



SOUTHWEST LEWISVILLE



SMALL AREA PLAN

PREPARED BY:



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EXECUTIVE SUMMARY

[An Executive Summary will be added here, following City Council discussion of this draft.]

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AREA HIGHLIGHTS

STUDY AREA

The project area for the Southwest Lewisville Area Plan is bounded generally by the parcels fronting Round Grove Road to the north, the Lewisville City limits to the west and the south, and the properties adjoining Oakbend Drive to the east. Exhibit 1 shows the study area boundaries that were used for the purposes of analysis in this plan.

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Exhibit 1: Study Area

COMMUNITY CHARACTERISTICS

Residents and Households

The residents of the Southwest Lewisville study area represent a broad range of income levels and variety of ethnic backgrounds. The area is home to many young professionals and renters, as well as a large population of young families. While the district has a median household income over 20 percent higher than the City overall, the median home value is approximately 14 percent lower than the city median. This disparity could be due to the relatively large number of higher income residents in the area who are choosing to rent. Southwest Lewisville has a higher percentage of households with children and a larger average household size than the rest of Lewisville. Nearly 39 percent of residents are of Hispanic origin, which is also slightly higher than the citywide average.

Indicator	Citywide	Southwest
2017 Housing Units	44,643	1,996
2017 Households	41,883	1,910
2017 Total Resident Population	106,741	5,148
2017 Average Household Size	2.54	2.69
2017 Total Daytime Population	101,241	5,312
Resident: Daytime Population Ratio	1.05	0.97

Exhibit 2: Housing and Population

Indicator	Citywide	Southwest
2017 Median Household Income	\$57,956	\$68,476
2017 Median Age	32.2	31.1
Population 65 and older	4.6%	3.8%
All Households w/ Children	35.5%	38.7%
Households with 1 Person	30.1%	27.1%
Hispanic Origin	32.2%	37.6%
Unemployment Rate	4.0%	3.6%

Exhibit 3: Resident Characteristics

Housing and Neighborhoods

There are several moderate income single family developments on the eastern edge of the study area, a large mobile home park along Denton Creek to the south, and a new retirement community on Round Grove. The study area has a much higher percentage of owner occupied housing than the rest of the city, despite the presence of several large multifamily developments, and the median unit is nearly a decade newer than the citywide median. Even so, home values are approximately 15 percent lower than the city median.

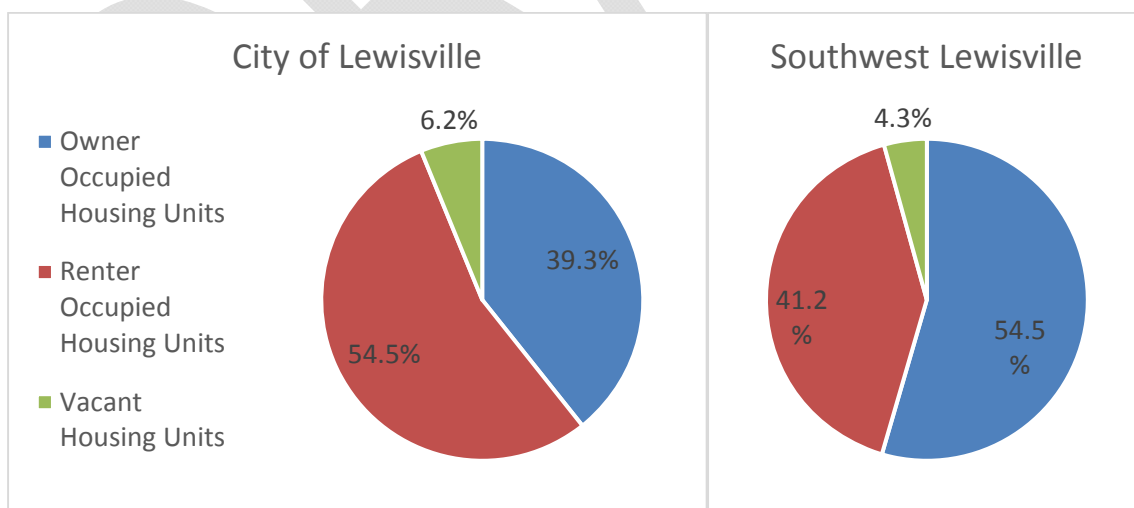


Exhibit 4: Homeownership

Indicator	Citywide	Southwest
2017 Median Home Value	\$173,806	\$146,296
Median Year Structure Built	1992	2001

Exhibit 5: Housing Characteristics

Businesses and Employment

Southwest Lewisville has a large employment base, with concentrations in the retail trade and service sectors. Round Grove Road is a retail corridor for the area. The central and eastern portions of the district, near Denton Tap Road and 121 Business, have some large corporate developments, such as the Digital Realty data center and the Mary K office, production and distribution campus. The area is also home to several large distribution centers due to the area's excellent vehicular transportation infrastructure and easy access to the rest of the DFW region.

Indicator	Citywide	Southwest
Total Businesses	3,663	160
Total Employees	46,921	2,489
Total Residential Population	106,741	5,148
Employee/Residential Population Ratio (per 100 Residents)	44	48
Retail Trade Leakage/Surplus	-27.4	-4.2
Food & Drink Leakage/Surplus	-12.6	21.5

Exhibit 6: Business Characteristics



Exhibit 7: Businesses by Type

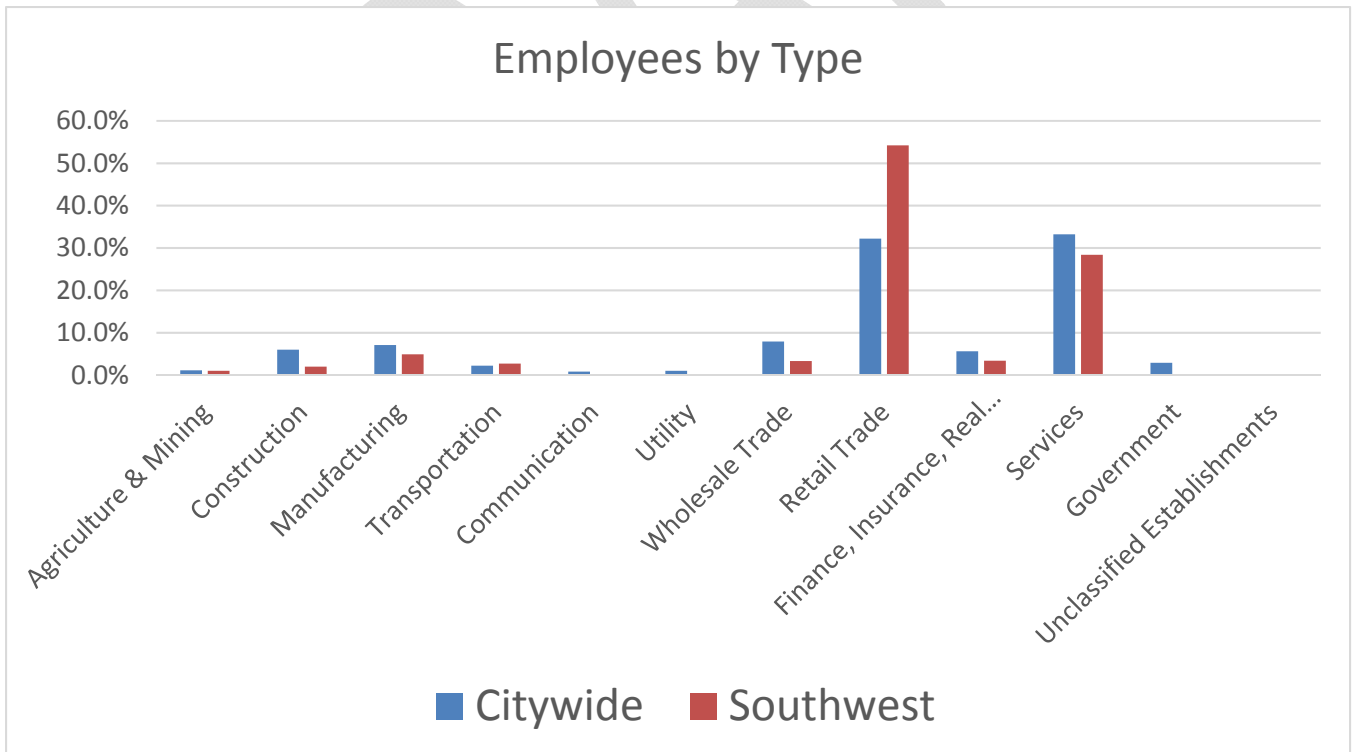


Exhibit 8: Employees by Type

EXISTING DEVELOPMENT PATTERNS

Existing Land Uses

The study area has a variety of different land uses, driven largely by the excellent transportation connections to the rest of Lewisville and the greater DFW region. There are several distribution centers along Valley Parkway and Spinks Road, and a large business campus area between Edmonds, 121 Business, and Round Grove. Round Grove currently functions as a major commercial corridor. There is additional commercial development along Vista Ridge Mall Drive and Oakbend Drive as well.

Within the study area there are three general housing types. Multifamily neighborhoods have been developed along Round Grove Road; they cater to a variety of age and income brackets. Creekview, a large mobile home park, is located along Denton Creek on the southern edge of the district. It provides affordable housing choices to residents of the city. There are also several single-family neighborhoods in the study area that have developed along the southeastern corner of the district near Vista Ridge Mall Drive.

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Southwest Lewisville Small Area Plan -- Draft as of 2/14/2018

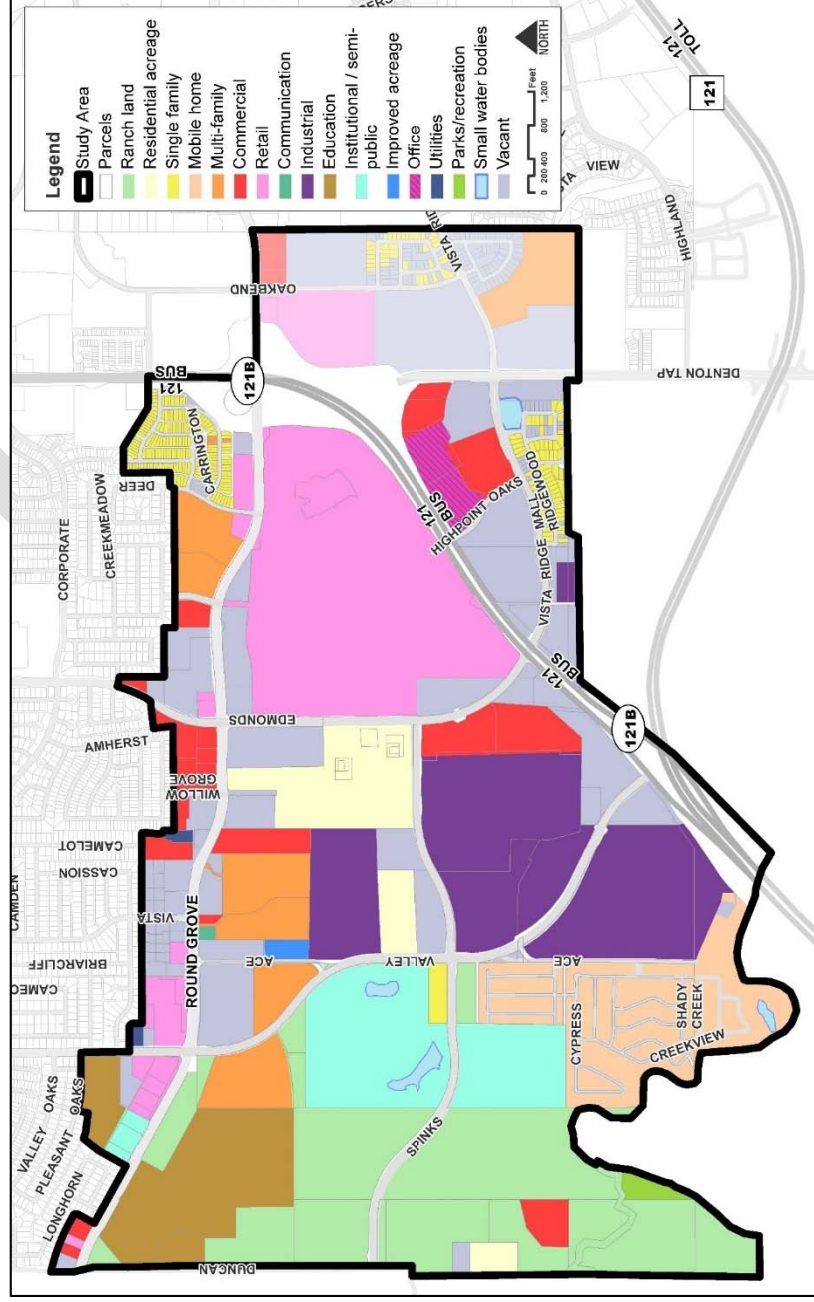


Exhibit 9: Existing Land Use

ISSUES AND OPPORTUNITIES

The analysis and public input during this process identified a number of issues that will affect the future of the Southwest Lewisville area. Based on those discussions, the Plan identifies seven unique opportunities that could support the desired transformation of Southwest Lewisville.

1. **Continue and expand the employment opportunities in this area.** Southwest Lewisville has one of the largest concentrations of jobs in the city. The businesses locating here value the area's transportation access and other feature. City initiatives and collaboration with the private sector should be focused on maintaining the appeal of this area as an employment center. Improvements in the future should help make the area even more desirable as a business location, with changes in the desired character of the area attracting corporate locations and higher wage jobs as well.
2. **Make the most of the area's remaining undeveloped land by attracting market segments that aren't accommodated elsewhere in Lewisville.** This is the last area in Lewisville with significant vacant parcels remaining for development. As a result, this is the best place to plan for market segments that desire large areas and the strong, coherent design characteristics that are most common in developments of larger land holdings or in planned developments. Southwest Lewisville's creeks and tree canopy could become a part of such design. The area should be considered for both residential and non-residential developments that will add diversity to Lewisville's housing and business offerings.
3. **Address the current needs and investments of area residents.** As discussed above, Southwest Lewisville's residents have some demographic characteristics that are different from residents in other parts of the community. Two aspects of these demographics should play a role in planning a future that improves quality of life for current residents and maintains or increases their own investments in the area. First, the area has a larger share of homeowners than Lewisville overall. These residents generally own more affordable homes than the citywide average. To meet their needs, the plans for the area should include programs and initiatives that help maintain or add value to these neighborhoods. Second, some households have lower- and moderate-incomes, including many in the Creekside mobile home community. Meeting their needs means addressing existing infrastructure and housing quality concerns. Other transportation connections, job training and similar support may help with the quality of their lives.
4. **Address the future interests and investments of current residents.** Southwest Lewisville's residents include a segment of higher-income residents who rent their housing. There may be several reasons for this option. Addressing these needs involves providing amenities and services that appeal to higher income residents. Building a strong connection with the Lewisville community may also mean that these residents choose to stay in Lewisville when and if they decide to purchase a home in the future.
5. **Create more awareness of Lewisville when people enter this gateway to the community.** Today, people driving along 121 Business may not realize when they enter the City of Lewisville. Drivers on arterial streets may also be less aware of their entrance into Lewisville from adjacent communities. Since Lewisville seeks to strengthen its distinctive identity, this area plays a significant role as a gateway.

Signage and gateway features should clearly show when someone leaves another city and enters Lewisville.

6. **Apply Lewisville's signature initiatives to this area.** *Lewisville 2025* establishes a new direction for Lewisville. Its initiatives, including the Green Centerpiece and Extending the Green, are designed to differentiate Lewisville. The gateway features and the design of development and public places in Southwest Lewisville should carry out these initiatives and reinforce this new direction.
7. **Build community capacity.** The people who participated in the Open House value their neighborhoods and community. The vision for Southwest Lewisville can be more readily achieved if these residents and property owners play an active role in action to improve the area. New or strengthened neighborhood or business organizations, improved communications and a clearer identity for the area are among the tools that can increase the ability of the people in Southwest Lewisville to accomplish the goals for their community.

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STRATEGIC DIRECTION

The area plan's strategic direction includes three important components: A Vision Statement, a set of Guiding principles, and a Framework Plan.

VISION STATEMENT

The Vision Statement for Southwest Lewisville is based on a shared community vision for the future of the study area. A Vision Statement is, by its nature, aspirational; It does not describe the study area as it currently exists. Rather, it is a vision of the future that participants wish to achieve. This foundational statement should be memorable, describing where the community wants to go and what the community wants to be. The following statement has been developed based on discussions and feedback from community members and City staff:

Southwest Lewisville attracts dynamic corporations and diverse residents because of its natural areas, regional transportation access, desirable jobs and labor force, convenient shopping, and diverse neighborhood choices.

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GUIDING PRINCIPLES

The Guiding Principles provide the overall direction that will be used to guide decisions and investments so they achieve the community's vision. They guide the development of the overall plan, and they shape the individual details and policies for each specific plan component, such as natural asset networks or community character and design. These Guiding Principles have also been developed in conjunction with city staff and members of the community.

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FRAMEWORK PLAN

The Framework Plan is a graphic representation of the desired future development pattern that will be implemented using the Guiding Principles to realize the community's vision. The framework plan, like the Guiding Principles, provides direction for decision-makers as they consider ordinances and make decisions that impact private and public investment in the study area. The Framework Plan for the Southwest Lewisville Study Area includes three components: The Natural Asset Network, the Mobility Network, and the Future Development Pattern. These components work together to create a unified vision of the built and natural environment, shaping the development of the area in accordance with the Plan's Guiding Principles.

NATURAL ASSET NETWORK

Existing Assets

Southwest Lewisville is an area with tremendous opportunities, one of the biggest of which is the large number of undeveloped parcels. These properties give the area a strong natural character as well as flexibility in attracting a range of new businesses and residential developments. The study area has several natural assets within its boundaries: Denton Creek and Bakers Branch merge and flow along the city's southwestern border, where a shared use trail could link into current trail systems along the creeks in the cities of Flower Mound, Grapevine, and Coppell. A floodplain makes much of the area near the creeks unsuitable for intensive development, but this area could serve as a new public green space for the community as there are currently no public parks within the study area. Adjacent to these floodplains are several large parcels along Spinks Road that have rolling topography and stands of dense tree coverage, which could become assets for new business or residential development seeking people and companies who value the character of these natural areas.

Along Edmonds Lane and Vista Ridge Mall there are several heavily wooded areas that enhance the natural beauty of the study area. These stands have been identified by community members as an important part of the natural character of the area, which the community would like to see retained.

The Southwest Lewisville study area, like most of Dallas county, is located in the Texas Blackland Prairie. The Blackland Prairie is an area of rich dark clay, with expansive soils and an alkaline pH. The tree and shrub species that thrive in this soil create a distinctive plant palette that is unique to this region of Texas. Retaining natural vegetation and using these or similarly-adapted plants in new landscaping will likely reduce water consumption and increase plant survival rates, as well as creating a distinct natural character.

Concepts to Shape the Future

The natural features of Southwest Lewisville don't play a significant role in the everyday experience of people who live, work or travel through this area today. These features can help create an identity for this area that reinforces Lewisville's citywide vision of a green and sustainable community. Three key concepts are reflected in the Natural Asset Network Diagram.

1. Incorporate natural features in new development

Southwest Lewisville's natural character can strengthen the area's future vitality. Denton Creek, the floodplain and trees along the creek and the rolling topography created by the smaller streams that drain to Denton Creek all contribute to an area that is attractive and reflective of North Texas' natural ecology. The floodplain, tree canopy and areas of steep slopes can serve the community's future as an open space network and as amenities defining distinctive neighborhood and business areas.

Denton Creek and Bakers Branch can become visual and natural connections through this study area and to other parts of Lewisville and the region. Due to the potential flooding hazard, floodplain areas along these creeks are generally inappropriate for intensive development. But as open space, they provide locations for trails as well as natural habitat.

A second aspect of Southwest Lewisville's natural area is the extent of mature tree canopy. These trees add to the beauty of the area and provide other air quality and cooling benefits. The stands of trees in floodplain areas can be retained and continue to support the area's natural character. The tree canopy outside floodplains is mostly on private property. Future developments can benefit from these features. The area plan's development concepts should encourage development designs that locate buildings, streets and parking outside major tree canopy. Clustered residential development and campus-style employment centers can result in the same density or intensity of development, but they can be more distinctive and sustainable, thus retaining their value over the long term. It will also help retain the rolling topography that gives the area interest and unique design opportunities.

2. Plant a new native forest.

In addition to these wooded corridors, there are opportunities for significant reforestation at the interchange of 121 Business and Round Grove and at the intersection of 121 Business and Valley Parkway. New tree plantings would further enhance the corridors and strengthen Lewisville's reputation as green city.

3. Use Denton Creek and Bakers Branch as assets and part of Lewisville's parks, trails and open space networks.

A major issue the study area faces is a lack of dedicated public parks and open space – there are no City parks in the area. However, there is a large floodplain along Denton Creek that could be used for open space and recreational purposes, providing opportunities for new recreation areas and for trail linkages to neighboring cities along the creek. This would preserve the natural areas and create space for a soft trail network along Denton Creek connecting, the Creekview Mobile Home Park, Lewisville High School's Harmon campus and future employment destinations.

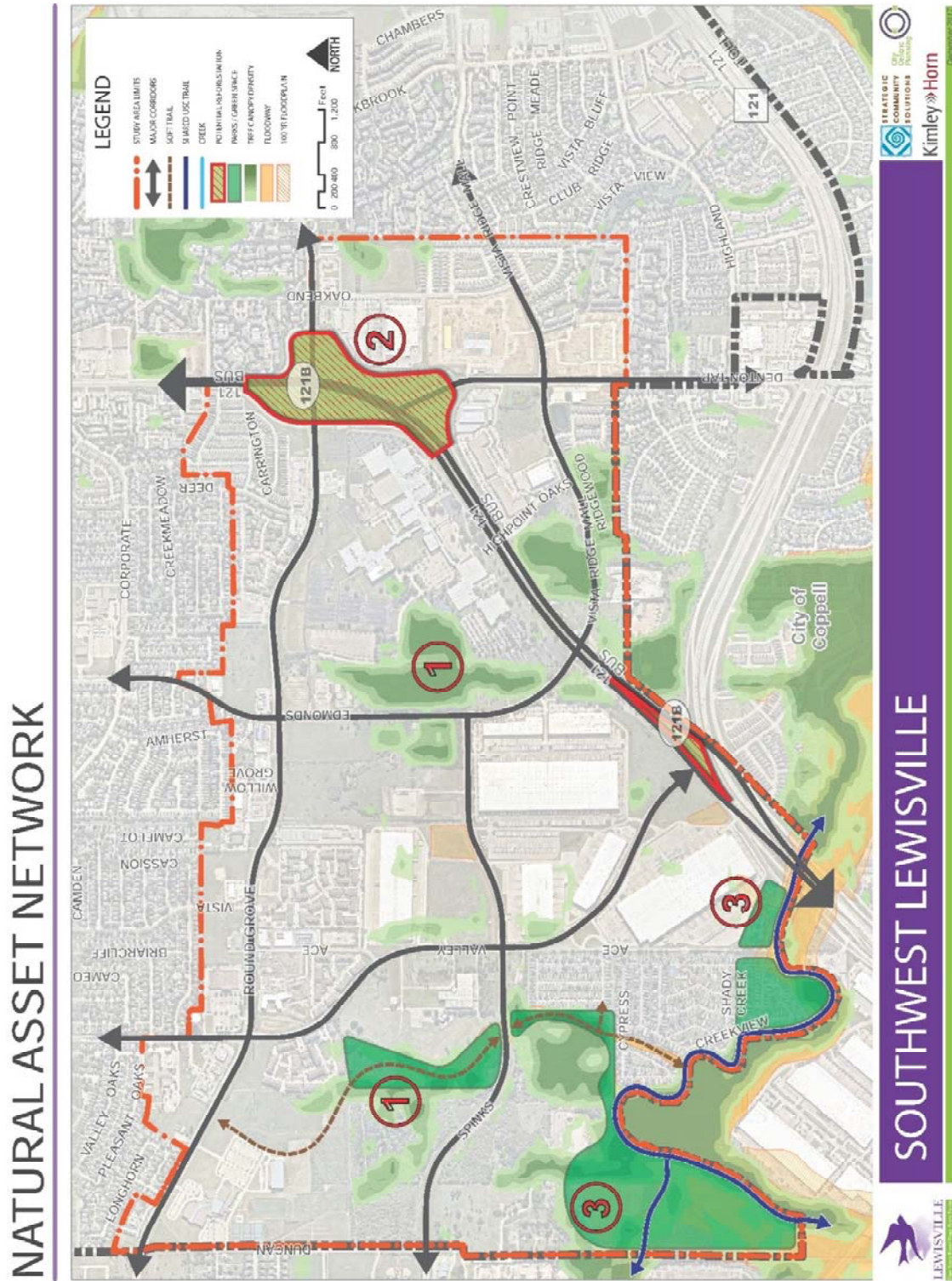


Exhibit 10: Natural Asset Network

MOBILITY NETWORK

Existing Assets

The Southwest Lewisville study area has excellent vehicular connectivity to the rest of Lewisville and the DFW region. Thanks to the presence of several major thoroughfares, the area is primed for growth as the region continues to attract new residents and businesses.

The study area is connected to the rest of Lewisville and the DFW region by several large corridors. Route 121 Business splits from the Sam Rayburn Tollway at the edge of the City limits, connecting the study area with Old Town Lewisville to the northeast and the rest of the region to the south. Valley Ridge and Edmonds are also major north/south corridors that connect the district with 121 B, while Spinks, Vista Ridge Mall, and Round Grove are the primary east-west thoroughfares. Denton Tap also connects the district to the south and serves as a secondary gateway into the City of Lewisville.

While the road network is robust, the study area currently has an incomplete pedestrian and bicycle network. Many of the major corridors already have some level of pedestrian service, but most existing sidewalks are narrow, and there are numerous gaps. Along Valley Parkway, the lack of sidewalks forces residents of the Creekview Mobile Home Park to walk directly along the shoulder of the road when traveling north to Round Grove, creating a safety issue.

Currently, the Southwest Lewisville study area does not have any bike lanes or shared use paths, though there are recommendations for a new trail along Edmonds and Vista Ridge Mall in the future. Public transportation options are extremely limited in the study area, with a single bus stop located in front of the Walmart on Oakbend Drive. Greater investment in the expansion of the pedestrian, bike, and public transportation networks will increase the number of viable transportation options within the study area, boosting quality of life, enhancing safety, and improving connectivity.

Concepts to Shape the Future

An effective multi-modal transportation system is an essential part of Southwest Lewisville's desired future. Three key concepts are reflected in the Mobility Network Diagram.

1. Continue investments in vehicular mobility

Southwest Lewisville's vehicular transportation network is one of the study area's greatest assets, and the primary reason it has become an attractive location for distribution and logistics centers. Highway 121 connects the area to the rest of DFW, while a framework of large arterials provides a variety of north-south and east-west transportation options. The city should continue to maintain the road network to ensure that area remains an attractive location for both current and future development.

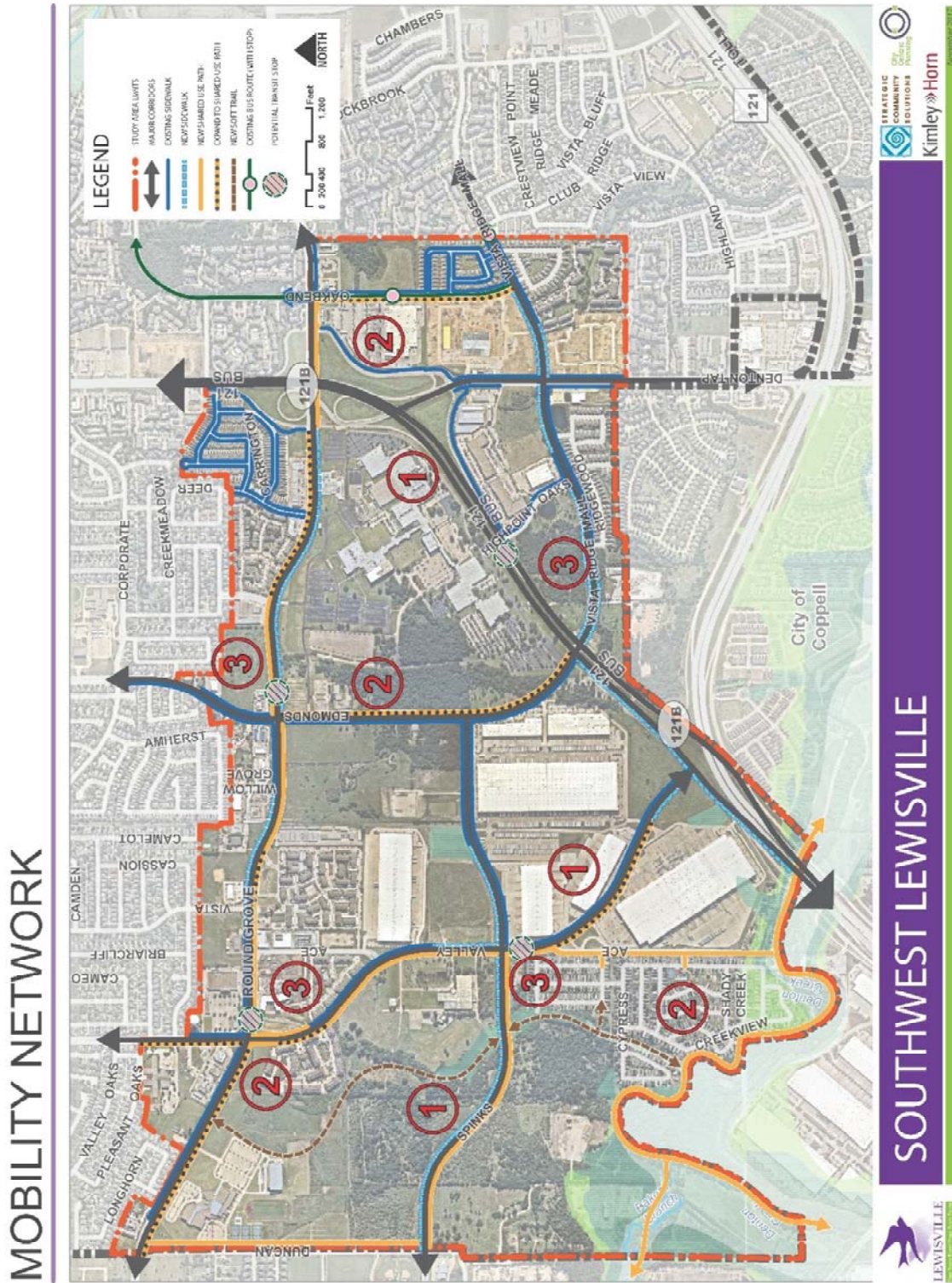


Exhibit 11: Mobility Network

2. Complete the pedestrian and bike networks

While the area's thoroughfares provide excellent vehicular mobility that makes this a preferred location for distribution and office locations, the bike and pedestrian network is much less developed. Several of the major thoroughfares have sections of sidewalk along portions of their routes, but there are significant gaps. Filling these gaps and building a network of shared use paths would enhance connectivity and provide alternative routes for residents and workers to access services and jobs, as well as provide safer means for students in the area to walk to school. Locations are shown graphically in Exhibit 11 as a dashed blue line. Additionally, sidewalks along at least one side of all major corridors should be expanded to serve as a shared use path, enhancing mobility by providing safe routes for bicyclists as well as pedestrians.

There are several areas that should be targeted as high priority for pedestrian improvements. A shared use path should be built along Valley Parkway with an extension to the Creekview Mobile Home Park via Ace Lane. This would provide greater mobility to residents who currently walk to jobs, services, and schools along Round Grove Road. A soft-surface trail, shown in Exhibit 11 as a dashed brown line, should also be considered to link the Lewisville High School Harmon campus with residential areas along Round Grove and to Creekview by way of the trails along Denton Creek. Another area of high importance is the completion and expansion of pedestrian/bike paths along the Round Grove corridor. This road currently functions as the primary commercial corridor for the study area, but substantial portions of the corridor do not have any pedestrian routes. Additionally, pedestrian/bike paths should be extended along Round Grove over the 121 interchange to reconnect the eastern and western sides of 121B.

As new development occurs in the western part of the study area, the designs should include pedestrian and bicycle routes as well as vehicular routes. Not only will these routes benefit people who live in the area, they will also benefit the people who work in the employment areas. The ability to walk during lunch or breaks and the choice of walking or biking to eat or run errands will reduce the number of auto trips in the area during the day and during the evening rush hour.

3. Strengthen DCTA transit in the area

The Southwest Lewisville study area currently has only one transit stop along DCTA's Route 22, located on the extreme eastern edge of the study area in front of the Walmart along Oakbend Drive. The route could be extended, or a new route created, to serve population and job centers throughout the study area. Areas where stations should be considered include:

- Valley and Round Grove – This location would serve the large number of apartments and the senior living center that are located near this intersection. It would also enhance transit access to Lewisville High School Harmon and Parkway Elementary. Additionally, a new transit stop here would provide access to commercial services north of Round Grove, and access to a new community identity point at the Lewisville Water Tower.
- Valley and Spinks – A transit stop at this intersection would provide access to the residents of Creekside Mobile Home Park as well as workers at the distribution centers that are concentrated in the area. It

would also provide convenient access to a new park/trail system linked to Lewisville High School Harmon and new green spaces along Denton Creek and Bakers Branch.

- 121B and Highpoint Oaks – This area is a major employment center, and a transit stop at this location would provide access both to the Digital Realty Campus to the north, and to existing and future business development to the south.
- Edmonds and Round Grove – This location would serve commercial developments near the intersection, as well as provide access to future development on the Digital Realty campus to the southeast. A stop here would also provide transit access to residents in the neighborhoods immediately north of the Round Grove corridor.

FUTURE DEVELOPMENT PATTERN

Concepts to Shape the Future

The character of the places that will be part of Southwest Lewisville's future will be determined by the uses and places remain as they are today, those that are changed or revitalized, and those that will be created in the future. Four key concepts inform the character of places shown in the Future Development Pattern Diagram.

1. Continue and enhance the area's strengths as an employment center.

As noted previously, Southwest Lewisville is an important employment center and business location in Lewisville. The development concepts for the area should support the continuation of this role.

2. Keep existing neighborhoods lively and desirable.

Since Southwest Lewisville has such a diverse range of neighborhoods, public investments and services should keep these areas vital.

3. Enhance Round Grove as a valuable and distinctive retail, service and restaurant corridor.

Round Grove has become the location of many businesses used by nearby residents and employees in the business areas. But it does not have a clear identity and many uses are auto-oriented. The long-term viability of these commercial uses (and their adjacent neighborhoods) would be strengthened if the area had a distinct character and was seen as a destination for shopping or dining, particularly one that can be accessed on foot, by bike or transit, eliminating the need to drive and park at multiple destinations. Future development should emphasize retail, business services, restaurants and similar uses that serve area residents and employees of nearby businesses. Design guidelines should create a consistent human-scale character for the area.

4. Maximize the benefits from development west of Valley.

The future of the large undeveloped areas generally west of Valley will shape the long-term identity of Southwest Lewisville. Instead of responding to the most immediate market interests here, Lewisville should seek development that will be more valuable over the long term. The Natural Area Network should be incorporated into future development so the area benefits from a unique identity.

This plan proposes two options for this future development, both of which build on the area's natural character. The first option would create clustered, 'green' neighborhoods. The character of these areas would benefit

from shared open spaces, the existing mature trees and locations for trails or natural area recreation. Such neighborhoods could offer a higher-value residential product that is not found elsewhere in Lewisville (or in much of North Texas).

The second option would focus on non-residential uses. It too would design street networks and building sites to avoid steep slopes, floodplains and major stands of trees. While some sites might appeal to distribution uses, like those closer to 121B, other sites could attract corporate uses.

Future Development Pattern Diagram

The Future Development Pattern Diagram graphically represents the mix of land uses and the desired future character in the study area. This diagram should guide decisions on future development proposals in these areas. In addition to guiding development for the area's unbuilt parcels, the Future Development Pattern Diagram also gives guidance to redevelopment within the study area.

Developed through numerous meetings and conversations with community participants, stakeholders, and city staff, this diagram should serve as a reference point when considering whether future development proposals are in alignment with the community's vision. It will guide future decisions on proposed zoning changes, development applications, and changes to development standards.

Place Types

Place Types represent the different sorts of places that could exist in the Southwest Lewisville of the future. Instead of referencing a single land use, they describe the character of the place – the mix of land uses, the scale, how a pedestrian experiences the area, and other features. Place Types are valuable because they communicate what's important – the character or quality of the place to be created. They give the community more flexibility in addressing development proposals for specific properties and in responding to changing market conditions. The Place Types are used as the 'color palette' for the Future Development Pattern Diagram that depicts desired development patterns in Southwest Lewisville.

This Small Area Plan uses eight (8) Place Types to represent the places that could be a part of Southwest Lewisville's future. Each of these Place Types is described below. For each Place Type, the description includes:

- Place Type name;
- A brief description of the intent behind this Place Type;
- Discussion of the land uses that are expected to be primary or secondary components of the place that is created;
- Where appropriate, information on the range of development density or intensity expected; and
- Supporting images that illustrate the character represented by the Place Type.

There are two options for Southwest Lewisville's future development. They are shown in Exhibits 12 and 13 and are discussed below.

NEIGHBORHOOD REVITALIZATION

Character and Intent

This Place Type is intended to support reinvestment in existing neighborhoods. These are residential areas that may benefit from improvements to existing structures. Revitalization could also include other housing types such as cottages.

Land Use Considerations

- Primary Land Use
- Single Family Detached Homes, Townhomes, Other Single Family Attached Homes
- Secondary Land Uses
- Civic and Institutional Uses, Parks and Open Space

Indicators & Assumptions

Lot size less than 1/4 acre

ILLUSTRATIVE PHOTOS



CLUSTERED GREEN RESIDENTIAL

Character and Intent

Clustered residential neighborhoods are intended to provide a clustering of smaller residential lots, but within large areas of green or open space. They provide the same overall development density as a traditional suburban design, but preserve the natural topography and vegetation in the area as an amenity for the neighborhood. Typically formed as small subdivision clusters buffered from surrounding uses by greenbelts, natural, or landscaped areas

Land Use Considerations

Primary Land Use
Single Family Detached Homes, Townhomes, Other Single Family Attached Homes
Secondary Land Uses
Civic and Institutional Uses, Parks and Open Space

Indicators & Assumptions

Lot size less than 1 acre, but overall development densities are comparable to Suburban Living

ILLUSTRATIVE PHOTOS



SUBURBAN LIVING

ILLUSTRATIVE PHOTOS

Character and Intent

Suburban neighborhoods will continue to be a component residential place type in the study area. Neighborhoods would consist primarily of single-family detached homes, along with townhomes and some duplexes.

Land Use Considerations

- Primary Land Use
- Single Family Detached, Townhome, Duplex, Ancillary Units
- Secondary Land Uses
- Civic and Institutional Uses, Parks

Indicators & Assumptions

Lot size less than 1/2 Acre



URBAN LIVING

Character and Intent

Urban Living areas can support a variety of housing types in a compact network of complete, walkable streets that are easy to navigate by bike, car, or foot. This Place Type may also contain small amounts of retail or neighborhood services to serve the neighborhood.

Land Use Considerations

- Primary Land Use
- Townhomes, Duplex, Condominiums, Urban-Style Apartments
- Secondary Land Uses

Civic and Institutional Uses, Parks and Open Space, Retail / Commercial

Indicators & Assumptions

Densities of 6-40 units per acre

ILLUSTRATIVE PHOTOS



EMPLOYMENT MIX

Character and Intent

Employment Mix provides a location for businesses offering a range of professional and service jobs. This type of development may support a variety of non-residential uses including offices, research and development facilities, medical clinics, logistics centers, distribution hubs and business incubators. This Place Type may include support services, such as retail or dining, that support other employment uses in the area. The street frontages of the businesses are appealing and generally have an increased level of aesthetic design and landscaping.

Land Use Considerations

Primary Land Use
Offices, Professional Services, Office Parks, Flex-Office, Distribution Centers, Logistics
Secondary Land Uses
Civic and Institutional Uses, Parks and Open Space, Retail and Commercial

Indicators & Assumptions

Lot size (Range) N/A

ILLUSTRATIVE PHOTOS



COMMERCIAL

ILLUSTRATIVE PHOTOS

Character and Intent

The Commercial Place Type is typically characterized by freestanding buildings containing one or more businesses. May include regional destinations like entertainment venues or lifestyle centers as well as local neighborhood services, such as restaurants, local retail, medical offices, banks, and other retail services

Land Use Considerations

- Primary Land Use
- Retail and Commercial
- Secondary Land Uses
- Civic and Institutional Uses, Parks and Open Space

Indicators & Assumptions

Lot size (Range) N/A



PUBLIC & EDUCATIONAL

Character and Intent

The Public and Educational Place Type contains public and educational facilities that support the community. These may include uses such as public or private schools, community recreational centers, libraries, or public safety facilities

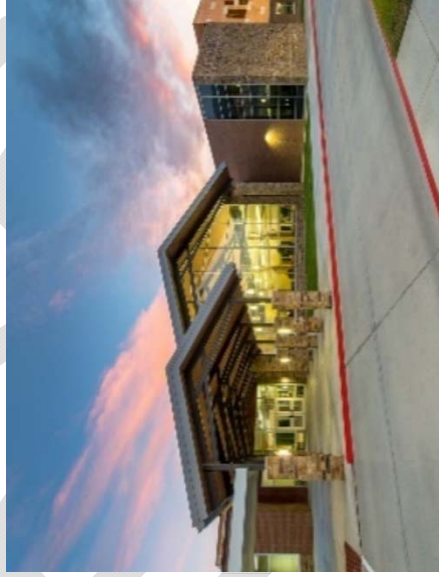
Land Use Considerations

- Primary Land Use
- Civic and Institutional Uses
- Secondary Land Uses
- Parks and Open Space

Indicators & Assumptions

Lot size (range) N/A

ILLUSTRATIVE PHOTOS



PARKS AND GREEN SPACE

Character and Intent

Parks and Green Space is used to indicate areas that are in public or non-profit ownership and that will be dominated by open space over time. Examples include large public parks, floodplains in public ownership, cemeteries and properties subject to long-term conservation easements or similar protections. These areas are not expected to develop with other uses.

Land Use Considerations

- Primary land use
- Parks, Open Space, Cemeteries
- Secondary Land Uses
- Civic Uses

Indicators & Assumptions

Lot size (range) N/A

ILLUSTRATIVE PHOTOS



Employment Mix

The study area currently has a large concentration of distribution, employment, and commercial uses, and these uses will remain critical to the study area's future success. The road network and good accessibility to the rest of the DFW region have made the area an appealing location for corporations and distribution businesses.

Both Future Development Pattern options show an expansion of distribution uses, with vacant parcels along Spinks Road developed similarly to the existing distribution centers in the area. They also reflect the continued appeal of the Digital Realty campus as an employment center, and a significant portion of the campus remains available for future development. Vacant parcels along Round Grove and Vista Ridge Mall would experience infill with commercial or business development for suppliers or service providers to larger companies, as well as to support corporate workers and area residents.

Residential Mix

Southwest Lewisville currently has several different housing products within its boundaries, including single family, multifamily, and a mobile home park. Some of the older multifamily units in the area could benefit from redevelopment and replacement with newer, market-based urban housing. The Creekview Mobile Home Park would also benefit from reinvestment, as the park is not connected to city water or sewer, and aging infrastructure will pose reliability and sanitary issues in the future. Portions of the mobile home park are also located within the Denton Creek floodplain, and affected units should be removed or relocated to less vulnerable locations.

Alternatives for Western Part of Study Area

In addition to the existing mix of housing in the area, there is potential for the development of another housing typology, cluster residential, that is not yet available in Lewisville. The undeveloped parcels along the western end of Spinks Road have rolling topography and are heavily wooded, characteristics that are uncommon in North Texas. Clustered residential development would allow for the preservation of much of this landscape, creating a high end, sustainable housing product that would expand the housing choices available to Lewisville residents. These neighborhoods are generally formed as subdivisions with homes clustered in small pods, with residential uses oriented towards the interior of the site and natural areas preserved as greenbelts around them. The locations for these new development products is illustrated by the Clustered Green Residential Place Type in the Future Development Pattern Option 1, shown in Exhibit 12.

Alternatively, should demand for employment mix exceed the need or demand for new housing products, the parcels along Spinks Road could be developed based on the Employment Mix Place Type, illustrated in the Future Development Pattern Option 2, shown in Exhibit 13. In this case, the potential still exists for new development to occur in clusters to preserve some of the areas unique topography, similar to developments just to the west in the city of Flower Mound.

A Planned Development (PD) zoning should be used for future development of this area to ensure that the design and character are appropriate and create new neighborhoods or employment areas that will be distinctive, adding to the options available today in Lewisville and providing long-lasting value.

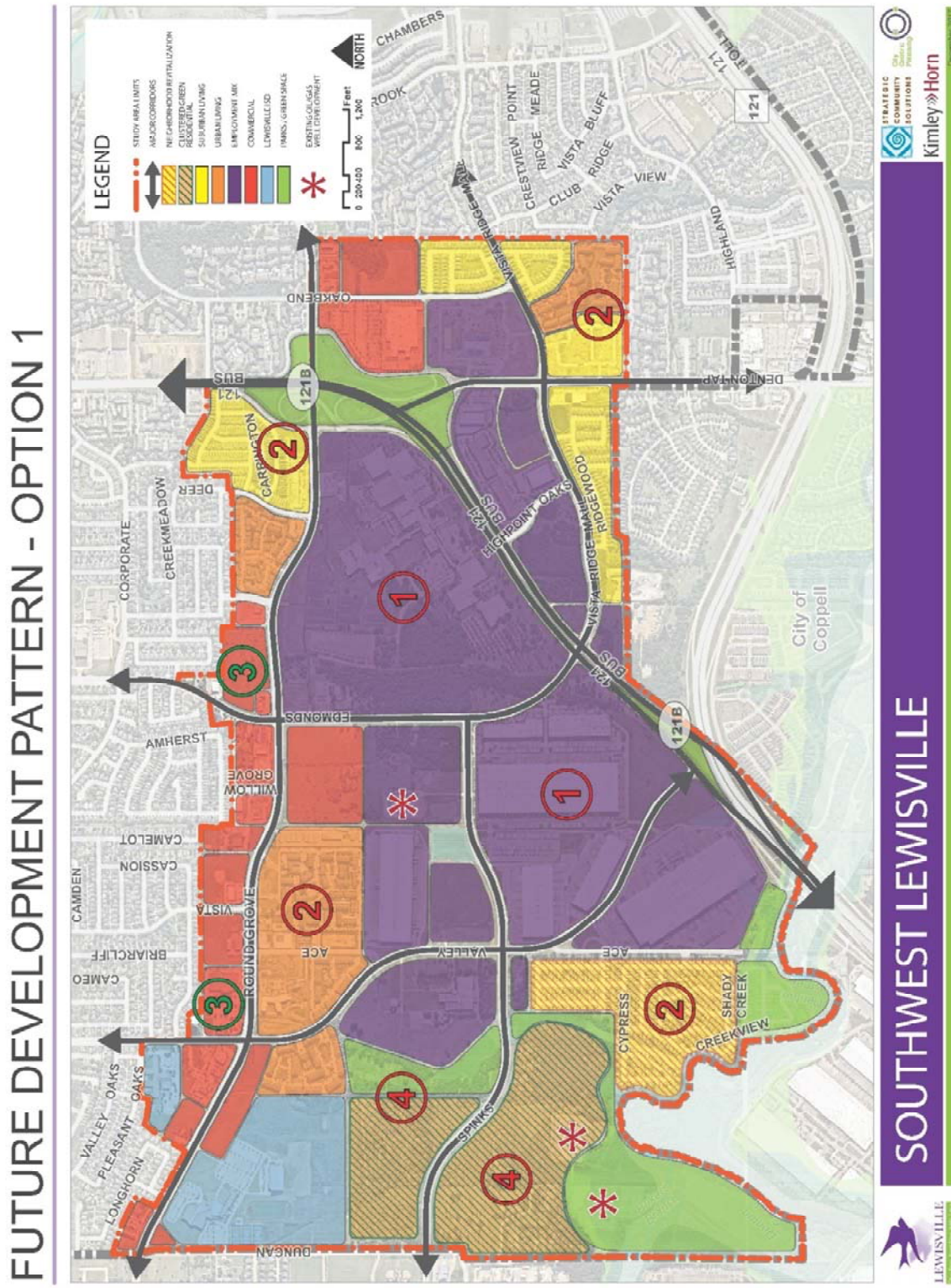
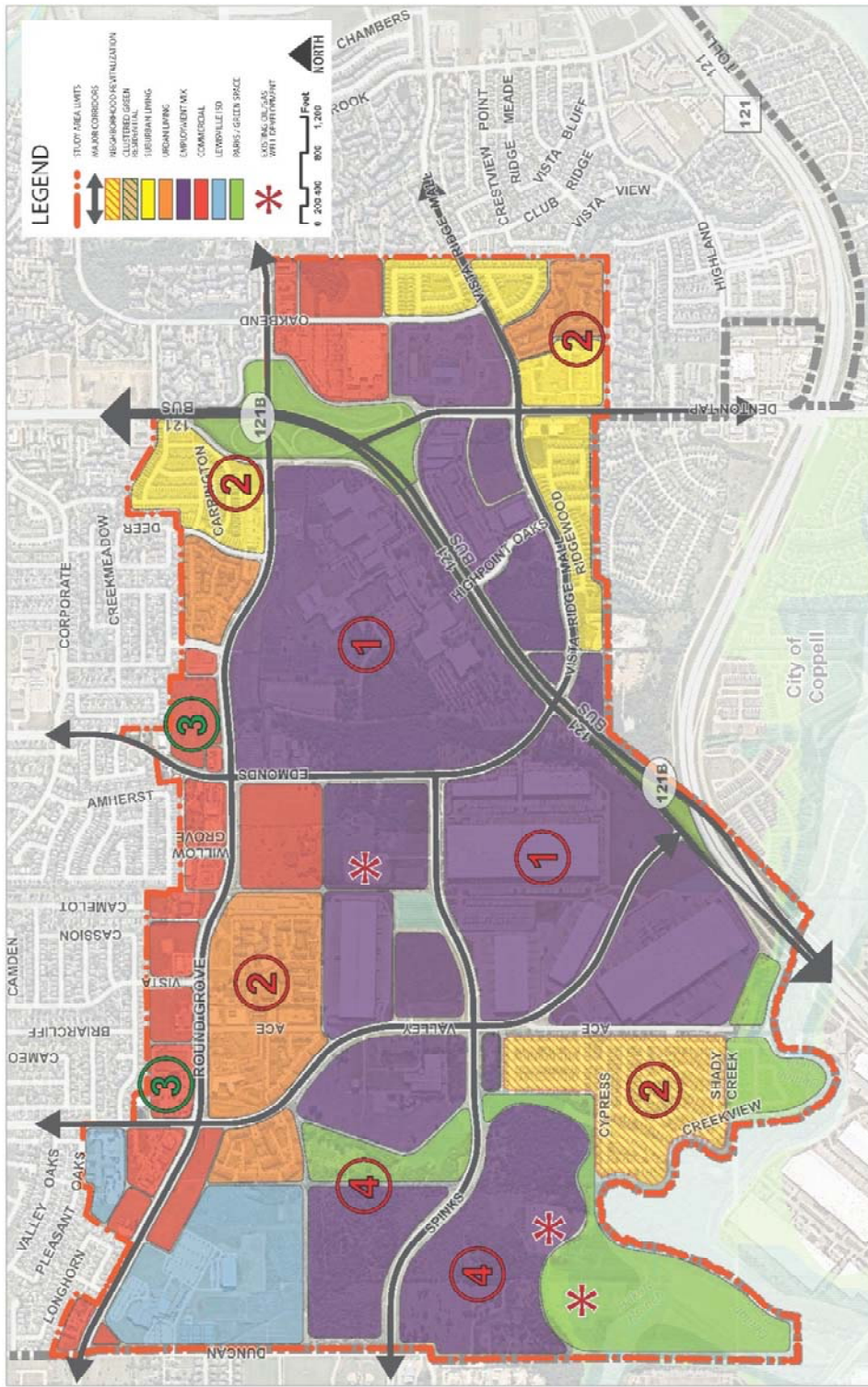


Exhibit 12: Future Development Pattern, Option 1

FUTURE DEVELOPMENT PATTERN - OPTION 2



SOUTHWEST LEWISVILLE

LEWISVILLE

STRATEGIC COMMUNITY SOLUTIONS

City of Lewisville

KimleyHorn

Exhibit 13: Future Development Pattern, Option 2

COMMUNITY CHARACTER & DESIGN

Community character and good urban design are essential components of successful placemaking. Good design considers community attributes such as topography, vegetation, land use, buildings, culture, and history to strengthen the character and appeal of the community. To be successful, good community character and design policies use distinctive character, good spatial organization, and high aesthetic standards to enhance social equity, strengthen community interactions, and improve quality of life.

This Area Plan addresses important elements of community character and design in three categories:

- Gateways and Identity Points
- Public Realm Corridors
- Design Overlays

Each of these aspects of design are discussed in detail below.

GATEWAYS AND IDENTITY POINTS

Gateway and Identity nodes help make a district more successful by establishing the boundaries and character of the area and enhancing imageability. These elements also establish a hierarchy of importance for intersections, corridors, and public spaces, making an area more legible to visitors and residents alike. These gateways and identity points can play a vital role in the establishment of an identity for Southwest Lewisville. They would also, because of the study area's location on the Lewisville City boundary, signify that one is crossing into or out of the City of Lewisville, creating an opportunity for the community to strengthen its brand and represent itself to the wider region. Gateways and Identity points come in a large variety of shapes and sizes. These may take the form of signage and monumentation, but can also include large art pieces, ornamental landscaping, or even large stands of trees.

The Gateways and Identity Points proposed for Southwest Lewisville are listed below and are shown in Exhibit 14.

1. Major Gateways
 - a. 121 Business Sequence (at Edmonds and Round Grove)
2. Minor Gateways
 - a. 121 Business Sequence (at Valley)
 - b. Denton Tap at City limits
 - c. Round Grove and Duncan
3. Pedestrian Gateways
 - c. Denton Creek at City limits
 - d. Spinks at City limits
4. Identity Points
 - g. Round Grove and Valley (City water tower)

Major Gateways

This area plan identifies two locations for major gateways for the Southwest Lewisville Study Area. The first is the intersection of Edmonds and Vista Ridge Mall with 121 B. This is one of the largest intersections in the study area, and is a major point for entry for those entering and leaving the district via the Sam Rayburn Tollway. The other major gateway identified is the large interchange between 121B and Round Grove. The large expanses of right of way at the interchange provides an opportunity for a large gateway statement, like an urban forest, that reflects the community's character as a green city. These gateways, together with a third location on 121B described in the next section, would create a sequence of features for those entering and exiting the city. This sequencing of related features could be used to create a very strong identity that showcases the City of Lewisville to the rest of the region.

Minor Gateways

There are several locations in the study area where minor gateways are appropriate. These areas may function as entries into the city or study area, but are of secondary importance to areas designated for major gateways. The first location identified for a minor gateway is the intersections of Denton Tap Road with Highland Drive, where new City gateway signage is already under construction. The second minor gateway location is the intersection of Round Grove Road and Duncan Lane at the Lewisville city limits. Finally, the last major gateway location identified for the study area is the intersection of Valley Parkway and 121 B Southbound. This intersection is the third location described in the previous section as part of a sequence of gateways that together would establish a distinctive regional identity feature.

Pedestrian Gateways

Pedestrian Gateways are generally smaller in scale than the previously described gateways, and are used to signify entry into the district to cyclists and pedestrians. One pedestrian gateway identified in Southwest Lewisville is the intersection of Spinks Road and Duncan Road at the City limits. A second pedestrian gateway is suggested for the proposed shared use trail along Denton Creek and Bakers Branch. These gateways would be located at connection points between the Lewisville trail extension and trail systems in Coppell, Flower Mound, and Grapevine.

Identity Points

The water tower on Valley Parkway just north of Round Grove Road has been identified by the community as a major identity point, signifying to those in the area that they are in Lewisville. This water tower and the property on which it sits could be upgraded to serve as a gathering space for residents with the incorporation of a small park or public art and decorative lighting. The site could also serve as a location for a bike station if the City were to initiate a bike share program in the future.



Exhibit 14: Gateways and Identity Points

PUBLIC REALM CORRIDORS

Public Realm Corridors are areas where investments may be needed in public areas and along rights of way to preserve and enhance community character. As shown in Exhibit 15, three Public Realm Corridors are proposed:

- A “new urban forest” as part of the entrance to Lewisville along 121B
- Valley
- Edmonds – Vista Ridge Mall

New Urban Forest

In Southwest Lewisville, one of the defining characteristics of the area is the natural environment. This theme could be communicated to people entering Lewisville by planting additional forests in the public right of way. Locations that would be suited to this ‘reforestation’ include the interchange of 121B and Round Grove and the open median between the north and southbound lanes of 121B where it splits from the Sam Rayburn Tollway. This right of way is owned by TxDOT, which created numerous “Green Ribbon” enhancements in areas throughout the state to reduce maintenance costs and improve the look of their corridors, notably along the I-10 corridor in Houston.

The study area, like most of Lewisville, is located in the Texas Blackland Prairie. This region runs from north to south in a narrow band from the Oklahoma border to Travis County, and is characterized by rich black soils of expansive clay with a high pH. There are a limited number of trees that thrive in the unique conditions presented by these soils and the extremes of the North Texas climate, but these limitations have created a plant palette that is distinctive to the region. Some of the most successful large species include well known trees such as Cedar Elms, Pecans, Bald Cypress, Cottonwood, and Hackberry, and a variety of oaks, including Burr, Chinquapin, Red, and Live.

Valley

Valley Parkway is a major north-south corridor for the district, carrying traffic from adjacent distribution centers and providing a connection between Round Grove and 121B. The corridor has wide medians, with attractive planting at intersections and trees interspersed throughout. The only major investment in the public realm envisioned for this route is the completion of the pedestrian network along the entire corridor. While much of the eastern side of the corridor has already received sidewalks as parcels have been developed, most of the western side of the corridor does not have any pedestrian facilities. The west side of the corridor is more heavily trafficked by pedestrians, especially by school children, who are traveling between the Creekside Mobile Home Park and Lewisville High School Harmon campus. This side of the corridor should receive a shared-use path along its entire length to facilitate both pedestrian and bicycle traffic along the corridor. In sections where the path is not under large utility lines or adjacent to forested areas, street trees should be planted to provide shade during the summer months.

One of the aspects of the corridor most appreciated by local residents is the forested areas along the route, which create a natural character for the area. Streetscape design that retains forested sections along the roadway to preserve this tree canopy would ensure that the character of the area is maintained in the future.

Edmonds – Vista Ridge Mall

The Edmonds – Vista Ridge Corridor is one of the longest corridors in the district. Much of the public realm in this corridor has wide medians with numerous tree planting, and sidewalks have been constructed along nearly the entirety of the route, providing good connectivity for pedestrians. However, the most beloved feature of the corridor by members of the community is the natural character of the area provided by the dense trees growing along both sides of the corridor. Streetscape requirements, incentives or investments should be considered to preserve these trees, even as the interiors of the parcels fronting the road are developed. In areas where the trees have already been removed, the planting of new trees would eventually form a similar shaded area.

The other major investment that should be made in the public realm for this area is an upgrade to the intersection at 121B. Currently, this intersection only has sidewalks on the north side, and there are no crosswalks in the median. Crosswalks should be added for pedestrians and cyclists to cross the road, and curb ramps should be installed in the medians and south side of the intersection.

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Exhibit 15: Public Realm Corridors

DESIGN OVERLAYS

Design overlays are a tool to guide public and private investment within specific corridors or districts. These guidelines establish standards that direct new development to make the corridor or district more uniform in appearance and function. Design overlays may address a broad array of design considerations, including building uses, building setbacks, materials, window percentages, parking, signage, lighting, sidewalks, and street trees.

Round Grove Corridor

The Round Grove corridor, shown in Exhibit 16, is identified as an area that would benefit from the establishment of a design overlay. This commercial corridor is currently experiencing development pressure, and it is important to establish standards that will guide development in the area so that the corridor develops in a way that contributes, rather than detracts, from the character of the community. The design should emphasize human scale, consistent identity and character. Design dominated by autos and other vehicles (extensive parking areas in front of buildings, bay doors, etc.) should be discouraged.

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Exhibit 16: Design Overlays

ACTION STEPS

A crucial part of any plan is its implementation. Without a clear and realistic approach to action, the vision expressed by a community through its plan may never be realized. While a plan cannot mandate all the specific actions that will be taken during the many years of its implementation, an implementation program should give a community's leaders and stakeholders a set of priorities for immediate action. This section of the plan identifies important action steps to achieve the desired future for Southwest Lewisville. Following public review and discussion of these Action Steps, a matrix will be added to this section, indicating the highest priority Action Steps and providing other information to allow tracking of progress on Area Plan implementation.

Identity, Branding, & Capacity-Building

During this planning process, residents of the Southwest Lewisville area shared the many features of the area they value and enjoy. But many of these assets are unknown to people who do not already live or work here. A clear and positive identity for the area is an important ingredient in attracting new residents and businesses. Capacity building means that the people who live, work or own property in Southwest Lewisville will be better equipped to decide on programs for the area and to then implement them.

1. Lewisville Green branding

Lewisville 2025 includes several Big Moves related to a 'green identity' for Lewisville. This area has the potential to reflect this identity and, because of its location in the southwest corner of the city, can communicate this identity to people just entering the city. Implementation of the gateways, clustered developments, open space and trails proposals for this area will support this effort.

2. Communicate Lewisville's identity

When Lewisville markets itself within the North Texas region and across the nation, this identity can be a strong differentiator. The vision for Southwest Lewisville supports this identity. As development occurs, these features should be part of the City's communication to these local, national and even international audiences.

3. Neighborhood Collaboration

The scattered pattern of residential development in this area makes it difficult to form one single neighborhood-oriented entity – it also underscores the fact that these different neighborhoods may well have different interests and needs. Some neighborhoods in this area are likely to have mandatory HOA's that can serve as a starting point for neighborhood participation and advocacy. The City should consider forming an umbrella group that includes existing HOA's and apartment residents. The City and its Neighbors Helping Neighbors initiative can assist residents in forming associations for the areas where none exist today.

4. Strengthen Creekside's Neighborhood Organization

The Creekside mobile home park has many residents and many infrastructure-related issues. The City should endeavor to communicate with the property owner about steps to address these issues. In addition,

partnership with the residents will be necessary to identify the improvements that are of greatest concern. Close cooperation and communication with Creekside residents will be necessary to undertake improvements to the park and to make sure correct information is provided and any rumors (of displacement or other changes) are addressed quickly.

5. Create Business Associations

The City should meet with non-residential property owners and tenants to discuss objectives that could be served by coordinate action on marketing, transportation, workforce, design and other issues. The city and its partners could consider forming two separate business associations in this area – one that represents the tenants/property owners of the former TI campus and the distribution centers, and a second that represents the Round Grove Road retail corridor.

Development & Community Character

Southwest Lewisville's future character will be shaped by new development and the redevelopment or reuse of existing buildings in the area. Development guidelines and regulations provide the City with the tools to ensure that these new investments are consistent with the area's desired character.

Guidelines provide decision-makers and investors with direction and information about the community's desired development pattern and design, community character or priorities. They are recommendations, not requirements. For this reason, City Council, Planning and Zoning Commission and City staff will consider them but must use judgment to determine whether an individual development proposal is consistent with the community's desires reflected in the guidelines.

Unlike guidelines, regulations are adopted by City ordinance and do establish requirements to be followed in the design and construction of public or private developments. The City's zoning and subdivision ordinances are important tools for implementing this Area Plan, so refinements or amendments to these or other regulations may be needed to encourage the development envisioned by the plan.

6. Adopt a design overlay for the Round Grove Corridor

This is the only corridor within the study area for which a design overlay is recommended. The overlay should promote high quality, human-scale development, allow for creative flexibility and reflect sustainability. The design requirements for Round Grove Road should include focus on a consistent landscaped edge, parking extent and orientation, monument signage, bay orientation and building materials.

7. Provide opportunities for multi-family revitalization

Along Round Grove, there are some areas with aging apartment complexes. Revitalization of these properties could increase the property's value and offer a more appealing and sustainable residential option. For these areas, the City should consider increasing multi-family densities to facilitate redevelopment of aging apartment complexes, potentially to the 30 unit per acre range. This increase could create an economic incentive for the property owner to reinvest. This density will still allow surface parking.

8. Establish a method to achieve clustered development

Under option 1, the clustered green residential concept will not be easily realized using traditional zoning. Design criteria for inclusion in a future planned development zoning will ensure that houses are clustered to

preserve the landscape. Smaller lot sizes should be allowed to result in the same lot yield as a typical residential subdivision.

Under option 2, the City should prioritize development patterns that retain the existing topography and tree cover as part of the project's design. This may mean that office or flex uses are more feasible than large distribution buildings. Planned developments, design criteria or incentives should be used to encourage development that retains tree cover and natural areas. In areas that are appropriate for large distribution buildings, the city should focus on consistent landscaping and minimal façade and design requirements.

9. Plan for future reclamation of gas well sites

The City should establish policies and procedures to provide a clear process to ensure the best community outcomes as gas well operations decline, change or close.

10. Provide incentives for upgrade of existing uses along Round Grove

The City can consider incentives that may be effective to encourage changes in use and improvements to existing uses and structures.

City Capital Investments

The public sector itself makes significant investments that help implement this plan. Facility master plans that determine major capital improvements in Southwest Lewisville, such as water or sewer system rehabilitation or expansion, should locate and size facilities in accordance with this Framework Plan. Individual capital projects should support the plan in both their location and their design. By following this plan in making capital investments, the community can be sure that its limited funds are used in a fiscally responsible matter to achieve the community's established goals. Efficient and effective capital investment gives the community essential infrastructure for its future, and if this infrastructure is designed and sized according to the plan, it will also achieve the community's desired character.

11. Make sanitary sewer capacity investments

Anticipated growth will require more sanitary sewer capacity than currently exists. The City's sewer plans should be updated to identify additional capacity and distribution lines needed to support the Place Types in this plan.

12. Create a continuous network of trails and sidewalks

The gaps in the existing networks need to be filled so there is a continuous set of routes for people on foot or bicycle. This will be particularly important in locations where these paths assist area residents in reaching school, jobs and daily shopping.

13. Improve public realm corridors

Over time, the City should make the streetscape improvements described in this plan. Improvements to Edmond and Vista Ridge Mall can be considered as part of city capital improvement programming. Improvements along Valley may be accomplished through development plans.

14. Construct trails along creeks

The 'soft surface' trails along creeks and tree canopy in the western part of the area will help complete the pedestrian network for the area. Much of this trail may need to be included in discussions on development design when properties in the western part of the area are proposed for development.

15. Build gateways

The gateways identified in this plan should be design & constructed. The City should meet with TXDOT to discuss design, funding and timing of the proposed new urban forests.

16. Water supply looping

The objective of looping is to provide a reliable, redundant water source for both emergency services and area consumption. The City's water plans should be reviewed and updated as necessary to consider this service enhancement.

City Program and Service Initiatives

The programs and operations provided by local government or the private sector also play a role in implementing the community's plan. Maintenance of streets and parks demonstrates the City's commitment to ensure that its residents enjoy the quality of life envisioned by the plan. Annual budgets are usually the means to fund these programs, so decisions must be made each year about the appropriate level of investment in this aspect of plan implementation.

17. Expand Crimewatch efforts

A Crimewatch should be established in the Creekside Mobile Home Park. This will improve coordination with the Police Department and could help address concerns of residents. The property owner should be contacted to seek involvement in this effort and other improvements to the area.

18. Invest in Creekside Quality of Life

A multi-pronged approach is needed for the Creekside mobile home park. It will likely be subjected to more extreme flooding events in the future. Also, the electrical service and water and sewer services are currently insufficient. A team from several departments – Code Enforcement, Public Works, Police, Fire, Planning, LISD – should be formed to explore:

- a. How to get the mobile home park on city water and sewer, including fire hydrants
- b. Grant and loan programs that the owner could pursue to upgrade electrical service
- c. Buy-out programs for units in the flood plain and relocation assistance for their residents
- d. Better pedestrian and fire access/coverage to the property
- e. Sustained code enforcement efforts if there are code violations and the owner is not taking care of the property
- f. Use of CDBG funding/loan for improvements
- g. Issues with school bus pickup
- h. Preservation of affordable housing and displacement of residents may become issues.

The mobile home park owner, RHP Properties, is one of the largest privately held owners of mobile home communities in the US. This owner should be contacted to seek involvement in improvements for current residents and coordination on any long-term plans for reinvestment or change in the property. City facilitation of grants and loans may not be necessary, however, since the company may have the capacity to make improvements without this assistance.

Partnerships

Some plan implementation programs require a partnership with organizations in addition to the City of Lewisville. These partnerships bring additional types of expertise, resources and volunteer enthusiasm and energy.

19. Collaborate with LISD

Since LISD has a major campus in this study area, it should be contacted about partnership on a variety of programs that support LISD students and their families. These programs could include:

- a. Additional support or assistance to students from the area
- b. After-school or community programs that strengthen the communities in this study area
- c. Job training for area residents who need skills to secure the jobs available in the area
- d. Employee training and recruitment programs to support area businesses

20. Collaboration for Creekside

A number of potential City programs and investments are included in previous Action Steps. But resources from other organizations can supplement and enhance the resources available from the City. The City could meet with community organizations, non-profits, faith-based communities and others to seek volunteers, expertise and resource to help improve quality of life for Creekside residents.

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