of the railroad tracks, west of Summit Avenue, consistent with the vision for Subarea 2. This connection would also link McGee Lane with Summit Avenue and the IH-35E corridor. Grandys Lane currently extends from the North Summit Avenue to the frontage road.
- (C) Consider redevelopment of the Home Depot parcel with a mix of uses including large-format retail, office, or research and development. A larger opportunity for a neighborhood center is possible through assemblage of this site with the parcel immediately to the west. The Valley Ridge Greenbelt would buffer these parcels from the single-family neighborhoods farther west.
- (D) Consider facilitating assemblage of the self-storage parcel, which could be assembled with parcels to the south in subarea 4. Together, these parcels could be developed into neighborhood services (small-scale retail).
- (E) Develop the Valley Ridge Boulevard as a character gateway and development node, including signature plantings and landscaped design elements.

## Subarea Visions

# Subarea 4

The boundaries of Subarea 4 extend from College Street to Fox Avenue. Main Street is the primary conduit of east-west travel through this area, linking neighborhoods west of IH-35E to the Medical Center of Lewisville and Old Town.

The impacts of highway widening are anticipated to be more extensive on the east side of IH-35E with impacts on both sides focused around Main Street. Many impacted parcels surrounding Main Street are larger compared to some of the residential impacts along the east side towards Fox Avenue. The larger parcels surrounding Main Street represent a redevelopment opportunity to reshape and enhance the entrance to Old Town to the east and neighborhoods to the west.

## Existing Conditions

### Land Use

The Medical Center of Lewisville is the largest land holding in the area and defines area uses and character. Medical offices (labs, specialist offices, etc) on surrounding parcels support the medical services. West of IH-35E, the uses are primarily retail and office. Both a Sams Club and Wal-Mart are located northwest of West Main Street and IH-35E. Residential parcels abut this corridor and may require screening.

### Mobility

The two primary east-west roadways through this area are Main Street and Fox Avenue. Main Street provides a key east-west linkage through Lewisville. However, its role as a primary access point into Old Town is not evident from travelers along IH-35E. Pedestrian access to the east side of IH-35E is currently limited.

### Open Space

No significant open space is located along the corridor in this subarea.

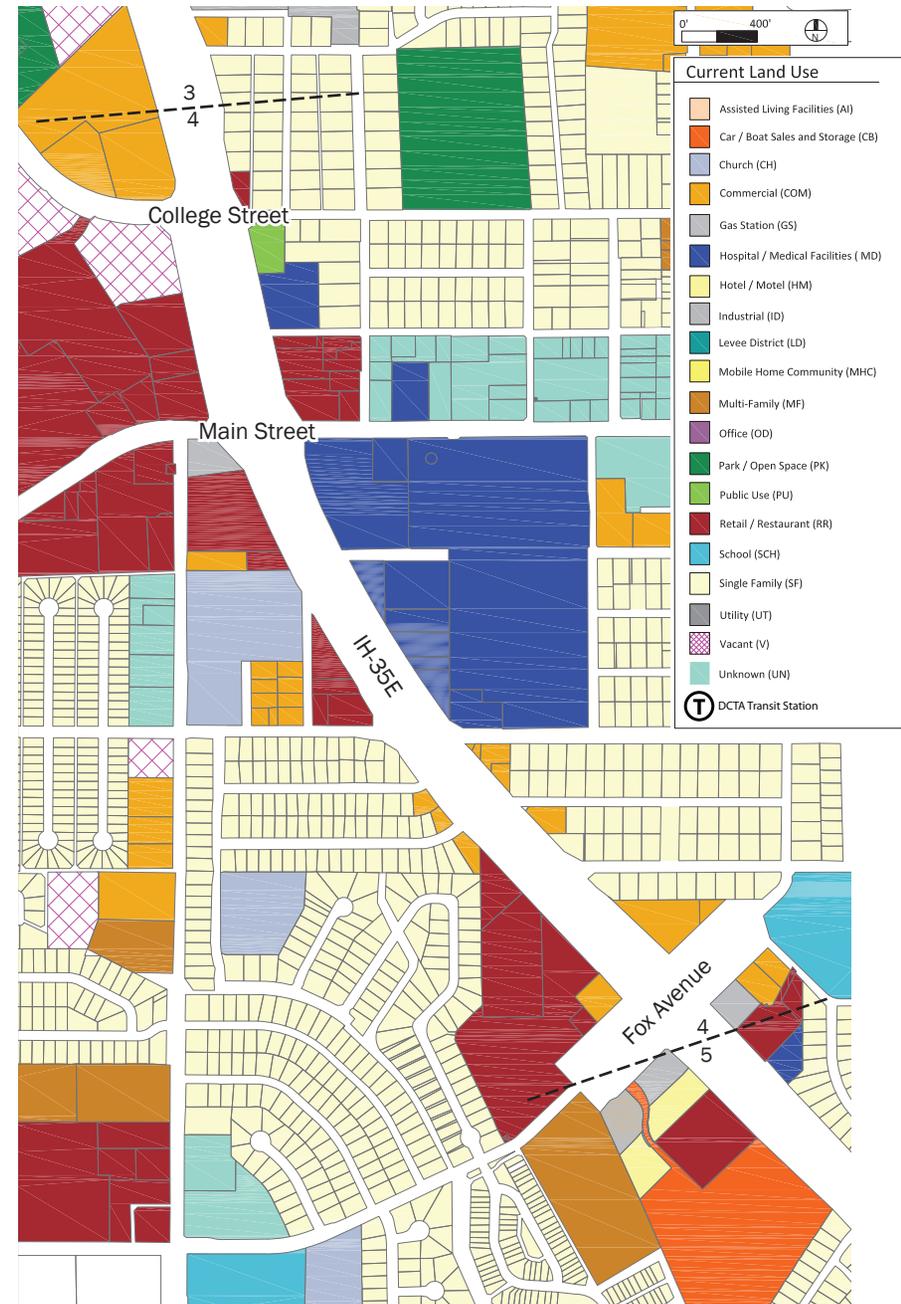


Figure C12: Subarea 4 - Existing Land Use

## Short Term Opportunities

The primary recommendation in Subarea 4 is to transform the remnants of vacant parcels into redevelopment opportunities, including the redevelopment of parcels surrounding College Parkway and a more cohesive strategy for redevelopment and transportation connectivity at Main Street and IH-35E.

- (A) Consider facilitating the assemblage of impacted parcels to create a redevelopment opportunity that could include a new neighborhood-serving retail development with a focal point of activity at the intersection of College Parkway and the frontage road. Buildings should orient to College Parkway/frontage road intersection.
- (B) Evaluate the reconfiguration of Edmonds Lane (FM 1147) to the west of the current intersection at Main Street. It may be possible to achieve great separation of traffic and increase mobility between Edmonds Lane and the frontage road along Main Street and impact a small number of parcels and businesses. This reconfiguration could create a larger parcel east of Edmonds Lane and be suitable for redevelopment for medical or service uses due to the direct highway access and proximity to the Medical Center.
- (C) Build a new gateway feature at the Main Street/IH-35E interchange to draw visitors into Old Town and the City.
- (D) Facilitate development of medical related uses abutting the highway that could support the hospital to the north.
- (E) Screen remnant parcels to buffer visual and noise impacts from the highway for single-family uses east. Due to their small size, the sites with building acquisitions east of IH-35E will be difficult to assemble in a strategic and cohesive manner.



Illustration of improvements at Main Street Interchange

Figure C13: Subarea 4 - Short Term Strategies

## Subarea Visions

# Subarea 5

Along with Subareas 2 and 7, Subarea 5 is one of three catalyst areas along the corridor. Subarea 5 extends from Fox Avenue to just south of the Business 121/IH-35E interchange, and includes 80 parcels along the highway edge. The greatest catalyst for change is focused around the Business 121/IH-35E interchange. The convergence of these two regional corridors creates tremendous redevelopment opportunity and the largest gateway into Old Town from the south.

## Existing Conditions

### Land Use

Land use through this section of the corridor is some of the most dense and varied. West of the highway, both commercial and light industrial uses are situated at the Fox Avenue and Business 121 interchanges. Established single-family and multi-family neighborhoods are located farther west. East of IH-35E, the Business 121 corridor has both commercial and light industrial uses. Mill Street is a mix of residential and commercial. Scattered open lands surround a Mobile Home Park east of Business 121/IH-35E.



Intersection at Mill Street and Business 121



Strip development viewed from IH-35E

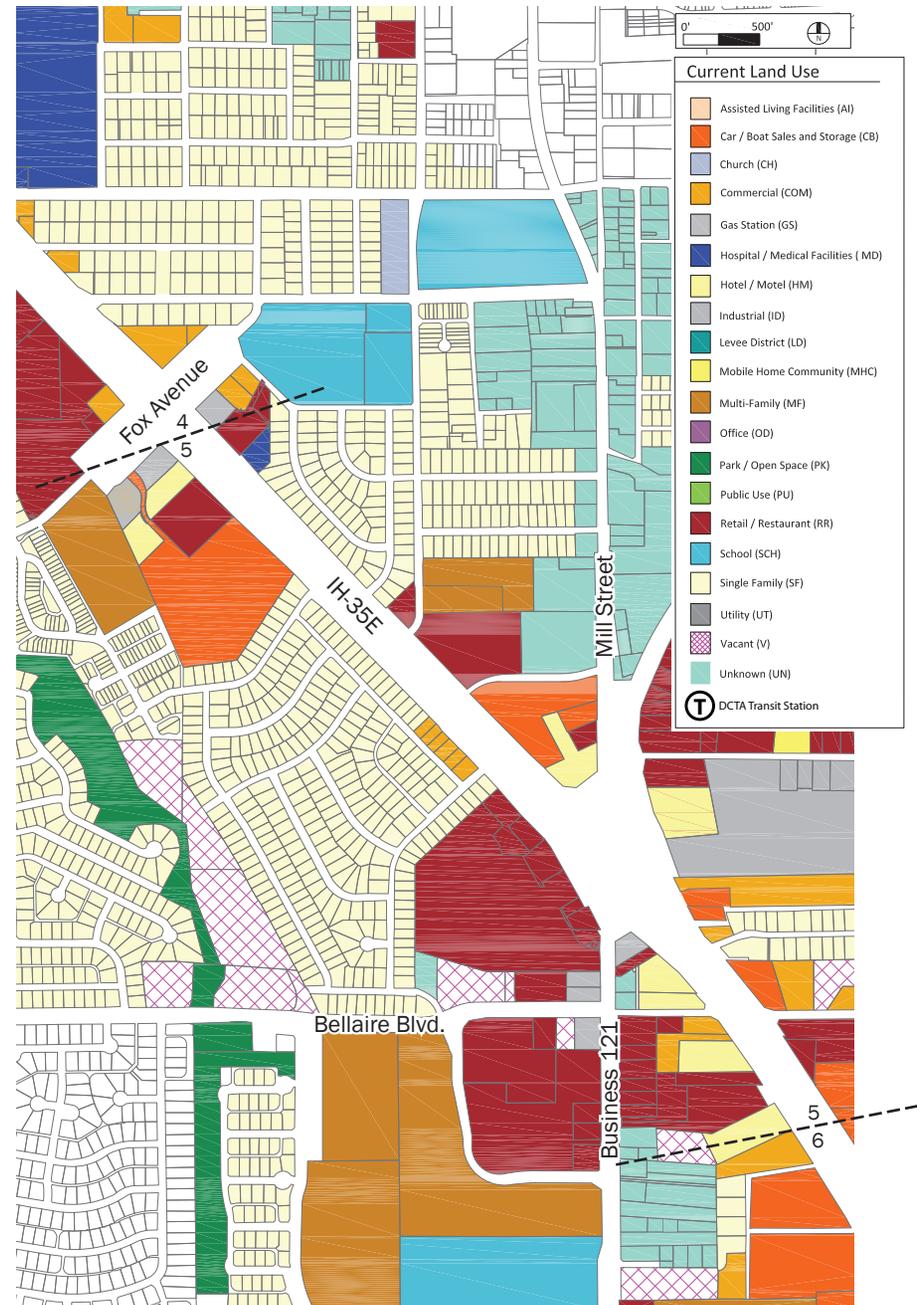


Figure C14: Subarea 5 - Existing Land Use

**Mobility and Open Space**

Three major corridors intersect or end at IH-35E in this subarea: Business 121, South Mill Street and IH-35E.

- (A) Business 121 serves as a primary regional route connecting through the heart of Lewisville. It terminates at SH-121 at either end of the City. Between these termini, it crosses through neighborhoods and businesses in south Lewisville, across IH-35E and along the south edge of Old Town into East Lewisville.
- (B) South Mill Street is a four-lane arterial linking IH-35E with Old Town. While it has the potential to become a primary gateway into Old Town from the south, the high speeds and lack of pedestrian appeal limit its attractiveness and viability. A key issue with the corridor is its intersection with Business 121 at IH-35E, which creates a complex and inefficient set of ramps and offset intersections.
- (C) Bellaire Boulevard extends from Garden Ridge Boulevard east to the intersection of Business 121 and IH-35E. Bellaire is a four-lane divided roadway with a center median. It links single-family neighborhoods and highway-oriented businesses together.



Lack of safe pedestrian access under freeway



Underutilized open space

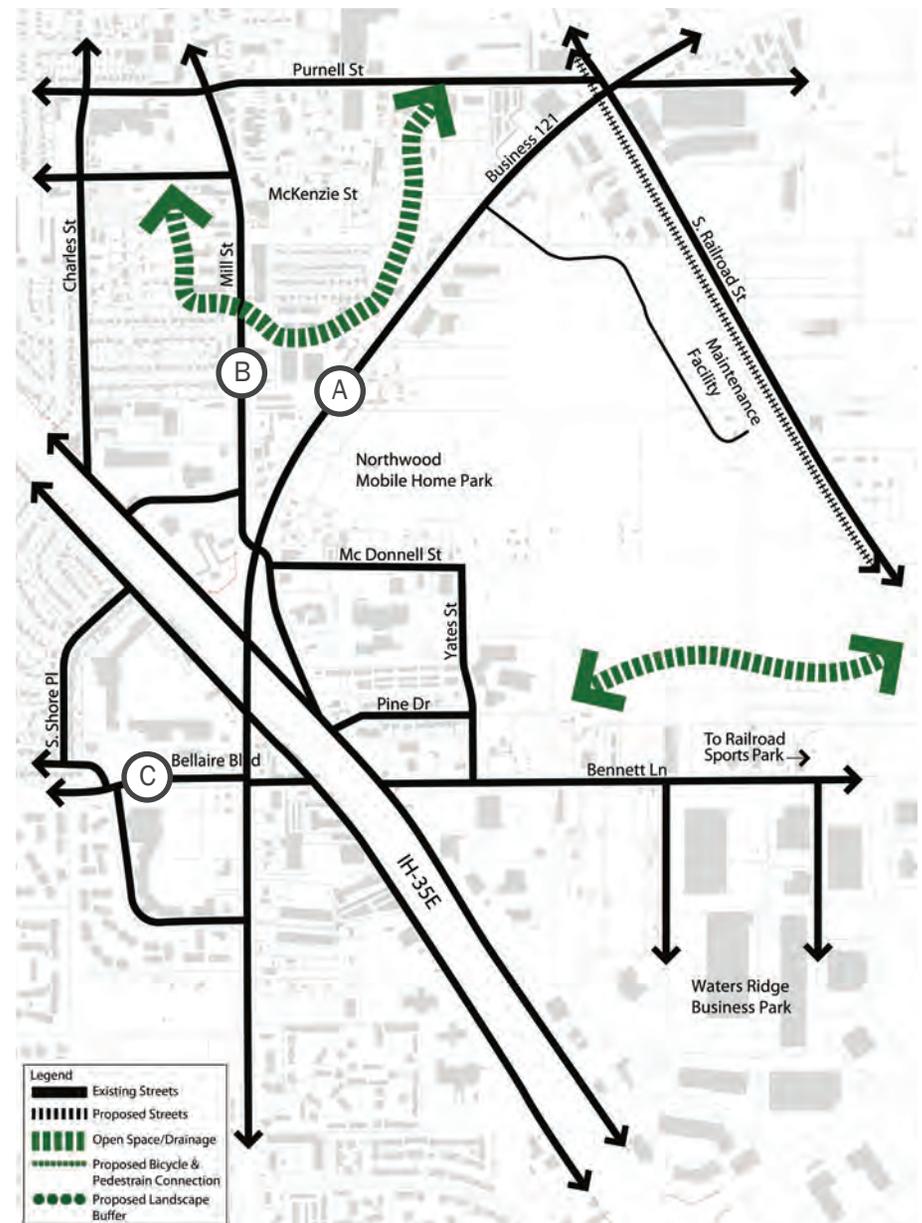


Figure C15:Subarea 5 - Mobility and Open Space

## Subarea Visions

### Vision

The long-term vision for Subarea 5 is to create mixed-use places on both sides of the highway. The southwest side is envisioned as a mixed use commercial place providing integrated neighborhood services, shopping and dining including medium density housing. The east side is organized around a new entertainment/retail place connected to Mill Street and is anchored at IH-35E and Business 121 by a signature office location, and anchored east of Business 121 by a new mixed use neighbored and central park.

### Mobility and Open Space Framework

- (A) Relocate the Mill Street/Business 121 intersection to be aligned with the access to Northwood Mobile Home Park to increase mobility and safety. This relocation should include gateways and pedestrian-friendly streets with defined sidewalks, bike lanes, vehicular improvements and streetscaping leading to Old Town.
- (B) Establish a network of multi-modal streets east of Business 121 to create organized blocks for neighborhood redevelopment and better utilization of land defined by Bennett Lane, the railroad, and Business 121.
- (C) Integrate development to capitalize on the natural amenities of the area including existing open space and drainage connections.
- (D) Build a new north-south street connection across Bellaire Boulevard to link the strip centers of either side and to create smaller block sizes suitable for neighborhood center redevelopment.
- (E) Consider removal of the median on Bellaire to help create a more pedestrian friendly street. The current street creates a wide cross-section that may be difficult for alternative modes to cross.

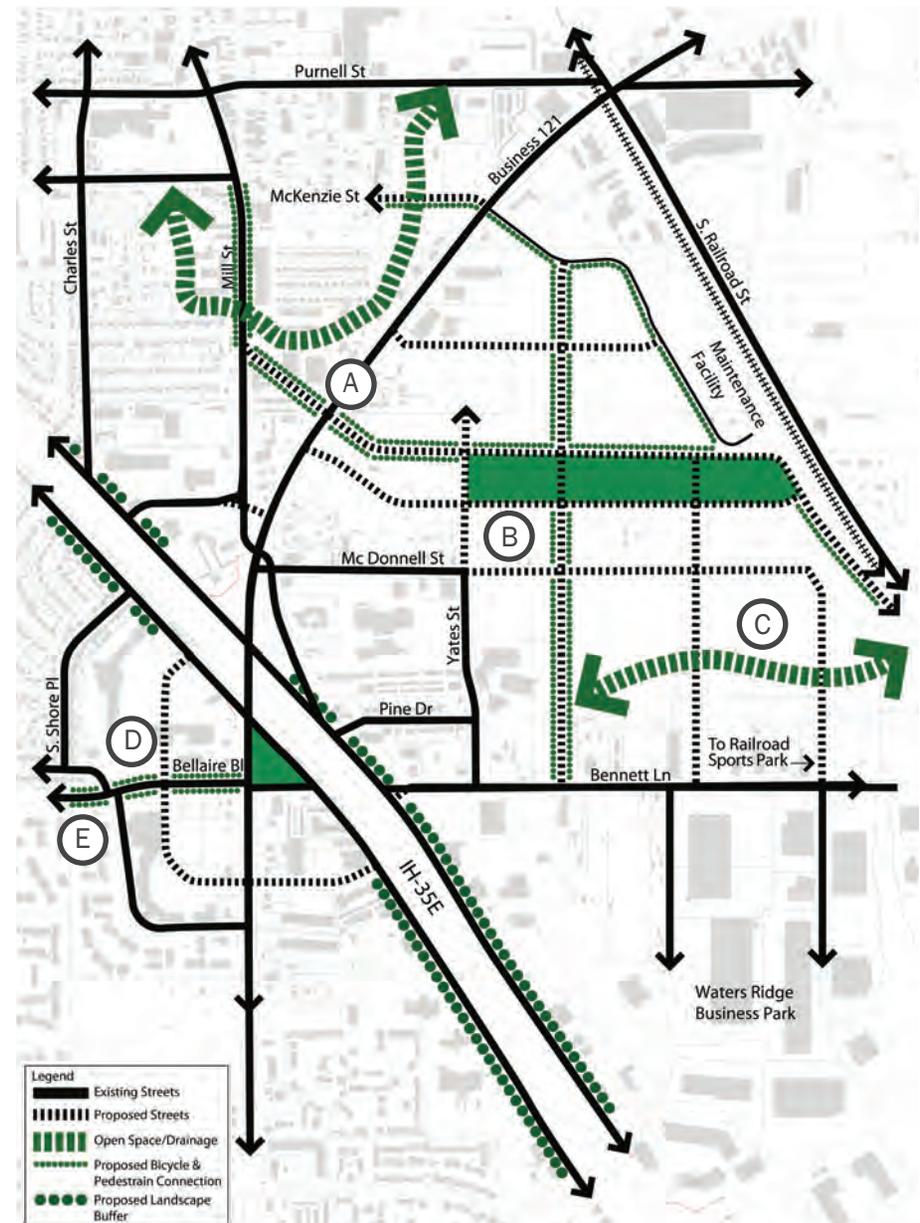


Figure C16: Subarea 5 - Mobility and Open Space Framework

**Land Use Framework**

- (A) Redevelop existing strip mall parcels into office and retail mixed use neighborhood centers that would serve the larger neighborhood to the west. An anchor at the rear of these centers could help spur redevelopment on the remaining site. Include visual screening and landscaping for the residential area to the west.
- (B) Redevelop the area south of Bellaire Boulevard as commercial mixed use with a town center feel accompanied by restaurants and some stand-alone retail. Include visual screening and landscaping for the residential area to the west.
- (C) Redevelop underutilized parcels on each side of Business 121 near IH-35E as a new gateway destination that maximizes exposure to the highway and creates a more efficient use of land. These uses would include both office and support uses and be oriented to the frontage road and Business 121. This property could support a single office building, or office complex, providing about 240,000 square feet of prime office space at a location with convenient access.
- (D) Consider large scale redevelopment facilitated by the Mill Street reconfiguration, redevelopment of underutilized land, and development of vacant land. With over 60 acres, this land could build out as an expansion of the Waters Ridge Business Park, or as a residential neighborhood, and include more than 600,000 square feet of office space, regional retail, several restaurants, and approximately 300 residential units, designed in a desirable compact urban format. Residential could benefit from:
  - close proximity to Old Town and the Old Town station,
  - lack of residential east of IH-35E in this area,
  - proximity to the new Railroad Park amenities to the east, and
  - an existing buffer from Business 121 through existing commercial uses.



Figure C77: Subarea 5 - Land Use Framework

## Subarea Visions

### Urban Design Framework

Future urban design focuses on the area's character, landmarks, massing, and orientation. Urban design principles are shown in Figure C18.

- (A) Encourage a unified character based on the ultimate land use mix. Since the vision for this subarea is relatively large in land area, the character could differ based on the dominant land use. West of IH-35E, the character should be defined by commercial activity; east of IH-35E, the character could shift from an office park setting closest to the highway to a compatible character farther east.
- (B) Create landmark on both sides of the Business 121/IH-35E interchange. Development should orient around these landmarks, and serve as visible gateways from IH-35E.
- (C) Encourage higher densities at nodes and open space amenities. Building massing should be highest along Business 121.
- (D) Create well-defined streets and blocks with buildings oriented toward the network of arterial and local streets through the area.

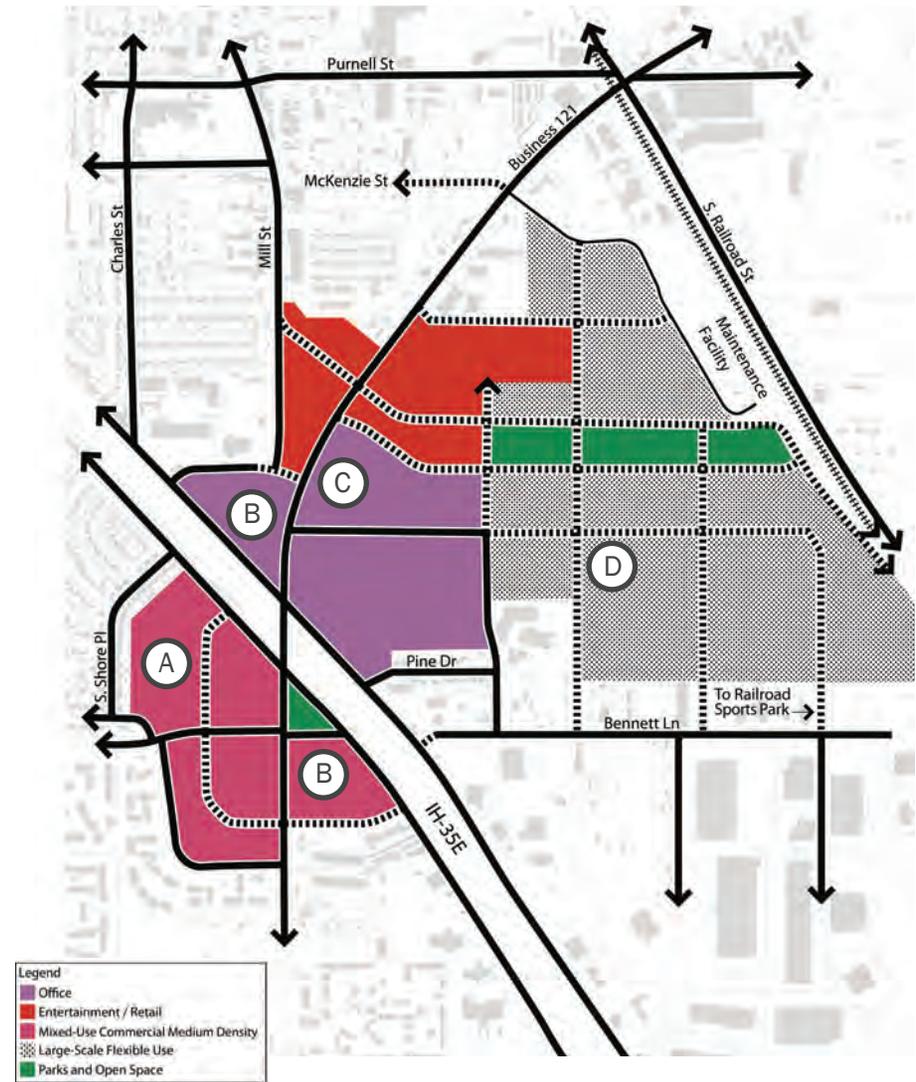


Figure C18: Subarea 5 - Urban Design Principles



Fountains



Buildings with street frontage and amenities



High quality public spaces



Public gathering spaces



Medium density residential streets

## Short Term Opportunities

The primary recommendation is to transform parcels impacted by the highway widening into redevelopment opportunities. All improvements should embrace the vision frameworks and principles presented in the proceeding pages for Subarea 5.

The short-term strategies listed below identify four key steps needed to lessen the overall impacts of highway widening and lay the groundwork for a long-term 20-year vision. These are more immediate actions the City could take to redevelop affected parcels and reconfigure existing streets (Figure C19).

- A** Consider redevelopment of parcels into office or commercial use. These parcels are located at the intersection of two regional corridors. However, in the long term, parcel 38 could be developed as a gateway open space and organize mixed use development around its three sides.
- B** Screen remnant parcels to buffer visual and noise impacts from the highway for single-family uses west. Due to their small size, the sites with building acquisitions east of IH-35E will be difficult to assemble in a strategic and cohesive manner.
- C** Create a destination gateway feature on the public land remaining from highway widening to signify the IH-35E/Business 121 interchange.



Figure C19: Subarea 5 - Short Term Strategies



## Subarea Visions

# Subarea 6

Subarea 6 extends from just south of the intersection of Bennett Lane to the Timber Creek crossing of IH-35E. Building impacts due to highway widening are primarily limited to the Corporate Drive/IH-35E interchange.

## Existing Conditions

### Land Use

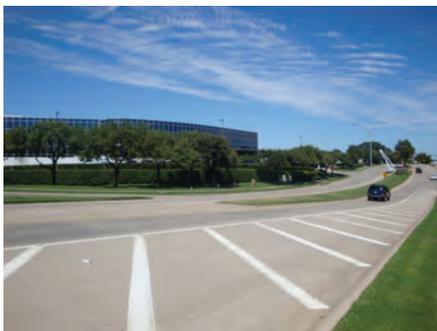
The major land use driver in this subarea is the Waters Ridge development east of IH-35E (Figure C20). Waters Ridge represents the City's largest light industrial and corporate office campus. West of IH-35E, the primary drivers are the multi-family neighborhoods located both north and south of Timber Creek.

### Mobility

Corporate Drive is a four-lane arterial connecting Waters Ridge with the City. It winds through West Lewisville and ends approximately 1/2 mile east of IH-35E at Waters Ridge Drive.

### Open Space

A portion of Timber Creek extends through this area, both east and west of IH-35E. Timber Creek connects to nearby parks and greenbelts.



Development at IH-35E and Corporate Drive



Development character seen from frontage road

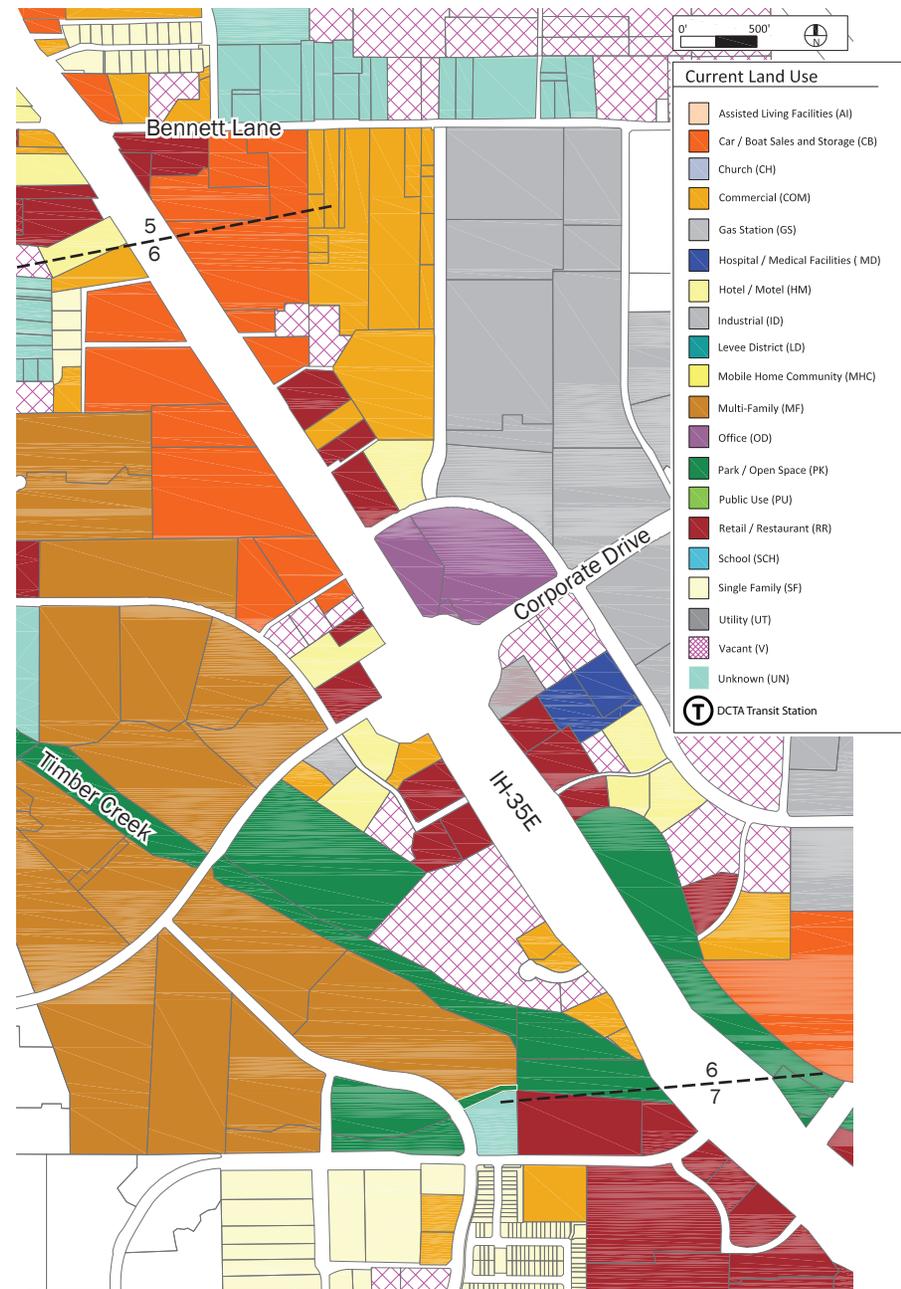


Figure C20: Subarea 6 - Existing Land Use

## Short Term Opportunities

The primary recommendations for Subarea 6 is to ensure the long-term connectivity and accessibility of Waters Ridge to the larger City and rest of the region, and to transform the remnants of impacted parcels, due to highway widening, into redevelopment opportunities. Since Corporate Drive serves as the gateway from IH-35E into Waters Ridge, is the focal point for the future. Specific strategies include:

- (A)** Consider redevelopment of parcels (figure C21) as part of the redevelopment strategy discussed for parcels in Subarea 5. These parcels benefit from direct access from Business 121 and visibility from IH-35E. Potential uses could include commercial and office.
- (B)** Redevelop building impacted parcels at the northwest corner of IH-35E and Corporate Drive as gateway buildings to enhance this intersection as a business gateway. Highway acquisitions may present an opportunity to assemble parcels at this active and visible interchange. These parcels provide a large land area for neighborhood-serving retail or other residential-supportive uses.
- (C)** The existing cloverleaf interchange at Corporate Drive/IH-35E will be reconstructed due to the widening of IH-35E. Gateway/monument fixtures should be considered on leftover parcel remnants to draw attention to surrounding uses and signify an entryway into Waters Ridge.
- (D)** The Timber Creek open space weaves through this subarea, creating an amenity for existing and future development.



Figure C21: Subarea 6 - Short Term Strategies

## Subarea Visions

# Subarea 7

Subarea 7 extends from approximately Oak Bend Drive to just south of the SH-121 Toll Road along IH-35E. Due to anticipated impacts of highway widening, the primary opportunity to the east will be creating a new character along the highway. To the west, fewer impacts are anticipated; therefore redevelopment would occur over a longer time frame.

## Existing Conditions

### Land Use

The predominant land uses in Subarea 7, as shown in Figure C22, include retail, office and industrial warehousing (Waters Ridge). This area is the retail anchor along the corridor. Land uses on the west side of IH-35E are primarily retail along the highway frontage with multifamily and hospitality uses connecting Lake Vista Drive to the Vista Ridge Mall area. The east side of the highway frontage consists of primarily strip retail and restaurant uses that back to Timber Creek. The east side of Timber Creek has a mix of multi-family residential and retail. Construction of the Hebron 121 Station and surrounding TOD is underway along the banks of Timber Creek.

The massing and built form consists of low-scale strip development interspersed throughout the area. Buildings and uses have little relationship to each other, turning their back on the highway and creating an inefficient use of land. Buildings are typically situated at the rear of parcels to allow for surface parking in front, particularly along the IH-35E frontage roads. Buildings are scattered and set back from the street, providing little definition to the street. Many uses, including the mall, are “islands” separated from surrounding uses and the street network. This development pattern makes circulation and access difficult.

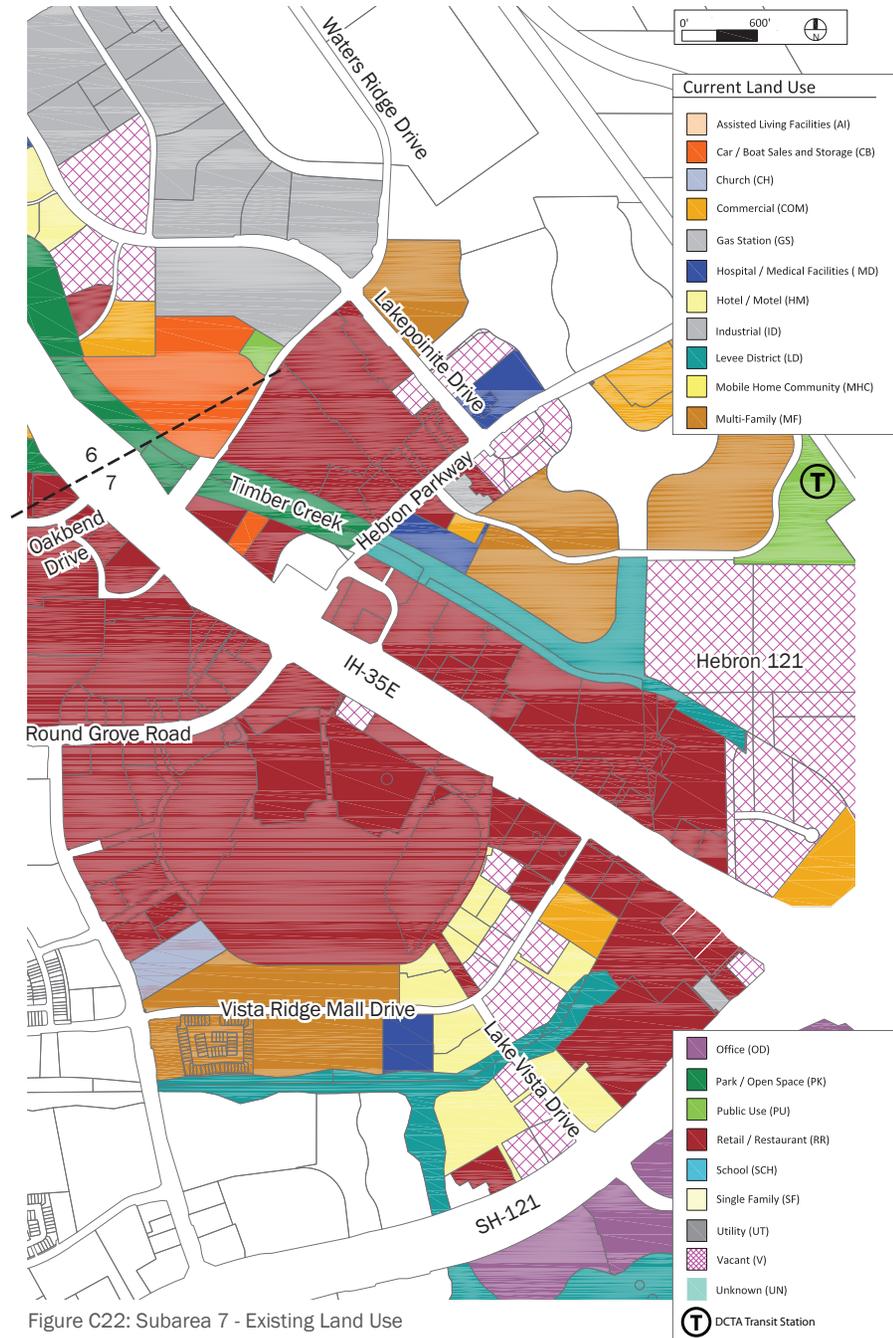


Figure C22: Subarea 7 - Existing Land Use

**Mobility and Open Space**

- (A) The primary east-west roadways through this section include Hebron Parkway and SH-121. According to the City’s 2007 Thoroughfare Plan, Hebron Parkway is classified as a 6-lane divided principal arterial and SH-121 is classified as a 4-lane divided principal arterial. With vehicular connectivity limited to only a few roadways, east-west connectivity suffers. Vehicular traffic accessing the Mall and surrounding uses backs up during weekends and holidays. This situation will likely worsen in the future as traffic increases.
- (B) Transit connectivity is currently limited but is anticipated to improve through rail access at the Hebron 121 transit station.
- (C) Timber Creek represents the area’s key open space asset. The creek runs behind a strip mall east of IH-35E and crosses IH-35E north of Waters Ridge Drive. Although multi-family housing along the north side of the creek helps provide a “front door” along it, the creek does not function as a destination or as a recreational asset.
- (D) West of IH-35E, a channel system runs parallel to East Vista Ridge Mall Drive, but ends prior to crossing IH-35E.

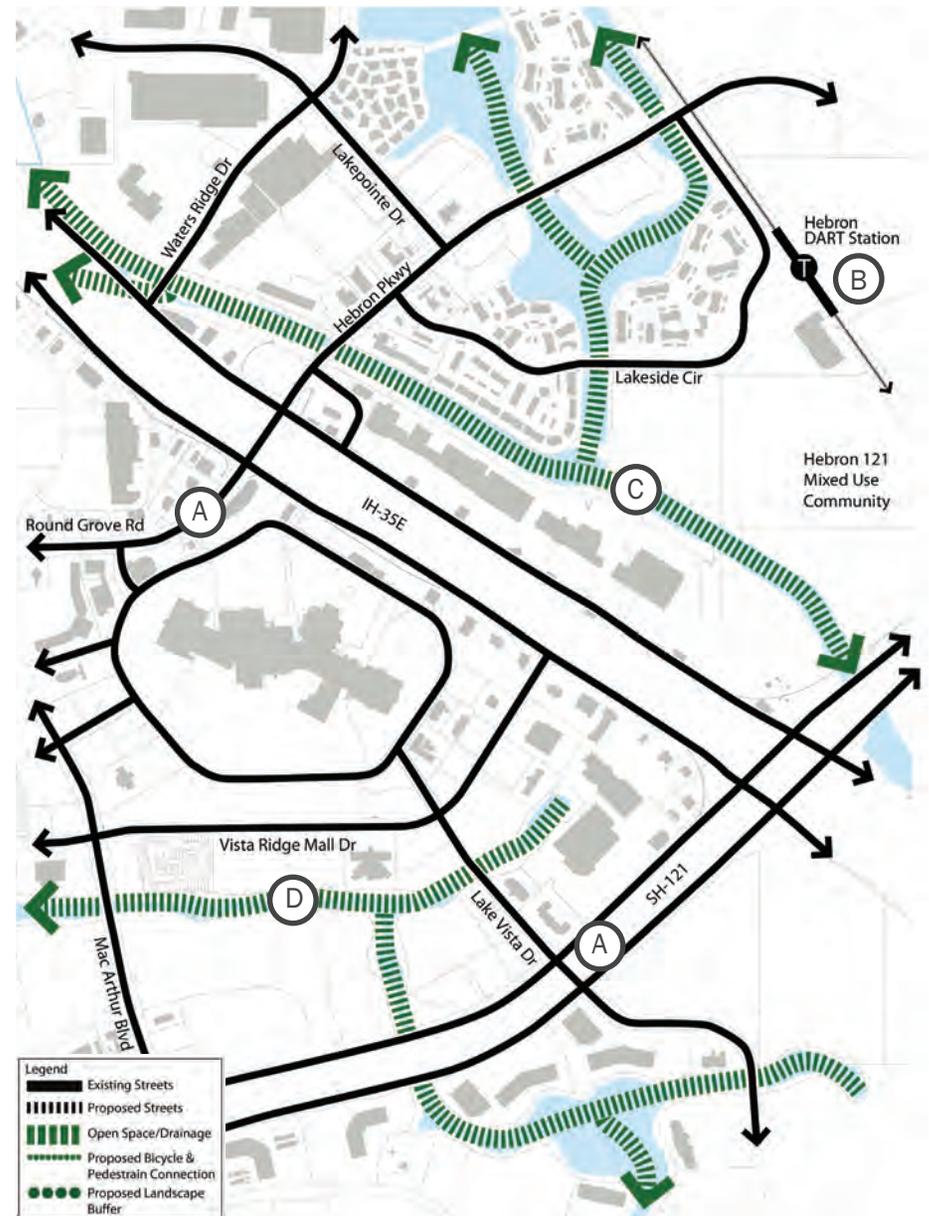


Figure C23: Subarea 7 - Mobility and Open Space



View of Hebron Parkway from highway



Frontage parcels may be impacted



Intersection at IH-35E and Hebron Parkway

## Subarea Visions

### Vision

This area is a regional destination. As the southern gateway to the city, this area is envisioned as vibrant mixed use entertainment and retail center anchored with Class A corporate office uses, additional mixed-use residential, an expansion and re-visioning of the Vista Ridge Mall retail uses, and expansion of the Waters Ridge uses. Subarea 7 has a substantial market draw both in terms of the future land use mix and with its location at the nexus of IH-35E and SH-121.

### Mobility and Open Space Framework

- (A) Construct a new vehicular connection across IH-35E between SH-121 and Hebron Parkway. The increased density and development envisioned on both sides of IH-35E could provide future circulation capacity issues along Hebron Parkway and SH-121. This extension would offer direct connections between the Vista Ridge Mall and amenities on the east side, including the new transit station.
- (B) Study the viability to provide a new transit circulator operating between the Vista Ridge Mall area and the Hebron transit station to link residents and visitors to uses on either side of the highway and reduce the need for vehicle trips and parking demand.
- (C) Establish an interconnected network of “green” streets and integrate a smaller block system to allow a more walkable mixed use pattern as redevelopment occurs. Green streets serve multiple functions; not only as multi-modal pathways but also as vegetated corridors that help manage stormwater runoff.
- (D) Create an off-street trail along Timber Creek canal to improve pedestrian connectivity. This off-street trail system could link Hebron Parkway to the new mixed use development north of the creek and proposed connections across IH-35E.
- (E) Ensure a consistent landscape buffer between the Hebron Parkway and Vista Ridge Mall Drive nodal areas along the length of IH-35E to establish a unified character along the highway.

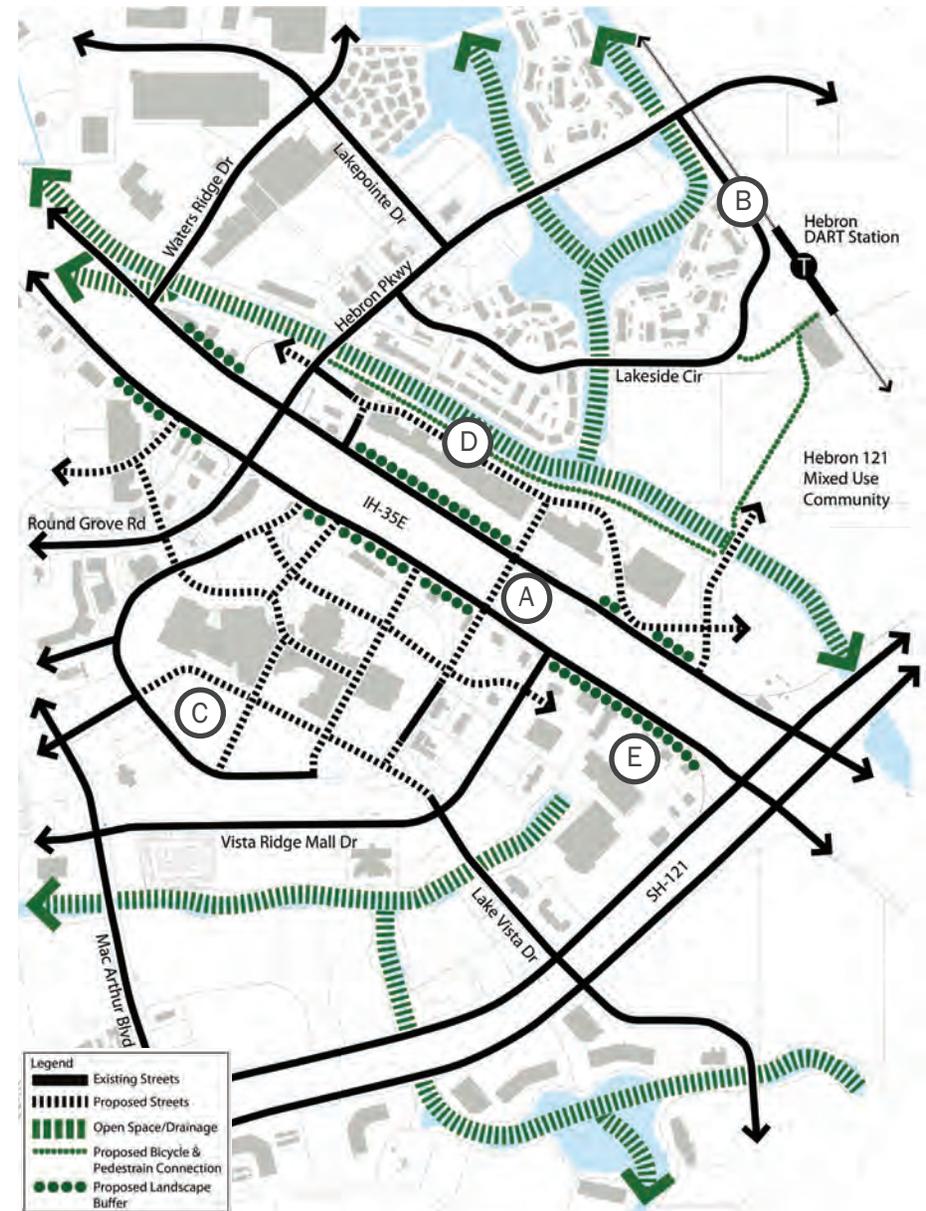


Figure C24: Subarea 7 - Mobility and Open Space Framework

**Land Use Framework**

The long-term vision for Subarea 7 is to increase densities and transition to a vibrant mix of uses at this southern gateway for the City. New development should build on the existing base of retail, hospitality and corporate office uses. Key land use recommendations include gateway corporate office developments at the Hebron Parkway and SH-121 interchanges, redevelopment of the shopping center east of IH-35E, and reconfiguration of the Vista Ridge Mall with higher intensity supportive uses surrounding the mall (Figure C25).

- (A) Integrate a mix of uses, including residential and commercial, that can leverage access and visibility from IH-35E while providing real estate premiums along an enhanced Timber Creek corridor.
- (B) Redevelop underutilized portions of the mall to act as a catalyst to transform the entire area. Redevelopment could follow recent national retail trends of integrating indoor and outdoor spaces together with more pedestrian connectivity to surrounding uses.
- (C) Encourage more higher density multifamily, mixed use hospitality, medium density office and destination open space around the redeveloped mall area.
- (D) Encourage the redevelopment of parcels at both the Hebron Parkway and SH-121 interchanges with IH-35E to office uses. Office uses would capitalize on the proximity to and access from the regional highway.

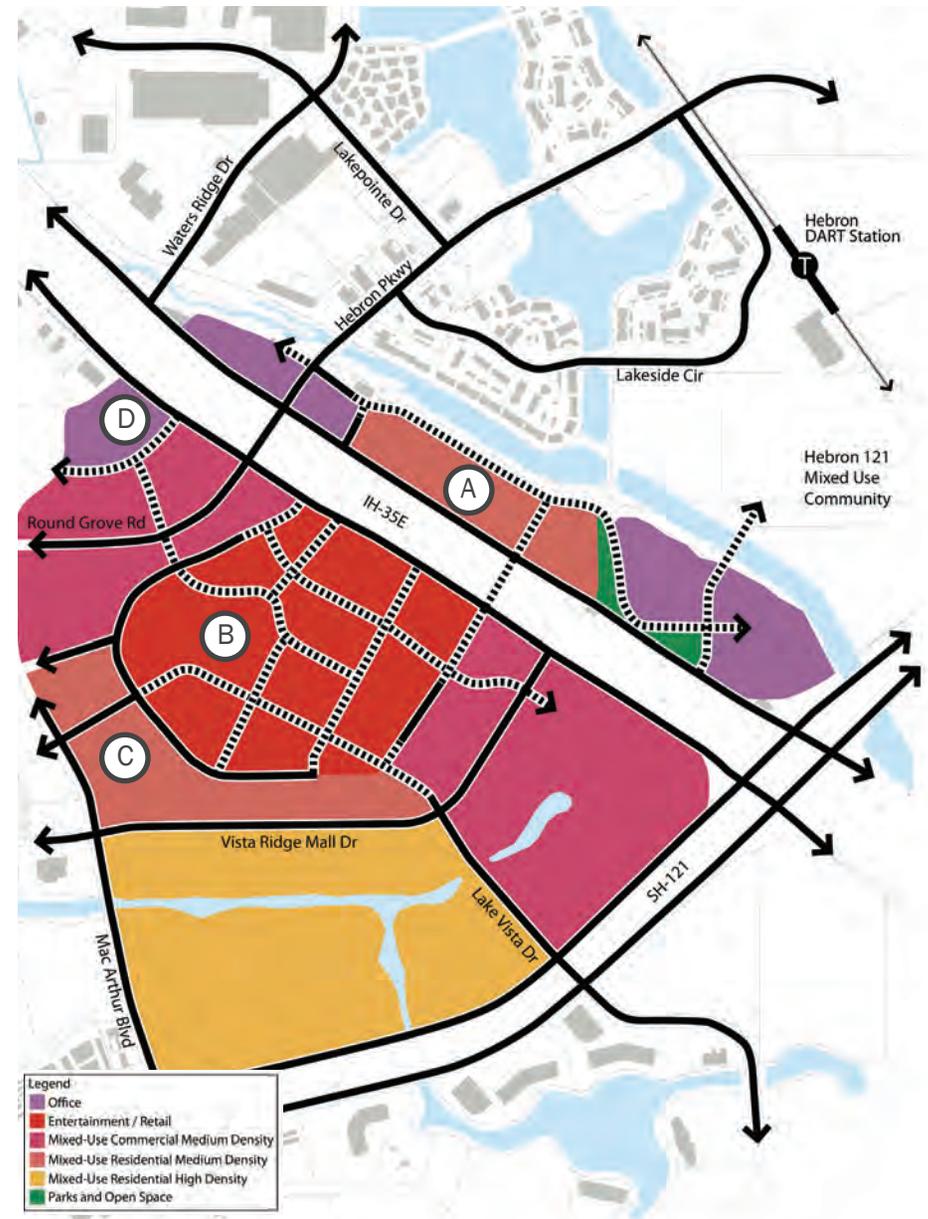


Figure C25: Subarea 7 - Land Use Framework



Revitalized mall can maintain viable businesses



Locate active uses around active places

## Subarea Visions

### Urban Design Framework

Future urban design focuses on the area's character, built form, massing, orientation and setbacks. Recommendations are as follows and shown in Figure C26.

- (A) Enhance the public realm on both sides of Timber Creek and the canal including a range of passive and active spaces that emphasize the park-like features that exist. Development should capitalize on these amenities and integrate the natural creek and open space character in the design.
- (B) Create active places at key centers of activity through well-defined street edges and blocks with narrows building setbacks.
- (C) Encourage the highest densities at nodes with vibrant street activity. Distinct nodes include gateways at Hebron Parkway and SH-121, as well as destinations such as Vista Ridge Mall and the Hebron 121 station.
- (D) Encourage building massing to step down closer to Timber Creek and the canal to maintain harmony with the natural setting. The edges of the canal and creek should reflect linear and consistent massing to provide a strong pedestrian edge.
- (E) Orient uses to focus on destinations within the subarea, including the canal, the mall and uses along the highway. To maximize the natural amenity and create a destination place, buildings should orient toward the creek on the east and canal on the west. New commercial, office and residential uses along the highway and frontage roads should be visible from the highway but oriented inward toward smaller-scale streets.

Figures C27 and C58 on the following pages show a plan view and rendering of the vision at full build-out.

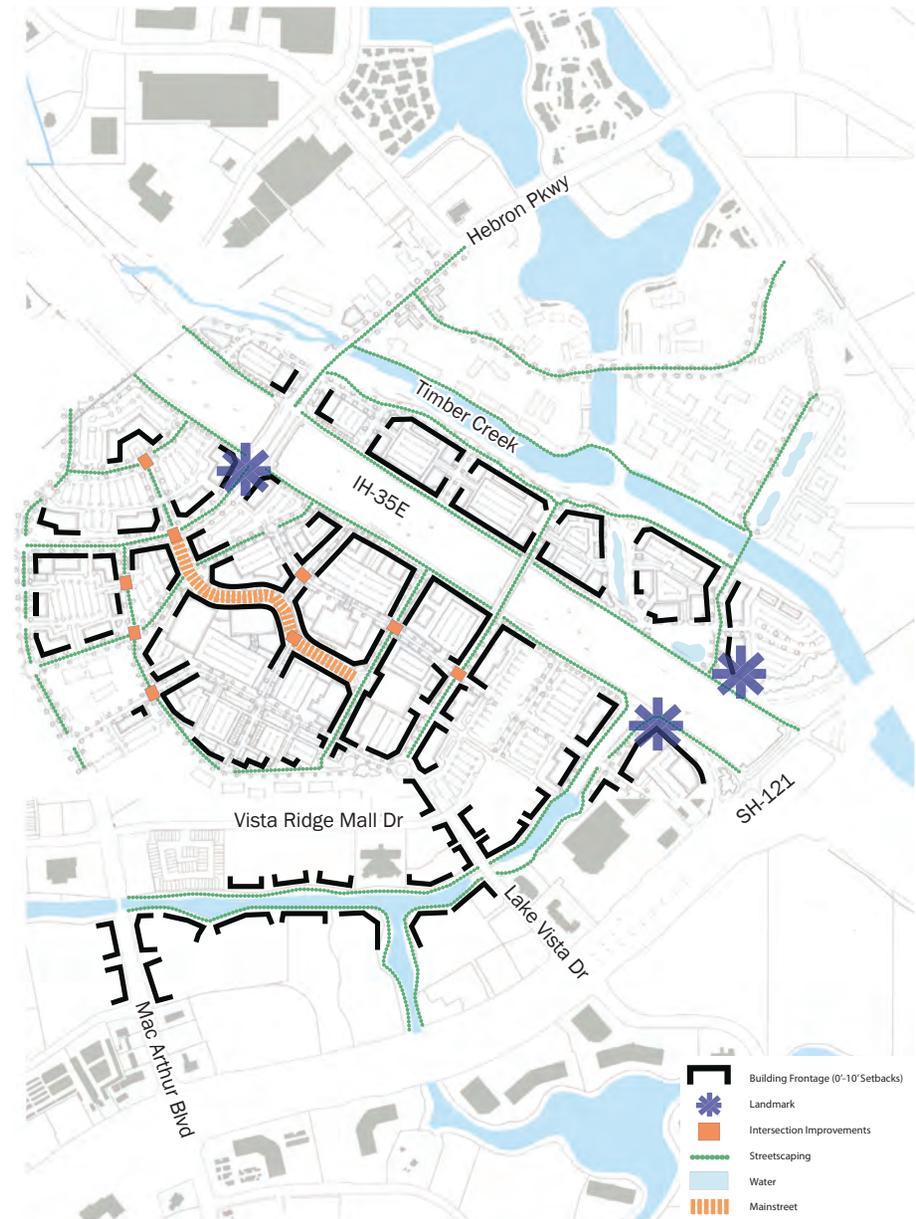


Figure C26: Subarea 7 - Urban Design Framework

**Illustrative Plan**

The illustrative plan is based on the overall planning frameworks and shows one possible development scenario at ultimate build out. Many other development scenarios could also be achieved based on the vision frameworks contained in the plan. The following illustration demonstrates how development could be achieved over time as a series of planning districts including commercial mixed use and residential.

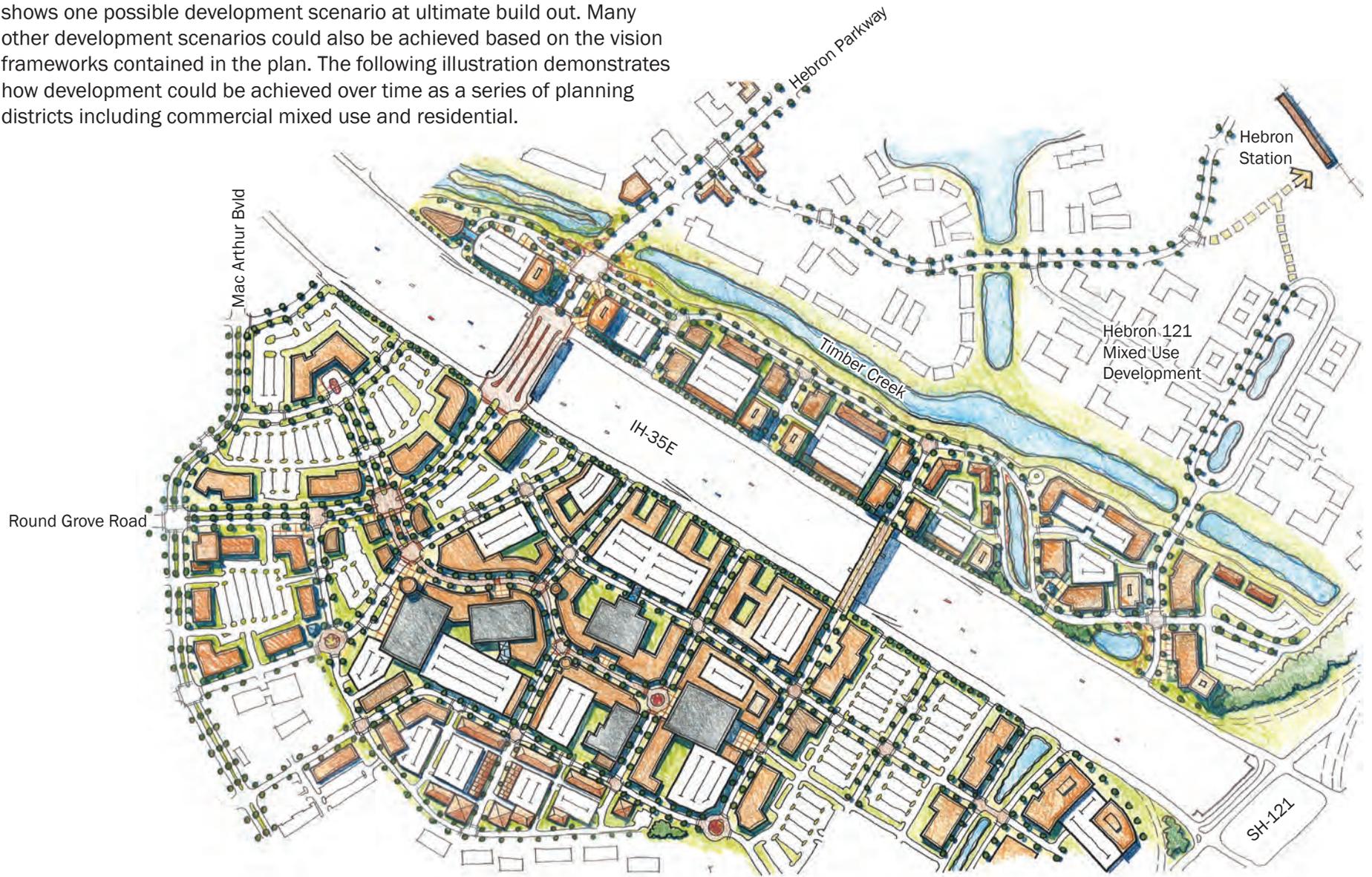


Figure C27: Subarea 7 - Illustrative Plan



## Subarea Visions

### Perspective Sketch

The perspective (Figure C28) is based on the overall planning frameworks and shows one possible development scenario at ultimate build out. Many other development scenarios could also be achieved based on the vision frameworks contained in this planning document.

This sketch illustrates the possible redevelopment of the mall area into a compact mixed use community with a new multimodal connection across IH-35E through the extension of Vista Ridge Mall Drive. The gateway buildings along the highway, shown at SH-121, new crossing and Hebron Parkway, represent the main nodes in this subarea.

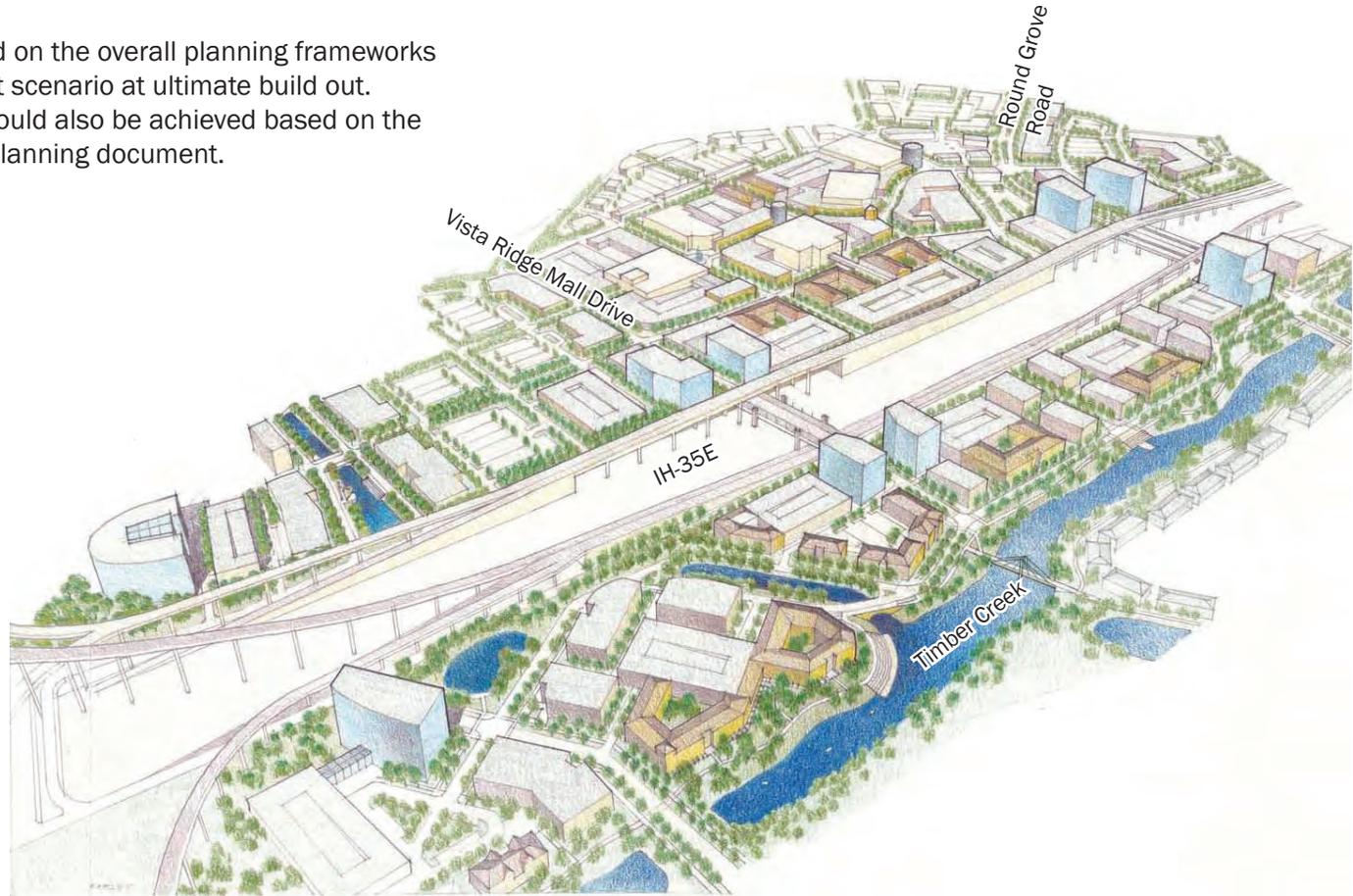


Figure C28: Subarea 7 - Rendering



Tiered massing and articulated corners



Active places at night



Connecting places to Timber Creek



Active mixed-use streets

## Short-Term Opportunities

The primary recommendation is to transform parcels impacted by the highway widening into redevelopment opportunities. Recognizing that the market may not mature for a number of years, to support the long-term vision, and that the highway widening will create direct and immediate impacts to public and private property, a set of short-term strategies are outlined below and shown in Figure C29.

- (A) Assemble parcels at the northeast corner of the Hebron Parkway/IH-35E interchange for high-density redevelopment. Assembling these parcels and placing gateway structures at these sites could signify this area as a destination and help spur future development on adjacent parcels.
- (B) Allocate resources to vacant, developable lands to help fuel development on adjacent parcels consistent with the area’s long-term vision. Underutilized parcels along the IH-35E frontage road provide a key opportunity.
- (C) Ensure adequate landscaping to buffer the highway, sidewalks to facilitate multi-modal access and a new vehicular entry points for the shopping center and pad sites east of IH-35E that could be heavily affected by the highway widening. Under the proposed design, the pad sites would be removed, exposing the strip shopping center.
- (D) Provide a boardwalk along Timber Creek to Hebron Parkway in conjunction with the planned boardwalk when it is under construction. The Hebron 121 Station TOD includes plans for a boardwalk along Timber Creek to connect between mixed-use residential and the station.
- (E) Preserve an access easement and secure lands for a gateway bridge structure on either side of IH-35E. A new bridge could increase mobility and circulation in this subarea and will require constructing a vehicular structure over IH-35E.

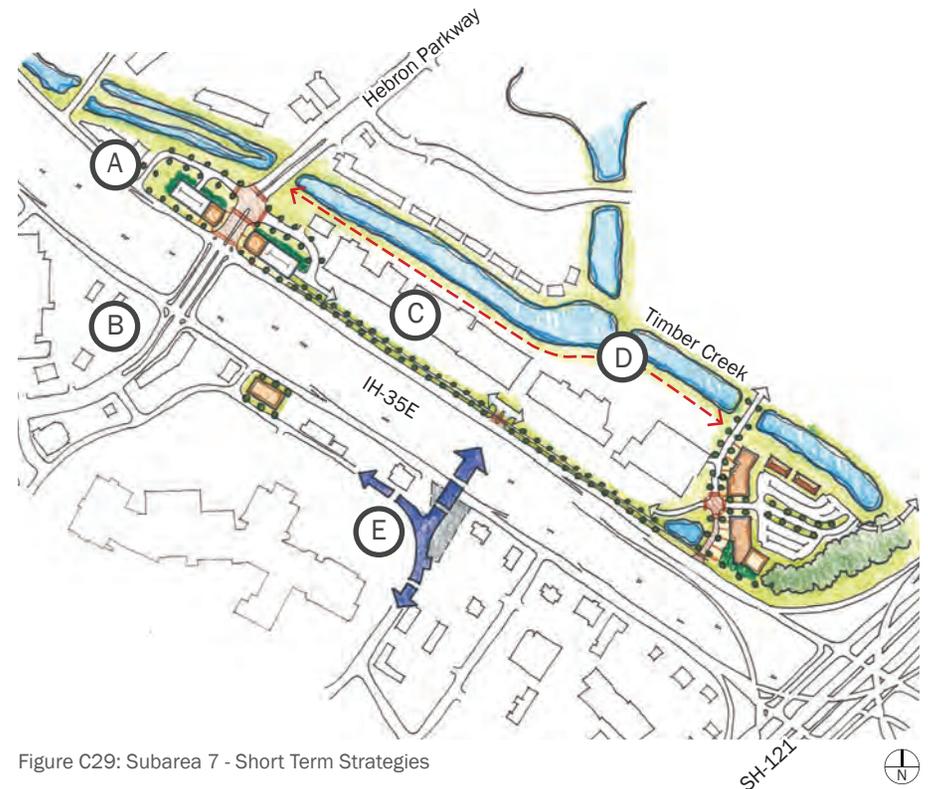


Figure C29: Subarea 7 - Short Term Strategies

# Parcel Impact Guidance

Strategies have been created to address the impacts due to highway widening on IH-35E businesses. Each parcel will require an assessment to determine the level of impact. The parcel impact guidance (Figure C30) shows a process for determining level of impact, strategies to help mitigate the impact, and the documentation required by the landowner. Impacts range from minor (loss of parking less than 5%, for example) to full acquisition.

The primary strategy for minor impacts is to work with the property owner to allow for mitigation on-site. Major impacts require more detailed coordination between the City and property owner to determine how the parking, landscaping and access could be reconfigured to allow the business to remain. Full acquisition of a business would typically mean that the business relocates elsewhere within the City, and should only apply to targeted businesses and uses. Although TxDOT works with the property owner through the relocation process, it is the responsibility of the City to identify suitable sites for relocation consistent with the larger corridor vision.

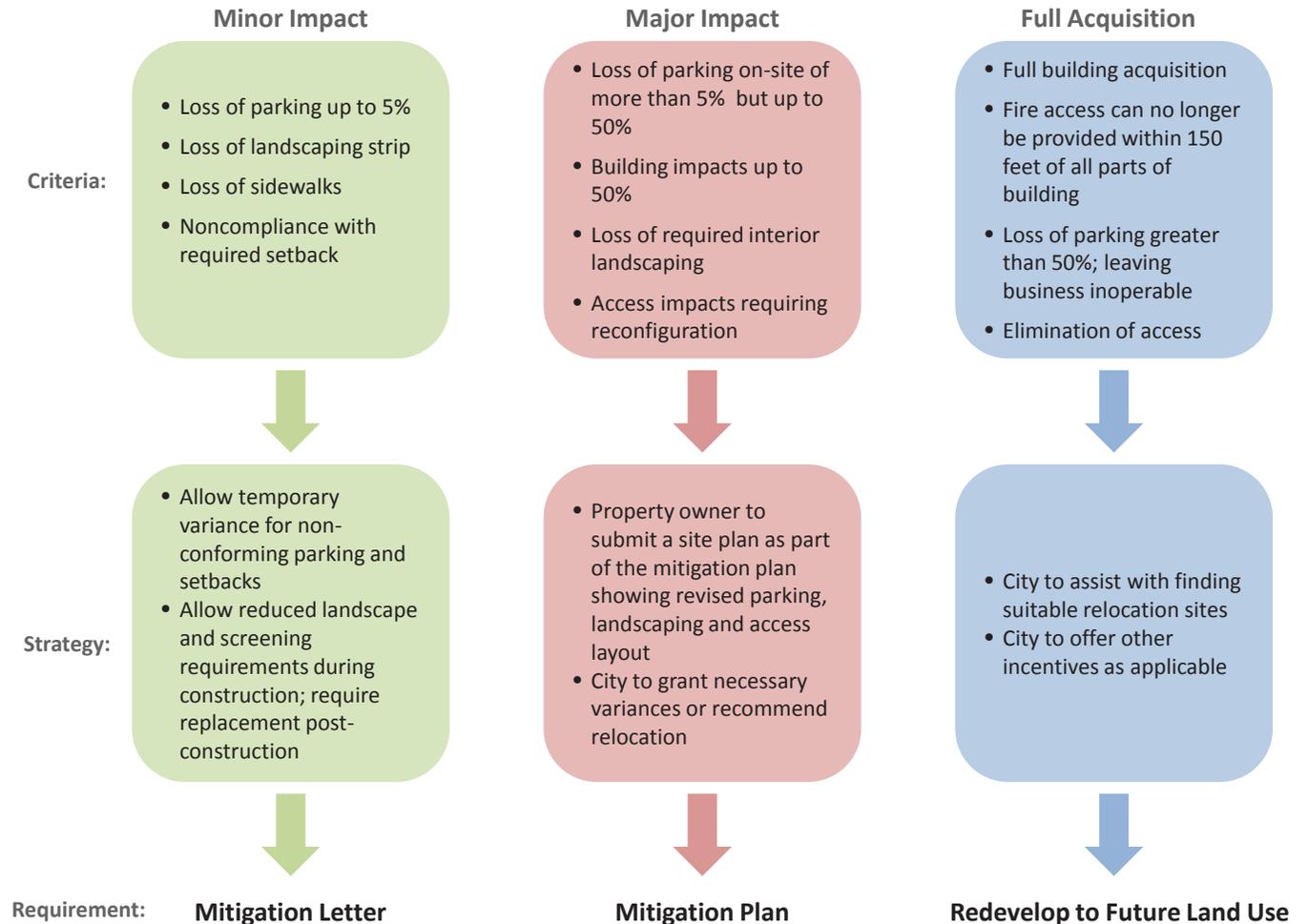


Figure C30: IH-35E Parcel Impact Guidance

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# D. Implementation



# Implementing the Vision

Achieving the bold visions presented in this plan will require focused leadership and strategic fiscal planning. This section establishes the implementation framework to address short term issues and long term opportunities related to the IH-35E widening. The vision for this corridor is directly related to the implementation strategies contained in the City's Vision 2025 Plan, and the goals established by that Plan.

This framework identifies key short-term projects, prioritizes project phasing, identifies funding sources, establishes development strategies, recommends policy tools, and presents recurring municipal revenues based on a market-based conceptual development summary for the corridor.

## Projects & Opportunities

Public and private sector recommendations presented for each of the subareas have been summarized in figure D1. These are based on the *Short Term Opportunities, Mobility and Open Space Frameworks*, and *Land Use Frameworks* presented in each of the *Subarea Visions* sections. The recommendations are presented as possible projects to be completed, or actions that should be taken to realize the vision set forth in this Plan.

Each project/action listed will require a more detailed implementation or business plan to identify overall costs, possible cost sharing structures, phasing, funding sources and fiscal impacts. The project/actions listed include key actions as possible first steps in preparing more detailed implementation plans; the entity responsible for implementation; timeframe regarding implementation; and possible primary funding sources. Each of the project/actions could benefit from multiple funding sources and specific funding strategies.



## Near Term Phasing

The complexity and multiyear timeframe involved in the expansion of the highway will affect how and when the private sector is likely to invest or develop along the corridor. Since timing of the expansion is not clearly determined at this time, three market phases have been anticipated based on the timeframe of construction: before highway expansion, during highway expansion and post-highway expansion.

**Before Highway Expansion:** Due to traffic and disruption issues associated with highway construction it is anticipated that limited expansion will occur prior to or during highway construction. During this time it will be important to establish business retention programs that could include targeted assistance for desired and compatible uses. Strategic funding programs for specific projects can also be created. Additionally, market demand currently exists for medical services. The presence of the Medical Center as a center of employment and services will help support the growth of smaller-scale medical-related offices. Prior to highway expansion and during construction, medical services can potentially expand since these users are less likely to be sensitive to temporary road disruptions than other service-type or retail-type users.

**During Highway Expansion:** Development planning, priority public improvements and pre-development efforts, including land assemblage, should occur. Limited business expansion, focused on medical services, is anticipated. Business retention and relocation efforts should be employed to maximize revenue generation. During the last year of construction development activity is expected to resume, taking advantage of the new transportation benefits.

## Implementation



**Post-Highway Expansion:** With the completion of the highway expansion and selected public improvements, as outlined in this Plan, corridor redevelopment will be viable. The most focused and extensive private sector growth is anticipated to include a primary development mix of hospitality, research and development, office and retail.

### Public Improvements that Leverage Private Development

Priority public improvements have been selected from the project list in figure D1 that should be completed prior or during highway expansion. Complete costs should be identified for each project. These projects should be linked with specific development opportunities that could encourage additional redevelopment in key areas. Where appropriate, the scope of each project should be based on the actual impact of the highway widening and integrated with mitigation projects to achieve maximum contributory funding and benefit. Each project will require public and private sector leadership and coordination, and possibly multiple funding sources.

- **Mill Street/Business 121 intersection.** As described in the Subarea 5 vision, this improvement could provide a south gateway entry into Old Town and open underutilized land for redevelopment.
- **Pedestrian bridge to Lake Lewisville Transit Station.** As described in the Subarea 2 vision, this improvement could provide additional safe access for the large number of residences west of the highway to the Lewisville Lake transit station, the proposed transit-oriented development located at the station area, and the recreational amenities at the lake.



- **Trail improvements along Timber Creek.** As described in the Subarea 7 vision, this improvement should provide an amenity along Timber Creek that new development should utilize to orient and provide access unto.
- **Landscape buffers at non-nodal areas.** As described in many of the subarea visions, this improvement should be integrated with construction of the highway widening and provide a visual screen and natural buffer to uses that are envisioned to remain. Improving the natural character could contribute to overall character enhancement, promote community image, and provide visual focus to nodal areas along the corridor.
- **Gateway elements.** As described in many of the subarea visions, this improvement should be integrated with construction of the highway widening and provide gateway elements at identified entry locations and nodal locations throughout the corridor. Gateway elements should be designed to promote community character and provide visual focus to nodal areas along the corridor.
- **Transit Circulator Study between the Mall & Hebron Station.** As described in the Subarea 7 vision, this improvement will provide transit access from Vista Ridge Mall to surrounding residences and to the Hebron transit station. The operation of this circulator could be timed with the rail service to provide timely service for passengers connecting between the mall and the transit station.

## Summary of Projects & Opportunities

Item	Framework Project Name/Action	Key Actions	Responsibility	Timeframe	Possible Primary Funding Sources
Subarea 1					
1.A	Redevelop Corner at Garden Ridge	Work with Landowners/Developers	Developer	After Highway Expansion	Capital Improvement Funds
1.B	Install Landscape Buffers	Create Detailed Plan & Costs	Parks Dept	During Highway Expansion	Beatification Funds
1.C	Build Gateway/Landmark at Lake Edge	Create Detailed Plan & Costs	Public Works Dept	Before Highway Expansion	Beatification Funds
1.D	Build Gateway/Landmark at Transit Station	Create Detailed Plan & Costs	Public Works Dept	During Highway Expansion	Beatification Funds
Subarea 2					
2.A	Develop Street Network	Work with Landowners/Developers	Developer	After Highway Expansion	Tax-Increment Financing
2.B	Build Pedestrian Bridge	Create Detailed Plan & Costs	Public Works Dept	Before Highway Expansion	Tax-Increment Financing
2.C	Install Landscape Buffers	Create Detailed Plan & Costs	Parks Dept	During Highway Expansion	Beatification Funds
2.D	Integrate open space with development	Work with Landowners/Developers	Planning/ED Dept	After Highway Expansion	Corridor Infrastructure Funds
2.E	Facilitate Land Assemblage	Work with Landowners/Developers	Planning/ED Dept	After Highway Expansion	Tax-Increment Financing
2.F	Facilitate Land Assemblage	Work with Landowners/Developers	Planning/ED Dept	After Highway Expansion	Tax-Increment Financing
2.G	Develop Mixed-Use Destination	Work with Landowners/Developers	Developer	After Highway Expansion	Tax-Increment Financing
2.H	Build Medium Density Residential	Work with Landowners/Developers	Developer	After Highway Expansion	Targeted Incentives
Subarea 3					
3.A	Facilitate Development of Vacant Parcels	Work with Landowners/Developers	Planning/ED Dept	After Highway Expansion	Targeted Incentives
3.B	Extend Grandy's Lane	Create Detailed Plan & Costs	Transportation Dept	During Highway Expansion	Corridor Infrastructure Funds
3.C	Redevelop Retail Use	Dependant on Land Taking	Developer	After Highway Expansion	Targeted Incentives
3.D	Facilitate Land Assemblage	Work with Landowners/Developers	Planning/ED Dept	After Highway Expansion	Tax-Increment Financing
3.E	Build Gateway/Landmark at Valley Ridge	Create Detailed Plan & Costs	Public Works Dept	During Highway Expansion	Beatification Funds
Subarea 4					
4.A	Facilitate Development of Impacted Parcels	Dependant on Land Taking	Planning/ED Dept	During Highway Expansion	Existing Incentive Programs
4.B	Reconfigure Edmonds Lane	Create Detailed Plan & Costs	Transportation Dept	After Highway Expansion	Corridor Infrastructure Funds
4.C	Build Gateway/Landmark at Main Street	Create Detailed Plan & Costs	Public Works Dept	During Highway Expansion	Beatification Funds
4.D	Facilitate Development of Medical Uses	Work with Landowners/Developers	Planning/ED Dept	Before Highway Expansion	Targeted Incentives
4.E	Install Landscape Buffers	Create Detailed Plan & Costs	Parks Dept	During Highway Expansion	Beatification Funds

Figure D1: Summary of Projects - continued on next page.

## Implementation

Item	Framework Project Name/Action	Key Actions	Responsibility	Timeframe	Possible Primary Funding Sources
Subarea 5					
5.A	Relocate Mill Street/Business 121 Intersection	Create Detailed Plan & Costs	Transportation Dept	Before Highway Expansion	Corridor Infrastructure Funds
5.B	Develop Street Network	Work with Landowners/Developers	Developer	After Highway Expansion	Tax-Increment Financing
5.C	Integrate open space with development	Work with Landowners/Developers	Planning/ED Dept	After Highway Expansion	Corridor Infrastructure Funds
5.D	Build Bellaire Boulevard Connection	Create Detailed Plan & Costs	Transportation Dept	During Highway Expansion	Corridor Infrastructure Funds
5.E	Remove median on Bellaire Boulevard	Create Detailed Plan & Costs	Transportation Dept	During Highway Expansion	Corridor Infrastructure Funds
5.F	Redevelop as Mixed-Use Center	Work with Landowners/Developers	Developer	After Highway Expansion	Targeted Incentives
5.G	Redevelop as Mixed-Use Center	Work with Landowners/Developers	Developer	After Highway Expansion	Targeted Incentives
5.H	Redevelop as Gateway Destination	Work with Landowners/Developers	Developer	After Highway Expansion	Targeted Incentives
5.I	Build new neighborhood off Business 121	Work with Landowners/Developers	Developer	After Highway Expansion	Tax-Increment Financing
Subarea 6					
6.A	Facilitate Development of Impacted Parcels	Dependant on Land Taking	Planning/ED Dept	During Highway Expansion	Existing Incentive Programs
6.B	Facilitate Development of Impacted Parcels	Dependant on Land Taking	Planning/ED Dept	During Highway Expansion	Existing Incentive Programs
6.C	Build Gateway/Landmark at Corporate Drive	Create Detailed Plan & Costs	Public Works Dept	During Highway Expansion	Beatification Funds
6.D	Create Pedestrian/Bicycle amenities along Timer Creek	Create Detailed Plan & Costs	Public Works Dept	Before Highway Expansion	Corridor Infrastructure Funds
Subarea 7					
7.A	Construct Bridge Across IH-35E	Create Detailed Plan & Costs	Transportation Dept	After Highway Expansion	Tax-Increment Financing
7.B	Prepare Transit Circulator Study	Create Detailed Plan & Costs	Transportation Dept	Before Highway Expansion	Corridor Infrastructure Funds
7.C	Develop Street Network	Work with Landowners/Developers	Developer	After Highway Expansion	Tax-Increment Financing
7.D	Create Pedestrian/Bicycle amenities along Timer Creek	Create Detailed Plan & Costs	Public Works Dept	Before Highway Expansion	Corridor Infrastructure Funds
7.E	Install Landscape Buffers	Create Detailed Plan & Costs	Parks Dept	During Highway Expansion	Beatification Funds
7.F	Facilitate Redevelopment of Parcels along Timber Creek	Work with Landowners/Developers	Planning/ED Dept	After Highway Expansion	Targeted Incentives
7.G	Redevelopment Underutilized Portions of Vista Ridge Mall	Work with Landowners/Developers	Developer	After Highway Expansion	Tax-Increment Financing
7.H	Facilitate Redevelopment of Parcels Adjacent to the Mall	Work with Landowners/Developers	Developer	After Highway Expansion	Tax-Increment Financing
7.I	Redevelop as Mixed-Use Center	Work with Landowners/Developers	Developer	After Highway Expansion	Tax-Increment Financing

Figure D1: Summary of Projects - continued on next page.

## Guiding Development

Achieving desired development along the corridor will require leadership, regulatory guidance and development assistance. Leadership is required to attract funding and partnerships, while regulatory guidance will direct the use of funding and establish appropriate policies to balance quality assurance for the City, and development expectations for investors. Development assistance will take the form of the numerous relationships that will be required to build the recommendations in this Plan. While it is possible to build many of the recommendations contained herein utilizing traditional funding strategies, building the most aggressive recommendations and longer-term visions could take over 30 years to complete, built over successional development cycles.

The challenge of implementing a bold plan is to stay on course and remain focused once a direction has been set. While there are multiple opportunities along the corridor, it will be important to focus leadership, guidance and assistance to a limited number of areas at one time rather than multiple efforts throughout the corridor. Providing focus will likely stimulate a few catalyst areas and further leverage development assistance.



City of Lewisville IH-35E Corridor Redevelopment Plan

Focus should be determined by both civic leadership and private investment. Some areas on the plan will have more political support than others due to a range of community issues, including required infrastructure improvements, and impacts due to the highway widening. Alternatively, some areas of the plan will have more private development interest due to market demand and specific business models. City staff should work with public officials, local landowners and private development interests to determine recommended areas for near term development focus for the next five years.

## Economic Incentives

Due to a range of issues, including community need, job creation or market timing, the utilization of economic incentives may be required to build some of the recommendations contained this Plan. Typical economic development incentives include: property tax abatements, valuation offsets, exemptions, sales tax rebates, impact fee waivers, forgivable loans, below market rate financing, and grants and gifts. These are similar incentives described under the Chapter 380 program, but would be administered under different rules. For example, under Texas law a tax abatement cannot extend for more than 10 years; however, a 380 Agreement specified grant from the City in the same dollar amount as a given tax abatement has no statutory time limitation. In the current market environment, tax exempt and municipally-backed financing has limited value; however, proving the City's commitment and credit to a development loan, may determine the ability of a developer to receive project financing.

Pioneering projects that could catalyze successional development; higher-risk redevelopment that could reduce longer term infrastructure costs; projects that provide community benefit and include an acceptable profit potential; and those projects that serve a broader community purpose that would not occur otherwise, all represent examples of potential projects that could be eligible for city supported economic incentives.

## Implementation

Unless a beneficial community need is being achieved, sustained economic incentives are not recommended and any particular project. Additionally, economic incentives should not be considered unless this method is determined necessary to compete with other regional areas for an attractive business prospect, retain a valuable existing business, or to encourage specific development that is consistent with the overall growth strategies, but would not occur without economic incentives. Each project considered for economic incentives should be evaluated based upon community benefit, revenue generation, and types of economic incentives possible to achieve the desired development.

## Development Strategies

A range of development strategies could be utilized to achieve desired development along the corridor. Tax Increment Financing and Public Private Partnerships are both funding sources that can be part of a development strategy. Additionally, land –banking can be utilized to leverage future development.

**Tax Increment Financing (TIF).** Tax Increment Financing has been previously presented as a funding source and mechanism for supporting infrastructure development and land acquisition. TIF provides economic incentive through the funding infrastructure, and can provide funding in many ways, including: assisting businesses to meet overlay district requirements for aesthetics, and pay for facade redevelopment. TIF can also be a development strategy when integrated with a development plan to build components of a project that provide public benefit. This can include shared-use parking structures, and access-ways in the form of shared streets, paths, trails and walks.

**Public Private Partnerships (PPP).** PPPs are broadly defined as partnerships that bring together unique assets to provide value that could not otherwise be provided. PPPs can be used to define the terms and performance measures for incentives including ground leases of city-owned property, the provision of standard incentives, or on-going support for business operations. However, if the city’s obligation under the partnership is limited to the usual set of incentives, a 380-agreement is likely to be an easier approach.

**Land-Banking.** Land-banking is a strategy that can be used by a municipality to build a long-term vision. In this case, a municipality can purchase key parcels when they become available prior to improvement. This is a technique that can be used when assemblage would be required to achieve a broader vision, or when select parcels are part of a broader redevelopment vision and become available prior to redevelopment.

## Development Policies

Establishing consistent guidance and regulations for new development through public policies will provide quality assurances for the City, while offering predictability of processes and approvals for developers and investors. Additionally, properly crafted and administered policies can create a transparent review and approval process that can save significant time for applicants, and therefore, provide significant development incentive. This section outlines the policy recommendations that are required to achieve desired development and community character, and should be adopted as part of this Plan.



**Corridor Overlay District.** An overlay district should be created to identify the properties to be in accordance with the recommendations contained in this Plan. The breadth of the district should encompass all key parcels along the corridor, those parcels that can be readily accessed from the local road system, and parcels that will contribute to the community character along the IH-35E corridor. A half-mile overlay boundary has been indicated on each side of the highway, measured from the centerline of the new highway expansion, and is shown on figures A1, A2 and A3.

**Parcel Impact Guidance.** Parcel impacts will vary along the corridor due to the highway expansion. Policy guidance is presented in figure C63 to aid the City providing consistent and predictable procedures and strategies in working with landowners to address parcels with minor impacts, major impacts and full acquisition.

**Land Use Typologies.** Land use typologies have been created as part of this Plan based on existing land use policies, including land uses for the Old Town area. Six development-based land use typologies and four open space-based land use typologies have been defined. Each of the new typologies provides overall development guidelines. These land uses should be used in conjunction with the City's current land use designations to allow development more flexibility in providing an essential mix of uses.

**Subarea Land Use Plans.** To apply new and existing land use designations to key parcels along the corridor, Land Use plans have been created for the catalytic areas for Subareas 2 (figure C13), 5 (figure C37), and 7 (figure C54). These plans are based on market opportunities, proximity to quality mobility and adjacent uses.

**Corridor Character Principles.** Corridor character principles are contained in the appendix to the Plan, and provide a thematic vision for public infrastructure along the corridor and its subareas. Principles include intent statements for spatial elements contained within the corridor, followed by design principles for each of the character subareas. The principles should be used to provide guidance during the decision-making process when evaluating detailed concepts for proposed treatments within the corridor. These principles were utilized in the preparation of City of Lewisville IH-35E Corridor Identity Plan, April 2012.

**Design Guidelines.** Design guidelines are contained in the appendix to the Plan, and are intended to enable the City to work together with the development and business communities in achieving the vision for IH-35E corridor. The guidelines are divided into two types: guidelines and standards. The guidelines are general statements describing ideal development along the corridor. The standards are basic requirements for any development or redevelopment along the IH-35E corridor. The use of these two types of statements is intended to: give flexibility to the developer or applicant to respond and contribute to the corridor vision in advance of a submittal, give the City of Lewisville a basis on which to make judgments so that its determinations are not arbitrary, and give certainty to the City of Lewisville and its citizens that the corridor vision is met and that the quality described is maintained.

**Right-of-way Transition Typologies.** Typology diagrams are contained in the appendix to this Plan, and provide development guidance regarding the transition areas between the IH-35E frontage road and adjoining land use conditions including entry drives, screened parking lots, open space and private development. Specific standards are including in the typologies.

## Implementation

### Next Steps

The evolution of the corridor into a series of regional mixed use places will be implemented over time and could exceed 20 years. This Plan provides the vision and public improvement recommendations needed to achieve the desired land use and development programs, and represents a series of connected, but discreet economic development opportunities for the City of Lewisville.

Over the coming years, there will be continuing need to gain support from leaders, neighborhoods, and the broader community. To manage this process, a set of actions should be identified that give local leaders targeted opportunities to communicate to stakeholders. These action items will also support efforts to receive endorsement for the overall vision as well as specific actionable objectives from neighborhood groups, private organizations, other governmental entities, and businesses. Importantly, stakeholders that have a direct role in supporting the objectives should be willing to make commitments that can then be tracked throughout the implementation process.

Finally, implementation of this Plan will contribute to the City's economic and fiscal health. By contrast, not implementing the Plan is likely further exacerbate the existing issues, limit Lewisville's competitive edge with adjacent regions, and not leverage the opportunities provided from the impending highway widening.

The Plan will not be achieved unless the City takes proactive actions to provide a better economic climate for reinvestment along the corridor. The recommended steps to be taken are outlined below:

- **Adopt and celebrate the Plan.** Once adopted, it will be critical to market and discuss the plan with potential local, regional and national investors to set in motion the new leadership and vision framework for the corridor.
- **Establish a Corridor Overlay District.** The district will allow the City to apply the regulatory and funding recommendations contained in the Plan.
- **Engage a redevelopment consultant.** A qualified consultant can advise the City (on an as needed basis) on economic development issues, specific development proposals, and land acquisition and financing issues related to private development within the Overlay District.
- **Identify project costs for priority public improvements.** These costs should be comprehensive and include any land acquisition and capital assets, and design and engineering fees. Possible funding sources should be associated with each project.
- **Implement funding strategies for priority projects.** Multiple funding strategies have been presented in this plan and should be considered for the appropriate project. The Beautification Fund and Corridor Infrastructure Fund should be established to budget, dedicate and grow these funds.
- **Decide on areas of focus.** Based on specific private investment and institutional interest, and specific public funding opportunities, identify up to three specific geographic areas to focus economic development improvements within the Overlay District.
- **Seek joint development partnerships.** In conjunction with the above actions, create opportunities for development relationships and establish joint partnerships to build priority projects. Business plans should be created for each project area to identify expected revenues, costs and partnership structures.
- **Monitor Plan implementation.** As recommendations in this Plan are implemented, a set of indicators should be established to monitor progress towards the vision in an easy to understand format that is updated regularly and communicated through various forms of community outreach, and include feedback mechanisms that will allow leaders to identify success elements, emerging challenges, and changing community goals.

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# D. Appendix



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# Land Use Typologies





### MIXED-USE RESIDENTIAL HIGH DENSITY LAND USE CHARACTERISTICS

*Density:* 30+ units per acre, 3-12 story buildings and 80 - 90% Site Coverage

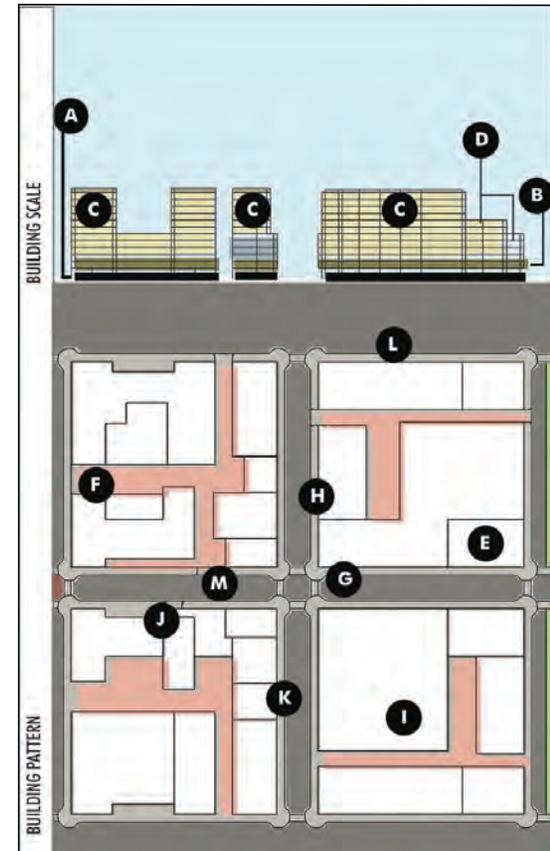
*Land Use Mix:* Ground floor retail or office uses encouraged, residential above, ground floor height of 16'

*Pedestrian:* Wide walks, logical connections and streetscape amenities

*Community Center:* Attractive public spaces and public gathering areas to create community

### MIXED-USE RESIDENTIAL HIGH DENSITY SITE CHARACTERISTICS

- A** Continuous ground-floor retail / office activates streetscape
- B** Structured parking levels
- C** Residential and office
- D** Building setbacks transition building heights
- E** Buildings oriented to street and street corners, 70% building facade transparency
- F** Alleys provide service access for buildings
- G** Accent paving on curb extensions and crosswalks
- H** On-street parking required except for timed loading zones
- I** Mixed-use parking garage with ground floor retail
- J** Urban plazas provide space for pedestrian amenities
- K** Minimum 12 foot sidewalk from curb to building face
- L** Small Block size promotes connectivity and maximizes street frontage
- M** Street width maximum 52 feet; with-on street parking



**MIXED-USE RESIDENTIAL MEDIUM DENSITY**

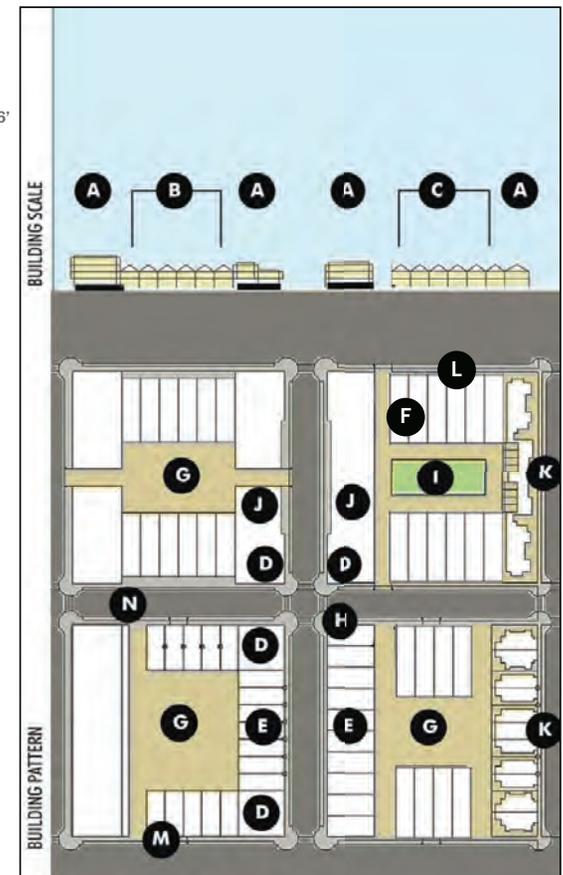


**MIXED-USE RESIDENTIAL MEDIUM DENSITY LAND USE CHARACTERISTICS**

- Density:* 12-20 units per acre, 2-5 story buildings and 70 - 80% lot coverage
- Land Use Mix:* Ground floor retail or office uses encouraged, neighborhood services, residential above and minimum ground floor height of 16'
- Pedestrian:* Wide sidewalks, convenient connections and community amenities
- Community Character:* Flexible community gathering spaces, civic land uses, street amenities and neighborhood services
- Complementary Adjoining Uses:* Mixed-use commercial medium density

**MIXED-USE RESIDENTIAL MEDIUM DENSITY SITE CHARACTERISTICS**

- A** Continuous ground-floor retail / office activates streetscape
- B** Single-family attached townhouses with attached parking in rear
- C** Single-family attached townhouses with attached parking in rear
- D** Mixed-use buildings / Ground floor retail oriented to street corners
- E** Residential units oriented towards streetscape allow more "eyes on the street" for enhanced security
- F** Alleys provide service access for buildings and provides a transition area for building scale and use
- G** Surface parking to the rear or side of building
- H** Curb extensions with stripped crosswalks
- I** Tot - lot / play area
- J** Reduced setback and similar architectural styles on either side of the block balance and unify streetscape
- K** Multi-family units with articulated facades complimentary to attached single family units
- L** Block circumference - 2,000 linear feet maximum
- M** 6 foot wide minimum sidewalk separated from curb with linear planting area suitable for trees and streetscape amenities
- N** Local street width: 38 feet maximum curb to curb.





### MIXED-USE COMMERCIAL HIGH DENSITY LAND USE CHARACTERISTICS

*Density:* 3-12 story buildings and 80 - 90% Site Coverage

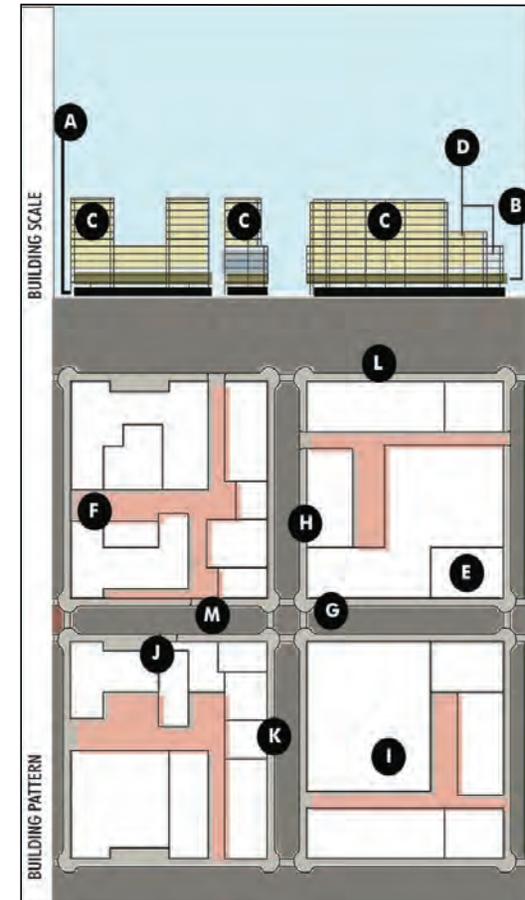
*Land Use Mix:* Encourage ground floor retail with office uses above, ground floor height of 16'

*Pedestrian:* Wide walks, logical connections and streetscape amenities

*Community Center:* Attractive public spaces and public gathering areas to create community

### MIXED-USE COMMERCIAL HIGH DENSITY SITE CHARACTERISTICS

- A** Continuous ground-floor retail / office activates streetscape
- B** Structured parking levels
- C** Retail and office
- D** Building setbacks transition building heights
- E** Buildings oriented to street and street corners, 70% building facade transparency
- F** Alleys provide service access for buildings
- G** Accent paving on curb extensions and crosswalks
- H** On-street parking required except for timed loading zones
- I** Mixed-use parking garage with ground floor retail
- J** Urban plazas provide space for pedestrian amenities
- K** Minimum 12 foot sidewalk from curb to building face
- L** Small Block size promotes connectivity and maximizes street frontage
- M** Street width maximum width 52 feet; with-on street parking



MIXED-USE COMMERCIAL MEDIUM DENSITY



MIXED-USE COMMERCIAL MEDIUM DENSITY LAND USE CHARACTERISTICS

*Density:* 2-5 story buildings and 70 - 80% lot coverage

*Land Use Mix:* Ground floor retail or office uses encouraged, minimum ground floor height of 16'

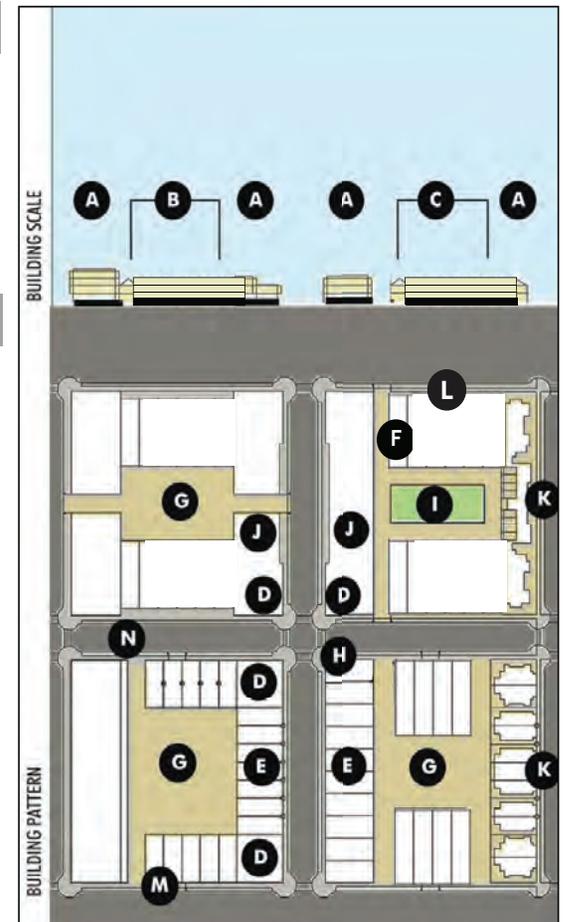
*Pedestrian:* Wide sidewalks, convenient connections and community amenities

*Community Character:* Flexible community gathering spaces, civic land uses, street amenities and neighborhood services

*Complementary Adjoining Uses:* Mixed-use residential medium density

MIXED-USE COMMERCIAL MEDIUM DENSITY SITE CHARACTERISTICS

- A** Continuous ground-floor retail / office activates streetscape / additional stories at corners helps to define intersections
- B** Less stories at mid-block allows sunlight to reach the street and provides variation along the building frontage
- C** Less stories at mid-block allows sunlight to reach the street and provides variation along the building frontage
- D** Mixed-use buildings / ground floor retail oriented to street corners
- E** Commercial units oriented towards streetscape allow more "eyes on the street" for enhanced security
- F** Alleys provide service access for buildings and provides a transition area for building scale and use
- G** Surface parking to the rear or side of building
- H** Curb extensions with striped crosswalks
- I** Landscaped area provides opportunities for public gathering
- J** Reduced setback and similar architectural styles on either side of the block balance and unify streetscape
- K** Multi-family mixed use units with articulated facades complimentary to mixed-use commercial units
- L** Block circumference - 2,000 linear feet maximum
- M** 6 foot wide minimum sidewalk separated from curb with linear planting area suitable for trees and streetscape amenities
- N** Local street width: 38 feet maximum curb to curb.



# Land Use Typologies

## OFFICE



### OFFICE LAND USE CHARACTERISTICS

*Density:* 4-14 story buildings and 50% Site Coverage

*Land Use Mix:* Primarily office and some ground-floor commercial

*Pedestrian:* Wide walks, logical connections and streetscape amenities

*Community Center:* Attractive public spaces and public gathering areas to create community

### OFFICE SITE CRITERIA

- A** Continuous ground-floor commercial / office activates streetscape
- B** Structured parking levels above ground floor or center of block
- C** Office
- D** Building setbacks transition building heights
- E** Buildings oriented to street and street corners, 70% building facade transparency
- F** Surface parking located at the interior of blocks
- G** Alleys provide service access for buildings
- H** On-street parking required except for timed loading zones
- I** Mixed-use parking garage with ground floor office uses
- J** Urban plazas provide space for pedestrian amenities
- K** Minimum 12 foot sidewalk from curb to building face
- L** Structured parking located at center of block, shielded by office buildings
- M** Street width maximum width 52 feet; with-on street parking



Entertainment / Retail



Belmar



ENTERTAINMENT / RETAIL LAND USE CHARACTERISTICS

*Density:* 2-3 story buildings and 50% Site Coverage

*Land Use Mix:* Retail and commercial, with office on upper floors

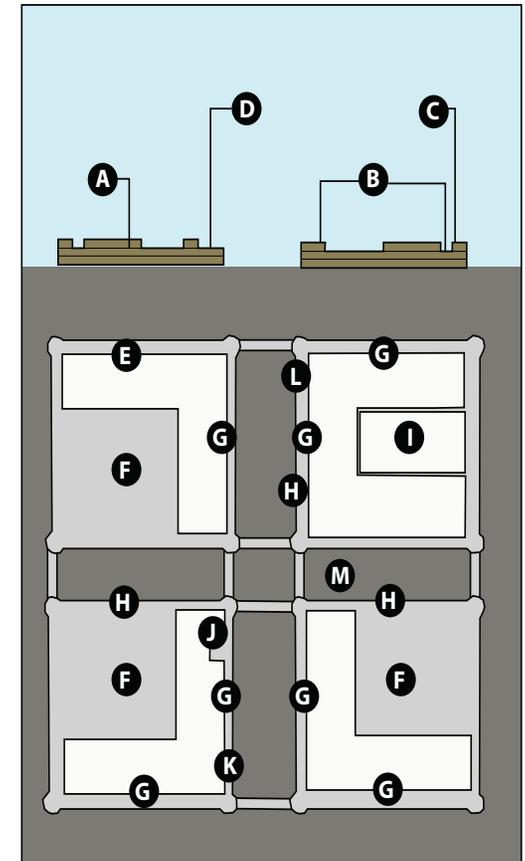
*Pedestrian:* Wide walks, logical connections and streetscape amenities

*Community Center:* Attractive public spaces and public gathering areas to create community

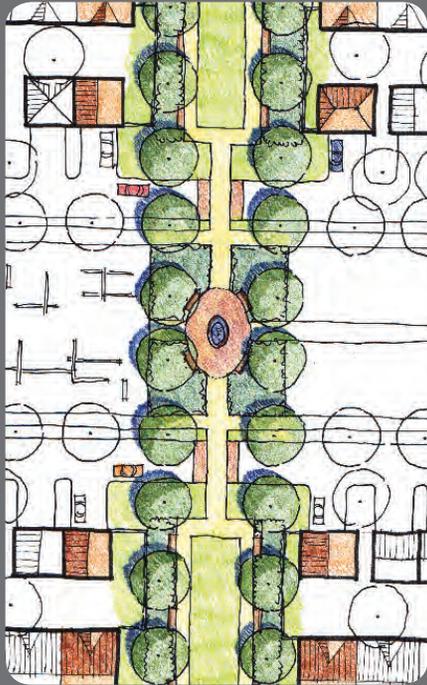
*Complementary Uses:* Mixed-use commercial and mixed use residential

ENTERTAINMENT / RETAIL CHARACTERISTICS

- A** 2-3 stories of retail / entertainment uses
- B** Differentiated building heights provide for a more interesting streetscape and allows light to reach the street
- C** Maximum height at corners provides a visual reference for pedestrians and motorists
- D** Building setbacks transition building heights
- E** Buildings oriented to street and street corners on at least 2 sides of the block, 70% building facade transparency
- F** Surface parking located behind buildings away from primary street frontages
- G** Defining primary streets to front buildings and entrances allows for surface parking on secondary streets
- H** On-street parking required except for timed loading zones
- I** Parking structures should be located at the interior of blocks
- J** Urban plazas provide space for pedestrian amenities
- K** Minimum 12 foot sidewalk from curb to building face
- L** Develop streetscape characters that define the district as a destination and place
- M** Street width maximum width 52 feet; with-on street parking



Greenway



**Descriptions:**

Natural or limited landscaping. Typically smaller than a neighborhood park. Bordered at least 50% by streets or other public ways, at least 20 feet wide.



**Attributes:**

- Varies in size.
- Service area is generally linear within the 1/2 mile radius and links other urban parks or open space.
- Surrounding land uses are variable.
- Street access on at least two sides, preferably four sides.
- Not more than 50% of the site should have a slope greater than 4%.

Open Space

Landscape Buffer



**Descriptions:**

Native or ornamental plantings that help buffer incompatible land uses. Landscaped buffers contribute aesthetically, defuse noxious noise, and can address safety concerns. Plantings should also be used to soften hard edges along parking lots, driveways, highways and railways.

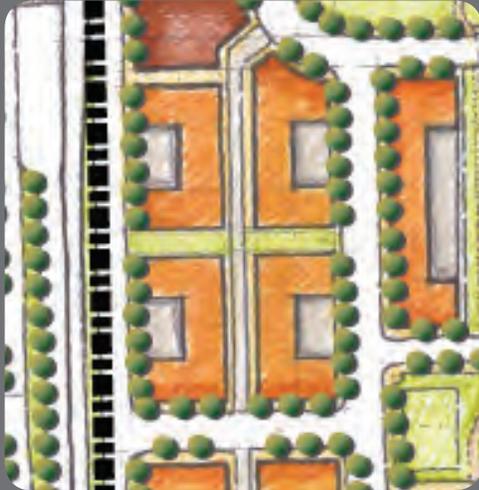


**Attributes:**

- Varies in size.
- Service area with a maximum 800 metre (1/2 mile) radius.
- Located near incompatible uses, barriers, and infrastructure.
- Not more than 50% of the site should have a slope greater than 4%.

## Open Space

### Private/Public Open Space



#### Descriptions:

Private and open spaces that offer aesthetic relief in higher density TODs. These spaces can be internal courtyards, pedestrian ways or plazas that not only serve the occupants but the general public as well. These spaces can be maintained by the City or by the adjacent development.



#### Attributes:

- Size under 0.5 acre approximately.
- Service area with a maximum 1/4 -1/2 mile radius.
- Located in primarily commercial, civic or residential areas.
- Street access on at least one side.
- Site has less than a 4% slope.

Open Space

Stormwater Garden Facility



**Descriptions:**

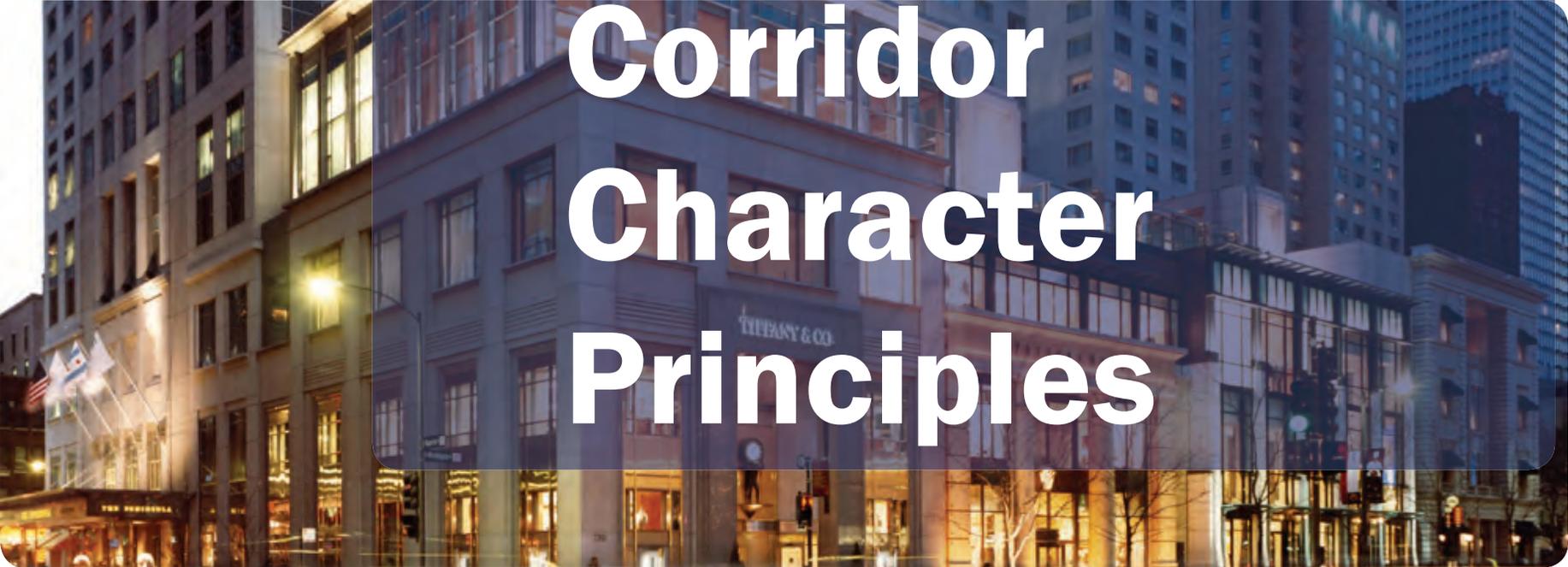
Natural or landscaped areas that are used to manage drainage. Can be day-lighted streams previously piped; incorporated into new development infrastructure; or used to buffer noxious uses from development.



**Attributes:**

- Varies in size.
- Service area with a maximum 1/2 mile radius.
- Surrounding land uses are variable.
- Public or limited access from adjacent uses.
- Not more than 50% of the site should have a slope greater than 4%.

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# Corridor Character Principles

## Corridor Character Principles

The following corridor character principles are intended to provide a thematic vision for public infrastructure along the corridor and its subareas. This section is organized to present intent statements for spatial elements contained within the corridor, followed by design principles for each of the character subareas. The principles should be used to provide guidance during the decision-making process when evaluating detailed concepts for proposed treatments within the corridor.

These principles were used in the development of the IH-35E Corridor Identity Plan, which adopted the three character zone designations and determined the appropriate limits for each within the corridor. The physical design elements for the corridor were then developed in terms of the aesthetic character which was then applied to typical interchange locations along the corridor. A vocabulary of common elements was established for the entire corridor, including lighting, banner poles, wayfinding, plantings, cross street gateway identifiers, pedestrian protection barriers, decorative crosswalk pavement and bridge abutment wall treatments. Unique character zone defining elements were developed for pedestrian paving patterns, custom retaining wall graphics, pedestrian protection wall forms and textures, and planting palette.

## The Corridor Experience

The eight-mile drive along the IH-35E corridor through Lewisville provides a range of experiences that can be interpreted in the physical design of the spatial elements throughout the corridor. This corridor contains modulation through topography, compression of the right-of-way in areas where the highway is depressed, and openness as the highway crests to expansive views of the region. On a smaller scale, the corridor passes under bridges which will serve as landmarks, and along a variety of walled conditions. Through the journey, the corridor also passes along watercourses and open spaces that are amenities to local neighborhoods. These experiences provide inspiration that can inform the design of elements at the scale of the entire corridor and at smaller neighborhood scales.



The eight-mile corridor contains unique character areas including water, urban and park.

## Unifying Character Theme

One of the most impressive natural resources along this corridor is Lake Lewisville. The lake is a psychological and physical place of respite and recreation, and is a regional attraction in the Dallas metropolitan area. During work sessions with the project's Advisory Committee, the lake was identified as the most recognizable asset to the city and the theme of water was proposed as a unifying theme for the corridor. The purpose of providing a unifying theme is to provide a consistent brand for the city and to inform drivers of the range of experiences and opportunities contained in this corridor.

## Subarea Character Themes

Due to the length of the corridor, the range of experiences it offers, and the character of its adjacent communities, subarea themes are proposed for the north, central and south portions of the corridor. Subarea themes will help to break down scale of the corridor and provide neighborhood identification.



Water should be a defining characteristic in the north section and used as a unifying theme.

### North-Water

The subarea themes for the north section of the corridor are water and recreation. Combined with the vacant parcels available for redevelopment along the corridor, the water theme could serve as an organizing element for future development. Lifestyle oriented development could reflect the unique attributes of living, working and recreating around water. The design elements along this northern reach need to come together to draw visitors off the highway thereby capturing greater market share.

- Gateways and landmarks should be focused at Garden Ridge Boulevard and Valley Ridge Boulevard, both primary entrances into the Lake area. Higher density nodal development should be focused around these gateways to draw in visitors.
- Water should be a defining characteristic in the treatment of walls, bridges, lighting and art. Species such as Sun Fish and Large Mouth Bass could be utilized as relief along retaining walls to remind visitors of the Lake Lewisville recreational amenity.

## Corridor Character Principles



The central section of the corridor is tied to Old Town Lewisville



Hebron Parkway could benefit from a gateway in the southern section

### Central-Urban

The theme of the Central section of the corridor ties to historic Old Town Lewisville. Though located approximately one mile from the center of Old Town, IH-35E currently has little relationship to Old Town and the medical uses in between. Design elements should be consistent with the historic architecture of Old Town.

- Gateways and landmarks need to be located at both South Mill Street and West Main Street to signify entrance into the historic heart of the community, tying newer land uses along the highway with the history of Old Town.
- Design treatments for walls, bridges, lighting, building architecture and art should emphasize the area's history. Brick and warm materials need to reflect the historic nature of Old Town.

### South-Park

The southern section of the IH-35E corridor will remain an important center of retail, hospitality and corporate office space. The theme for this area should focus on its location as a gateway and destination, and capitalize on its unique assets, such as Timber Creek.

- A gateway is needed at Hebron Parkway to distinguish this area as a center of activity and connectivity between uses east and west of the highway. This bridge could exhibit a unique architectural style, such as an arched truss bridge. Tall lighted elements along this bridge could denote this as a special area, and create a nighttime place, while preserving views north and south during the day.
- Due to the complexity of the intersection of SH-121 to allow for all necessary vehicle movements, this area will contain a high percentage of retaining walls. Special attention will be required to reduce the impact of the walls through a variety of surface treatments, including massing breaks, color changes, and texture variations. Additional surface treatments could include the incorporation of public art to display shallow relief images with colored material.

## Unifying character theme spatial elements

The experience and character of the corridor will be communicated through the design and treatment of its spatial elements. Following are design principles for the primary spatial elements that will be experienced throughout the corridor. Each of the spatial elements described below should be designed to complement the unifying theme and respective subarea themes along the IH-35E corridor.

Each spatial element is defined below. Intent statements describe how each element is characterized in the corridor. Principles are included that should be incorporated in the design of each element.

**A. Landmarks and gateways take the form of natural features and design elements and include bridges, intersection treatments, development form, and significant open space areas.**

### Intents:

- Landmarks identify and brand the City of Lewisville and its neighborhoods.
- Landmarks form a mental map for wayfinding purposes and can be created through natural or manmade means.
- Gateways identify particular areas within the city or particular neighborhoods.



Landmarks can enhance wayfinding



Gateways should be at least 8 feet tall

### Principles:

- A1.** To achieve a consistent treatment where gateways are provided, gateways should be designed as elements that either span across a highway or path, or are symmetrical treatments located on each side of the highway right-of-way or path, and require users to either pass under or pass through.
- A2.** To promote the diversity that exists in Lewisville, landmark locations are identified within the primary catalysts of Subareas 2, 5 and 7.
- A3.** To diversify community image, landmark and gateway treatments should contain a minimum of three (3) exterior materials.
- A4.** To promote visual clarity, gateway treatments should be a minimum of eight-feet (8') tall at any dimension from the ground or base condition.
- A5.** To incorporate nodal development, landmarks and gateway treatments should be integrated with intersection design at identified nodes.

## Corridor Character Principles

**B.** Development Patterns describe how buildings, roads and open space are organized together in a particular area. These patterns contribute significantly to the character of the highway.

### Intents:

- Development is composed of compact centers, or nodes, of mixed use development.
- Environments are designed to be comfortable to pedestrians and bicyclists.
- Networks of transportation modes interconnect development and open space.
- Land use and transportation are intricately linked to create active, engaging places.

### Principles:

**B1.** To reduce sprawl, create development nodes that capture a higher number of vehicle trips accessing the corridor than traditional development.

**B2.** To promote active places, create centers of mixed-use developments near a variety of residential densities.

**B3.** To promote active places, site design for major projects should allow for increased densities over time.

**B4.** To reduce the occurrence of strip development, new development should be nodal in character and concentrate development along the highway at planned areas that are separated by open space.

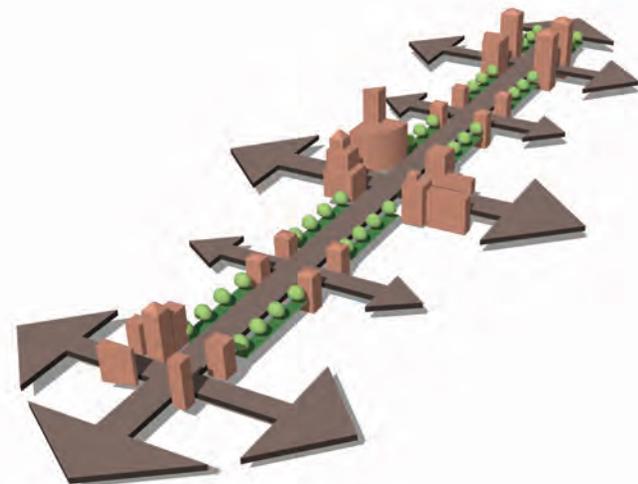
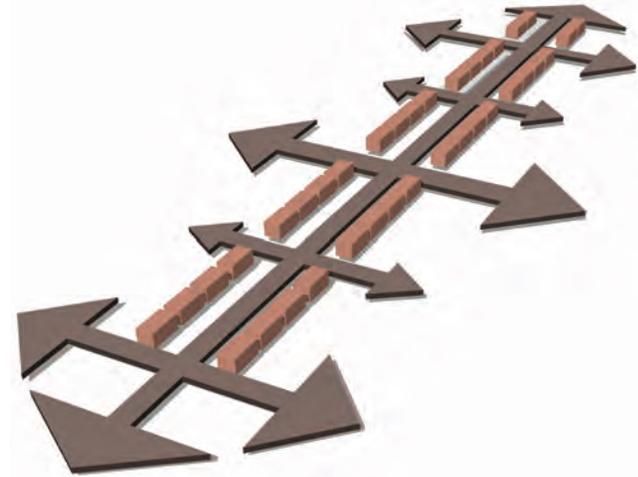
**B5.** To leverage transportation access, the tallest and densest development patterns should occur within 700 feet to one-quarter mile radius of planned nodes. Most nodes are situated at interchanges.

**B6.** To improve development character, parking locations should be less prominent and located to the rear of buildings or in parking structures.

**B7.** To promote active streets, pedestrian-oriented uses should be located on ground floors of buildings.

**B8.** To facilitate more active places, sidewalks should be wider in planned development nodes than in other lower density areas.

**B9.** To provide amenities for pedestrians, sidewalks should incorporate street trees, benches, kiosks and plazas.



Low-density development (top) and node development (bottom)

**B10.** To promote active streets, auto-oriented uses, including service stations and drive through facilities should be discouraged within one-quarter mile radius of planned nodes.

**B11.** To provide a pedestrian-friendly street network, street block sizes should not exceed 600,000 square feet.

**C.** Right-of-way treatments include bridges, walls, fencing, landscaping and lighting.



**Intents:**

- Right-of-way treatments embody the unifying and subarea themes described in this plan.
- Aesthetic treatments are visibly consistent for public and private lands when viewed from the corridor.

**Principles:**

**C1.** To improve aesthetic quality, bridges should contain a minimum of three (3) exterior materials, and include accent lighting in addition to standard lighting for safety.

**C2.** To improve aesthetic quality, no chain link fencing is allowed within direct view of the corridor or fifty-feet (50') outside the state owned right-of-way.

**C3.** To improve the aesthetic quality, fencing treatments should incorporate live, drought-tolerant vegetation, where direct transparency for safety is not required.

**C4.** To improve the aesthetic quality, landscape treatments, including flowering plants should be provided adjacent to identified gateways and landmark areas.

**C5.** To reduce a canyon effect in the corridor, vertical surfaces of walls should not exceed twenty feet (20') without a twelve inch (12") minimum horizontal break.

**C6.** To break down the scale of walls, patterns should be created that are a maximum of four feet (4') in any direction.

**C7.** To promote a pedestrian-oriented environment, pedestrian routes should be buffered from fast-moving traffic and expanses of parking.



A bridge integrating a gateway treatment and architectural pedestrian railing



Patterns can break down the scale of walls

## Corridor Character Principles

**D.** Natural Spaces along the highway are primarily passive in form, and include open space, pedestrian pathways, waterways, wetlands and stormwater drainage areas.

### Intents:

- Natural spaces complement and separate areas of nodal development and enhance the natural surroundings.
- Natural spaces represent interconnected systems and are organized to facilitate system-wide drainage.
- View corridors provide expansive views out of the corridor and identify landmarks when appropriate.



### Principles:

- D1.** To facilitate pedestrian connectivity, natural spaces should create linear systems, particularly east-west along the corridor.
- D2.** To maintain a sustainable landscape, only native plantings should be provided.
- D3.** To promote expansive views, low plantings should be provided in open spaces designated to frame long views.
- D4.** To improve water quality, native landscape materials should be utilized to provide primary filtration of stormwater prior to entering sewers.



Low plantings preserve expansive views



Native plantings maintain a sustainable landscape

**E.** Access locations include the locations of curb cuts and intersections on frontage roads, arterial streets and intersections within the corridor.

**Intents:**

- Frontage roads facilitate local circulation parallel to the highway and provide access to the local street system.
- Local streets provide the majority of access to private property along the corridor.



**Principles:**

- E1.** To promote access, street patterns should form an interconnected grid that simplifies access for all transportation modes.
- E2.** To improve multi-modal circulation, bridges should include pedestrian paths and bicycle lanes.
- E3.** To increase capacity of the frontage road system, curb cuts should be minimized.



Retaining walls with unique character and treatments.

## Corridor Character Principles

**F.** Nighttime treatments include the organization and design of safety lighting and accent lighting on spatial elements, including landmarks, key building and landscape treatments, bridge and wall treatments and open spaces.

### Intents:

- Corridor treatments should be designed for daytime and nighttime users.
- Effect lighting attempts to replicate the daytime experience for nighttime users.
- Lighting for safety is integrated with effect lighting and provides a consistent design theme.



### Principles:

**F1.** To improve the aesthetic quality, accent lighting should be included in right-of-way treatments.

**F2.** To express the design theme in each subarea, safety lighting should be incorporated with effect lighting.

**F3.** To promote walking during nighttime, pedestrian scaled lighting should be included on all walkways with one-quarter mile of defined nodes.



Pedestrian scale lighting promotes walking

## G. Street design includes both traffic and pedestrian zones.

### Intents:

- The traffic zone encompasses vehicular and bicycle movements, and can also include medians, crosswalks and on-street parking.
- The pedestrian zone includes all elements from the back of curb.



Traffic zones need to balance vehicular and bicycle modes

### Principles: Traffic Zone

- G1.** Vehicular lane width will vary based on the street type and traffic volume. On highways such as IH-35E, 12-foot lanes may be most appropriate. Arterials with heavier volumes of traffic may require 11 to 12 foot lanes. On local streets, 10 to 11 foot lanes are encouraged to help reduce speed and narrow the overall traffic zone width.
- G2.** Bicycles may be accommodated either through a wider outside lane or through a striped bicycle lane. Bicycle lane widths should be between four and six feet. When placed adjacent to on-street parking, an additional 1 to 2 feet of bicycle lane should be provided.
- G3.** Medians should provide refuge areas for pedestrians and include special planting, paving treatments, or public art installations at each end to create a visual amenity.
- G4.** Crosswalks should include inset materials or textures, including brick pavers or stamped concrete which provides visual amenity and functional traffic calming for intersections.
- G5.** On-street parking is typically 8 to 10 feet wide allowing for parallel parking adjacent to the vehicular lane. On-street parking is typically placed on corridors with lower speed limits and streets with active pedestrian and development to help calm traffic and serve surrounding land uses.

## Corridor Character Principles



### Principles: Pedestrian Zone

**G6.** Sidewalks on frontage roads and arterial streets are encouraged to be detached from the curb and setback from the street a minimum of eight feet (8'). Sidewalk widths should be a minimum of six feet (6') and can exceed twelve feet (12') depending on planned pedestrian activity. Sidewalks on local streets should be a minimum of six feet (6') and either be attached or detached depending on other amenities provided.

**G7.** Curb cuts should be subject to conditions specified by an access management strategy for arterial roads. Curb cuts are only encouraged at combined business entries and for parcels that cannot be accessed from a local road. Curb cuts on all streets should be designed to be as narrow as possible while providing for safe traffic movements and access.

**G8.** Street trees are encouraged within the amenity zone. The trunk should be setback from the street a minimum of three feet (3') to provide a clear area from the street and to allow the canopy to mature.

**G9.** Planter boxes can be located in the amenity area and provide a buffer along busy streets and create a more intimate pedestrian space. Planters can be seasonal or permanent.

**G10.** Lighting along sidewalks should be provided to indicate safe pedestrian pathways. Pedestrian scale lighting can be incorporated with traffic lighting poles or provided as independent elements.

**G11.** Benches/seating on arterials should be provided at bus stops and near intersections in green areas to provide an amenity for people waiting to cross the street or board transit. Additionally, seating is encouraged in green areas with access to public open space, or large parking areas.

**G12.** Bus stops should provide overhead shelter from sun, snow and rain and provide side shelter from wind and rain. Side panels should provide a high degree of transparency and be clear of visual obstructions.

**G13.** Bicycle racks along streets should be provided adjacent to active streets containing neighborhood serving businesses. When provided, racks should be located in the amenity zone.



Benches and sidewalk treatments contribute to street character



## Design Guidelines

These design guidelines are intended to enable the City to work together with the development and business communities in achieving the vision for IH-35E corridor. That vision includes four framework themes:

- Revitalizing the corridor will require enhancing the established character through multiple public and private realm improvements.
- Establishing memorable destinations will require creating authentic and diverse public places, while expanding the range of attractions and economic development opportunities that the corridor offers.
- Integrating the neighborhoods will require a mix of infill housing and services for local neighbors.
- Achieving a more accessible corridor will require improving the transportation system to minimize barriers and provide regional transportation alternatives.

The Guidelines contained in this document are general statements describing ideal development along the corridor. These guidelines should be incorporated into a future overlay ordinance and plan for the corridor to implement the vision.

As time passes and the city and its partners in the public and private sector advance in achieving the corridor vision, conditions along the corridor will change. The standards will be added to and amended over time. The guidelines serve as a tool to ensure that the corridor vision and quality of corridor redevelopment remains consistently high.



Great places are defined in large part by great streets. Jane Jacobs said it well: “Streets and their sidewalks, the main public places of a city, are its most vital organs.”

# A. SITE PLAN

## A1 Building orientation

### Guidelines

- A1.g1 The front facades and main entries of buildings should be oriented toward streets and plazas.
- A1.g2 Building orientation should provide views of adjoining publicly accessible streets and open spaces in order to provide passive viewing for safety.
- A1.g3 Pedestrian activity should be encouraged through the incorporation of active uses such as retail, commercial and/or institutional uses at the ground level.
- A1.g4 Buildings should define the street or public open space.
- A1.g5 Buildings should be located to promote sun and sky exposure to public streets and plazas.
- A1.g6 Buildings should be sited to create active outdoor spaces where possible, such as outdoor restaurant seating where appropriate.
- A1.g7 Buildings should line a street at the Right Of Way or the build-to line to the greatest extent possible.
- A1.g8 Buildings should use the full width of the lot for the primary structure and/or active outdoor space.



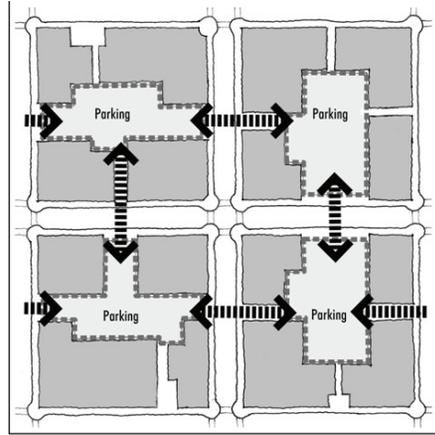
Facades and entries oriented toward street



Driveway across sidewalk identified by material change



## Design Guidelines



## A2 Access and driveways

### Guidelines

- A2.g1 Access points, including alleys, and driveways should be located to promote the safe and efficient movement of vehicles, pedestrians and bicyclists.
- A2.g2 Uninterrupted pedestrian-ways should be maximized in order to improve walkability.
- A2.g3 The width of driveways and curb cuts should be minimized to reduce the overall impact of vehicular access across a sidewalk.
- A2.g4 Driveways and ramps to underground parking should be perpendicular or generally perpendicular to the street.
- A2.g5 Block frontages should have as few curb cuts as possible.
- A2.g6 Sharing of vehicle entries between two adjacent lots is strongly encouraged.
- A2.g7 Developments should provide access for service vehicles via alleys or parking lots.



Identify clear access points for parking

## A3 Parking lot and structure location

### Guidelines

- A3.g1 Buildings should be located to minimize the visual impact of parked vehicles within lots and structures.
- A3.g2 Parking lot location should minimize the impact of parked vehicles on the continuity of active commercial, mixed use, and/or residential frontages.

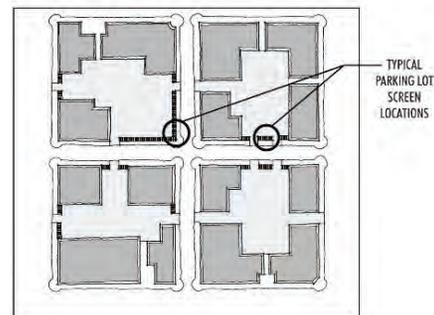
- A3.g3 Parking lots and structures should be located to minimize the impact of vehicle noise and headlights from within parking lots and structures onto adjacent residential neighborhoods.
- A3.g4 Whenever possible, parking structures should be sited internally to the block so that parking structure street frontages are avoided. If internal siting is not feasible, then the parking structure should be oriented so that the shortest dimension fronts the street.
- A3.g5 If it is only feasible to orient the long dimension of a parking structure along a street, then the structure's street facade should exhibit the same high level of quality in its design, detailing and use of material as is provided in the adjoining commercial and/or mixed use buildings.
- A3.g6 Parking structures that are sited with exposed street frontage should orient the exposed frontage to commercial activities, rather than residential uses.
- A3.g7 Surface parking areas should be located at the side or rear of buildings only.
- A3.g8 Parking structures with exposed street frontage should not be oriented toward residential uses.



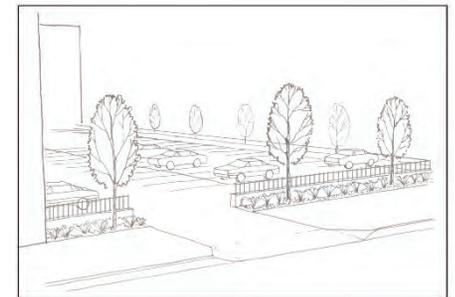
Active uses at street level of parking structure and high quality facade

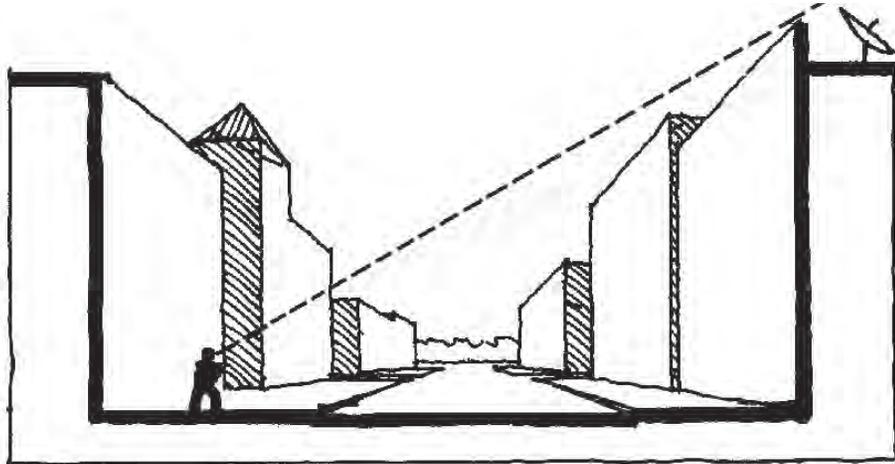


Parking structure with retail on ground floor, quality materials, and detail



Parking lot screen





Utility screening

### A4 Utility location and screening

#### Guidelines

- A4.g1 Service areas and utility pedestals should be located to minimize the visual impact of service areas, refuse storage and mechanical/electrical equipment on streets, public open spaces and adjoining development.
- A4.g2 Utility appurtenances should be located behind the sidewalk and out of the sidewalk amenity zone wherever possible. Where it must be in the tree lawn or amenity zone, such equipment should be centered on the tree line and aligned with but no closer than 42 inches from the face of curb. This includes switch boxes, telephone pedestals, transformers, meters, irrigation, and similar equipment.
- A4.g3 The use of alleys is encouraged to locate all mechanical, electrical, and utility equipment to the extent possible.
- A4.g4 Service areas and refuse storage areas should not front onto streets and public open spaces. Such areas should be located to the rear or side of buildings, and screened from view from the street and/or public open space.
- A4.g5 Refuse storage and pick-up areas should be combined with other service and loading areas.

## A5 Pedestrian access

### Guidelines

- A5.g1 Pedestrian entries to buildings should promote security on a street or public open space through frequent points of access and sources of activity.
- A5.g2 In general, ground floor uses with exterior exposure should each have an individual public entry directly located on a public sidewalk along a street, or on a sidewalk or plaza leading directly to a street.
- A5.g3 Primary building entrances should be oriented toward streets, parks or pedestrian plazas.
- A5.g4 Each block face should have multiple building entries. A building occupying an entire city block should include more than one building entrance along each block face.
- A5.g5 All secondary building entries should be well lit and directly connected to the street.



Primary building entrances oriented toward streets

# B Architecture

## B1 Building Character

### Guidelines

- B1.g1 Building character should be creative and within a visually comfortable and familiar environment.
- B1.g2 Buildings should be designed to provide human scale, interest, and variety while maintaining an overall sense of relationship with adjoining or nearby buildings.
- B1.g3 Art integrated into building facades or forms, and/or specially designed architectural ornament is encouraged.
- B1.g4 All buildings should be designed specifically for the context and character of the corridor. 'Iconic' corporate standard building design is encouraged at identified gateway and landmark locations.
- B1.g5 The majority of the building(s) of a development should possess an architectural character that respects traditional design principles, such as:
- Variation in the building form such as recessed or projecting bays;
  - Expression of architectural or structural modules and detail;
  - Diversity of window size, shape or patterns that relate to interior functions;
  - Emphasis of building entries through projecting or recessed forms, detail, color or materials;



Human scaled development with interest and variety



Variations of material, color, and texture



- Variations of material, modules, expressed joints and details, surface relief, color, and texture to scale;
- Tighter, more frequent rhythm of column/ bay spacing, subdividing the building façade into smaller, more human scaled elements.

## B2 Building Form

### Guidelines

- B2.g1 New development should create occasional special building forms that terminate views, create a unique skyline, and aid in way-finding.
- B2.g2 Building form should emphasize important components of a building, such as an entry, or a special internal space.
- B2.g3 Lower building heights or upper level stepbacks are encouraged on the south or east side of the street or public open space in order to provide more sun penetration to the ground level.
- B2.g4 Taller buildings adjacent to lower buildings should establish scale relationships with lower, neighboring buildings through methods such as: compatible horizontal alignment of architectural features and fenestration, and height and form transitions from one building to another.
- B2.g1 Building form should employ a uniform level of quality on all sides of the building.



Example of upper level stepbacks



Emphasis on entry or special internal space



## Design Guidelines

### B3 Building Facade

#### Guidelines

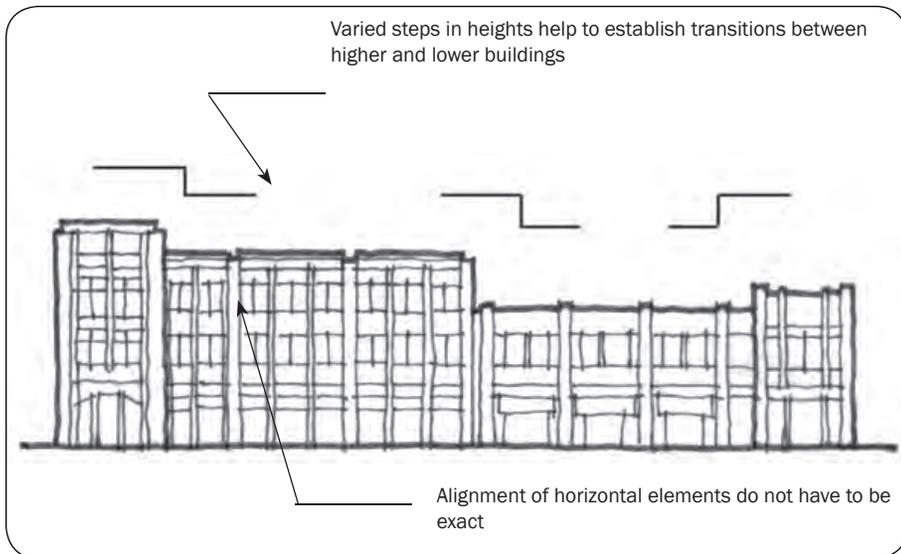
- B3.g1 Building facades should be designed to provide human scale and detail and to avoid large areas of undifferentiated or blank facades.
- B3.g2 Each building facade oriented to the street or public space should provide architectural variety and scale through the use of such elements as: expressions of building structure; patterns of window, door or other openings that provide surface variation through change of plane, change in color; change in texture; change in material module or pattern; art or ornament integral with the building.
- B3.g3 Primary building facades should include some elements that provide a change in plane that create interest through the interplay of light and shadow. Examples of such elements are:
- recessed windows, at least 3 inches;
  - recessed entries and doors;
  - projecting sills;
  - recessed or projecting balconies;
  - projecting pilasters, columns, bays;
  - projecting cornices, roofs.
- B3.g4 Each 'base' should be composed of the first floor or first two floors of the building.
- B3.g5 Each 'base' in its entirety should be designed to give the appearance of greater height than any single floor of the middle.



Varied steps in height



Vertical divisions in facade



Scale relationships

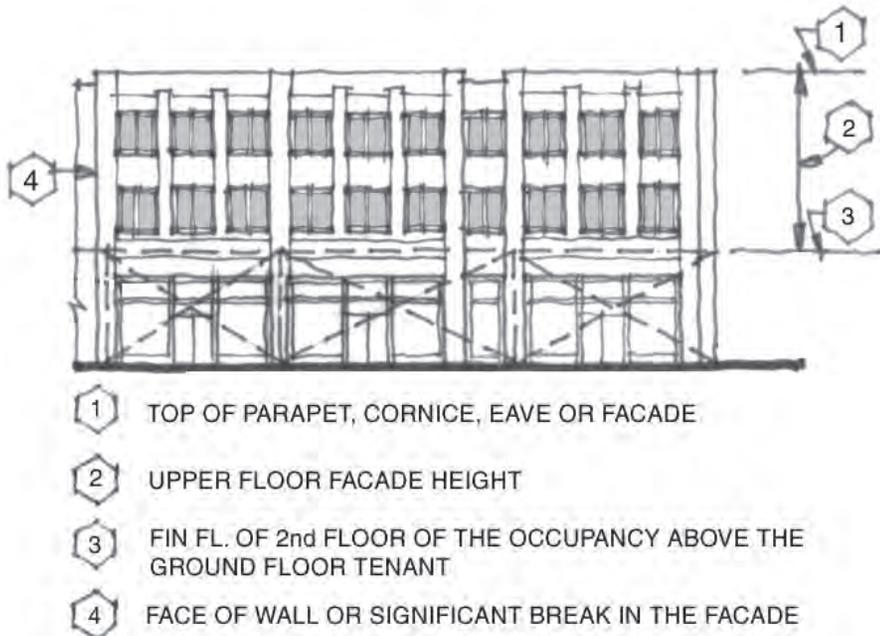
- B3.g6 Each 'base' should have a greater level of transparency than the 'middle' or 'top'.
- B3.g7 The architectural treatment of the 'top' should be designed to create a sense of distinctly completing the dominant architectural theme of the 'middle' of the building. This architectural completion may be accomplished by such strategies as: change in the window rhythm, change in apparent floor height, setback, use of other materials, or a combination of these elements.
- B3.g8 Distinctive corner, entry treatments and other architectural features designed to interact with contextual features may be designed differently than the 'base', 'middle', and 'top'. This difference would allow the addition of vertical emphasis at significant architectural points along the building facade.
- B3.g9 The 'top' of buildings above four (4) stories may have a 'cap' set back above the lower stories, which is distinctive in shape and smaller than the previous floor.
- B3.g10 The building facade should generally have three vertical divisions: 'bases', 'middles', and 'tops'. In buildings of three stories or less in height, the 'top' may be comprised of an ornamental 'cap' or cornice rather than the articulation of an entire floor of habitable space.
- B3.g11 The design of 'roofscape' elements of tall buildings should relate directly to the building walls.
- B3.g12 Building design should create varied roof parapet and cornice lines in order to create interesting and human scaled skylines.



Vertical divisions in facade



## Design Guidelines



Upper floor transparency



Building transparency



## B4 Building transparency

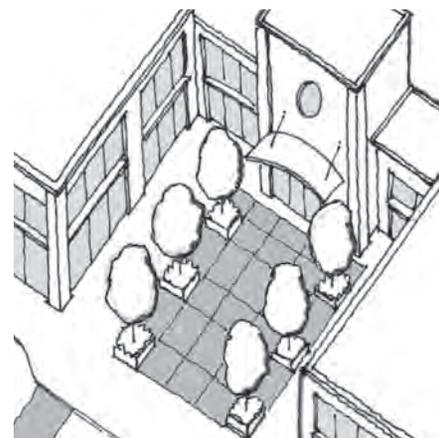
### Guidelines

- B4.g1 Where functionally appropriate, the ground floor, street-facing facade should be made of transparent materials designed to allow pedestrians to view activities inside the buildings, retail goods for sale, or display lighted windows related to these activities.
- B4.g2 When transparency is not functionally appropriate, other means should be used to provide activity along the street-facing facade such as public art; architectural ornament or detailing; or material, texture, or color patterns.
- B4.g3 Buildings should incorporate a window or glazing-to-wall ratio that is sufficient to establish the visual solidity of the building form.
- B4.g4 Reflective glass should be used sparingly, if at all, to reduce glare, reduce the opacity or 'blankness' of the facade. Coated or tinted glass may be considered to reduce heat gain, particularly on west and south facades.
- B4.g5 Windows or glazing on upper levels should be sufficiently transparent to provide an awareness of internal activities when viewed from the street or public spaces.
- B4.g6 Glass without coatings or tints should be used for all retail glazing. In no case should highly reflective glass be used.

## B5 Building Entries

### Guidelines

- B5.g1 For mixed-use buildings with residential units, one or more separate building entrances from the sidewalk should be used to provide access to the residential units.
- B5.g2 Detailed and elaborate entries should be used as another way to create street level interest and architectural variety.
- B5.g3 Major building entries should be emphasized through such design devices as changes in plane, differentiation in material and/or color, greater level of detail, enhanced lighting, ornament, art, and/or building graphics.
- B5.g4 Primary building entries should be oversized, and generally break the storefront/ground floor façade pattern.
- B5.g5 Each multi-story building should have one clearly identifiable ‘front door’ that addresses the street. In addition to this ‘front door,’ a building occupying an entire city block should include at least one other building entrance along each block face.



Emphasis on building entry

## Design Guidelines



High quality materials



## B6 Building Materials

### Guidelines

- B6.g1 New development should use materials and colors that possess a comfortable and familiar character, convey a sense of quality and attention to detail, and are compatible with materials of adjacent buildings.
- B6.g2 New development should use lasting materials that weather well, need little maintenance, and resist vandalism.
- B6.g3 Materials and/or detailing at retail frontages should distinguish between the structural parts of a building (columns, walls and beams), and the infill parts of a building (wall panels, frames, windows and doors).
- B6.g4 Infill materials should have a non-structural appearance.
- B6.g5 A significant portion of the facade facing a street or public open space (not including windows, doors and their framing systems), should be composed of highly durable materials such as: brick, stone, cast stone, specially treated concrete masonry units, terra-cotta, and/or glass. All building materials should be integrally tinted.
- B6.g6 Building materials should maintain a uniform level of quality on all sides of the building.

## B7 Parking Structures

### Guidelines

- B7.g1 The exterior of parking structures should be wrapped with mixed-use space in order to minimize the visual impact of parking on the pedestrian experience, and the street environment and to increase pedestrian activity and interest along the street by locating active uses at the street level of parking garages
- B7.g2 Garage facades visible from public streets and open spaces should be compatible in character and quality with adjoining buildings.
- B7.g3 Parking structures should create visually interesting facades that provide human scale and detail while avoiding large areas of undifferentiated or blank facades.
- B7.g4 Openings should be vertically and horizontally aligned.
- B7.g5 Street oriented facades should conceal or effectively reduce the impact of parked cars and light sources from the exterior view for the full height of the structure.
- B7.g6 Multi-story parking structures (3 levels or more) with facades facing public streets should provide commercial, live-work, residential and/or institutional space for not less than 50% of the garage's ground level street facing frontage, or the design and structure of the ground floor street frontage should be able to accommodate in the future one of the above listed uses.
- B7.g7 Sloping ramps should not be visible within the street facade of any parking structure.



Retail wrap and compatible facade on upper stories of parking structure



Street facade of parking structure that screens parked cars



## Design Guidelines



Lighting at building entries



## B8 Building Lighting

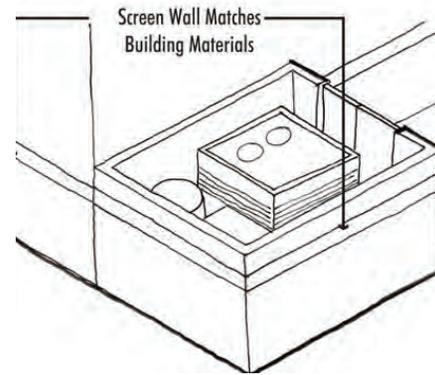
### Guidelines

- B8.g1 Building lighting should accentuate important architectural components of the building, such as entries, towers or roof elements, or repetitive columns or bays, and include decorative lighting.
- B8.g2 Building lighting should provide indirect or direct lighting for adjoining sidewalks and open spaces.
- B8.g3 Primary building entries should be externally lit so as to promote a more secure environment at the door, emphasize the primary point of entry into the building, and provide sufficient lighting for efficient access into the building.
- B8.g4 Steps and/or ramps at or leading to a primary building entry should be illuminated sufficiently for safe access.
- B8.g5 Entry lighting should complement the building's architecture. Standard security lighting such as wallpacks should not be allowed.

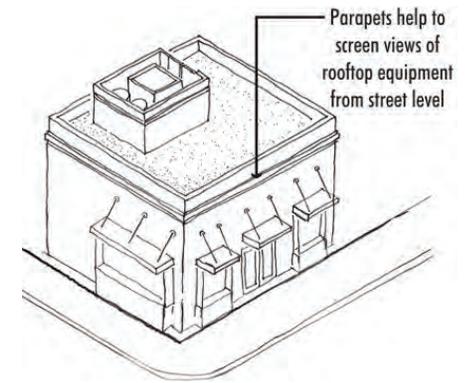
## B9 Rooftop design

### Guidelines

- B9.g1 Rooftop design should maintain the integrity of architecturally designed building tops and help create interesting and varied skylines.
- B9.g2 In mixed use development, if residential uses are located near mechanical equipment, care should be taken to mitigate the impacts of noise and odors.
- B9.g3 Antennae that extend over five feet above the roof line are encouraged to have screening techniques applied such as color and material to minimize visibility.
- B9.g4 Streetscape within the corridor area should not be cluttered by utility elements.
- B9.g5 Utility boxes should be located so that they do not obstruct pedestrian traffic or block sight lines at intersections.
- B9.g6 All roof mounted mechanical and electrical equipment, communication antennae or dishes should be enclosed, screened, organized, designed and/or located as part of the architectural expression and should not be visible from the public right of way. Any equipment should be covered or screened to its full height.
- B9.g7 Switch boxes, transformers, electrical and gas meters, and other above ground utility elements should be screened or located out of view from the street.



Screening of rooftop mechanical equipment





Perimeter landscaping design



# C. LANDSCAPE

## C1 Perimeter Landscaping

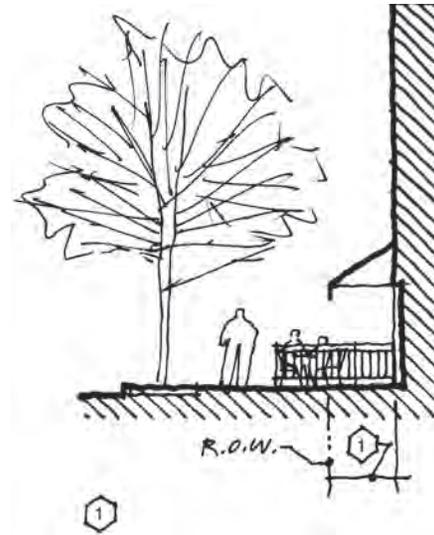
### Guidelines

- C1.g1 Perimeter landscaping design should create street and plaza spaces that join buildings, uses, pedestrian areas, and streets into a unified urban place.
- C1.g2 Perimeter landscaping should reinforce the pedestrian environment established in the adjoining street right of way.
- C1.g3 Perimeter landscaping should be designed to provide seamless transitions between buildings, uses, and open spaces that promote the mixing of commercial, residential, and institutional uses.
- C1.g4 Where a landscape perimeter area occurs between a building frontage and a street right of way, it should be designed to extend the pedestrian amenities of the street, such as increased walkway widths, areas for outdoor café/restaurant seating, increased sidewalk widths to allow window shopping out of the stream of pedestrian traffic, and space for the temporary display of a retailer's goods.
- C1.g5 Where space permits, planting in containers, raised planters, or cutouts in the paving is encouraged.
- C1.g6 Where a side setback landscape perimeter area occurs, it should be designed to contribute to a pedestrian amenity zone such as a passageway, or contribute to a paved driveway or alley.

## C2 Internal courtyards, plazas and open spaces

### Guidelines

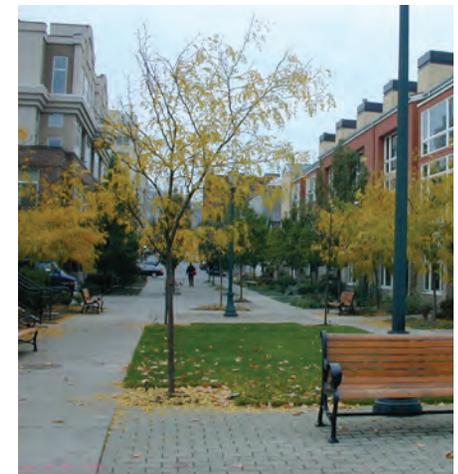
- C2.g1 Internal courtyards, plazas, or open spaces should be designed to create useable open spaces, suitable for passive recreational activities such as informal play, reading, and sitting in the sun or shade.
- C2.g2 All open spaces accessible to the general public should be open a minimum of 12 hours per day.
- C2.g3 Private open space may be fenced with wrought iron, masonry or comparable decorative fencing or otherwise controlled for security.
- C2.g4 All public and private open space not used for recreation should be attractively landscaped with plant material and hard surfaces.



Setback where outdoor seating occurs



Internal courtyards





Variety in sidewalk paving materials



## C3 Hardscape Design

### Guidelines

- C3.g1 Hardscape design should provide a quality of paving materials and patterns consistent with the quality of the surrounding architecture and open spaces and provide safe paving conditions for all persons.
- C3.g2 Hardscape design should create interest and variation within paved surfaces that includes but is not limited to public art, coloring, or materials.
- C3.g3 Special paving should be carefully chosen for structural capability and durability in the local climate. Uncolored concrete, colored concrete, brick, hydraulically pressed concrete unit pavers or stone is recommended.
- C3.g4 Special paving patterns and materials should be used to emphasize important building entries, provide interest and variation, and differentiate between sidewalks, plazas, medians, and crosswalks.
- C3.g5 Sidewalks should be separated or buffered from vehicle travel lanes by street/pedestrian lights, and/or street trees in grates or in a tree lawn.
- C3.g6 In transition areas, sidewalks should be separated from the street by trees in tree lawns.

## C4 Landscape: Trees and Plant Materials

### Guidelines

- C4.g1 Landscaping should create a strong identity for each street and use quality plant materials that are located, sized, and provided in quantities sufficient to emphasize important streets.
- C4.g2 Landscaping should use plant materials that tolerate an urban condition.
- C4.g3 Trees should align parallel and perpendicularly across the street with each other whenever possible.
- C4.g4 Ornamental trees should not be used in a street right-of-way.
- C4.g5 Tree grates or planting cut-outs should be used in paved areas to prevent excessive soil compaction.
- C4.g6 Large tree pits that allow for a broader canopy are preferred over typical street trees.
- C4.g7 All tree lawns and street trees in cut-outs, tree pits, and grates should be irrigated with an automatic irrigation system. Drought tolerant turf or low, continuous ground covers should be used as the primary ground cover for continuous tree lawns.
- C4.g8 To the maximum extent feasible, topsoil that is removed during construction activity should be conserved for later use on areas requiring re-vegetation and landscaping.



Tree lawns in right-of-way



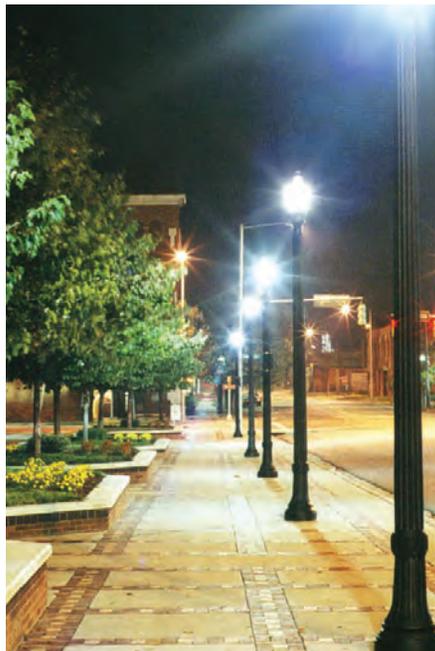
## Design Guidelines



Pedestrian lighting that provides an identity



Alignment of pedestrian lighting



- C4.g9 No artificial trees, shrubs, turf, or plants should be used to fulfill the minimum requirements for landscaping.
- C4.g10 Tree lawns should be a minimum of 6 feet in width, measured from the back of curb to the edge of the sidewalk.
- C4.g11 Street trees should be centered within the width of the tree lawn.
- C4.g12 Street trees in tree grates should be at least 2 feet 6 inches from the face of the curb. Tree grates should be at least 24 sq. ft. with openings no more than 1/4 inch to 3/8 inch in width and should be designed to allow for tree trunk growth.

## C5 Street and Pedestrian Lighting

### Guidelines

- C5.g1 Lighting should provide a safe and secure environment for motorists, bicyclists, and pedestrians.
- C5.g2 Lighting should create an identity for the development and/or special streets.
- C5.g3 Lighting should enhance the quality of streets in the commercial core through the design of the light poles, bases, fixtures, and attachments.
- C5.g4 Street and/or pedestrian light poles should be aligned with and centered between street trees.
- C5.g5 Where the light source is directly visible, the luminaries should be designed to incorporate

elements to reduce glare, such as translucent, internal refracting surfaces to direct light down and away from adjoining private property; lower height poles; lower wattage or pole location.

## C6 Street Furniture

### Guidelines

- C6.g1 Seating should be durable, comfortable, attractive, securely anchored, and easy to maintain. Seating surfaces should be 16 to 18 inches high with a minimum depth of 16 inches for seats without backs and 14 inches for seats with backs.
- C6.g2 Where bus stops occur within tree lawns, a minimum of one 6-foot long bench should be placed on a concrete pad. Where a bus stop occurs on a wide attached sidewalk, a 6 foot long bench should be provided within the sidewalk's amenity zone.
- C6.g3 Trash receptacles should be conveniently located near benches and other activity nodes.
- C6.g4 Trash receptacles should relate in appearance and color to other street furniture. They should be firmly attached to paving to avoid vandalism. Covered tops and sealed bottoms should be included to keep the contents dry and out of sight at all times.
- C6.g5 Bicycle racks should be placed near entrances or gathering places, but out of pedestrian and bicycle traffic areas where they may create tripping or other safety hazards. If possible, locate racks where parked bicycles are visible from the inside of adjacent buildings.



Consolidated newsracks



Durable and comfortable seating

## Design Guidelines



Wayfinding signs



C6.g6 Newspaper racks and trash receptacles should be located at areas where high pedestrian activity is anticipated.

C6.g7 Newspaper boxes should be clustered together and screened by specially designed railings. They should be located adjacent to pedestrian activity, but not so as to obstruct drivers' views at intersections, or car overhang/door swings at the curb.

## C7 Wayfinding Elements

### Guidelines

- C7.g1 Wayfinding should compliment and enrich the pedestrian experience and create interesting streets and spaces.
- C7.g2 Wayfinding information should be conveyed clearly and efficiently with high quality sign and graphic design.
- C7.g3 Information should be provided for events on-site as well as within the City.
- C7.g4 To provide art, whimsy and contrast to the civic structure of the street furnishings, wayfinding elements should relate to local culture and flavor.
- C7.g5 Information kiosks and wayfinding elements should be located near pedestrian origin points such as parking structure stairs and elevators, public plazas and near entrances to public buildings.

## C8 Gateway Elements and Public Art

### Guidelines

- C8.g1 Public art should engage the community, and express community identity.
- C8.g3 Art should create experiences for the senses and opportunities for surprise, wonder, interest, contemplation, reflection, humor, interaction and play.
- C8.g4 Art should provide shade structures at appropriate locations, particularly on the north side of the street.
- C8.g5 Commissioned works should exhibit superior craftsmanship and design, and be fabricated of durable, low maintenance materials using proven technologies. A range of signature pieces should include integrated urban design elements, architectural detailing and interactive features.
- C8.g6 Art should be sited to create areas of emphasis within the urban fabric while supporting the social function of each space.
- C8.g7 Selected artworks should include interactive elements allowing residents and visitors to walk through, play, sit on, and otherwise physically interact with the finished work.
- C8.g8 Artwork, where appropriate, should be integrated into infrastructure and site furnishings (i.e. hardscape/landscape elements, building facades, tree grates, wayfinding devices, seating, etc.).
- C8.g9 All plaza areas should include public art.
- C8.g10 Artwork should be designed and sited to correlate with surrounding activity patterns.



Public Art





## D. Signage

### D1 General Criteria

#### Guidelines

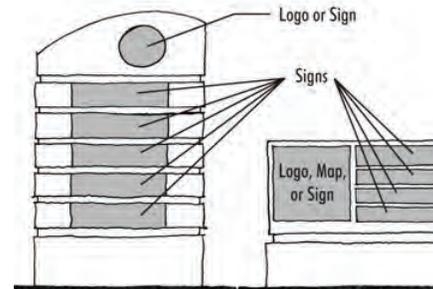
- D1.g1 Signs should be located, sized, and designed for single or multiple uses so as to eliminate conflicts, predict the impact and effects of the signs on adjoining properties, avoid clutter and achieve the desired character of their application.
- D1.g2 In an effort to limit the variety of sign types used on a single building along the corridor, the following combinations should be considered:
- One (1) wall sign per use; window signs limited to 10 percent of any window area; one (1) monument sign per building frontage, but awning signs, pole signs, or projecting signs are discouraged in this combination.
  - Window signs limited to 20 percent of the window area, awning signs, and one (1) projecting sign per use, but wall signs, pole signs, or monument signs are discouraged in this combination.
  - One (1) wall sign per use, one (1) projecting sign per use if located or designed so as not to visually conflict, window signs limited to 10 percent of any window area, but awning signs, pole signs, or monument signs are discouraged in this combination.
- D1.g3 Rehabilitated buildings should provide a sign plan showing locations, sizes, heights, and probable design and illumination of all sign types to be used on the building or its site.



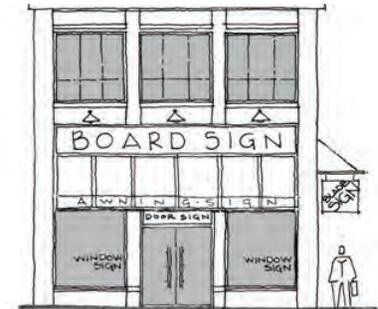
## D2 General Number and Location of Signs

### Guidelines

- D2.g1 Signs should be limited in number commensurate with the needs of the uses in the building.
- D2.g2 Signs should respect the architectural character and design of the building in their number and location.
- D2.g3 Sign clutter, where the number and size of signs dominate the storefront or façade of the building, should be avoided.
- D2.g4 Wall, window, awning, and projecting signs should not be allowed above the ground floor with the exception of the following with the discretion of the design review committee:
- Painted, face-lit wall signs;
  - Internally lit channel letter signs and/or logos;
  - Painted wall murals with a minor component for the identification of a business;
  - One unlit window sign per business;
  - The extension of a ground floor projecting sign;
  - The name of the building integrated into the material and/or design of the facade; In no case should an internally lighted, cabinet type wall sign be allowed above the ground floor.



Signage examples



Awning sign



Projecting sign

## Design Guidelines



Wall sign



Window sign

D2.g5 Signs should not be located within the residential portion of the facade of any mixed use building.

D2.g6 A maximum combination of three sign types should be used for any building frontage. Such sign types are: wall, projecting, ground, window, awning, marquee and arcade.

## D3 General Size and Height

### Guidelines

D3.g1 The size of signs should be related to the location and speed of movement of the typical person viewing the sign.

## D4. General Design and Illumination

### Guidelines

D4.g1 Signs should respect the architectural character and design of the building.

D4.g2 Signs should be expressive of the activity, product, or use for which they are displayed.

D3.g3 Signs should be compatible with existing residential uses.

D4.g4 Materials for signs should compliment the color, material and overall character of the architecture.

D4.g5 Signs should be constructed of high quality, durable materials. All materials must be finished to withstand corrosion. All mechanical fasteners should be of hot-dipped galvanized steel, stainless steel, aluminum, brass or bronze.

- D4.g6 All conduits, transformers, and other equipment should be concealed, and should have UL ratings.
- D4.g7 Exterior lighting of signs should be oriented down onto the face of the sign, not up from below to minimize night sky light pollution.
- D4.g8 Sign illumination should not create objectionable glare to pedestrians, motorists, and adjoining residents.
- D4.g9 A business's corporate logo or typical sign design may be allowed by the design review committee. However, the design review committee should retain complete control over the design, dimensions, location, number and type of the sign.
- D4.g10 Hand painted signs should not be allowed, unless painted by a sign contractor specializing in hand painted or hand crafted signs.
- D4.g11 Sign illumination should be integrated into the design of the sign. Signs may be externally lit so long as the external lighting has been conceived and controlled as part of the sign design.
- D4.g12 Internally illuminated sign cabinets, either for wall or projecting signs, should not have white or light colored back-lit translucent face panels.



Signs compliment color, material and character of architecture

## D5 Wall Signs

### Guidelines

- D5.g1 Wall signs should be integrated with the architecture of the building.
- D5.g2 In general, wall mounted sign cabinets should be discouraged.

## Design Guidelines



Acceptable projecting wall sign



Wall sign with mounted letters

- D5.g3 Wall signs should be located within any sign areas clearly designed for signs on existing or proposed building facades.
- D5.g4 Lighted wall signs should not be located at the top of a building's facade if the facade is higher than two stories and should not directly face a residential neighborhood.
- D5.g5 Maximum wall sign size should not be increased by an increase in sign height.
- D5.g6 No more than one wall sign should be allowed per building.
- D5.g7 Wall signs should not overlap, or generally conflict with important architectural features such as windows, cornices, belt courses, or other details.
- D5.g8 Wall signs located on the side wall of a building that faces a side property line, alley, or parking area (including a side property line along a street), should not be lighted above the ground floor.
- D5.g9 Wall signs should be composed of individually mounted letters, logos or icons without sign backing panels, or letters/logos mounted on a backing panel.
- D5.g10 Phone/Fax numbers on all signs, with the exception of window signs, should not be allowed.
- D5.g11 Neon signs, except those located in a window, should not be allowed.

## D6 Projecting Signs

### Guidelines

- D6.g1 Projecting signs should not be closer than 50 feet apart, and no more than 3 for 300 feet of street frontage.
- D6.g2 Each use by right should be limited to one projecting sign for each of that use's street frontage.
- D6.g3 Projecting signs should not be located above the ground floor.
- D6.g4 All projecting sign structures on a building should be located at the same height as the other sign structures.
- D6.g5 Projecting signs should be located above or below non-signed awnings, but not in line with the awnings.
- D6.g6 Projecting signs should not be greater in size than 12 square feet per face or 24 square feet per sign.
- D6.g7 Projecting signs should be externally lit. Internally lit sign cabinets are generally discouraged except where the sign face is composed of metal with back lit cut out letters or logos.



Appropriately scaled lighting and signage

## D7 Ground Signs

### Guidelines

- D7.g1 Ground signs should be refined, creative and unique.
- D7.g2 'Designed' pole or post signs are encouraged when the vertical supports are integrated into the design of the sign.



Desirable ground sign

## Design Guidelines



Desirable window signs

- D7.g3 The design of a joint identification sign should be unified, uncluttered, easily readable, and of high quality. Ways to avoid a cluttered appearance are:
- The sign text for most components is composed of the same type face and size.
  - The sign structure or frame is dominant enough or simple enough to visually organize varied components.
  - The sign has a clear hierarchy or importance in its components.
- D7.g4 Only one (1) monument or per street frontage sign should be allowed per building. The monument sign may also be a joint identification sign.
- D7.g5 Ground signs should have no more than one sign cabinet or backing panel.
- D7.g6 If lighted, monument signs should be externally lit with a shielded or directed light source.

## D8 Window Signs

### Guidelines

- D8.g1 Window signs should emphasize a window's transparency and sense of openness to the interior.
- D8.g2 Window signs should avoid clutter 1) within the text and graphic components of the window signs, and 2) in combination with the objects of view through the window.
- D8.g3 Window signs should generally be located in the lower or upper 25 percent of the window area. Window signs may be located in the middle portion of the window, but should not substantially obscure the activities or displays beyond the window.
- D8.g4 Window signs should not be larger than 10 percent of each window or door area, except that window signs may be as large as 20 percent of each window area if no wall sign is provided.
- D8.g5 Storefront window signs should be limited to either the tenant's name or logo. Operating hours may be applied onto the glass, but should be kept small, preferably on the windows next to the front door.
- D8.g6 Window signs on glazing should be either silk screened, back-painted, metal-leafed, or sand-blasted onto the glass. Vinyl letters are not allowed.

## D9 Awning Signs

### Guidelines

- D9.g1 Awning signs should be carefully controlled so as not to become substitutes for wall signs or projecting signs
- D9.g2 Each awning may have a sign printed on its valence.
- D9.g3 Awning signs should not be allowed above the ground floor. Awnings without signs may be allowed above the ground floor if they are compatible with the architecture.
- D9.g4 Awnings should be consistent in color and visually balanced over the façade of the building.
- D9.g5 Standard residential type aluminum awnings should not be used. Awnings should be composed of non-combustible acrylic fabric.
- D9.g6 Back-lit translucent awnings with or without signs should not be allowed. Shielded down lights within an awning that light only the paving under the awning may be acceptable.
- D9.g7 Entry canopies should not be allowed if they extend more than 4 feet from the building face.
- D9.g8 Awning signs should be located primarily on the awning valence that faces the street, not on a valence that is generally perpendicular to the street.
- D9.g9 If side panels are provided, such panels should not carry signs greater in area than 20 percent of the area of the awning sign panel.
- D9.g10 Text on awning valences should not be greater than 8 inches high. A valence drop length should be no greater than 12 inches.



## Design Guidelines



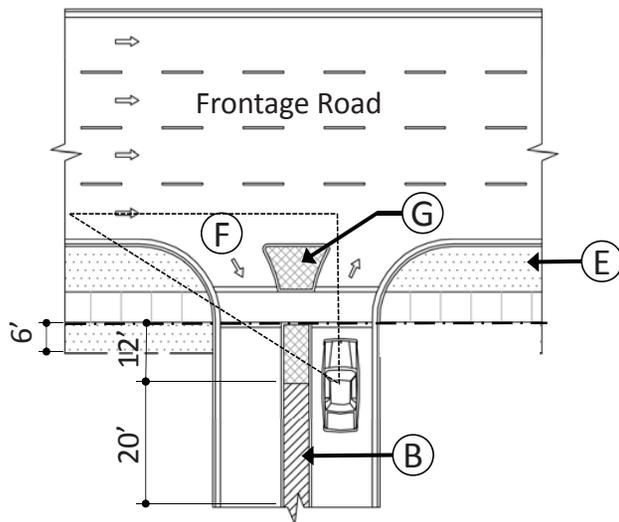
Desirable awning signs



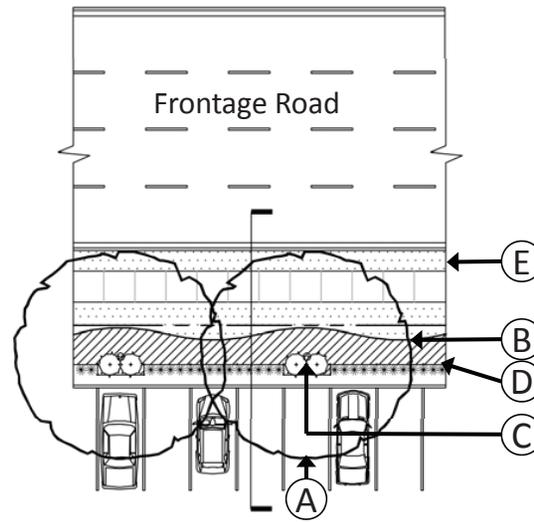
- D9.g11 Awnings should not extend vertically beyond a building's or storefront's individual bays.
- D9.g12 Awnings should be composed of traditional forms, and compliment the window or bay within which it occurs. Straight, more steeply sloped awnings are preferred. Rounded 'barrel' awnings are discouraged. Rounded awnings designed to fit arched windows or bays are acceptable.

# E. Typical Right-of-Way Transition Typologies

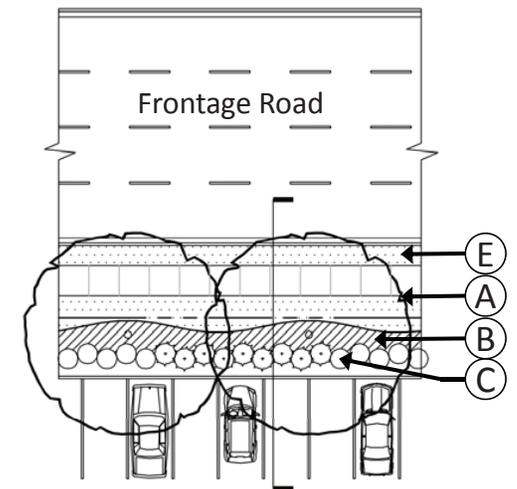
The following diagrams address the transition between the IH-35E frontage road and adjoining land use conditions including entry drives, screened parking lots (with and without fencing), open space and private development. Specific standards are shown on the diagrams.



**1: Typical Entry Drive Plan**

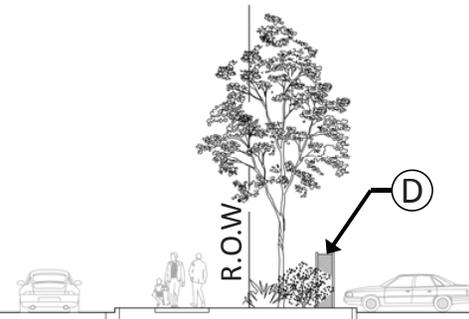


**2: Screened Parking Plan  
(Fence Option)**



**3: Screened Parking Plan  
(No Fence Option)**

- (A) CANOPY TREE (30' O.C.)
- (B) LOW PLANTINGS ( $\leq 3'$  TALL)
- (C) SCREENING SHRUBS ( $\geq 5'$  TALL)
- (D) 6' UNDULATING SCREEN FENCE
- (E) MOWED TURF
- (F) NO SHRUB / TREE PLANTINGS IN VIEW TRIANGLE or WITHIN 6' of RIGHT-OF-WAY (INBOUND SIDE)
- (G) DECORATIVE PAVING (STAMPED CONCRETE OR CONC. / BRICK PAVERS)



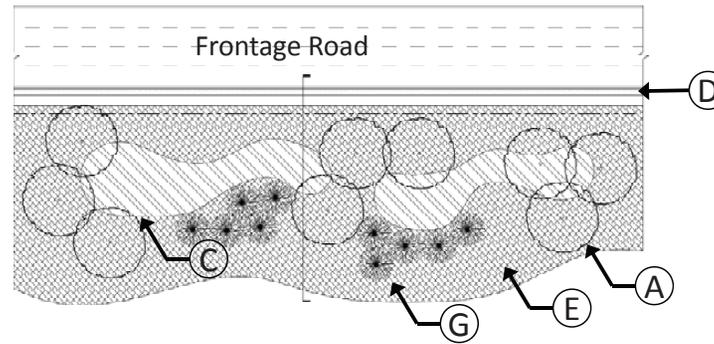
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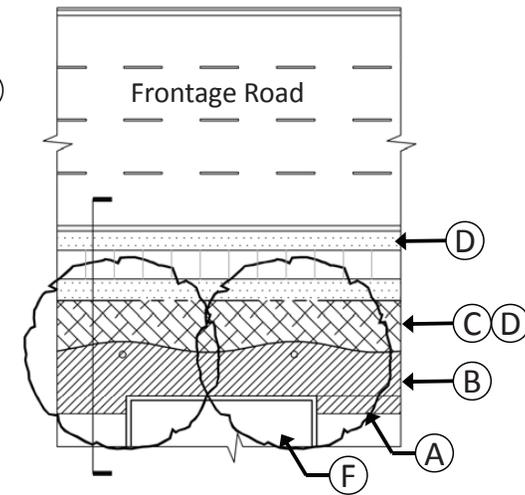
**Section**

## Design Guidelines

- (A) CANOPY TREE (30' O.C.)
- (B) LOW PLANTINGS ( $\leq 3'$  TALL) – 25% OF SIDE YARDS AND 15% OF FRONT YARD SETBACK, MIN.
- (C) NATIVE SHRUB MASSES (40% EVERGREEN, 60% DECIDUOUS, 4'-10' TALL), 20'-40' WIDE X 75'-100' LONG
- (D) MOWED TURF
- (E) NATIVE GRASSES AND WILDFLOWERS
- (F) BUILDING
- (G) EVERGREEN TREE



**4: Open Space Planting Plan**



**5: Typical Development Planting Plan**



**Section**



**Section**

# Trees

Plant Image	Common Name (Botanical Name)	Install Size	Minimum Spacing	Parks Area	Old Town Area	Lakes Area	Remarks
	Shumard Oak ( <i>Quercus shumardii</i> )	3" Caliper Size Minimum 30 Gallon Container or B&B 14'-16' Height	30' on center			X	Deciduous Tree – Full Sun, 40-60' height Tolerant of heavy clay soils, drought and urban conditions Exceptional fall color
	Bur Oak ( <i>Quercus macrocarpa</i> )	3" Caliper Size Minimum 30 Gallon Container or B&B 14'-16' Height	30' on center	X			Deciduous Tree – Full Sun, 60-80' height Drought Tolerant, adaptable to a wide range of soils
	Lacebark Elm ( <i>Ulmus parvifolia</i> 'Drake')	3" Caliper Size Minimum 30 Gallon Container or B&B 14'-16' Height	30' on center		X		Semi-evergreen Tree – Full Sun, 30-50' height Tolerant of drought and urban conditions Showy exfoliating bark
	Loblolly Pine ( <i>Pinus taeda</i> )	6'-8' Spread, 12'-14' Height 30 Gallon Container or B&B	20' on center	X	X	X	Evergreen Tree – Full Sun, 90-100' height Drought Tolerant, adaptable to a wide range of soils, recommend plant be used in groupings

## Design Guidelines

### Shrubs

Plant Image	Common Name (Botanical Name)	Minimum Install Size	Minimum Spacing	Parks Area	Old Town Area	Lakes Area	Remarks
	Indigo Bush ( <i>Amorpha fruticosa</i> )	3 gallon container 18-24" spread, 18-24" height	5' on center	X		X	Deciduous native shrub, 6-10' height & spread Drought Tolerant, adaptable to a wide range of soils
	Wright's Mexican Flame ( <i>Anisacanthus quadrifidus</i> var. <i>wrightii</i> )	3 gallon container 18-24" spread, 18-24" height	4' on center	X		X	Deciduous shrub, Full sun – part shade, 3-5' height & 5' spread Drought Tolerant, adaptable to a wide range of soils Flowering (red)
	Autumn Sage ( <i>Salvia greggii</i> )	3 gallon container 18-24" spread, 18-24" height	2' on center	X		X	Simi-evergreen native shrub, full sun, 2-3' height & spread Drought Tolerant, does not tolerate poorly drained clay soils Flowering (red)
	Mountain Sage ( <i>Salvia regia</i> )	3 gallon container 18-24" spread, 18-24" height	3' on center	X		X	Deciduous Shrub, Part Shade – Shade, 3-5' height Drought Tolerant, adaptable to a wide range of soils Flowering (red) July - October
	Edward Goucher Abelia ( <i>Abelia x grandiflora</i> 'Edward Goucher')	3 gallon container 18-24" spread, 18-24" height	4' on center		X		Deciduous shrub, full sun – part shade, 3-5' height & spread Medium water requirement, but drought tolerant Flowering (lavender-pink)
	Indian Hawthorne ( <i>Raphiolepis indica</i> 'Snow')	3 gallon container 18-24" spread, 18-24" height	4' on center		X		Evergreen Shrub, full sun, 3-4' height & 5-6' spread Drought Tolerant Flowering (white)
	Knock-Out Rose ( <i>Rosa</i> sp. 'Knock-Out')	3 gallon container 18-24" spread, 18-24" height	3' on center		X		Deciduous Shrub, full sun, 3-4' height & spread Requires regular watering. Flowering (Pink)
	Texas Sage ( <i>Leucophyllum frutescens</i> )	3 gallon container 18-24" spread, 18-24" height	4' on center		X		Deciduous shrub, 3-6' height, 4-6' spread Drought Tolerant, adaptable to a wide range of soils Flowering (lavender-pink)
	Possumhaw ( <i>Ilex decidua</i> )	3 gallon container 18-24" spread, 18-24" height	10' on center			X	Deciduous shrub, full sun – part shade 7-15' height, 5-12' spread Provide one male plant for every 30 female plants Red berries.

## Ornamental Grasses and Groundcovers

Plant Image	Common Name (Botanical Name)	Minimum Install Size	Minimum Spacing	Parks Area	Old Town Area	Lakes Area	Remarks
	Lindheimer Muhly (Muhlenbergia lindheimeri)	1 gallon, container	18" on center			X	Native Perennial Grass, full sun, 2-5' tall Drought tolerant, prefers well drained soils, , adaptable to a wide range of soils
	Indian Grass (Sorghastrum nutans)	1 gallon, container	18" on center	X			Native Perennial Grass, full sun – part shade, 3-8' tall Drought tolerant, prefers well drained soils, , adaptable to a wide range of soils
	Mexican Feather Grass (Nassella tenuissima)	1 gallon, container	12" on center			X	Native perennial grass, full sun – part shade, 1-3' tall Drought Tolerant, adaptable to a wide range of soils
	Pink Muhly Grass (Muhlenbergia capillaris)	1 gallon, container	18" on center			X	Native Perennial Grass, full sun, 2-3' tall Prefers moist sandy – sandy loam soil conditions Pink flowers in fall create stunning display
	Lily Turf (Liriope muscari 'Silvery Sunproof')	1 gallon, container	18" on center		X		Semi-evergreen perennial, full sun – shade 12-18" height and spread. Drought Tolerant, adaptable to a wide range of soils Flowering (lavender), blooms mid-summer - fall
	Spreading Juniper (Juniperus horizontalis 'Youngstown')	3 gallon container	3' on center		X		Evergreen groundcover, full sun, 1' height, 6' spread Drought Tolerant, adaptable to a wide range of soils
	Engelmann's Daisy (Engelmannia persistenia)	1 gallon, container	12" on center	X		X	Native perennial, 2' tall, full sun Drought Tolerant, adaptable to a wide range of soils Flowers (Yellow), blooms well even in drought conditions. Blooms March - July
	Purple Coneflower (Echinacea purpurea)	1 gallon, container	18" on center	X			Native perennial, 2-3' tall, full sun – part shade Drought Tolerant, adaptable to a wide range of soils Long lasting flowers (Purple) , Blooms April - September



# Glossary of Streetscape Terms

# Glossary of Streetscape Terms

**Awning signs** Attached or printed on a canopy that protects people from the sun and the elements.

**Bike Lane** A portion of a roadway which has been designated by striping and pavement markings for the exclusive use of bicyclists.

**Bollards** A three to four foot tall post or column constructed of concrete, stone, or metal designed to separate pedestrian and vehicular traffic, define property lines, protect a work of public art, or otherwise for property protection, traffic control and pedestrian safety.

**Crosswalk** Portion of a roadway designated and marked for a pedestrian crossing, typically at intersections, but potentially at designated midblock locations

**Curb cut** A cut in the curb associated with a driveway to provide access for vehicles into a parking area, alley, or loading zone.

**Curb zone** The area from the inside of the curb to the sidewalk. This zone is where streetscape elements such as street trees, trash receptacles, bollards, news racks, benches, bike racks, and light fixtures should be located

**Gateway** A distinctive element which marks the entrance of a district.

**Grade Separation** The vertical separation of conflicting travelways with a structure, such as a pedestrian underpass or railroad bridge over a roadway.



Bollards



Crosswalk

## Glossary of Streetscape Terms



Kiosk



Refuge island in median

**Ground signs** Typically self supportive by a post or posts mounted into the ground.

**Intersection** The area where streets intersect one another that facilitates both pedestrian and vehicular movement.

**Kiosks** A display element for timely information to help pedestrians find their way, direction them to destinations, or provide information on activities.

**Median** The portion of the roadway which separates opposing traffic streams, preferably designated with curb, gutter, and trees.

**Pedestrian friendly** Design qualities that make walking attractive, including places people want to go and good facilities on which to get there.

**Pedestrian zone** The area of the sidewalk that must be kept clear for pedestrian movement, and free of all obstacles.

**Pedestrian lighting** Lighting that illuminates the sidewalk at a level that is consistent with pedestrian activities rather than vehicular activity.

**Projecting signs** Typically attached to a building and cantilever horizontally over the sidewalk.

**Public art** Art located in the public realm such as in a plaza or as a part of the streetscape.

**Public right-of-way** The composite public area dedicated exclusively to circulation-both physical and social-including the roadway and pedestrian area.

## Glossary of Streetscape Terms

**Refuge Island** A non traversable section of median or channelization device on which pedestrians can take refuge while crossing a street.

**Sidewalks** A walkway separated from the roadway with a curb, constructed of a durable, hard and smooth surface, designed for preferential or exclusive use by pedestrians.

**Signage** An informative public sign system that is incorporated into the corridor streetscape.

**Street furniture** Elements typically located in the public right of way for use by pedestrians such as benches, trash receptacles, and bike racks.

**Street trees** Trees located in a tree lawn or tree grate to provide an effective canopy over the sidewalk and portion of the street.

**Streetscape** The entire system of streets, sidewalks, landscaping, street furniture ,and open spaces, by which people circulate through and experience the corridor.

**Travelway** The section of the street in which vehicles and bicycles travel. It includes bicycle lanes, vehicle lanes, turning lanes, and medians.

**Tree grate** A metal covering for a tree pit in the sidewalk.

**Tree lawns** A landscaped strip between the back of curb and sidewalk in which street trees may be located.



Pedestrian light in the curb zone



Travelway



Street furniture

## Glossary of Streetscape Terms

**Wall signs** Typically flat signs fixed to a building facade.

**Window signs** Typically silk screened, back-painted, metal-leafed, or sandblasted onto a glass window.

**Wayfinding** A system of directional public signs that helps lead pedestrians and vehicles to destinations.

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