

GREEN = Already addressed in the plan

RED = New language to address the comment

Lakefront District Plan

Comments received via email

“I don't want to live in Deep Ellum where you have torn down houses to build more bars and fast retail and try to get open container pushed. THIS TOWN IS FOR FAMILIES. NOT A TOURIST DESTINATION. The first thing people see when they come across the bridge to THEIR HOMES in Little Elm is not a hotel/conference center staring them in the face!”

“No one wants to live in an URBAN community here by the lake. Every person that moved here did so because of the small town feel. Quit trying to make it a tourist destination.”

Sidebar on page 21: **What is Urban Design?** Throughout this plan, the term “urban design” is used, and in the context of this plan, urban design refers to the thoughtful design of buildings, public spaces, and infrastructure to create functional, attractive, and activated spaces and paths that are enjoyable to visit, live in, work in, and pass through.

Comments received via open house

1. “What are we doing with this empty land?” (with reference to the East Gateway Residential site)
Pg. 24 describes the Urban Residential use proposed for this site; pg. 41 describes the East Gateway Residential site; pg. 81-84 describes targeted land uses and design strategies for this site
2. “Stop light” at Hillside Beach Drive and Eldorado Parkway
Signalized crossing is proposed at this location in Figure 3.4, Enhanced Crossings on pg. 27-28
3. “Street lights need to be installed at both park streets”
See response below
4. “Street lights are needed please on park” (referring to East Park Dr and West Park Dr)
On page 24, bottom of Lakefront Residential paragraph: Over time, these areas should be stewarded to maintain quality and a safe and inviting neighborhood environment that is attractive to those looking to live in the Lakefront. Quality of life elements that could be considered for Lakefront Residential areas include lighting, enhanced tree canopy, and engaging infill development. As these and surrounding areas change over time, the Town should seek opportunities to maintain and enhance neighborhood infrastructure in close coordination with residents in the Lakefront’s diverse residential neighborhoods

5. "Parking structures for connectivity across properties" (with reference to Civic Center and Lakefront Drive/Main Street Illustrative Plan

On page 69, bottom of fourth paragraph: The inclusion of parking structures in areas both north and south of Eldorado Parkway, paired with the pedestrian access improvements, allow for greater connectivity and use of both the Civic Center and Lakefront Drive/Main Street areas in that visitors can park once and access both sites.

6. "Clean up waters edge to open more views! Consider open space/rec opportunities here (volleyball, etc.)" (with reference to East Gateway Creative District)

On page 87, in "Development that enhances the natural lakefront edge" paragraph: "...courtyards and recreational amenities placed at the rear..." "The addition of amenities along the Lakefront Trail should occur in coordination with USACE."

380 Corridor Plan

Add same "What is urban design?" sidebar to page 24 with Plan Framework.

Comments received via email

1. Color can go a long way in connecting areas together so pulling in colors from the Lakefront buildings and putting them on 380 commercial buildings could help cohesiveness through the town.

Page 36, Public Art Installations paragraph: Utilizing known branding and colors in murals and on buildings can help to make buildings of significance or near focal points stand out and when used cohesively with the artistic elements found in other Town areas, such as the Lakefront District, these elements link the various areas of the Town together.

2. Bringing the LED lights that are seen in the lakefront into the 380 area, using the same colors throughout the town.

Page 36, Lighting paragraph: Further, using similar lighting features as those found in various locations within the Town, including the Lakefront District, can contribute to an intentional and complementary visual character throughout not just the 380 Corridor, but all of Little Elm.

3. In the Lakefront area, there are many signs pointing to unseen areas like Cottonwood and the marina. Maybe adding some of those signs in the same design to point to biking paths and recreation spaces would one, bring some cohesiveness to the town and also amp up the use of those recreational spaces.

Page 36, Signage paragraph: "...connects vehicles to their destinations, whether retail areas and parking, or newly developed community green spaces and trails, and when designed consistently..."

4. Find something special about the 380 Corridor and paint a mural somewhere in the same style as the one on the hotel in Lakefront. Add other art into the buildings. Bright colors really hold a place in memory, so bring color to 380.

Same response as #1

5. Make unique family friendly places. Kids are very good at convincing their parents to take them to parks and pools, so design something that will make a child say to their parent "Can we pleaseeeeeeeeeee go to that park?". This could also draw families from other surrounding towns in.

Page 18, Guiding Principle 3: "...landscaping, and unify the plan area through the creation of social gathering spaces and providing opportunities for interaction among families, kids, and all Little Elm residents alike."

6. Use similar signage to create gateways as used in the Lakefront.

Covered by the Gateways paragraph on page 35

7. Add something like The Cove, so that residents don't have to drive very far to find something special and fun to do!

Page 19, Guiding Principle 7: "...neighboring communities in addition to Little Elm residents...dining experiences, retail, and family-oriented recreational experiences."

8. Add similar trees as the ones around Stella's, The Elm, and Tiff's Treats, around new buildings, to pull together the landscaping around the town.

Page 18, Guiding Principle 2: "...and landscaping. Common planting palettes and other elements included at critical intersections should contribute to cohesive branding within the Plan Area."

9. Everyone loves a good cobblestone road. Just sayin'.

Page 33, Neighborhood Entry Streets (already has a representative image here) OR Page 35, Gateways and Focal Points paragraphs: could add language regarding "stylized pavement" as an element of each of these.

Page 35, Focal Point paragraph: "...landscaping, stylized pavement treatments, and public art..."

10. Ice cream in the west end would be good, because people love to get ice cream and walk around a quiet area, enjoying the outdoors. Except for in the summer heat. Which is why having shaded areas would be a great option.

Page 31, "Create activated open spaces" paragraph: "Elements that contribute to an activated open space may include street trees, planters, benches, shade structures, and water fountains."

11. I love the idea of figure 4.3 on page 26.

No updates needed

12. Maybe in the east end, adding bike paths through the buildings, because it is still a pretty area. This could encourage bike riding for teens and even adults living in apartments along 380.

Page 28, Community connections paragraph mentions: "...could be provided in coordination with future redevelopment activities as publicly accessible connections through site interiors..."

13. Having Top Golf in Little Elm would be so fun!

No updates needed

14. Consider using a name other than "The 380 Corridor" when referring to it in the future. "Corridor" sounds like walking down a long dark hallway. A more inviting name could help portray the warmth and friendliness that Little Elm is known for.

Page 19, Guiding Principle 6: "...identity. As placemaking, branding, and incremental improvements occur, the Town may consider re-branding the area from the "380 Corridor" to a name that sets the area apart as a distinct district, similar to the way the Lakefront District evokes recognition of a beloved and unique area of the Town."

Comments received via open house

1. "Focus on commercial"

Page 18, Guiding principle 1 calls for the support of an economically resilient corridor with diverse uses and development.

2. "Establish more trail connections"

Page 28, Community Connections paragraph: "...between on- and off-street trails. The identified Community Connections establish links between each of the three subareas and various residential areas along the Corridor, thereby enhancing the north-south connectivity across US 380. Community Connections could be established..."