

TOWN OF LITTLE ELM

ORDINANCE NO. 1821

AN ORDINANCE OF THE TOWN OF LITTLE ELM, TEXAS, AMENDING THE TOWN OF LITTLE ELM COMPREHENSIVE PLAN 2017, BY ADOPTING, AS AN ADDENDUM, TWO SMALL AREA PLANS FOR THE LAKEFRONT DISTRICT AND 380 CORRIDOR; PROVIDING A SAVINGS CLAUSE; PROVIDING A SEVERABILITY CLAUSE; PROVIDING A REPEALER CLAUSE; AND PROVIDING AN EFFECTIVE DATE.

WHERE AS, the Town of Little Elm ("Town") is a home rule municipal corporation organized and existing by virtue of the Constitution and laws of the State of Texas and by its Charter adopted on May 1, 2001; and

WHEREAS, the Town possess all rights, powers, and authorities possessed by all home rule municipalities, including the authority to adopt and amend a comprehensive plan Under Chapter 213 of the Texas Local Government Code; and

WHEREAS, the Town desires to amend the Town of Little Elm Comprehensive Plan, previously adopted in 2017; and

WHEREAS, the Town's Planning and Zoning Commission and the Town Council of the Town of Little Elm, Texas, in accordance with the state law and the ordinances of the Town, have given the required notices and have held the required public hearings regarding the adoption of the proposed amendment; and

WHEREAS, after due deliberations and consideration of the recommendation of the Town's Planning and Zoning Commission, and any other information and materials received at the public hearing, the Town Council of the Town of Little Elm, Texas, has determined the amendment to the Comprehensive Plan is in the best interest of public health, safety, and welfare of the residents of the Town.

NOW, THEREFORE, BE IT ORDAINED BY THE TOWN COUNCIL OF THE TOWN OF LITTLE ELM, TEXAS:

SECTION 1. INCORPORATION OF PREMISES. The above and foregoing premises are true and correct and are incorporated herein and made a part hereof for all purposes.

SECTION 2. AMENDMENT AND ADOPTION. From and after the effective date of this ordinance, the following amendment to the 2017 Town of Little Elm Comprehensive Plan, of the Town of Little Elm, Texas, the incorporation and adoption of two small area plans for the Lakefront District and 380 Corridor, in Order to establish a clear long-term vision, as well as guidance for future development, redevelopment, and public investment within these two special areas, as attached hereto and adopted.

SECTION 3. SAVINGS. This Ordinance shall be cumulative of all other ordinances of the Town, and shall not repeal any of the provisions of those ordinances except in those instances where the provisions of those ordinances are in direct conflict with the provisions of this Ordinance; provided, however, that any complaint, notice, action, cause of action, or claim which prior to the effective date of this Ordinance has been initiated or has arisen under or pursuant to such other ordinance(s) shall continue to be governed by the provisions of that ordinance or those ordinances, and for that purpose that ordinance or those ordinances shall be deemed to remain and shall continue in full force and effect.

SECTION 5. SEVERABILITY. The sections, paragraphs, sentences, phrases, clauses and words of this Ordinance are severable, and if any section, paragraph, sentence, phrase, clause or word in this Ordinance or application thereof to any person or circumstance is held invalid or unconstitutional by a Court of competent jurisdiction, such holding shall not affect the validity of the remaining portions of this Ordinance, and the Town Council of the Town of Little Elm, Texas hereby declares that it would have passed such remaining portions of this Ordinance despite such invalidity, which remaining portions shall remain in full force and effect.

SECTION 8. REPEALER. That all ordinances of the Town of Little Elm in conflict with the provisions of this ordinance be and the same are hereby repealed to the extent of that conflict.

SECTION 7. EFFECTIVE DATE. This Ordinance shall take effect immediately upon its adoption in accordance with and as provided by law and the Town Charter.

PASSED AND APPROVED by the Town Council of the Town of Little Elm, Texas on the 2nd day of September, 2025.

The Town of Little Elm, Texas

Curtis J. Cornelious, Mayor

ATTEST:

Caitlan Biggs, Town Secretary

ATTACHMENT –
LAKEFRONT DISTRICT SMALL AREA PLAN



LAKEFRONT DISTRICT AREA PLAN



ADOPTION DRAFT
JULY 31, 2025

Resolution of Adoption



LITTLE ELM



Town of Little Elm

Matt Mueller, Town Manager
Doug Peach, Deputy Town Manager
Wesley Brandon, Director of Development Services
Olga Chemomorets, AICP, Assistant Director of Development Services /
Managing Director of Planning
Jennette Espinosa, Economic Development Corporation Executive Director
Jennifer Eusse, Economic Development Manager
Citlali Castro, Senior Planner

Former Town of Little Elm Staff

Fredd Gibbs, Director of Development Services
Brian Salvesen, AICP, Senior Planner

Advisory Committee

Ken Eaken, Town Council
Michel Hambrick, Town Council
Jack Skinner, Planning & Zoning Commission
David Hillock, Tax Increment Reinvestment Zone #3
Ryan Miller, Lakefront Merchants
Marce Ward, Economic Development Corporation
Steve McGee, Community Development Corporation

Halff

Brad Johnson
Shelby Sweet
Whitney Linder, AICP
Maddie Skidmore
Yanyi Li
Joeseeph Loretta

Catalyst Commercial

Jason Claunch
Chris Branham

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CHAPTER 1 INTRODUCTION

The Lakefront District (the District) plays a tremendous role in defining the character and identity of Little Elm. It is Little Elm’s Downtown. Neighborhoods and living mix vibrantly with community anchors such as Town Hall, Little Elm Beach, Hydrous, Little Elm Independent School District (ISD), The Cove at Lakefront (The Cove), The Elm Hotel, The Lawn, Cottonwood Creek Park and Marina, Retractable Technology, Inc. (RTI), and many more. With the lake’s outstanding recreational opportunities as the backdrop, these elements collectively shape the District as an economic focal point and cultural destination. However, significant opportunities remain for the Lakefront District to reach its full potential as a walkable, vibrant district. Vacant and underutilized sites present opportunities to knit the foundational elements of the District together more seamlessly, more vibrantly and in a manner that fosters safe and convenient active mobility.

Plan Purpose

The Lakefront District Area Plan establishes a bold long-term vision as well as guidance for future development and public investment that positions the Town to aggressively pursue opportunities toward optimization. The Plan is a flexible, but clear roadmap for the next 15 years. The Plan should be considered the primary policy document for land use, capital improvements, and other initiatives in the Lakefront District. All decision making, both reactive and proactive, by staff, Town Council and the community should be assessed for its consistency with the policies set forth in this Area Plan. The Area Plan also provides a clear vision and direction to community members, potential developers, neighboring jurisdictions and other entities about the desired outcomes in the Lakefront District.

Planning Process

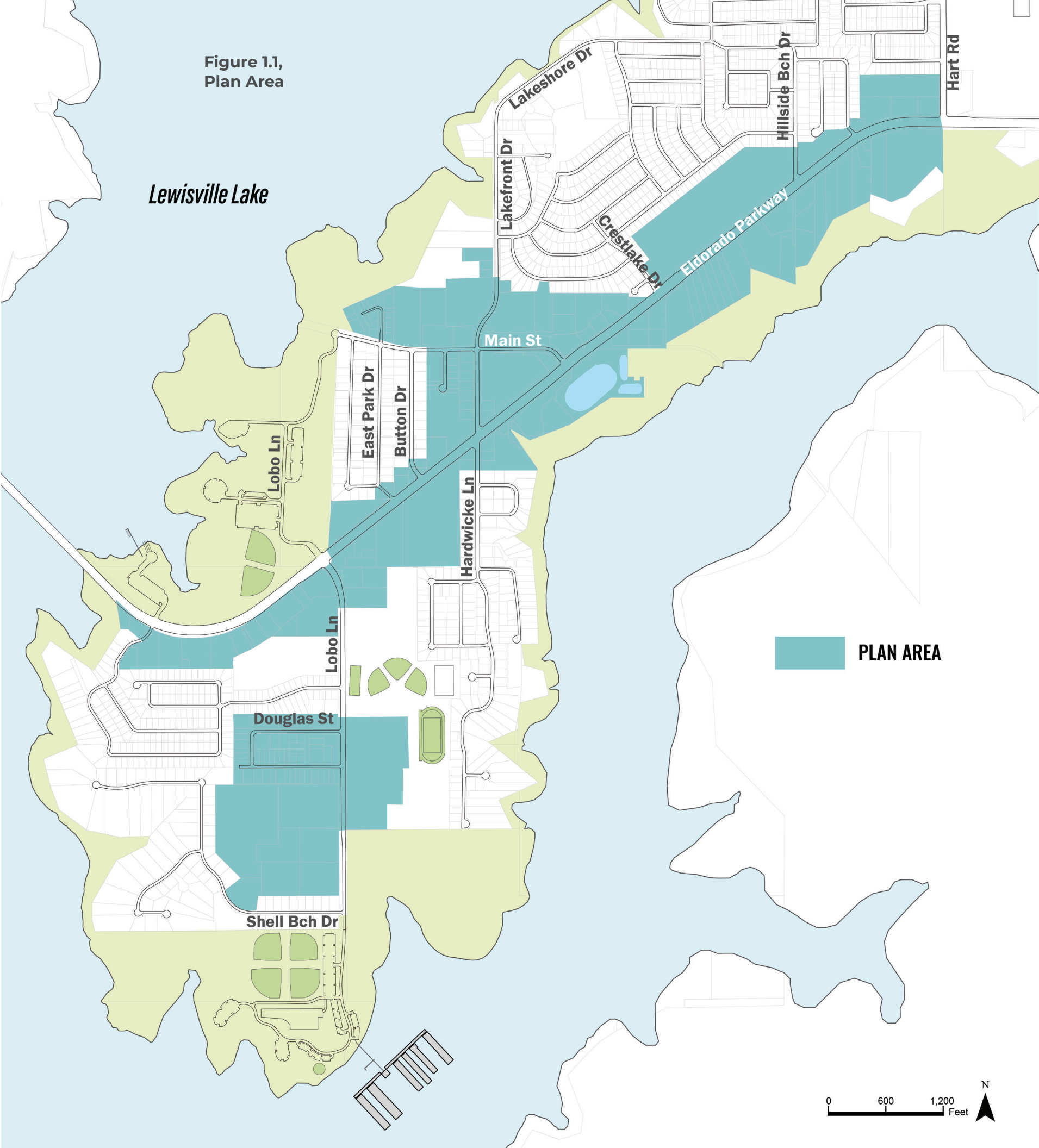
The Lakefront District Area Plan was initiated by the Town of Little Elm to determine specific goals, policies, and actions for public and private improvements in the Lakefront District. Initial steps in the development of the Area Plan included the formation of the Advisory Committee that met over the course of the planning process to guide the direction of the Plan. At the conclusion of the planning process, the Plan was formally adopted by Town Council as an amendment to the Town’s Comprehensive Plan on XXXX XX, 2025.

Regional Context

Little Elm is found in the Dallas-Fort Worth metroplex, neighbored by larger suburban cities such as Frisco and Prosper. The proximity of Little Elm to other DFW cities provides an opportunity for Little Elm to capture spillover investment and housing

Plan Area

The Plan Area, as shown in **Figure 1.1, Plan Area**, is a subset of the Town’s larger Lakefront District. The District is found in the southern portion of the Town and includes the peninsula into Lewisville Lake, starting at the intersection of Eldorado Parkway and Hart Road to the east and spanning west to where Eldorado Parkway meets Lewisville Lake near Little Elm Beach. The Plan Framework, discussed in **Chapter 3, Guiding Principles & Plan Framework** provides district-wide recommendations while the recommendations provided in **Chapter 4, Subareas Framework** are tailored to the Plan Area.



Engagement

Development of the Lakefront District Area Plan was guided by an Advisory Committee, comprised of seven residents representing various businesses or town organizations. Themes heard from Advisory Committee meetings ultimately influenced the plan framework and recommendations described in the following pages. The key findings of these engagement efforts are described below.

Meeting #1: The first of five Advisory Committee meetings, held on May 30, 2024, initiated the project with the Advisory Committee.

Meeting #2: On July 23, 2024, the Advisory Committee met to brainstorm and develop a preliminary framework for land use, development, and connectivity in the Lakefront District.

Meeting #3: On October 24, 2024, the Advisory Committee met to review and provide feedback on an initial Plan Framework, which included preliminary concepts for subareas, land use, connectivity, placemaking and other foundational components.

Meeting #4: On December 10, 2024, the Advisory Committee met to review and provide feedback on an initial Plan Framework for economic development, which included preliminary direction and recommendations for economic development initiatives in different subareas and for unique, previously identified opportunity sites.

Meeting #5: On July 10, 2025, the Advisory Committee met to review the first draft of the Plan. The Committee provided feedback on the elements of the Plan and directed the project team on potential revisions and additional considerations.



Plan Administration

The Plan is adopted as an amendment to the Town's 2017 Comprehensive Plan and is used to guide decision making in the Lakefront District. The Plan is intended to be utilized by the Town's Development Services Department, the Little Elm Economic Development Corporation (EDC), the Town Council, as well as local developers, businesses, and the Little Elm community in decision making, development review, or when considering public or private investments related to the District. Decisions and both public and private investments made in the Lakefront District should be consistent with the principles and goals of this Plan. Modifications or amendments to the Plan may be needed periodically to stay current with other Town planning efforts, changing market trends, or new information as it becomes available.

Plan Organization

The Lakefront District Area Plan is organized into the following parts:

Chapter 1, Introduction provides the purpose and background of this planning effort, as well as summarizes engagement efforts conducted as part of the planning process.

Chapter 2, Lakefront Context provides a high-level overview of the critical defining elements of the Lakefront District today, providing context for the recommendations that follow in subsequent chapters.

Chapter 3, Guiding Principles and Plan Framework establishes the foundation and aspirations of the District’s future with a series of Guiding Principles and presents District-wide recommendations for land use, mobility, and similar overarching topics for achieving the desired outcomes of the Guiding Principles.

Chapter 4, Subareas Framework provides more specific recommendations for each of the three subareas identified in the District, building off of the Framework-level recommendations of Chapter 4.

Chapter 5, Implementation provides the actions and steps recommended to achieve the overarching principles for the Lakefront District's future, including economic development considerations for the District, and opportunity sites within each subarea.

CHAPTER 2 LAKEFRONT CONTEXT



This chapter provides a high-level overview and snapshot of the Plan Area and its immediate surroundings as it exists today, including identification of critical assets and challenges.

Planning Context

This Lakefront District Area Plan should be implemented in coordination with other existing and ongoing planning efforts by the Town of Little Elm, including the Town's existing Comprehensive Plan, the recently adopted Parks, Recreation, and Open Space Master Plan, and zoning code updates, to name a few.



Lakefront District Market Summary

Little Elm has evolved from a small, lakeside community into a vibrant suburban destination, largely due to its strategic location near major commercial hubs, access to jobs, strong neighborhoods, and access to recreational spaces. This growth positions Little Elm as a desirable place to live and work within the broader Dallas-Fort Worth economy.

A market analysis was completed in November 2024 to inform the planning process. The analysis identified economic opportunities and constraints of the Lakefront District as well as target industries for the area based on a review of market conditions and industry strengths for the District and Little Elm within the regional context.

The Lakefront District’s unique lakeside geography provides a range of recreational opportunities, making it a popular destination for outdoor enthusiasts and families. Aligning development with natural features in the Lakefront District will create sustainable, authentic spaces integrated with Little Elm’s natural landscape. Like the 380 Corridor, development along the lakefront with an emphasis on environmental stewardship and conservation will establish a unique, high-quality living and working environment that draws residents, businesses, and visitors who value natural surroundings. This coordinated planning effort ensures that new developments align with infrastructure capacities and support the Town’s long-term economic goals, while creating a cohesive framework that enhances the District’s appeal as a destination.

Retail Opportunity

The retail analysis shows retail spending in the Lakefront District Primary Trade Area (PTA) is expected to grow 26.1%, partly due to an 11.2% growth in household incomes and 13.4% growth in population over the next five years. For context, retail spending in Little Elm has more than doubled since 2014. Forecast shows that the Lakefront District can capture and absorb 1,083,250 square feet (SF) of retail over 10 years to meet current and future needs. Rapid population growth in the region will increase demand for new retail to serve this new population.

Economic Context	Office	Retail
<i>Demand</i>	243,980 SF over 10 years	1,083,250 SF over 10 years
<i>Opportunities</i>	• Increase inventory • Corporate recruitment	• Access to regional population by US 380 and FM 720 • Lakefront branded/themed destination restaurants
<i>Challenges</i>	• Changing user needs • Competition regionally (State Highway 121/Dallas North Tollway (DNT))	• Lake lowers total population supporting the retail - overcome by regional growth and traffic counts
<i>Target</i>	• Small-scale office • Medical office • Larger-scale corporate office users - tenant driven	• Entertainment • Hospitality • Destination restaurants • Neighborhood services
<i>Market Values/Rent</i>	\$33.10 per SF in Little Elm	\$30.14 per SF in Little Elm

Source: Catalyst Commercial, US Census Bureau, CoStar, Esri



Retail Demand

1,083,250 SF over 10 years



Office Demand

243,980 SF over 10 years

Demographic Snapshot	Little Elm	Lakefront PTA
<i>Population</i>	56,466	438,722
<i>Households</i>	19,545	154,195
<i>Median Age</i>	34.2	36.3
<i>Median HH Income</i>	\$112,049	\$123,512

Source: Esri

Office Demand

A changing workforce model, has changed the dynamics of the office environment. Users are making more creative and efficient use of the office space they occupy. Office demand is greater near walkable, mixed-use, programmed districts. As a result, the Lakefront District is estimated to be able to capture over 243,980 SF of office space over the next 10 years. This demand largely comes from the need for service-oriented office users that support local residents, such as real estate offices, financial advisors, legal services, and medical and health service providers. Additionally, these spaces are attractive for remote and hybrid workers who may require flexible office facilities close to home, thereby reducing commute times to urban centers.

Residential Potential

Little Elm is located in one of the fastest growing counties in the United States and is well-positioned to absorb regional demand for new residential housing, supporting both renter- and owner-occupied markets across various price points. The Lakefront District has had recent success in integrating missing middle housing types that fit within the existing residential context and there are opportunities for additional development of these housing types.

- Owner-occupied demand in Little Elm is strong, with an annual absorption capacity of 435 units across all price points.
- Renter-occupied demand in Little Elm annually is estimated at 235 units of multi-family with 147 units of this demand priced above \$2,000 per month. Additionally, there is market demand for 73 units annually of other renter-occupied product such as townhomes or similar formats.

Economic Context	Owner-Occupied Housing	Renter-Occupied Housing
<i>Annual Demand</i>	• 366 units of single-family detached • 69 Units of townhomes or other owner-occupied product	• 235 units of multi-family • 73 units of build-to-rent, duplex, or other renter-occupied product
<i>Opportunities</i>	• Capture regional population growth • Pocket infill in Lakefront	• Capture regional population growth • Pocket infill in Lakefront
<i>Challenges</i>	• Regional competition	• Regional competition
<i>Target</i>	• Infill single family and missing middle • Redevelopment of underutilized lots • Higher efficiency uses near amenities	• Low- to mid-density multi-family • Higher density multi-family in mixed-use environments
<i>Market Values/Rent</i>	\$450K+	\$2,000+ per month

Source: Catalyst Commercial, US Census Bureau, CoStar, Esri



Owner-Occupied Demand

366 Units of Single-family Detached
69 Units of Townhomes



Renter-Occupied Demand

235 Units of Multi-family
73 Units of Build-to-Rent/ Duplex

Existing Setting

Land Use

Several primary land uses are currently present within the District. Commercial uses consisting of customer-facing businesses are largely found along Eldorado Parkway while low-density residential uses are found in areas off of the main thoroughfare. Because of the presence of the floodplain and the United States Army Corps of Engineers (USACE) flowage easement (land below the ‘537’ elevation line) which dictates potential water levels of Lewisville Lake, areas along the shoreline largely consist of parks and open spaces. Employment and civic uses, including schools, Town Hall, The Cove, and RTI are also considered a primary land use in the District and are largely located in the southernmost portion of the District’s peninsula or centrally located along Hardwicke Lane and Lakefront Drive.

Open Space & Recreation

The Lakefront District’s character is heavily influenced by the presence of and access to open space, recreation and lake access opportunities. Private facilities like the Marina and public facilities like Cottonwood Park and the beach at Little Elm Park serve as key destinations and amenities that influence the visual character of the District significantly.

Design Character

Site Design & Building Form

Physical development characteristics in the Plan Area vary significantly. Older development is very auto-oriented with large setbacks from the public street, prominent surface parking areas, discontinuous pedestrian access, and little sense of relationship of buildings and sites to their surroundings. However, more recent development, particularly around the Main Street/ Eldorado Parkway intersection, exhibit a more urban character with buildings placed close to and oriented toward public streets and surface parking areas placed behind buildings and away from public rights-of-way. Newer development in some cases also presents a greater height and in some cases is supported by structured parking.



Newer development further to the north and south within the Plan Area is typically more similar to older auto-oriented character with strip-oriented, multi-tenant buildings of 1-story. Lots are large with low building coverage, allowing for large amounts of impervious surfaces, and existing buildings provide little interaction with key intersections such as Eldorado Parkway with Main Street and Lobo Lane.

Block Patterns

Outside of single-family residential areas in the District, the Plan Area is typified by large block dimensions. This creates limited on-street connectivity for all modes, but off-street trails and access through internal sites help to create additional opportunities for access and mobility. For example, there is public access through the large block bounded by Main Street, Eldorado Parkway, Lakefront Drive and Brookdale Drive.

Street Character

Street characteristics have a significant impact on user experience and character in the District. Eldorado Parkway has a wide right-of-way and is characterized by high volumes and speeds of traffic. These impact adjacent sites with road noise, a lack of human scale, and sense of disconnect from two sides of the street. Other streets like Lobo Lane, Main Street, and Lakefront Drive have a calmer feel with less traffic, narrower widths, and typically lower vehicle speeds.

Above Ground Utilities

Above ground power lines are persistently present along the Eldorado Parkway corridor within the Plan Area and have a significant visual impact on the character of the District. Above ground utilities have been buried underground for much of the segment between Lakefront Drive and Crestlake Drive.

Special Lighting

Decorative street lighting exists on several roadways in the Plan Area, which contribute to the visual identity of the community. In many cases, lighting is complemented with banners with Little Elm and/or Lakefront branding.



Placemaking Elements & Branding

Signage, public art, and other visual features contribute to the character of the District.

Little Elm Water Tower

The Little Elm Water Tower provides an iconic visual element visible from multiple locations inside the District and beyond. At night, it is clearly visible to eastbound traffic coming into the Lakefront District on Eldorado Parkway. The tower also acts as a landmark for the park and public space provided in the surrounding area.

Lake Views

Views to water are persistent and varied throughout the Plan Area, creating a unique visual character and experience. In some cases, views are small and momentary, such as viewsheds to the lake from Eldorado Parkway to the south for westbound traffic. In other cases, lake views are very prominent, such as from Hydrous or upper floors of The Elm Hotel.

Civic Facilities

The Lakefront is home to the majority of the Town’s primary civic facilities, including facilities for the Little Elm Fire Department, Police Department, Town Hall and Municipal Courts as well as public facilities like the Little Elm Public Library and the Little Elm Recreation Center. These institutions provide a consistent and steady year-round and day-to-day presence of activity during daytime hours within the Plan Area and serve as an institutional anchor for the District.



Mobility

The way people travel through the District heavily influences the way they experience what the District has to offer. Eldorado Parkway, with its high speeds and volumes of traffic, currently dominates travel through the area, and the District, as a whole, is auto-oriented. Pedestrian connectivity is found in recreational areas near the lake.

Vehicular

Travel by personal vehicle is the primary means by which businesses and destinations are accessed. Eldorado Parkway, a six-lane divided roadway, is the main thoroughfare through the District, providing east-west access. Lobo Lane, Lakefront Drive, and Bridgeview Drive provide access to the District’s destinations north and south of Eldorado Parkway.

Pedestrian

Sidewalks are found throughout residential areas of the District and along Eldorado Parkway. Existing pedestrian facilities have little buffer between vehicular traffic and the width of Eldorado Parkway creates significant crosswalk distances for north-south connectivity.

The variety of recreational and open spaces in the District are home to several recreational trails such as the Lakefront Trail and those at Cottonwood Park and Little Elm Park.

Cycling

There are not currently any designated on-street cycling facilities present in the District. Recreational trails in the District can be used for off-street cycling.

Parking

Businesses and destinations in the District provide off-street surface parking. Main Street provides angled on-street parking and multi-family residences here have designated structured parking. Properties in this District are encouraged to share parking to reduce the need for additional spaces.



Regulatory Context

The regulatory and development context of the Lakefront District is shaped by several factors.

‘537’ Line

The floodplain and the ‘537’ line – the Base Flood Elevation as determined by the Army Corps of Engineers (USACE), which closely follows along the edge of the floodplain, as shown in **Figure 2.1, USACE ‘537’ Line** – create constraints to developable portions of available parcels, especially those on the southern side of Eldorado Parkway near Crestlake Drive and Hillside Beach Drive. Here, development is primarily restricted to areas above the ‘537’ line and will need to effectively utilize narrow and/or shallow lots. Use of land located below the ‘537’ line requires written approval from a USACE District Engineer and is limited to buildings (excluding those used for human habitation), roadways, utility lines and use of land for recreational purposes. For many areas at the southern end of the Lakefront peninsula or on the northern side of Eldorado, areas located within the floodplain are already developed as large single-family residential lots or as green space.

Zoning

Two unique zoning classifications are utilized in the Lakefront District to maintain a high-quality of built form reflective of the lakeside character. The ‘Lakefront District,’ located along Eldorado Parkway utilizes a form-based code to provide flexibility in building use and create a highly-connected urban form. The ‘Lakefront Residential Overlay District’ is established to prepare designated areas within the District for future redevelopment and expansion, and permits the subdivision of lots with widths greater than 80 feet into two lots to promote flexibility and variety in residential offerings.

TxDOT Authority

Eldorado Parkway and any adjacent public sidewalks are under the purview of the Texas Department of Transportation (TxDOT) through the Lakefront District, meaning any recommended improvements to this roadway or adjacent public sidewalks, such as streetscape upgrades, will need to be coordinated with and implemented in conjunction with TxDOT.



CHAPTER 3 GUIDING PRINCIPLES & PLAN FRAMEWORK



This chapter presents a series of Guiding Principles and a high-level framework for future development and public investments for the long-term future of the Lakefront District.

Guiding Principles

The Guiding Principles establish an overall vision for what the Lakefront District should become. The Principles provide a foundational baseline for the more detailed recommendations included in this Plan. Future development, public improvements, and other initiatives should be consistent with the relevant Guiding Principles outlined below.

1. Maintain and enhance the uniqueness of the Lakefront District destination.

Ensure private development and future improvements are designed purposely for the Lakefront District to build on and enhance existing small-town feel. This means carefully considering integration with surrounding context, area-wide connectivity and physical design character on a site-by-site and project-by-project basis.

2. Cultivate more weekday daytime and off-season activity.

Pursue opportunities to support development that will provide daytime vibrancy to the District in support of placemaking and economic benefit. Create more options for people to live AND work in the Lakefront District. In doing so, seek more stable tenants, businesses, and institutions that engage in longer-term leasing and are in more resilient economic positions.

3. Maintain flexibility for uses and focus on performance.

With some exceptions, there are a wide variety of specific land uses and programming that could collectively or individually be successful in the Lakefront District. There should be regulatory and policy flexibility to support any number of uses, provided that those uses perform in a manner that meets the fundamental objectives of this Framework overall and for subareas within the District detailed in this document.

4. Ensure development transitions sensitively to single-family residential neighborhoods.

Some new development and redevelopment is likely to be on sites abutting and nearby intact residential neighborhoods flanking the Plan Area. Such development should be thoughtfully integrated with its surroundings by sensitively transitioning to such areas.

5. Minimize Eldorado Parkway’s presence as a visual and physical barrier.

Seek design solutions and signalized intersections with safe crossings to support pedestrian and bicycle access back and forth across Eldorado Parkway. This will create an enhanced visitor and resident experience and serve as a visual symbol to passersby on Eldorado that the District is open for business.

6. Create a physical environment and mix of uses that encourages passersby to interact with the area.

Place buildings closer to the street to stimulate visual engagement for drivers. Buildings closer to the street offer visual interest and activation and should be complemented by public realm improvements that slow traffic and attract passersby.

7. Maintain and enhance placemaking and visual quality.

Maintain and expand placemaking elements in meaningful ways in the District. This includes maintaining the existing branding while complementing it with local art and accentuating these elements with thoughtfully placed buildings, enhanced landscaping, and associated open spaces. It means leveraging private development to enhance public spaces like streets and open spaces.

8. Enhance district-wide mobility with a focus on pedestrians.

Continue to expand the ability of residents, local employees and visitors to seamlessly connect by foot between different destinations within the Lakefront District. This includes maintaining and expanding traditional on and off-street connections in the public right-of-way, but also ensuring that new private development be thoughtfully connected to such facilities and address network gaps wherever possible. This also involves ensuring development is designed to support a comfortable, safe and visually interesting pedestrian environment.



9. Support incremental infill.

Aggressively pursue infill of remaining “pad” sites on Main Street and around The Lawn. Filling these gaps in the street wall on Main Street is critical to activating The Lawn and Main Street as well as increasing visibility of active businesses from the future traffic signal at Main Street and Eldorado Parkway.

10. Pursue signature redevelopment opportunities.

Support, encourage and, if feasible, engage in the assembly of fragmented parcels to support redevelopment of properties that collectively have a greater opportunity to support a walkable, vibrant, well-designed and economically resilient district. Focus on facilitating signature projects that have positive impacts beyond their boundaries. This includes projects that include targeted uses, present integrated design approaches with publicly accessible open space at key locations, and support district-wide initiatives related to connectivity and urban design.

11. Emphasize Eldorado Parkway gateways.

Ensure that private development, public improvements and placemaking elements combine to establish a sense of entry to the District from the east and west on Eldorado Parkway. This may involve thoughtful siting of buildings, intentional placement of site features and strategic placement of signature art or monumentation.



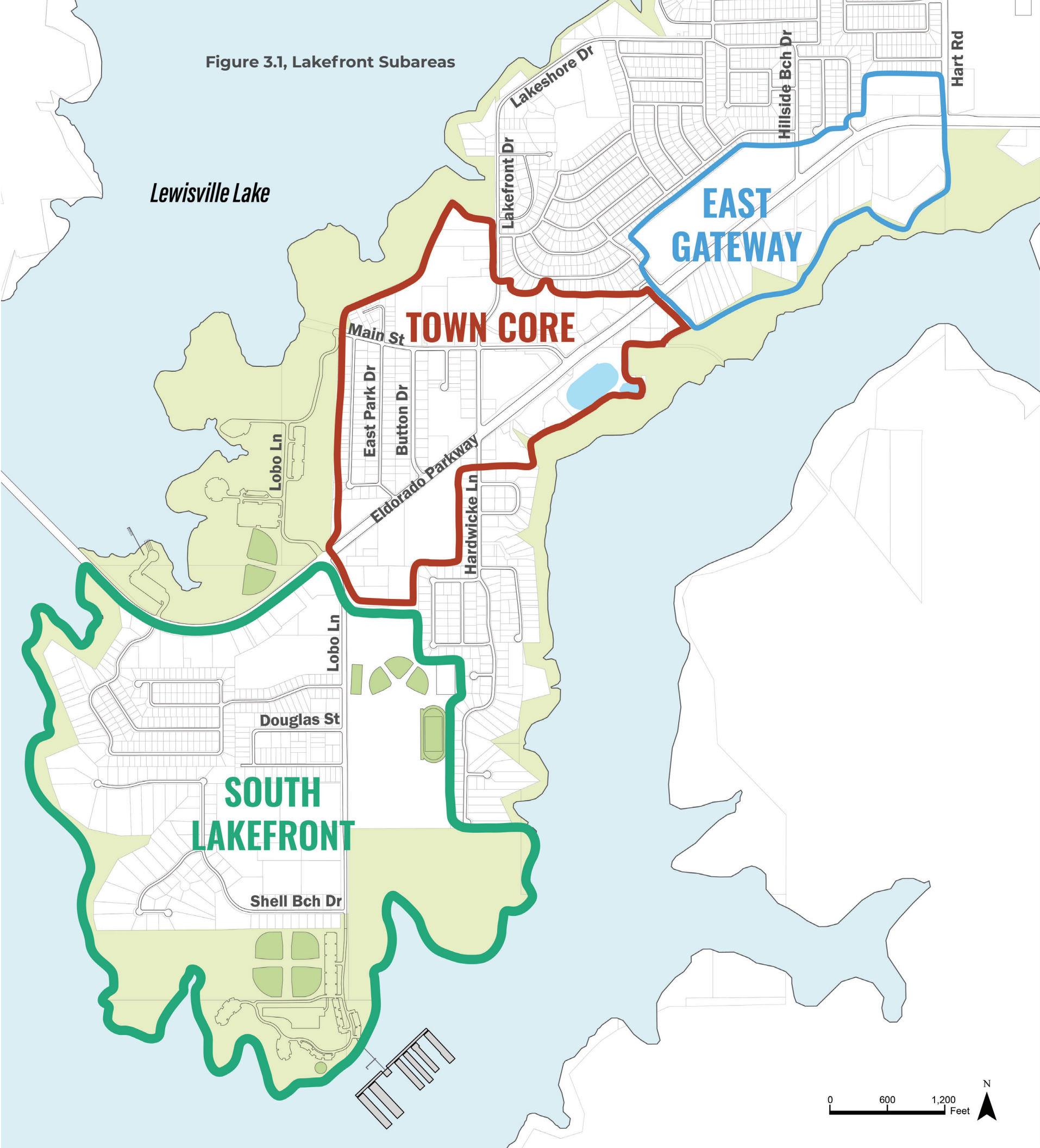
Plan Framework

This section introduces a framework for the District which identifies a series of fundamental recommendations related to subareas, land use, urban design, mobility, and placemaking. The Lakefront Framework should be used as a flexible, but fundamental, guide to future public and private investment in the District. It is intended to build on and support the Guiding Principles identified in the previous section.

Distinct Subareas

The Plan Area is large and diverse. Contextual relationships, land uses, urban character, opportunities and constraints vary widely based on geography. As such, this Plan divides the area into three subareas, based on existing character, context, and a vision for the area’s future. These subareas should be considered in future implementation, phasing, and decision making. These three subareas, as shown in **Figure 3.1, Lakefront Subareas**, include:

- **South Lakefront:** the area in the southernmost portion of the Plan Area, generally south of Eldorado Parkway and from the Lobo Lane corridor to the western shoreline. This existing hub of recreational activity, neighborhoods, and bio-tech employment should be enhanced as a unique hospitality and employment enclave. It should offer both daytime and visitor-focused experiences, and an expanded bio-tech employment hub. The subarea should be well connected by a robust recreational trail network and community greenspaces, and thoughtfully integrated to complement and enhance the surrounding residential neighborhoods.
- **Town Core:** the central portion of the District, anchored by municipal uses and mixed-use development that includes entertainment, customer facing retail, and residential uses. This area should be reinforced as the true center of the Lakefront and infused with new cultural opportunities, enhanced civic elements, and supportive uses like retail, dining, boutique hotels and offices. Incremental infill, a strengthened Main Street corridor, new residential and expanded civic nodes will further establish this area as the Town Core while creating enhanced connections to the shoreline north and south of Eldorado Parkway.
- **East Gateway:** the northeastern portion of the District which serves as a key entry to the Plan Area. This area should be maintained as a flexible district with a variety of uses compatible with the floodplain and immediately proximate single family residential. Development in this area should be designed to present an enhanced visual entry into the District from the east, further the envisioned character, and create opportunities for views and enhanced connections to the water and key destinations like The Lawn and Main Street.



This section introduces a series of organizational recommendations for the Plan Area and its immediate surroundings. It focuses on high-level building blocks for growth and investment and is intended to provide an area-wide roadmap for the future. The maps in this section provide flexible guidance, which should be considered in conjunction with the more detailed recommendations established in **Chapter 4, Subareas Framework** for each subarea. **Figure 3.2, Lakefront Framework** illustrates key land use and urban design concepts for the Plan Area.

Throughout this Plan, the term “urban design” is used, and in the context of this plan, 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.



Land Use

The Plan Area is designated for a variety of future land uses. These designations are informed both by existing context and desired character. Within each subarea, the overarching land use designations described herein may be further defined to provide for a greater level of nuance or specificity for the subarea. Future land use categories include:

- **Mixed-Use** areas are generally located along Eldorado Parkway and include a mix of food and beverage, entertainment, services, civic, employment, hospitality, and residential uses. In the central portion of the District, Mixed-Use expands north from Eldorado Parkway along Main Street and encompasses the area near The Cove and Brenda Button Mills Senior Citizen Center (Senior Center).
 - Civic Nodes: The Mixed-Use areas are complemented by distinct Civic Nodes, which are described in greater detail within the subarea-specific recommendations. Civic Nodes refer to areas that are integrated within mixed-use sites but uses here have a greater emphasis on existing and new civic facilities serving Little Elm residents.
- **Employment Hub** is located in the southern area of the South Lakefront subarea. This area is envisioned to be developed as a vibrant hub with a range of employment activities and complementary uses that will activate the area for daytime use. The properties immediately to the north of the RTI property on Lobo Lane may present an opportunity for future expansion of the Employment Campus land use category if property owners wish to transform their properties. If the area does not transform, it should remain in the Lakefront Residential land use category.



- **Lakefront Residential** areas are located throughout the Lakefront District, away from Eldorado Parkway and primarily consist of existing low-density single-family areas that are not anticipated for significant change in the future. 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 District. 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 District's diverse residential neighborhoods.
- **Urban Residential** areas are areas appropriate for low-scale multi-family units like townhouses and duplexes. The three areas designated for this use are tucked within larger areas of Lakefront Residential in each of the subareas. These areas provide opportunities for a greater variety of housing types that are complementary to nearby Mixed-Use and Employment Campus uses.
 - **Potential Urban Residential Expansion Area** includes the properties at the eastern terminus of Main Street, which are currently occupied by single-family homes. These properties could present an opportunity for expansion with Urban Residential uses if property owners in this area wish to transform current uses. If the area does not transform, it should remain in the Lakefront Residential land use category.
- **Open Space/Shorelines** is located throughout the District, primarily along the Lewisville Lake shoreline in the Town Core and South Lakefront subareas. Open spaces shown on Figure 3.2 include both publicly accessible open spaces and private shorelines. The publicly accessible components should continue as dynamic recreational spaces offering amenities to residents, employees, and visitors and maintaining the integrated open space character within the District.



Mobility

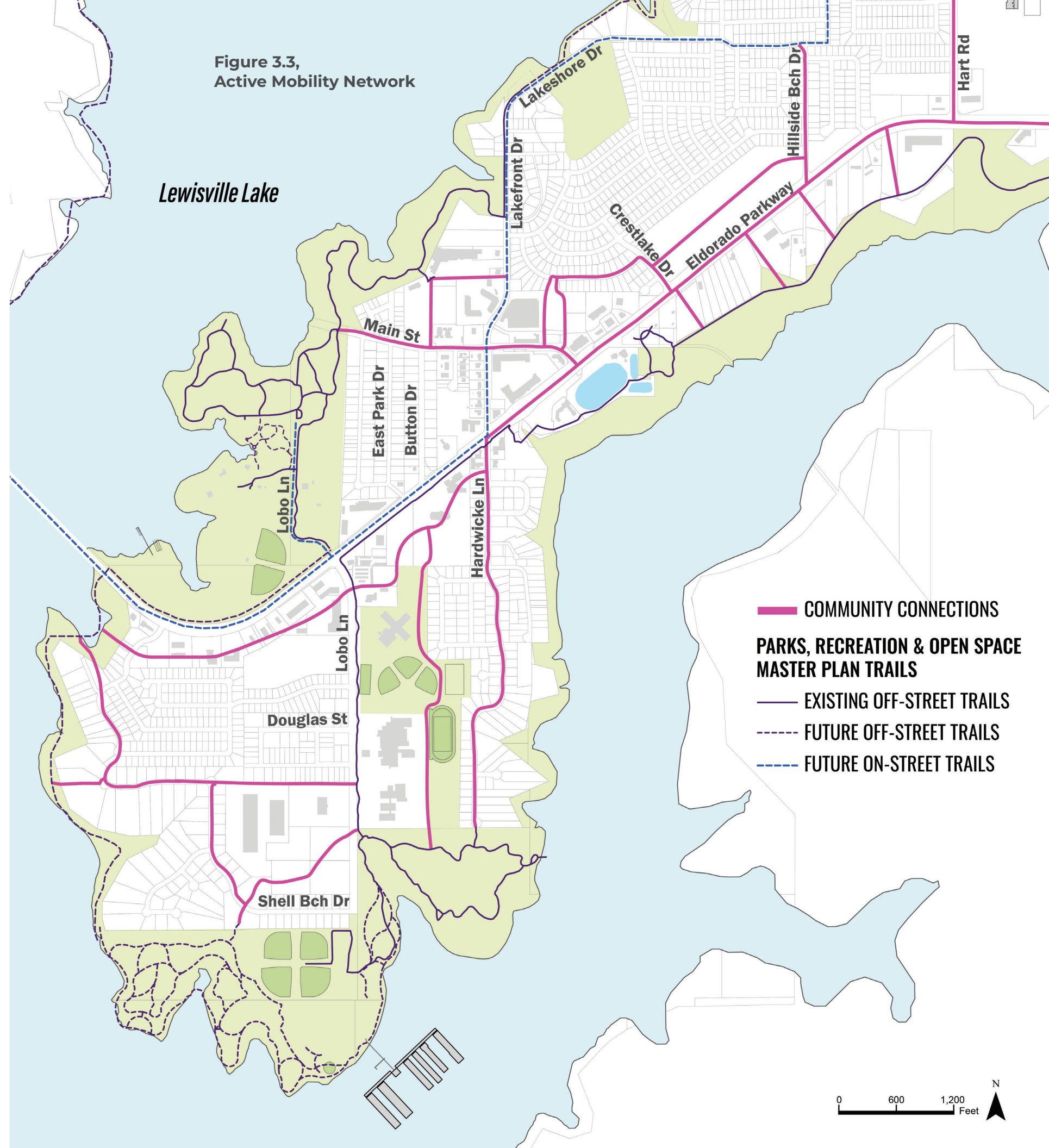
A vibrant Lakefront District should be served by a robust network in which people move throughout the area, both by motor vehicle and by foot or bicycle. Public streets provide opportunities for vehicle access, but these should be complemented by an enhanced pedestrian network that connects subareas, key destinations, and contextually links users to surrounding areas. As development and redevelopment occurs, the street network should be enhanced with elements that contribute to comfort, safety, and a sense of place. This will need to be accomplished by filling gaps in the existing network through enhanced on- and off-street facilities and off-street facilities, which in some cases may need to be developed in conjunction with future redevelopment activities.

The recommendations of this framework should be interpreted with flexibility as implementation will be influenced based on feasibility and opportunities created by private development. The network, shown in **Figure 3.3, Active Mobility Network**, should support the ability of both Lakefront residents and visitors to seamlessly and conveniently experience the District's key destinations, such as Lewisville Lake, recreational spaces, and employment and retail sites, without a vehicle, whether their journey starts from home or by parking once and visiting multiple destinations safely and efficiently.

The Active Mobility Framework presents three types of Active Mobility components:

- **On-Street Trails**, as identified in the Little Elm Parks, Recreation, and Open Space Master Plan, include proposed bike facilities. The Master Plan does not explicitly define these features, but likely include demarcated bike lanes, cycle tracks or other dedicated bicycle facilities located within the curb-to-curb spaces of public streets.
- **Off-Street Trails**, as identified in the Little Elm Parks, Recreation, and Open Space Master Plan, include both existing and proposed trail alignments separated completely from vehicular traffic and measuring a minimum of 10 feet in width. These facilities are designed to be shared by pedestrians, joggers, cyclists and micromobility users and are often found in parks, along waterfronts, in greenbelts, or adjacent to roadways.
- **Community Connections** are identified by this Plan as potential additional active mobility connections that could provide a supplementary level of connectivity between on- and off-street trails. Community Connections could be established in rights-of-way as additional public On- or Off-Street Trail facilities in the future if opportunities arise or could be provided in coordination with future redevelopment activities as publicly accessible connections through site interiors between elements of the On- and Off-Street Trail system identified in the Little Elm Parks, Recreation and Open Space Master Plan. At a minimum, a potential Community Connection should provide for safe and comfortable pedestrian connectivity, and in some cases where feasible, could also provide for bicycle connectivity.

**Figure 3.3,
Active Mobility Network**



Enhanced Crossings

Central to the establishment of a well-connected pedestrian network is the development of Enhanced Crossings to provide safety and comfort for pedestrians and cyclists accessing a variety of Lakefront destinations. Enhanced Crossings will include differing elements based on location within the network and the surrounding context of vehicular traffic, as shown in **Figure 3.4, Enhanced Crossings**.

- **Signalized Crossings:** Along Eldorado Parkway, significant improvements are needed to provide safe and comfortable connections across this major roadway, and may include signalized crossings, pavement markings, adequate pedestrian signal timing, and pedestrian refuge islands. Such improvements would require TxDOT approval and are likely to require a signal warrant. The Town should continue to advocate for any and all pedestrian crossing improvements and future signalized intersections along Eldorado Parkway.
- **Pedestrian Signal Only:** Signalized traffic crossings may not be warranted for all intersections with Eldorado Parkway, but improvements for safe pedestrian crossings should still be provided, allowing pedestrians to access existing residential areas, existing recreational opportunities, and future developments on the southern side of Eldorado Parkway.
- **Unsignalized Crossings:** The nature of traffic volumes on local residential streets will likely not warrant a signalized crossing. In these locations, crosswalk striping and pavement markings with associated signage is sufficient to call attention to pedestrians.
- **Mid-Block Crossings:** For streets adjacent to residential areas or other locations away from Eldorado Parkway, pedestrian connections are likely to need fewer infrastructure improvements and may include pavement markings or signals such as rectangular rapid flashing beacons (RRFBs).
- **Grade Separated Crossings:** One Grade Separated Crossing is identified for the westbound entry to the bridge at the western shore of the peninsula. An engineered pathway under the bridge connecting the boat ramp area in Little Elm Park to the south side of Eldorado Parkway should be pursued.



Key Character Streets

There are several streets in the Plan Area and its surroundings that should be prioritized as a signature placemaking element as the area continues to evolve. These streets should be planned for more than simply moving people and cars, but as character-defining places that add to the appeal of the area. These streets have the potential to be cultivated as meaningful pedestrian connections, amenities for the safety, comfort, and enjoyment of users, and vibrant elements of the Lakefront. These roadways are considered Key Character Streets as they are integral in supporting the connectivity and signature, vibrant identity called for in the Guiding Principles. Each with a unique vision and role, public improvements and thoughtful private development should be aligned to enhance them. Key Character Streets are identified in **Figure 3.5, Key Character Streets**, and a brief vision statement for each is identified below. See **Chapter 4, Subareas Framework** for more specific design recommendations.

- **Lobo Lane:** Lobo Lane is the primary north-south corridor within South Lakefront and serves as a central spine for the subarea, providing access to all the area’s major assets, including employment centers, recreational facilities at Cottonwood Park, Lakeside Park, RTI, and Little Elm Beach. This segment of Lobo Lane provides a unique experience today but could be further enhanced to calm traffic, enhance landscape character, integrate new pedestrian amenities, and provide generous pedestrian/bicycle infrastructure.
- **Main Street:** Main Street should be maintained and enhanced as the vibrant core of the Lakefront District. Targeted streetscape enhancements, strategic infill, thoughtful activation, enhanced street tree canopy, and creative programming and events could further amplify this segment as the main focal point of visitor and resident life and a critical connector to the Johnny Broyles Nature Trailhead.
- **Lakefront Drive:** Lakefront Drive is an integral connection between Eldorado Parkway, the emerging Main Street hub, and civic anchors like The Cove and Senior Center to the north. While many of the properties surrounding this street have been recently developed, several critical redevelopment opportunities have the potential to further establish this as a pedestrian friendly connector and active street that complements Main Street and collectively establishes a small “downtown” grid.
- **Eldorado Parkway:** As the central thoroughfare through the District, Eldorado Parkway is how many people experience the Lakefront. It is a challenging street for people-oriented activities because of the high rate of travel and traffic noise impacts, but those impacts should be reduced somewhat as new traffic signals are introduced over time. Furthermore, the visual character of the street is critical to defining the District. Development adjacent to Eldorado Parkway should contribute to a strong visual character with a heavy landscape edge, street trees, and a variable street wall where buildings frame the street edge and make for a memorable corridor.

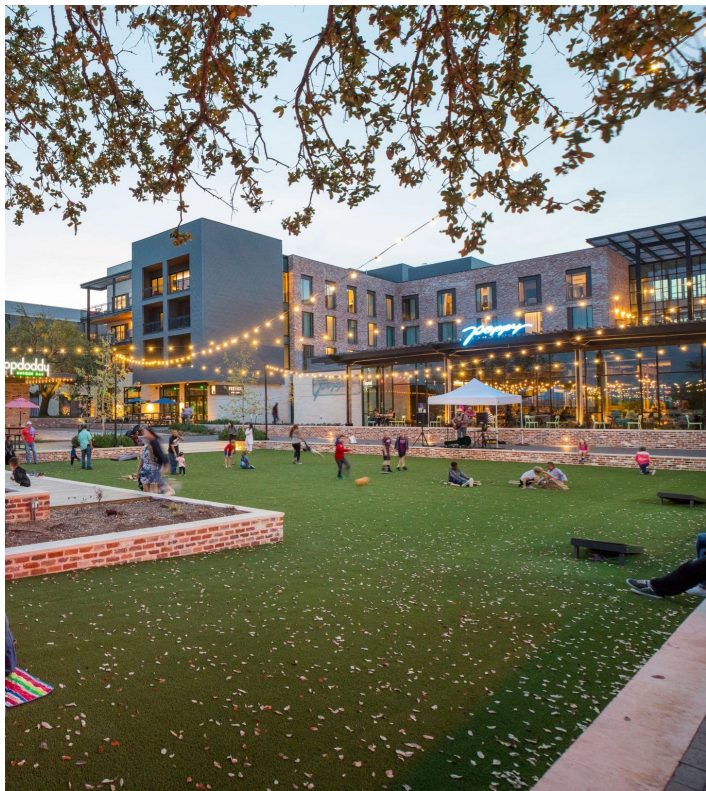


Private Open Space

The District boasts substantial recreational spaces and opportunities, including many waterfront assets. As development and redevelopment occurs in the District, a variety of new open spaces should be integrated to complement those existing and new development. These could include small green spaces, squares, and plazas to provide areas for passive recreation, community gathering, and connection to nature.

These new open spaces differ from the many publicly owned and maintained recreational spaces identified in the Parks, Recreation, and Open Space Master Plan in that they would be developed and maintained through private entities, similar to The Lawn at Lakefront. In some scenarios, such as the Mixed-Use Residential Opportunity Site (discussed in the following pages) in the East Gateway subarea, new open spaces integrated into private development may have limited access that is reserved for residents of the development but still fill an essential role in complementing new development with opportunities for community recreation.

Where possible, new open spaces should be designed to provide stormwater management and should be leveraged as opportunities to tie into the overall active mobility network. Publicly accessible open spaces in private development should be designed to serve a placemaking role and provide amenities to both residents and visitors.



Placemaking & Branding

Placemaking and branding improvements will help create the unmistakable and iconic identity of the District. These improvements often occur in the public realm, meaning they may serve private properties but allow full public access. These improvements are best implemented seamlessly throughout the three subareas, and though the improvements may be public, they will be best achieved with both public and private contributions.

- **Focal Points:** Focal points, strategically located at primary access points into the District, help encourage the identity of the District as a recognizable place. Though some branding elements are currently found in the District, there is little to signal one’s arrival into the Lakefront District. Signature elements such as stylized lighting, branded signage, gateway monumentation and/or public art can set the District apart as a unique area.
- **Gateways:** Similar to focal points, gateways are strategically located to distinguish certain areas as unique locations within the greater District and signal to visitors their arrival to the destination. Monumental or branded signage, along with landscaping and public art, help to set these locations apart, and future development adjacent to gateway sites should be designed to orient to and further enhance the gateway presence so as to contribute to a sense of entry.
- **Eldorado Frontage Character:** A variety of frontage characteristics will be seen along Eldorado Parkway, with strong consideration given to the context and vision of the subarea to determine the appropriate techniques used to achieve the desired frontage character including building siting, orientation, and scale. In most locations along Eldorado Parkway, buildings should orient towards the Eldorado corridor and provide interaction with the public realm. Setbacks within each subarea may vary from consistent placement to create a cohesive urban wall to some variation to allow for public plazas and gathering spaces. Surface parking should be limited and where present, should be screened from the public right-of-way.



• **Lighting:** Lighting that is both adequate and unique is a key element to creating a space that feels safe, welcoming, and memorable. Additional lighting, such as string lighting, in signature locations like across Main Street and Lakefront Drive contribute to the sense of place and enhance the visual quality and richness of the streetscape. The same objectives can also be achieved as public art installations, further serving as a placemaking element. Signature lighting should be provided in all public and private improvements. Designing new lighting and updating existing features for low-energy use contributes to the efficiency of these features.



• **Public Art Installations:** Incorporating public art into the District serves a variety of roles to further define the unique identity of the Lakefront and provide visual interest. Public art, whether as a mural, sculpture, or sidewalk mosaic, connects the Town to local artists, provides photo opportunities for visitors to capture their time in Little Elm, and can be a unique attraction when combined as part of an “art walk.” Public art should be integrated into focal points and nodes, serving as signals of signature locations within the District, and should be provided in public spaces, parks, and areas of pedestrian activity like The Lawn. The Town should also encourage publicly visible art elements sponsored by private entities. This continues the current program allowing such elements with committee review, but could also involve new programs that provide more direct support or sponsoring events that showcase such elements.



• **Street Furniture:** Street furniture can include elements like benches, tables, seating areas, shade structures, planters, water fountains, trash receptacles, and wayfinding signage. These elements shape the public realm and contribute to the overall pedestrian experience by providing both functionality and visual interest. Street furniture can be designed to play on the Lakefront character, further emphasizing the brand and identity of the District, and the inclusion of these elements strengthens the role of the District as a destination by providing places for people to gather and relax, and encourages interaction with nearby businesses.



• **Temporary Activations:** Near-term and temporary activations can play a significant role in attracting visitors early in the implementation process of this Plan. Temporary activations already take place at The Lawn, and these should continue to occur while new and additional activations can be implemented to bring visitors to other areas of the District or to highlight other economic opportunities in the District. Temporary activations can include outdoor dining or pop-up shops to showcase new restaurants or boutiques, and the Town can encourage tactical urbanism methods such as creating parklets or engaging citizens in a public art project.



• **Patio Dining:** The presence of patio dining at local restaurants and cafes helps to blend the private and public realms together, thereby contributing to the sense of place in the pedestrian realm. The spaces and user experiences fostered by patio dining areas can bring liveliness to the public realm and support local businesses by attracting passersby.



• **Open Container District:** Establishing open container districts in specified areas of the District can play a significant role in attracting visitors to the area and supporting local businesses. Local businesses and restaurants can be partners with the Town in the success of open container districts, such as at the Lawn, through “sip and stroll” campaigns. Such campaigns can enhance the vibrancy and attraction of an area by encouraging visitors to visit multiple businesses in a relaxed setting and is supportive of local festivals, events, or markets.

• **Signage:** Wayfinding and branding signage is a key placemaking component for improving the visitor experience in the District. Wayfinding signage connects both pedestrians and vehicles to their destinations, and when designed consistently with other branded placemaking elements, can serve as a tool for further emphasizing the District brand and experience. Strong branding signage is already present in the District on banners and lampposts, and the Town can further strengthen this visual presence through wayfinding kiosks and branded signage placed at focal points and gateways. The Town should take care to implement future improvements with a thoughtful policy approach so as to further the branding and marketing goals of the District while being careful to not create visual clutter or safety concerns.



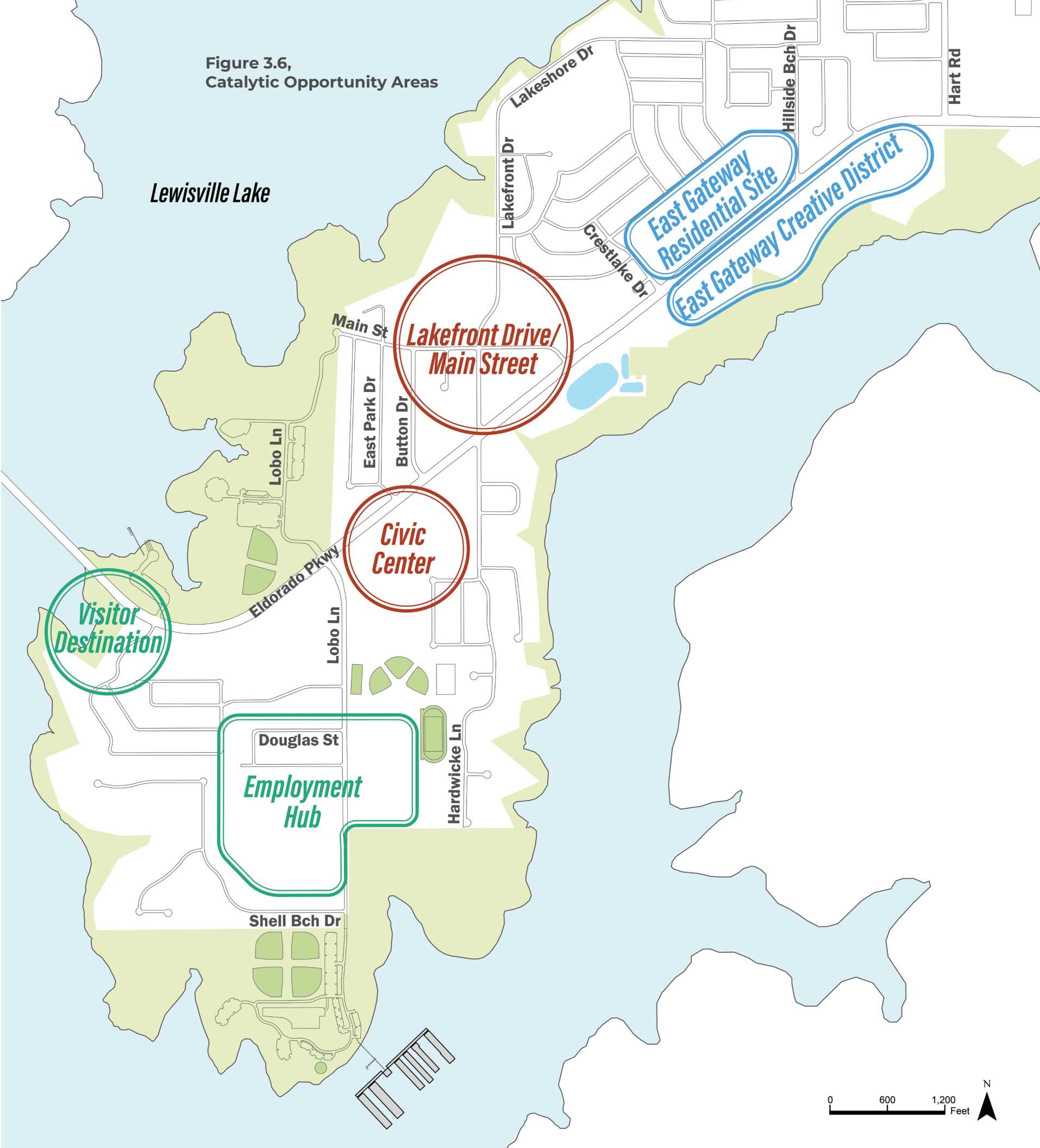
Incremental Improvements

Realizing the improvements envisioned for the District will occur by leveraging development opportunities as they arise resulting in an incremental process that will take place over several years. In the interim, smaller-scale interventions should be applied. This incremental approach serves to improve the sense of place and support desired uses. Small-scale incremental interventions could include:

- **Adaptive Reuse:** Repurposing existing buildings can provide vibrancy to previously underutilized areas, better support targeted uses, and generate additional activation.
- **Pop-up Attractions:** Temporary attractions, such as vendor markets, can attract visitors to the area and activate underutilized spaces. Pop-up attractions can also serve as pilot projects to gauge community interest for larger investment in future site development.
- **Expansion of Social Gathering Space:** The addition of small public open spaces in a variety of forms, such as paseos or open plazas, invites people into the area, allowing a sense of place to develop authentically. This should be supported by encouraging transformation of small areas, especially where there is an opportunity to create a stronger relationship between a business and adjacent outdoor amenity space.
- **Improvements to Existing Buildings:** Updating existing buildings can improve visual quality and provide immediate improvements compared to constructing a new building. Examples include maintaining existing buildings in good condition, enhancing otherwise blank walls with windows, landscaping, articulation features or other elements that increase visual interest, express human scale and/or enhance the relationship between internal building activities and adjacent outdoor areas.
- **Infusion of Public Art:** Murals, sculptures, and other types of noteworthy public art features can instantly enhance the character and identity of a place.
- **Site Elements (landscaping, signage):** Adding and updating site landscaping can create a more inviting experience and/or enhance an existing streetscape. Incremental landscape improvements should be encouraged to increase pedestrian comfort, create visual interest, and provide additional relief to existing hardscape/parking areas. Similarly, improved signage can improve visual interest and improve site navigation.

Catalytic Opportunity Areas

As shown in **Figure 3.6, Catalytic Opportunity Areas**, there are several critical Catalytic Opportunity Areas in the Plan Area that have the potential to be transformative to the Lakefront’s character and economic stability. These areas should be a major focus of the Town’s planning and economic development efforts throughout the implementation of this Plan. Attracting the right projects to these locations has the potential to further move the District toward becoming the vibrant center of Little Elm. Catalytic Opportunity Areas are described on the following pages.



Visitor Destination

The presence of the lakefront and available access to Eldorado Parkway make the area near Lewis Drive and Eldorado Parkway attractive for future redevelopment opportunities. Development of an active daytime, visitor-attracting use at this location is a critical element of this Framework. This could include a waterfront resort hotel and conference center that would infuse the local economy with additional jobs and attract both daytime and nighttime visitors throughout the week, whether to work and visit at the bio-tech hub or to attend local events and sites. Proximity to the potential mixed-use development and the multitude of recreational opportunities, linked by the enhanced pedestrian/cyclist network will boost this site as a premier regional destination. Design of the Visitor Destination should play to the strengths of the lake views while also being intentional with maximizing the use of the available property given the constraints of the floodplain and '537' line in this area.



Employment Hub

Valuable opportunities for redevelopment in the South Lakefront subarea should be catalyzed by the RTI site. With the existing buildings and employees as an anchor, this opportunity site is appropriate for evolution into a bio-tech focused employment hub. Agglomeration of bio-tech firms in this area would invigorate the local economy and foster a unique specialization for Little Elm. A campus-like feel with pedestrian connectivity to natural and recreational areas, as well as dining and retail options in the Visitor Destination and the Town Core subarea should contribute to an inviting and activated node. Buildings in this site should be oriented towards public streets with Lobo Lane as the priority but additional buildings may also be sited to create a campus-like open spaces more internal to the site. Moderate building setbacks from Lobo Lane would provide generous space for streetscape elements, continuation of the greenway, and pedestrian amenities. The Little Elm Independent School District (ISD) campus adjacent to the RTI site already serves as a concentration of employment and education, and as such should be integrated into the overall hub through design, branding, and safe and walkable connections, to allow for shared use of onsite businesses and recreational amenities and to promote synergistic opportunities for a local educational and employment pipeline.



Civic Center

The existing Town site, the vacant lands to the south and the properties at the southeast corner of Eldorado/Lobo could be combined to create a signature cultural and civic destination and campus with government functions and cultural experiences such as performing arts center, arts facilities, local museums, educational functions, theaters and similar uses. Integrated green spaces invite users into the space and support connectivity to the District's iconic open spaces.

Given the site's adjacency to Lobo Lane, pedestrian access should be provided along an enhanced cyclist and pedestrian facility to seamlessly link this cultural and civic destination to Cottonwood Creek Park and Marina. The provision of north-south pedestrian access across Eldorado Parkway from the Civic Core site further promotes these areas as a harmonious and dynamic space for users to engage with. Future community events could maximize the connectivity of these community nodes with multi-locational festivals potentially serviced by local shuttles between sites and accessible along an enhanced pedestrian greenway.



Lakefront Drive/Main Street

Recent development along Main Street in the Town Core subarea has catalyzed this area as an emerging hub of retail, dining, and living. Future development in this subarea should continue to foster the transformation of this area into a lively and vibrant Town Core. Development of compact, highly activated mixed-use urban areas should include a mix of retail, offices, service, urban hotels, new residential and other customer-oriented uses. Buildings up to four stories are encouraged here with buildings set close to the streetscape to encourage a consistent street wall with a welcoming and activated public realm, complete with pedestrian furniture, street trees and landscaping, patio dining, and generous sidewalks.

Safe pedestrian access should be provided to this vibrant Main Street destination with both east-west connections and north-south connections into existing residential areas and across Eldorado Parkway. Future enhancement of Main Street should allow for the roadway to act not just as a vehicular thoroughfare but as a site of community gathering with the conversion of streetscape space into parklets and the ability for Main Street to function as a festival street with seamless movement from Main Street to The Lawn.

Should the opportunity arise, the undeveloped property adjacent to the Button United Methodist Church and the three single-family homes north of the church should be consolidated and redeveloped to support the “downtown” transformation along Lakefront Drive and Main Street. This area should be a supportive extension of the highly activated mixed-use areas on the east side of Lakefront Drive, with buildings sited close to the roadway for an urban public realm. Development here should take care to minimize visual and operational impacts to existing single-family homes by employing transition and buffering techniques along interfacing edges.



East Gateway Residential Site

A critical opportunity site is located in this subarea along Eldorado Parkway between Crestlake Drive and Hillside Beach Drive. This site has an opportunity to be developed with residential uses in a thoughtful, integrated design and could also support a horizontal mixed-use configuration with a small node of neighborhood-serving commercial use placed in the southwest corner of the site to take advantage of proximity to existing areas of activity like The Lawn. A compact, urban neighborhood design should feature homes designed to visually engage Eldorado Parkway while ensuring a high quality of life for future residents. Common open spaces and inviting streetscapes should feature street trees and landscaping to further establish the urban, community-oriented nature of this residential development and establish a sense of entry to the Lakefront.

This development should seize the opportunity to facilitate safe access by foot to and through the development to adjacent destinations like the Lawn through the provision of pedestrian and cyclist facilities either along Eldorado Parkway or via Crestlake Drive and Brookdale Drive. Pedestrian and cyclist paths along Eldorado should be buffered from vehicle traffic by generous landscaping and street trees and attractive lighting should be integrated to encourage pedestrian use for nighttime entertainment and activities at The Lawn or on Main Street. Undergrounding existing power lines along the roadway will minimize visual clutter and open up space for pedestrian-oriented connections.



East Gateway Creative District

The properties on the south side of Eldorado Parkway in the East Gateway subarea present challenges due to development limitations related to the floodplain and '537' line. If strategically developed, these properties present great opportunities for a thoughtfully designed area of focus that takes advantage of lake views, contributes to a strong visual entry experience for westbound traffic, and establishes a unique commercial and creative district within the Lakefront. A creative district could include an enclave of local-oriented commercial spaces, small offices, makerspaces, breweries, artisan goods, galleries, co-working spaces, and similar uses. A collective approach to redevelopment is encouraged where these shallow, constrained sites are integrated into a unique development pattern with shared resources (parking, vehicle entries from Eldorado Parkway, open spaces, connections to lakefront trail, etc.).



CHAPTER 4 SUBAREAS FRAMEWORK



This chapter builds on the Plan Framework elements described above with more detailed recommendations and guidance for each of the three subareas. This includes:

- **Vision:** Brief statement identifying the unique desired character and opportunities of each subarea.
- **Focus Areas:** Divides each subarea into key areas of focus for the purpose of organizing Plan recommendations and strategies.
- **Land Use Considerations:** Specific guidance for targeted and complementary land uses.
- **Urban Design and Character:** Public and private design and development strategies, including in some cases, site- and area-level illustrative concepts intended to illustrate strategies.

South Lakefront

South Lakefront is home to mix of employment, neighborhoods, open space/recreation, and institutional anchors. Enhanced connectivity is a primary focus for any future development or redevelopment in this subarea to elevate the area into an employment and visitor destination where the existing activities are woven together with comfortable and enjoyable pedestrian experiences and new development and redevelopment that enhances the quality of place in the subarea. The South Lakefront subarea is shown in **Figure 4.1, South Lakefront Subarea**.

Figure 4.1, South Lakefront Subarea



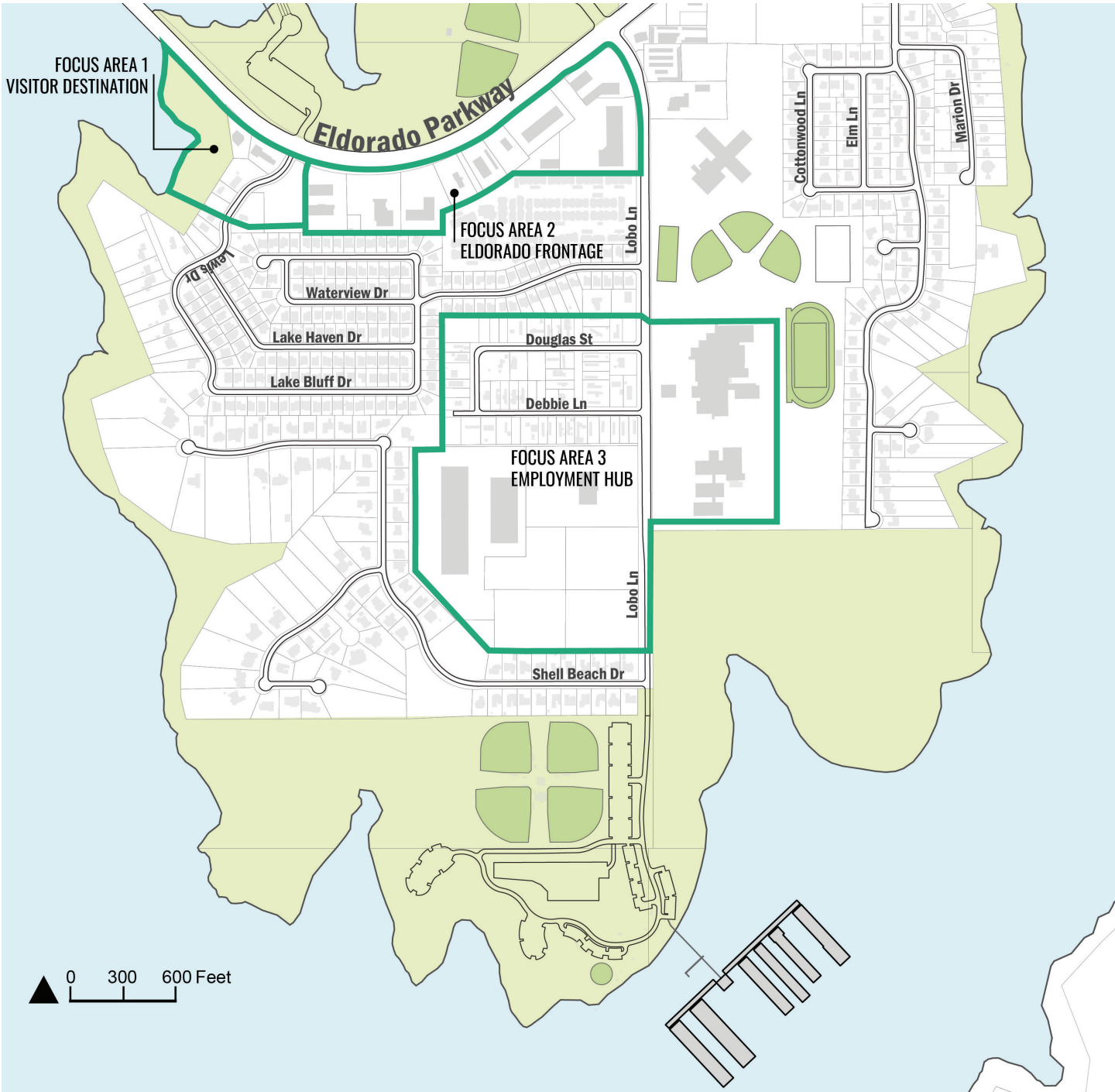
South Lakefront Focus Areas

The South Lakefront contains the following key areas of focus:

- **Focus Area 1: Visitor Destination.** Properties generally in the area of Lewis Drive and Eldorado Parkway.
- **Focus Area 2: Eldorado Frontage Areas.** Properties along the south side of Eldorado Parkway east of the Visitor Destination and west of Lobo Lane.
- **Focus Area 3: Employment Hub.** Properties along Lobo Lane, consisting of the RTI property, Little Elm Independent School District properties immediately across the street and a mix of residential and other properties north of RTI.

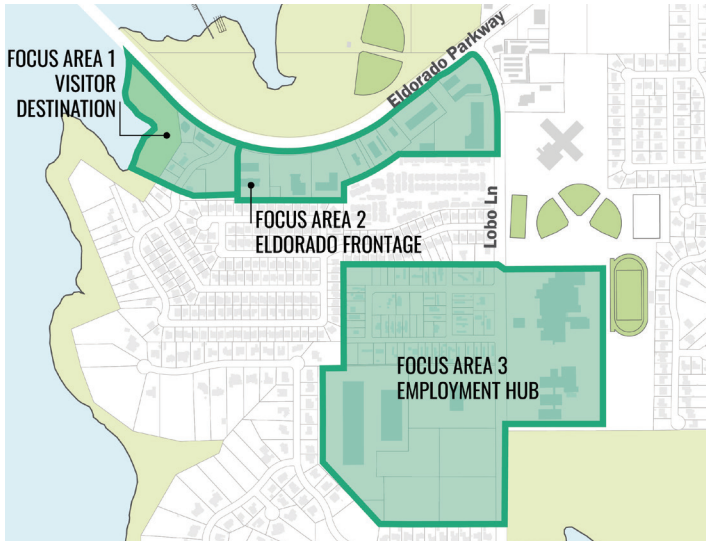
Figure 4.2, South Lakefront Focus Areas shows the location of each of these three key areas.

Figure 4.2, South Lakefront Focus Areas



Land Use Considerations

The Focus Areas within the South Lakefront are envisioned to be primarily composed of employment and hospitality uses that enhance daytime activity, are compatible with nearby residential areas, and create destinations for those within and beyond Little Elm. The focus should be on creating places for people to visit and work, and supporting these anchor uses with complementary uses that can add to the visitor and employer/employee experience, while also serving local residents. The table below outlines Targeted, Complementary and Discouraged Land Uses for three distinct areas within the South Lakefront.



Development in the Visitor Destination area should focus on providing high-quality hospitality amenities and maximizing views of the lake.

Visitor Destination (Focus Area 1)

- **Targeted Uses:** Destination hospitality such as a resort hotel, conference and meeting facilities, event space, spas and other guest services, outdoor amenities
- **Complementary Uses:** Food and beverage (sit-down dining), bars, specialty retail (tailored to visitors)
- **Discouraged Uses:** Housing, offices, convenience retail, personal services, fast/takeout food and beverage, community services and civic uses

Eldorado Frontage (Focus Area 2)

- **Targeted Uses:** Office, destination retail, vertical mixed-use with commercial and lofts or urban flats on upper floors, incorporating restaurant and entertainment destinations such as microbreweries, wine-tasting, life science space, and other similar craft space
- **Complementary Uses:** Housing integrated with non-residential uses (limited on deeper portions of sites adjacent to residential or as upper floor residential)
- **Discouraged Uses:** Pure residential, community services and civic uses, convenience retail, convenience food/beverage

Employment Hub (Focus Area 3)

- **Targeted Uses:** Bio-medical/Life sciences, advanced or low-impact manufacturing, lab space, education, research and development
- **Complementary Uses:** Offices, incubator space
- **Discouraged Uses:** Housing, lodging, retail, personal services, food/beverage



Eldorado Frontage areas should incorporate a variety of uses that complement the adjacent Visitor Destination while also serving the local population. Development should be designed to provide visual interest, as seen from Eldorado Parkway, and organize buildings around inviting, publicly accessible open spaces.



The Employment Hub should promote a concentration of specialized employment spaces organized around central open spaces, creating inter-site connectivity and complementing the area's nearby green spaces, including Lobo Lane and Cottonwood Park.

Urban Design and Character

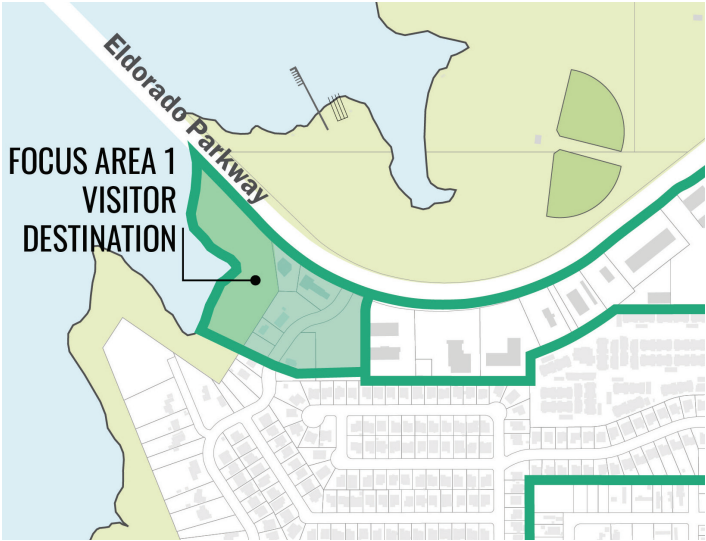
Urban design and public realm enhancement should be prioritized in all future development and redevelopment, but the character desired and strategic opportunities vary by location and site. At the highest level, all sites and buildings should be designed to support walkability, present visual interest, activate public ways, create unique open spaces, and support connectivity through sites to other destinations. The table below outlines key urban design and character recommendations for three distinct areas within the South Lakefront.

Focus Area 1 Strategies

- **Design Priorities:** Upon redevelopment, design this area to maximize user experience, emphasizing views and access to the lake directly from the site. Buildings on the site should be designed to be clearly visible for eastbound Eldorado Parkway traffic, contributing to a sense of entry into the District.
- **Site Design:** Strategically site buildings, amenity elements, and parking to maximize views to the lake (from the Visitor Destination) and views from the bridge (to the Visitor Destination). Significant flexibility with building placement and site organization should be afforded for this site in order to maximize user and guest experience within a potential Visitor Destination.
- **Building Orientation:** Locate critical entries to orient toward the lake and integrated open spaces and Lewis Drive.

Provide visual interest on a Eldorado Parkway-facing wall, but a primary entry should be secondary to those described above.

Buildings here should maximize views of the lake, and as such, buildings should be oriented to the lake. Where buildings within the Visitor Destination do not have direct access or views of the waterfront, buildings should be sited towards Eldorado Parkway. Regardless of orientation, buildings should have activated fronts.



Emphasis of the lake should be prioritized for all site design in the Visitor Destination area. Buildings should be oriented towards the lake and amenity areas should be placed so as to give visitors direct access and views of the waterfront.

- **Parking Location:** Locate surface parking in consolidated locations away from Eldorado Parkway such that it is not visible from the street. Parking should be located in a manner that minimizes its visibility from the lake or the road, primarily Eldorado Parkway. Surface parking should be placed in the rear of buildings and structured parking should be utilized where possible.
- **Building Scale:** Limit to a maximum of 4 stories, however additional height should be considered incrementally for signature projects that result in substantial community benefits, such as enhanced tax revenue generation, establishment of new Community Connections, and/or targeted uses.
- **Sensitive Transitions:** If the existing single-family homes along Lewis Drive redevelop to facilitate a redevelopment in this area, carefully design the southern edge of the development to mitigate visual and operational impacts of the development on the single-family neighborhoods further the south on Lewis Drive. This could include additional landscape buffers/screening, increased setback areas, or transitions in building scale.
- **Focal Points:** The eastbound approach to the Lakefront on West Eldorado Parkway serves as a significant focal point signaling entry to the Lakefront District. Future development should be designed to present a visually impactful edge near the Eldorado Parkway through strategic siting of key building features, landscape features, art or other visual elements. These elements on private property should be complemented by public placemaking elements in the right-of-way where feasible.
- **Key Redevelopment Initiatives:** Support and incentivize assembly of fragmented properties to create a larger, more feasible redevelopment site. Consider the potential to reconfigure and realign Lewis Drive, relocating it further to the east to facilitate a larger redevelopment site. Consolidate entries to focus on Lewis Drive as the primary entry to the site. Design the site to facilitate a Community Connection from this location to Lobo Lane and south to the Employment Hub.



Focus Area 1 Concept: Visitor Destination

This section presents an illustrative concept for the Visitor Destination site. There are many ways in which private development and public improvements can achieve the Focus Area 1 Strategies and Guiding Principles previously outlined in this Plan, and this illustrative concept diagram reflects just one possible configuration. Additional planning processes will be necessary to determine the exact buildout and organization of this site.

Illustrative Concept

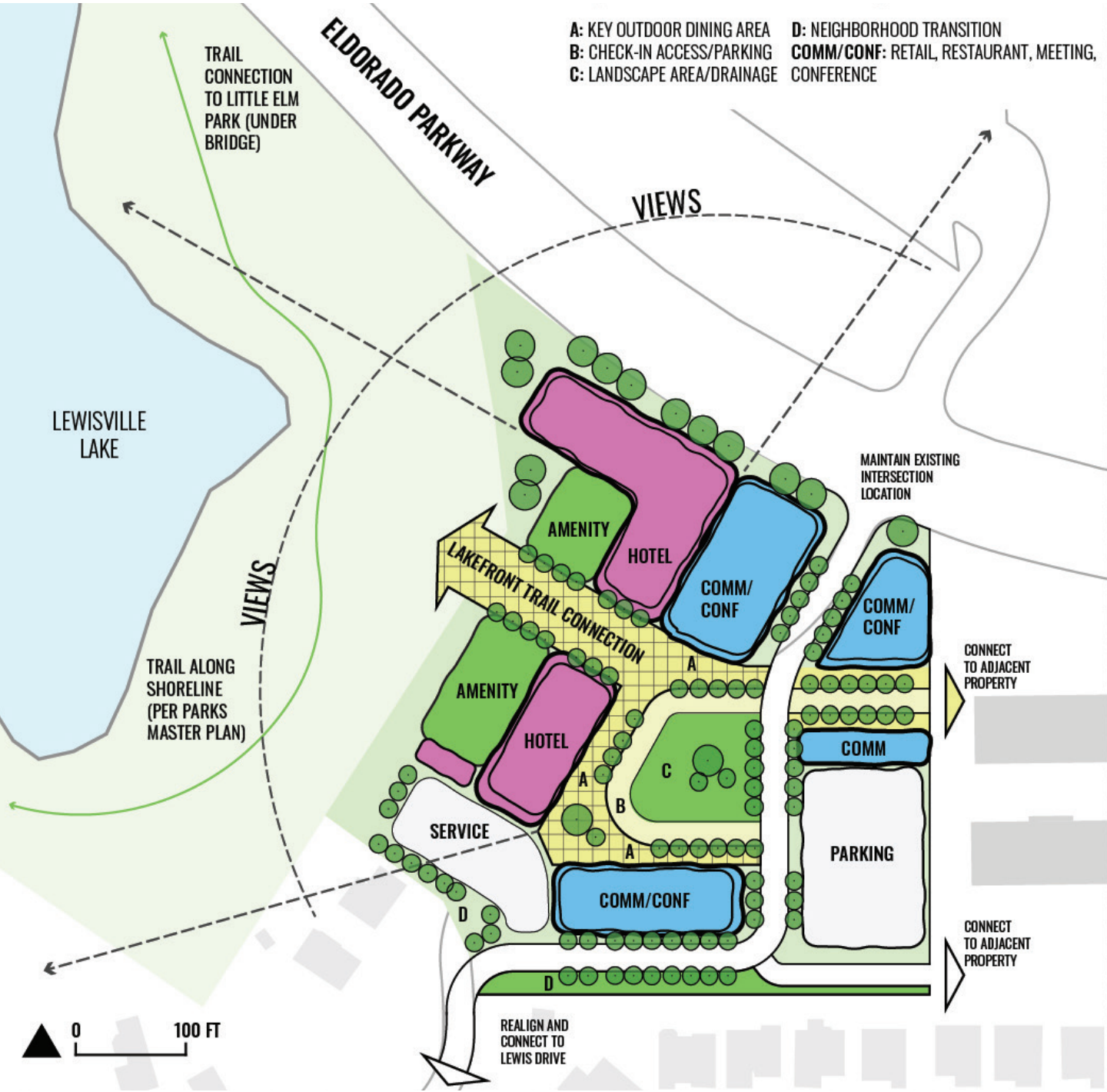
Properties located within the South Lakefront subarea at the westernmost point of Eldorado Parkway provide a unique opportunity for engaging with views of the lake and leveraging visibility and access on Eldorado Parkway. The illustrative concept envisions a hotel and conference center that prioritizes connection to and views of Lewisville Lake. Buildings are organized so that hotel uses are oriented towards the lake, and supporting conference center and commercial uses are oriented towards public streets internal to the site. Though oriented internal to the site, structures are designed to engage with frontage along Eldorado Parkway and contribute to the sense of entry into the Lakefront District.

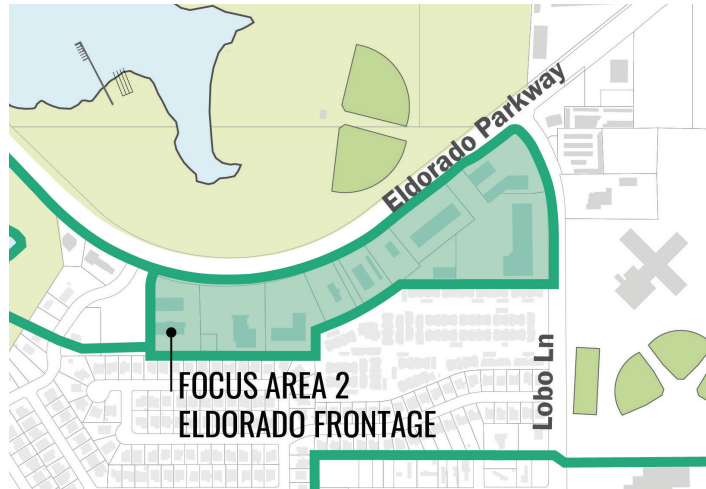
The existing Lewis Drive is realigned to provide a site that is more suited for a large, cohesive development. The roadway alignment also provides access to internal drives and links to adjacent properties and the existing residential areas to the south. Service areas and structured parking are located in the southern corners of the site to support transitions into existing commercial and residential areas and to maintain the Lewisville Lake viewshed for activated areas.

Amenity green space and hardscaped areas throughout the site provide visual interest, gathering space, and enhance connectivity to the Lakefront Trail. Landscaped elements along Eldorado Parkway and Lewis Drive encourage a viewshed into the site from Eldorado Parkway.



Figure 4.3, South Lakefront Visitor Destination Illustrative Concept





Focus Area 2 Strategies

- **Design Priorities:** Upon redevelopment, this area should be designed to maximize visual interest and inviting spaces as viewed from Eldorado Parkway. Redevelopment should focus on creating inviting, activated spaces flanked by multiple buildings in a coordinated manner.

- **Site Design:** Along Eldorado Parkway buildings should be sited with minimal to moderate setbacks in order to contribute to an urban street wall and encourage interaction between pedestrians and businesses.

Whereas building frontage to the east should be more consistent in nature to transition to the urban “Main Street” feel experienced in the Town Core subarea.

- **Building Orientation:** Orient buildings closer to Eldorado Parkway toward Eldorado Parkway and/or shared internal open spaces, plazas and other similar features, which are clearly visible from Eldorado Parkway. Regardless of orientation, buildings should have activated fronts.

On deeper portions of the site, provide flexibility with how the development is oriented provided it is thoughtfully integrated with adjacent buildings and open spaces on the site.

- **Parking Location:** Locate surface parking behind buildings that directly face Eldorado Parkway wherever possible. Where parking is provided between a building and Eldorado Parkway, ensure that it is screened with landscaping elements to soften the view from the roadway.



- **Building Scale:** Limit to a maximum of four stories; however, additional height should be considered incrementally for signature projects that result in substantial community benefits, such as enhanced tax revenue generation, establishment of new Community Connections, and/or targeted uses.

- **Sensitive Transitions:** The interface between this area and the residential areas to the immediate south should be carefully designed to minimize operational and visual impacts on adjacent residential. This could include buffering between uses with townhouse development or employing transition techniques like additional landscape buffers/screening, increased setback areas, or transitions in building scale.

- **Focal Points:** The intersection of Lobo Lane and Eldorado Parkway is a significant gateway location to distinguish to visitors their arrival in this unique destination and enhanced streetscape and connection to Cottonwood Park. Future development and redevelopment on the south side of Eldorado Parkway should be sited and oriented to accentuate this intersection through strategic siting of key building features, landscape features, art or other visual elements. These elements on private property should be complemented by public placemaking elements in the right-of-way where feasible.

- **Key Redevelopment Initiatives:** Support and incentivize assembly of fragmented properties, with an early focus on the underperforming retail properties further from Eldorado Parkway. Support and incentivize adaptive reuse of properties on the site with new daytime activity-generating uses.

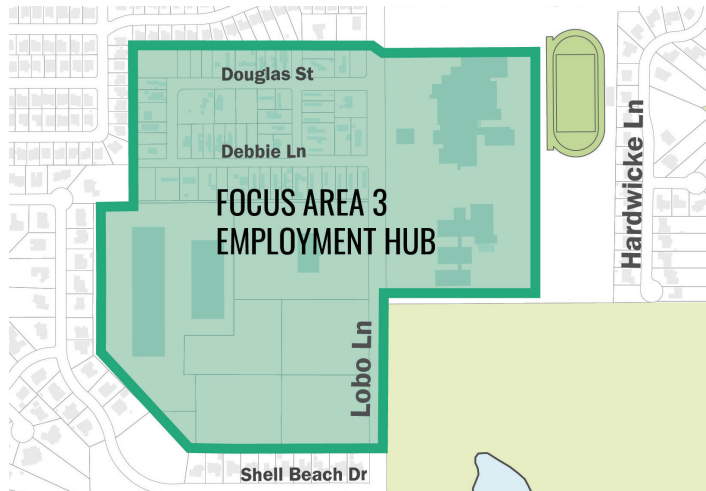
Promote incremental redesign of the site to create new activated open spaces that can be taken advantage of by multiple buildings.

Support larger scale redevelopment of the site or additions of new buildings in existing parking areas in a manner that creates activated open spaces.

Design the site to facilitate a Community Connection from Lewis Drive to Lobo Lane in coordination with private development. Consolidate entries to focus on Lewis Drive as the primary entry to the site.



Eldorado Frontage areas should be designed for activated pedestrian realms. Minimal setbacks with a variety of pedestrian amenities will promote interaction between businesses and pedestrians and encourage a seamless transition from the South Lakefront subarea to the “main street” feel in the Town Core subarea.



Focus Area 3 Strategies

- **Design Priorities:** Upon redevelopment, this area should be designed to complement the heavy landscape character of the area by integrating highly visible open space, providing a generous landscaped setback areas and minimal, low-rise signage.

- **Site Design:** Buildings should be placed to frame Lobo Lane in a flexible manner with a generous, planted landscape setback area between buildings and Lobo Lane.

Integrate usable open space that strongly visible from Lobo Lane to maintain and contribute to the strong landscape character of this area.

- **Building Orientation:** Orient buildings toward Lobo Lane and/or shared internal open spaces, plazas and other similar features, which are clearly visible from Lobo Lane.

Where buildings are located along Lobo Lane, structures should face and orient towards the public road. However, to achieve a campus-like atmosphere, buildings here should be oriented internally to the site, creating inter-site connectivity and internal open space.

- **Parking Location:** Locate surface parking (or structured parking) to minimize the visibility of parked vehicles from Lobo Lane. Where parking is visible from Lobo Lane, provide enhanced screening to soften the edge and complement the heavy landscape character of the roadway and overall subarea.



- **Building Scale:** Limit to a maximum of four stories; however, additional height should be considered incrementally for signature projects that result in substantial community benefits, such as enhanced tax revenue generation, establishment of new Community Connections, and/or targeted uses.

- **Sensitive Transitions:** This area contains an interface with single-family development on the south, west and north. As such, locate taller buildings away from these edges to the extent feasible and closer to Lobo Lane. Where there is a direct interface with residential properties, utilize landscape buffers/screening, increased setback areas, or transitions in building scale to sensitively transition between uses.

- **Focal Points:** N/A

- **Key Redevelopment Initiatives:** Promote additional buildings and common open space on the RTI site. Consolidate on-site parking such that new and existing buildings can be sited around prominent open spaces in a campus-like setting.

Promote redevelopment of the Little Elm Independent School District properties if the District is interested in moving locations.

Design sites in this area to facilitate publicly accessible pedestrian connections to Shell Beach Road and Cottonwood Park and the potential Community Connection identified to connect the recreational facilities called for in the City's Parks, Recreation and Open Space Master Plan (Marion Soccer Fields, Lakeside Park, Zellars North Property).



On-site parking should be consolidated around shared open spaces between buildings, with an emphasis on walkability and pedestrian connections.

Focus Area 3 Concept: Lobo Lane

Lobo Lane is a central spine for pedestrian activity, providing access to many of the District's most notable natural and recreational assets. The Town has already taken strides to enhance this corridor through the addition of lighting and landscaping features. However, the roadway appears to be wider than needed, which creates an auto-oriented character and results in occasions of high vehicle speeds that reduce the pedestrian comfort and safety. Sidewalks on the west side are approximately 8 feet in width and 6 feet in width on the east side. While this is adequate for pedestrian use, it is below the standard for a true multi-use trail intended to be shared by many user types.

To further optimize the placemaking potential of this north-south spine, this Plan recommends further enhancing this corridor as a premier, pedestrian- and bike-oriented corridor connecting users from Little Elm Park and other locations to the north to Cottonwood Park and destinations along the way. The Town should explore ways to redesign the northern, 4-lane segment of the street to more safely accommodate multi-modal circulation and further reinforce the heavy landscape character desired for this area.

Near-term

As an interim solution, a reduction of travel lanes to one lane in each direction with a center turn-lane would provide adequate space to create a bi-directional cycle track. This interim intervention would provide improved north-south bicycle connectivity in the near term and serve to test more extensive and permanent improvements.

Long-term

In the long-term, Lobo Lane should be reconfigured to maximize the benefits provided to nearby areas and fully accommodate cyclists with off-street facilities. Such improvements may include relocating the existing curb line to narrow traffic lanes and open up additional right-of-way for green features and active mobility amenities. Such features might include a landscaped median with left turn pockets, ten-foot multi-use paths on both the east and west sides of Lobo Lane, as well as a decomposed granite pathway for joggers. Benches and exercise stations will provide both areas of rest and activity for pedestrian users along Lobo Lane. Overhead utilities would ideally be undergrounded.

Figure 4.4, Figure 4.5, and Figure 4.6 on the following page illustrate the potential progression of improvements to Lobo Lane.



Figure 4.4, Existing Lobo Lane (Facing North)

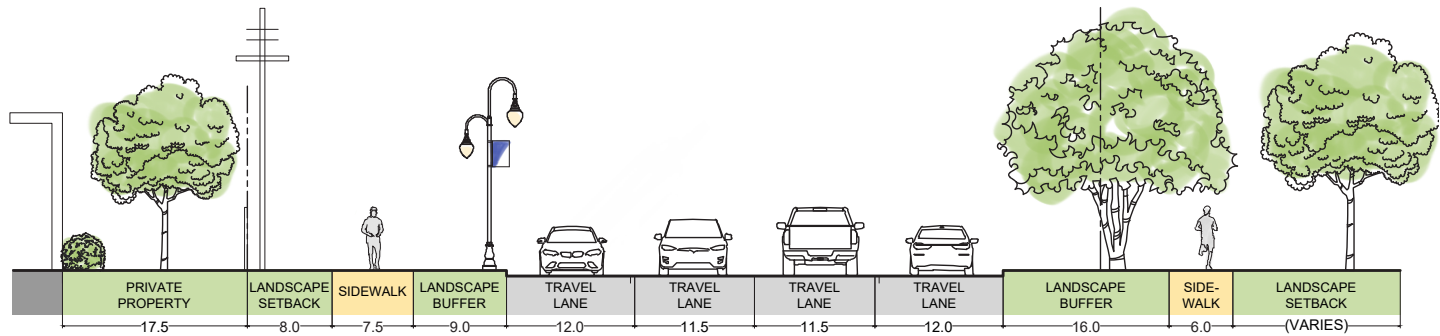


Figure 4.5, Near-term Lobo Lane (Facing North)

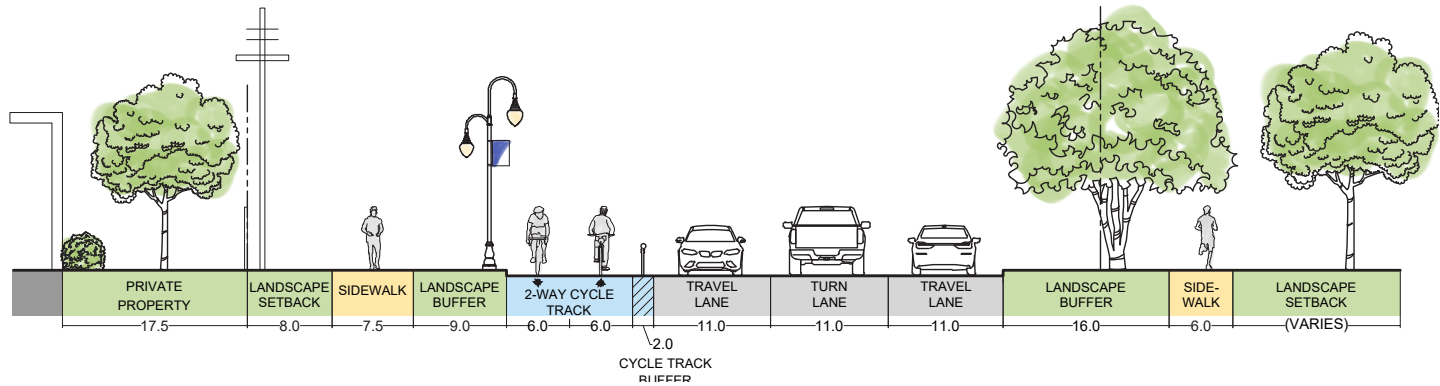
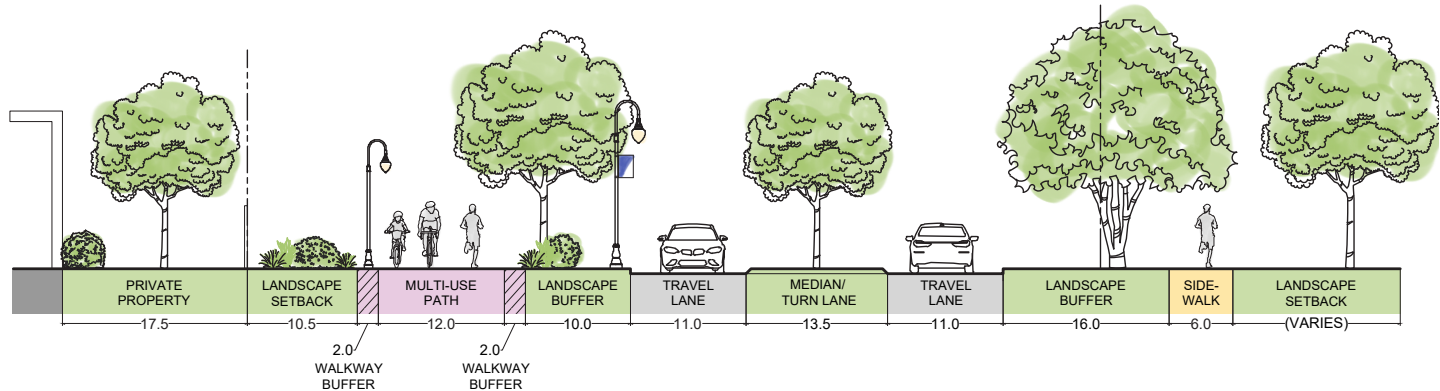


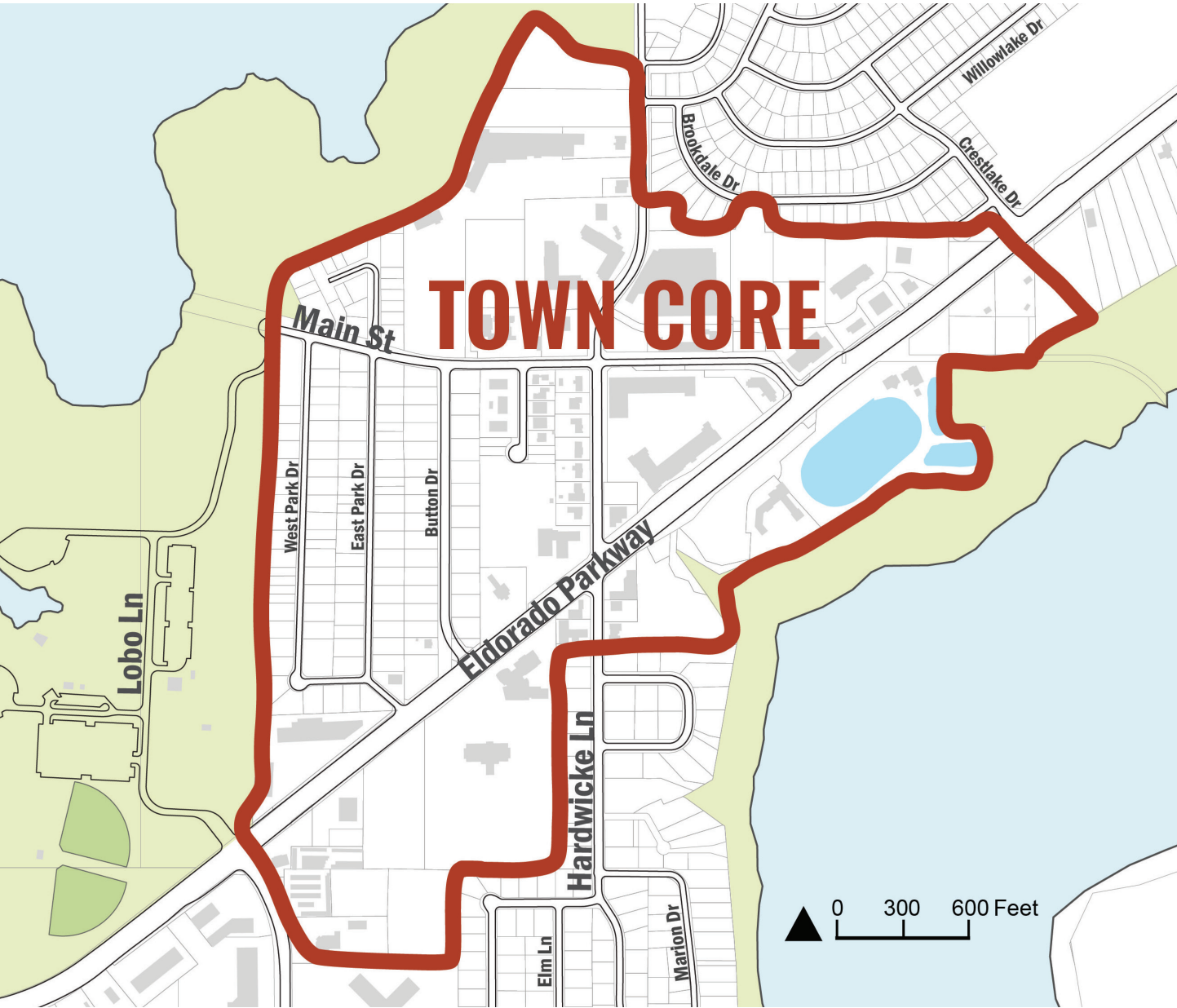
Figure 4.6, Long-term Lobo Lane (Facing North)



Town Core

Located in the geographic heart of the Lakefront District and home to several notable community assets, this subarea is aptly named the Town Core. This subarea is envisioned to be a vibrant mixed-use concentration of activity for both residents and visitors and is anchored by the burgeoning Main Street activity center, a reimagined Civic Center and many other prominent assets. As the “downtown” of Little Elm, the Town Core should be highly walkable, urban in character and vibrant. The Town Core subarea is shown in **Figure 4.7, Town Core Subarea**.

Figure 4.7, Town Core Subarea



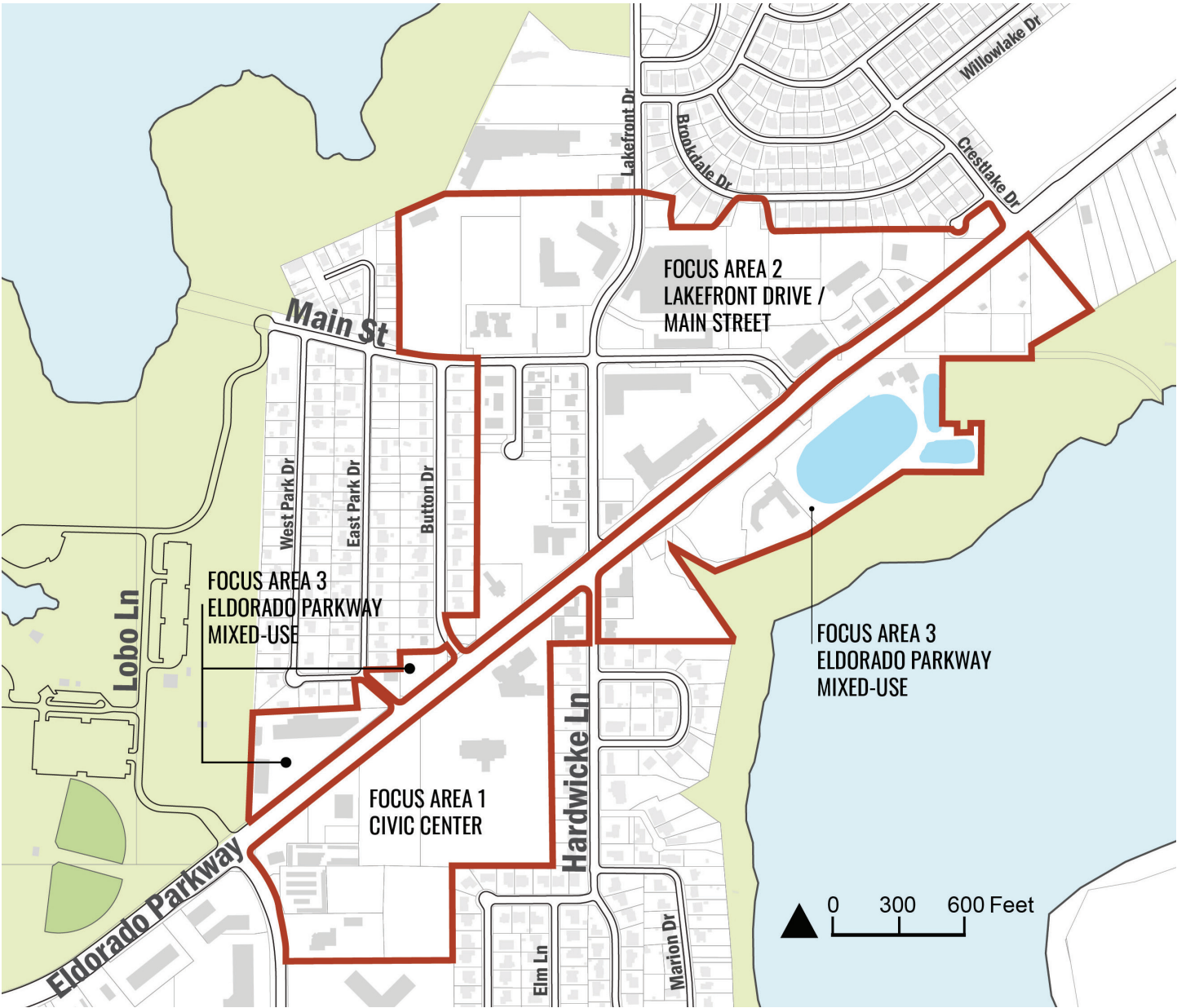
Town Core Focus Areas

The Town Core contains the following unique areas:

- **Focus Area 1: Civic Center.** Properties generally in the vicinity of the existing town facilities, library and Town Hall and inclusive of the properties between Lobo Lane and Town Hall and south of Eldorado Parkway.
- **Focus Area 2: Lakefront Drive/Main Street.** Properties generally surrounding the Main Street/Lakefront Drive intersection and including the Button United Methodist Church property, the remaining residential lots east of the residential properties fronting Button Street, the properties including and surrounding the Little Elm Church of Christ, and various infill “pad” sites in the vicinity of The Lawn.
- **Focus Area 3: Eldorado Parkway Mixed-Use Areas.** Various properties fronting the north and south side of Eldorado Parkway between Hardwicke Lane and Crestlake Drive that do not present significant depth or large-scale redevelopment potential.

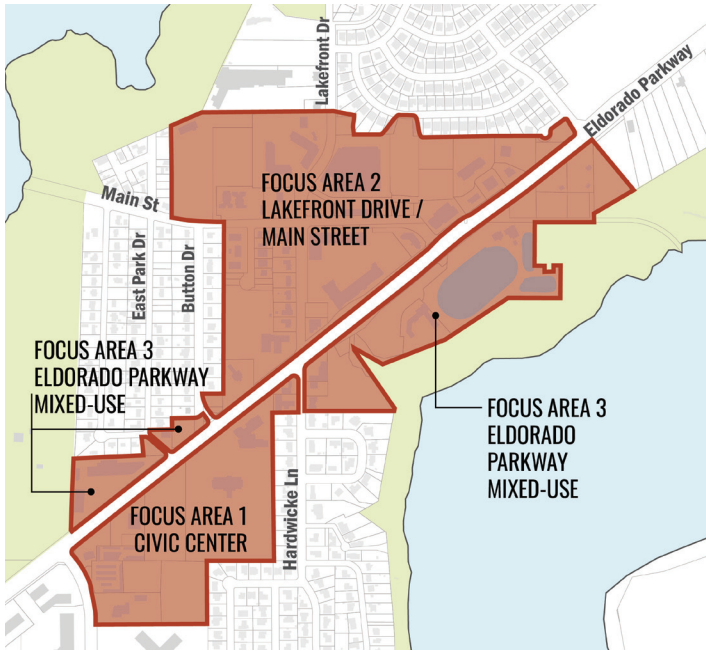
The location of each of these three key areas is shown in **Figure 4.8, Town Core Focus Areas**.

Figure 4.8, Town Core Focus Areas



Land Use Considerations

The key areas of focus within the Town Core are envisioned to be primarily composed of lifestyle and entertainment uses, including community anchors and urban residential. The focus should be on creating a “downtown” destination, supported by complementary uses that enhance the cultural vibrancy of the subarea and support local residents. Activated pedestrian realms and safe, comfortable connections to places where people live, work, or visit add to the “downtown” experience. The table below outlines Targeted, Complementary and Discouraged Land Uses for three distinct areas within the Town Core. While certain uses are recommended, the Town should exercise discretion when permitting new tenants to ensure changes meet the desired character of the area.



Civic Center (Focus Area 1)

- **Targeted Uses:** Performing arts center, art gallery/museum, enhanced library and community center, business incubator space, meeting spaces, and youth spaces, activated civic open spaces (integrated with development), regional office uses
- **Complementary Uses:** Food and beverage (sit-down dining), professional services, specialty retail, community open space, mixed-use residential (strategically located in areas with frontage near Eldorado Parkway, such as on Lobo Lane or Hardwicke Lane)
- **Discouraged Uses:** Multi-family housing, convenience retail, personal services, fast/takeout food and beverage

Lakefront Drive/Main Street (Focus Area 2)

- **Targeted Uses:** Niche retail, entertainment, destination retail, food and beverage (sit-down dining, food hall, specialty coffee shop), microbreweries, co-working spaces or professional offices and services, activated community plazas or green space
- **Complementary Uses:** Boutique hotel/lodging, missing middle housing integrated with non-residential uses (limited on deeper portions of sites adjacent to residential), specialized grocery store/market, civic uses, health and wellness services (specialty/boutique fitness gym); multi-family if part of a vertical mixed-use project
- **Discouraged Uses:** Pure multi-family residential, convenience retail, convenience food/beverage

Eldorado Parkway Mixed-Use (Focus Area 3)

- **Targeted Uses:** A wide variety of uses that can work within the development constraints of these properties is supported in this area.
- **Complementary Uses:** Activated community spaces, convenience retail, convenience food and beverage, personal services, civic and cultural spaces
- **Discouraged Uses:** Residential as the sole use



The Civic Center is envisioned for a variety of community-centered uses organized around integrated community open spaces. Configuration of the site should encourage a consolidated site with parking visibility minimized from Eldorado Parkway.



Development in both Area 2 and Area 3 should be designed to create an urban "downtown" atmosphere and encourage activated pedestrian realms. Both areas should be designed to maximize the property in context with the surrounding area whether that be interaction with The Lawn in Area 2 or developing within the property constraints of Area 3.



Multi-family residential uses, when incorporated as part of a vertical mixed-use development, can complement the targeted uses for Area 2.

Urban Design and Character

Urban design and impacts on the public realm should be prioritized in all future development and redevelopment, but the desired character varies depending on location and site. At a minimum, all sites and buildings should be designed to support walkability, present visual interest and activation along public ways, create unique open spaces within development and support connectivity through sites to other destinations. The following pages outline key urban design and character strategies for the three focus areas within the Town Core.

Focus Area 1 Strategies

- **Design Priorities:** Upon redevelopment, this area should be designed to maximize user experience and emphasize inviting and activated spaces as viewed from Eldorado Parkway. Redevelopment should focus on creating inviting activated spaces, achieved by consolidating properties and organizing buildings in a coordinated manner.
- **Site Design:** Adjacent to Eldorado Parkway, buildings should be sited with moderate setbacks, allowing for a landscape buffer between development and Eldorado Parkway, but creating a sense of enclosure to the street.

Greater flexibility should be utilized on this area to encourage the integration and organization of various civic facilities around activated open spaces, visible from Eldorado Parkway.

Consider the potential to better integrate Honor Park with future redevelopment by connecting, and potentially consolidating, this existing open space with future open space provided alongside redevelopment.

- **Building Orientation:** Orient critical entries towards Eldorado Parkway such that they are clearly visible from the corridor.

As additional development and/or redevelopment occurs, orient buildings towards shared internal open spaces, private streets, and Community Connections.

- **Parking Location:** Visibility of surface parking should be minimized from public streets or internal open spaces.

Place parking in consolidated locations to the rear of buildings or in structured parking should space, funding, and development allow.



Priority in the Civic Center area should be given to maximizing the user experience through central activated open spaces. Structures should be organized around open spaces while still providing views of the site from Eldorado Parkway.

- **Building Scale:** Allow for buildings up to four stories in height. Where such buildings abut existing single-family residential uses, the fourth stories should be stepped back from lower-level elevations to provide a transition in scale. Additional alternative transition approaches at single-family interfaces may also be considered.
- **Sensitive Transitions:** There are several locations where this area interfaces with existing single-family homes along Hardwicke Lane and Cottonwood Lane. Provide transitions at these interfaces by employing intentional transition techniques.

These may include placing taller buildings on the development site farther from existing residential uses, or step downs in building scale, additional landscape buffers/screening, or increased setbacks.

- **Focal Points:** Hardwicke Lane/Eldorado Parkway: Proximity to existing community assets such as the Lakefront Trail, civic center, and commercial activity on Main Street establishes the intersection of Eldorado Parkway and Hardwicke Lane/Lakefront Drive as a node of significance in the Town Core subarea. To further establish this intersection as a significant focal point, future improvements may include landscaping, public art, enhanced crossings with pedestrian islands or leading pedestrian intervals to enhance safe connections to and from areas of activity and residential uses.

New development at this critical intersection should follow existing design standards for landmark buildings in the Lakefront District to incorporate elements that reflect this important focal point. This could include shifts in the building façade, chamfered corners, specialized landscape elements or other similar site and building features.

- **Key Redevelopment Initiatives:** Support and incentivize consolidation of properties to create a larger, more feasible redevelopment site.

Reconfigure existing parking and minimize vehicular access points onto Eldorado Parkway to maximize opportunities for organizing buildings on the site around a central, activated open space and creating a sense of place.

Design the site to facilitate Community Connections to the Lakefront Drive/Main Street Area, Lobo Lane Greenway, and the Lakefront Trail. Aggressively pursue partnership opportunities with private owners of the sites to the west of the Civic Center along Lobo Lane.



Focus Area 1 Concept: Civic Center

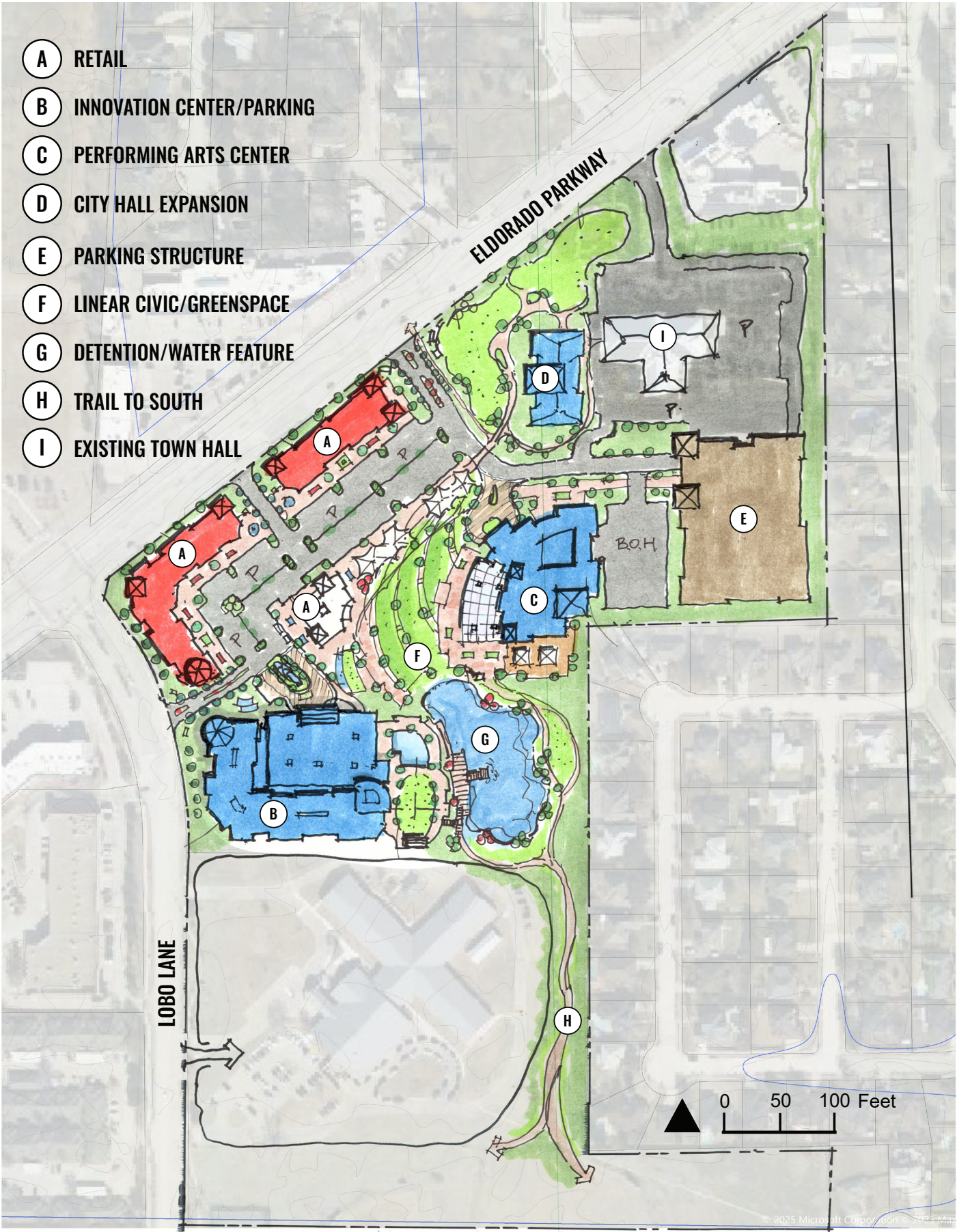
This section presents an illustrative plan of the Civic Center site, detailing one possible way to design the site to achieve the previously outlined Guiding Principles and to reflect the Focus Area 1 Strategies described in the previous pages. **Figure 4.9, Town Core Civic Center Illustrative Plan** is strictly conceptual and illustrates just one potential way the site design would achieve the objectives of this Plan.

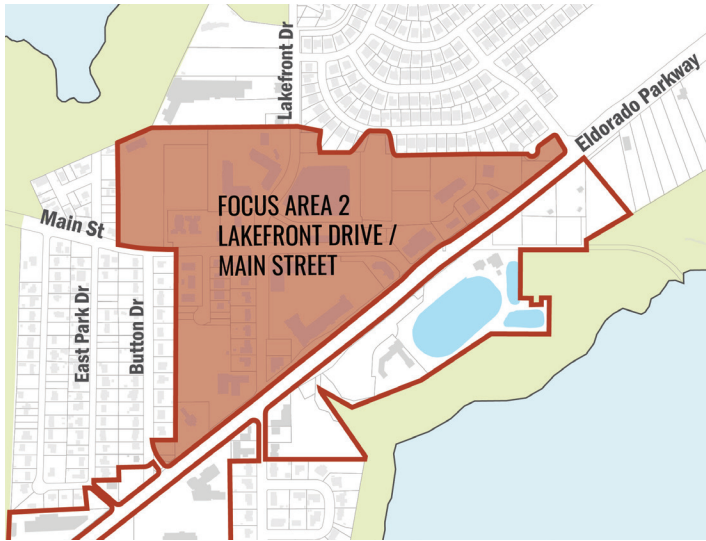
Illustrative Plan

The illustrative plan demonstrates potential organization, circulation, open space, and key uses of the Civic Center. The site is designed with a variety of uses to leverage the visibility and access afforded by frontage along Eldorado Parkway and to support a range of civic and community operations and activities. Buildings are primarily oriented internally to the site to engage with the public realm and central spine of green space throughout the site. Buildings are organized so that customer-facing uses are placed closer to Eldorado Parkway to maximize visibility. A new civic facility, placed adjacent to the existing Little Elm Public Library/Town Hall, is supported with open space features along the Eldorado Parkway frontage. Two prominent uses of the site include a performing arts center and a multi-purpose civic innovation facility, placed in the central and southern portions of the site. A new water feature, placed in the southeastern corner of the site, flanks these two prominent uses and supports the transition between the site and existing residential uses. Surface parking is placed away from Eldorado Parkway to encourage customer-facing structures to engage with the pedestrian realm, and structured parking is located in the far eastern corner of the site so as to maintain a cohesive and activated site.

The green space interwoven throughout the site provides pedestrian connectivity both internally to the site and to the existing nearby Lakefront Trail and the Lobo Lane pedestrian corridor, proposed in the South Lakefront subarea. Hardscaped areas abut most structures and surface parking areas within the site to further contribute to an activated public realm.

Figure 4.9, Town Core Civic Center Illustrative Plan





Focus Area 2 Strategies

- Design Priorities:** Upon redevelopment, this area should be designed to create a highly activated public realm complemented by integrated and inviting open spaces. The design of this area should focus on further emphasizing a “downtown” feel with minimal setbacks and a generous pedestrian realm. Development should focus on optimizing a downtown street grid along Lakefront Drive and Main Street and enhancing visual and physical connections to The Lawn.
- Site Design:** To elevate the Lakefront Drive and Main Street area as core “downtown” streets, buildings should be placed with a minimal setback, creating a cohesive street wall and encouraging interaction between pedestrians and businesses. Create a street wall along Eldorado Parkway, Main Street and Lakefront Drive. Reinforce this area as the core of the Town with activated ground floors along Main Street and Lakefront Drive. Create strategic physical and visual connections between Main Street and The Lawn in a manner that better tie these critical community destinations together.
- Building Orientation:** Orient buildings along Lakefront Drive and Main Street towards the public street. Where applicable, orient buildings towards shared internal spaces, plazas, or other similar features, which are visible from Lakefront Drive, Main Street, and Eldorado Parkway through additional entries, activated outdoor spaces and other similar features.

- Parking Location:** Allow for on-street parking, either in parallel or angled configuration, along Lakefront Drive and Main Street to contribute to an urban feel. Minimize to the fullest extent possible the visual impact of surface parking on the core streets of Lakefront Drive, Main Street and Eldorado Parkway by placing it behind street-adjacent buildings.
- Building Scale:** Allow for buildings up to four stories in height. Where such buildings abut existing single-family residential uses, the fourth stories should be stepped back from lower-level elevations to provide a transition in scale. Additional alternative transition approaches at single-family interfaces may also be considered.
- Sensitive Transitions:** If the existing single-family homes north of Button United Methodist Church are removed to facilitate redevelopment in this area, carefully design the western edge to provide compatibility between uses and minimize visual and operational impacts on adjacent residential uses. This could include utilizing transition techniques like step downs in building scale in conjunction with additional landscaping buffers and screening or increased setbacks from residential areas.

- Focal Points:** Main Street/Eldorado Parkway: For much of the new commercial and residential activity developing in the Town Core subarea, Main Street serves as a central corridor to access these sites, and as such, the intersection of Main Street with Eldorado Parkway is a key focal point. It is also the primary entry point to the Main Street core. Landscaping, branded signage, monumentation, and public art should be maintained at this critical intersection. Additional roadway elements such as stylized pavers, pedestrian medians, and leading pedestrian intervals signals should be utilized to create an enhanced crossing, promoting a safer and more enjoyable experience for pedestrians to access nearby amenities. See section below on “Main Street Reimagined” for additional details on how this focal point could be better emphasized through streetscape elements and future development on remaining Main Street development sites. New development at this critical intersection should existing design standards for landmark buildings in the Lakefront District to incorporate elements that reflect this important focal point. This could include shifts in the building's façade, chamfered corners, specialized landscape elements or other similar site and building features. With a new signal and pedestrian crossing pending, this intersection will be a critical visual element and activity node for the District.



- Key Redevelopment Initiatives:** Aggressively pursue incremental infill of existing pad sites near The Lawn and reimagine existing parking areas to better contribute to the sense of place through the transformation of existing surface parking into public plazas and parklets. Support consolidation and larger scale redevelopment of properties to the west of Lakefront Drive to create a mixed-use development that supports Lakefront Drive as a “downtown” street that complements Main Street within an urban street grid. Sites in this area should be designed to facilitate Community Connections to the Civic Center and The Cove.

Focus Area 2 Concepts

This section presents two potential design concepts for achieving the Guiding Principles and design strategies outlined previously in this Plan. The conceptual plan, shown in **Figure 4.10, Town Core Civic Center & Lakefront Drive/Main Street Illustrative Plan** showcases a potential site design configuration for the areas along Lakefront Drive and Main Street and illustrates one possibility for the uses, organization, and circulation of the site. **Figures 4.11** through **4.14** illustrate a conceptual design for placemaking enhancements along Main Street near The Lawn. The potential private development and public improvement opportunities of these two concepts are strictly conceptual and the exact buildout of this site will be determined through more detailed design processes.

Illustrative Plan

The Illustrative Plan presents a broad range of new structures and uses interspersed among existing structures to support a more urbanized and activated site. Buildings are primarily oriented towards public streets, especially those along Lakefront Drive and Main Street, to encourage an activated pedestrian realm. The illustrative plan envisions a series of smaller green and open spaces interspersed throughout the site to engage buildings on all sides and provide community gathering space. Uses are organized so that customer-facing uses are placed along Eldorado Parkway and the eastern portion of Main Street to leverage the visibility and access offered by the roadway. Residential uses of varying density are placed along less-trafficked roads near the western edge of the site to support a transition to existing residential areas. Hotel and hospitality uses are placed at the northernmost edge of the site to take advantage of Lakefront views and access to the District’s recreational trail amenities.

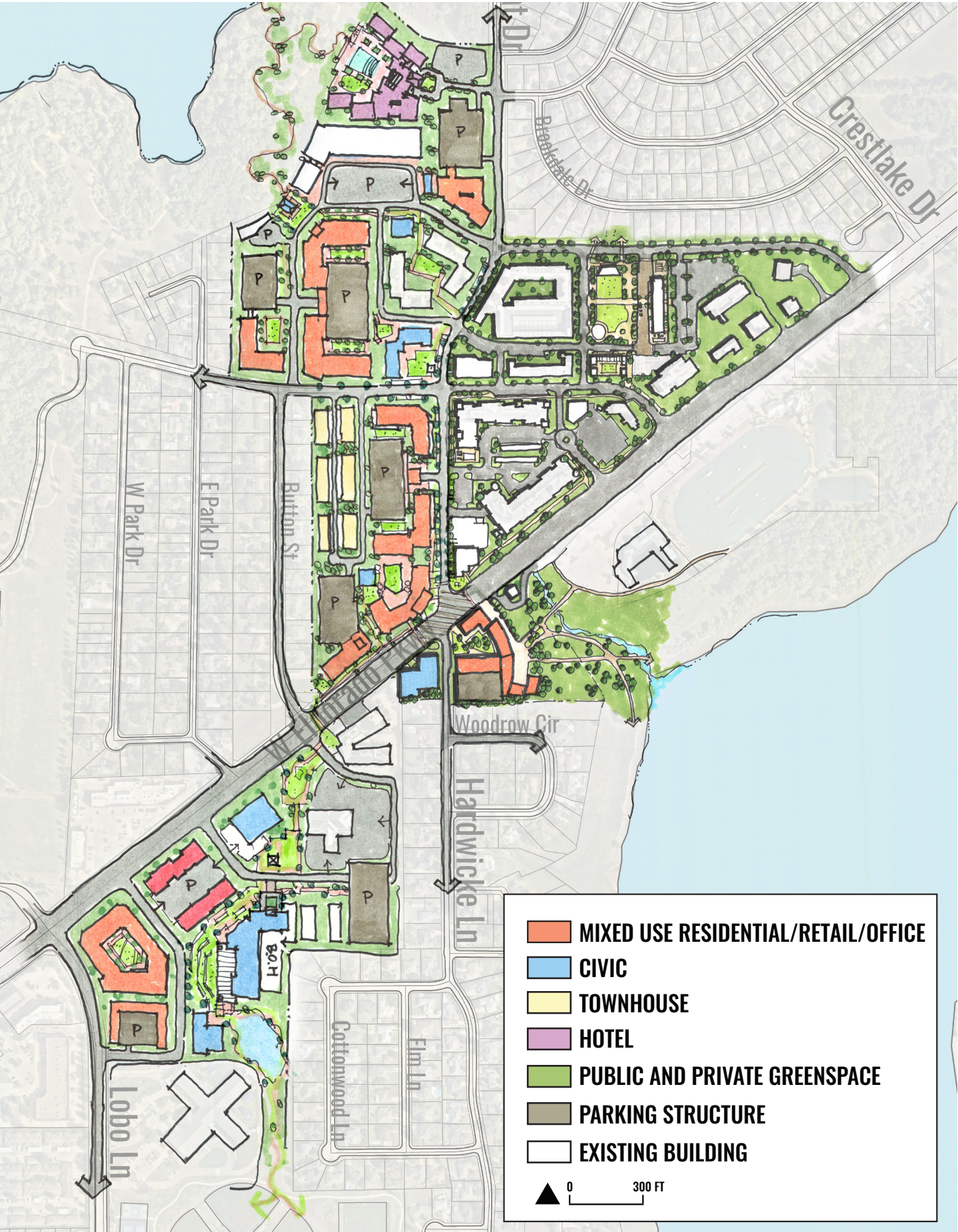
A shared street and expanded green space abutting The Lawn to the east and south, respectively, strengthen the identity of the area as the focal point of pedestrian-oriented activity in the area.

Internal streets and alleys provide vehicular access to uses throughout the site while a network of sidewalks promotes pedestrian connectivity. The Illustrative Plan shows broader pedestrian connectivity to areas beyond the site through neighborhood access near Brookdale Drive and to links south of Eldorado Parkway near the Lakefront Trail and Civic Center site. The inclusion of parking structures in areas both north and south of Eldorado Parkway, paired with pedestrian access improvements, allows 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.

Landscaping elements along primary roadways within the site and at the site edges enhance the visual aesthetic, thereby contributing to the walkability and comfort within the site and generating a viewshed into the area from Eldorado Parkway.

- **Focus Area 1 Alternative: Figure 4.10** also illustrates a design alternative for the Civic Center site in Focus Area 1. The alternative shown here differs from the conceptual plan shown in **Figure 4.9** in that it features a mixed-use residential building at the westernmost portion of the site instead of civic and retail uses, and it shows primary access to the site from Lobo Lane at the south along the interface with the Herschel Zellars Early Childhood Learning Center and a north-south roadway parallel to Lobo Lane and connecting back to Eldorado Parkway.

Figure 4.10, Town Core Civic Center & Lakefront Drive/Main Street Illustrative Plan



Main Street Reimagined

Main Street already serves as a pedestrian-oriented node in the vicinity of key customer-facing businesses, homes and The Lawn. However, Main Street still suffers from a lack of street wall continuity, surface parking areas disrupt pedestrian comfort, lack of street tree canopy, large roadbed with large expanses of basic concrete streets and modest sidewalks. The Lawn feels disconnected from Main Street currently and the surface parking surrounding all sides isolate the space visually and physically. Over time, with additional investment in the Plan Area, the Town should explore ways to make Main Street itself function as more of a destination and people-oriented place. **Figure 4.11, Main Street Reimagined Illustrative Concept** shows a potential configuration for achieving the key components of this initiative which include:

Enhanced Street Design

- Convert northside parking to parallel
- Expand sidewalk and amenity zone on north side
- Narrow travel lanes to fullest extent feasible
- Introduce special paving and other custom streetscape elements
- Design Main Street intentionally to facilitate temporary closure for special events

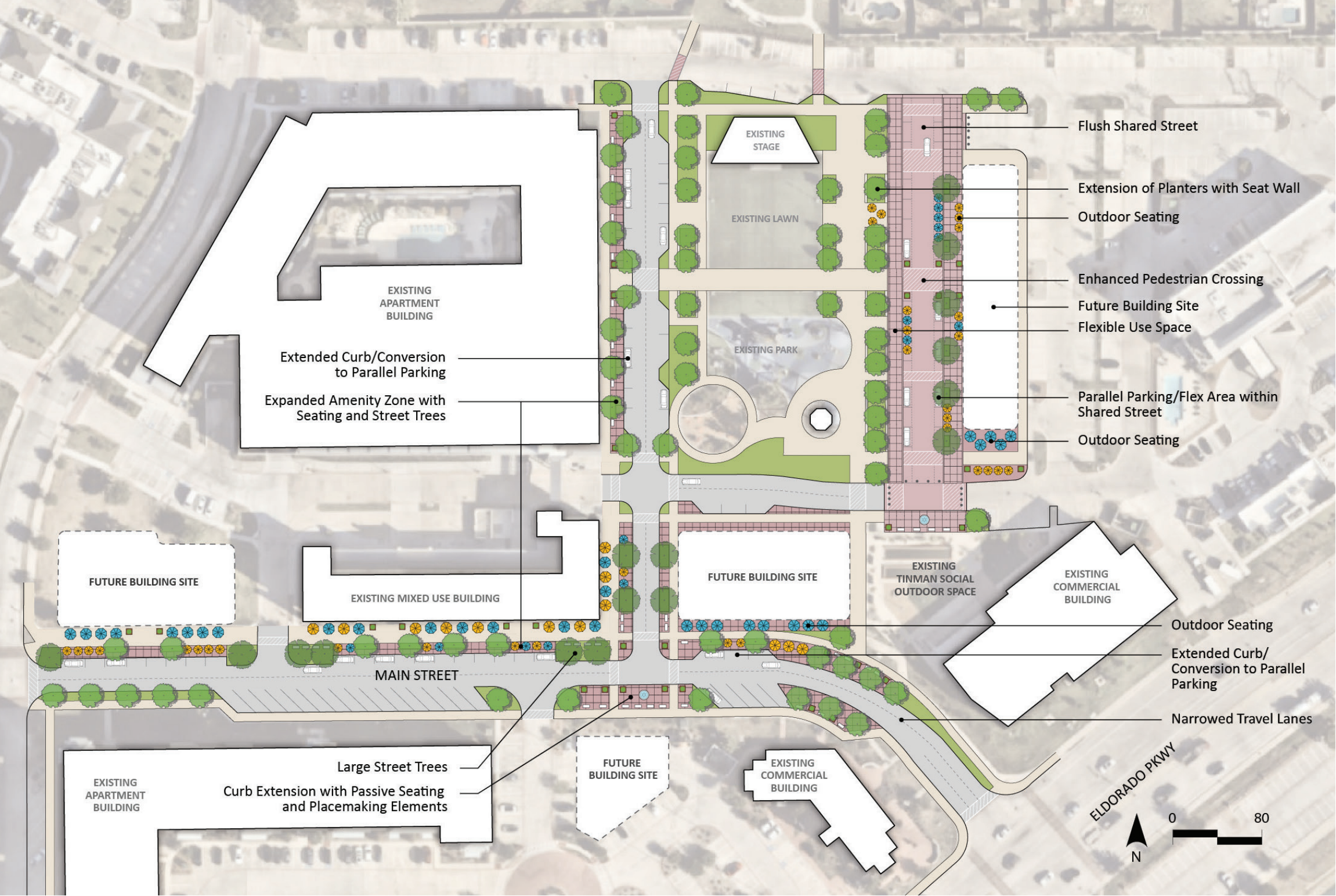
Development Directly Activates The Lawn

- Push for infill site east of the Lawn to be developed with a building that directly abuts The Lawn
- Reimagine existing parking as spill out area with outdoor seating and activated areas that overlooks and directly activates The Lawn with outdoor dining and drinking areas

Lawn to Main Street Shared Street

- Intentionally redesign the north-south connection between the Lawn and the infill site west of The Elm as a shared street with enhanced streetscape elements, trees, narrowed travel lanes and parallel parking. Consider designing this segment as a curbless environment where the Lawn, new development on the pad site and the shared street itself are on the same plane. Design the additional width created by conversion of head-in parking to parallel to provide a seamless extension of The Lawn to the new development anticipated on the remaining pad site. The shared street would function as an outdoor plaza to be a strong visual connection and provide a transition between new development on the pad site and the Lawn while also providing an enhanced north-south connection from the neighborhood to north and Main Street.

Figure 4.11, Main Street Reimagined Illustrative Concept



Additional Street Tree Canopy

- As part of a more significant redesign, or in the near-term incrementally, seek to expand shade and tree canopy on Main Street to enhance pedestrian comfort, add visual interest and soften the auto-dominated and hardscape environment.

Pedestrian Features and Furnishings

- To enhance generous sidewalks as pedestrian-oriented and inviting spaces, amenities such as benches, branded signage, decorative lighting such as string lights, public art, and landscaping should be integrated.

Main Street Activating Infill

- Ensure that development on the remaining parcels on and in close proximity to Main Street are clearly visible from and engaging of Main Street. This may involve supporting activated ground floor design on the ground floors of buildings abutting Main Street and ensuring buildings that are off of Main Street place open spaces and entries to be clearly visible from Main Street.
- In the near term, seek to activate existing vacant storefronts with pop-up commercial space, community space, art installations, window displays, and other similar elements that add visual interest and vibrancy to Main Street.



Activation of the Right-of-Way

- The final component of enhancing Main Street as a place to play and gather is to elevate pedestrian areas with parklets and design Main Street for various festival or vendor events. Dedicated areas of on-street parking may be converted to permanent or semi-permanent seating areas, creating seating for dining establishments without compromising pedestrian space on the sidewalk. The location of Main Street, in the heart of the District's growing entertainment area, makes it a prime spot for hosting regular Town festivals or holiday events and vendor markets.

Additional design studies will be necessary to understand the feasibility, costs, and streetscape options for Main Street, and to determine the phasing and funding opportunities for these improvements, with the potential to start at the Eldorado Parkway focal point, where significant activity is already developing. These improvements would result in a loss of current on-street and surface parking in the area, so it will be critical to accompany any improvements with additional replacement parking on-site or off-site to compensate (if demand justifies replacement parking).



Figure 4.12, Potential Main Street Cross Section at The Lawn (Facing North)

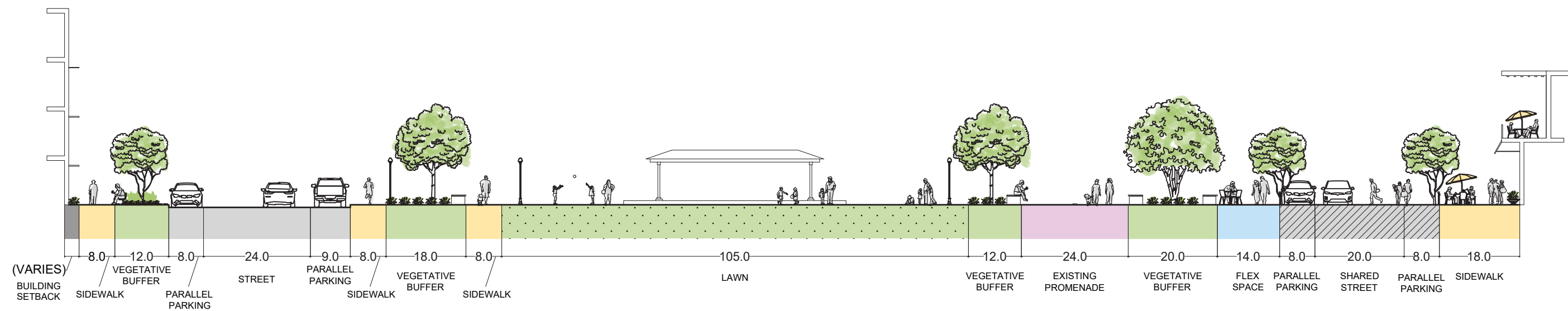


Figure 4.13, Existing Main Street Cross Section (Facing West)

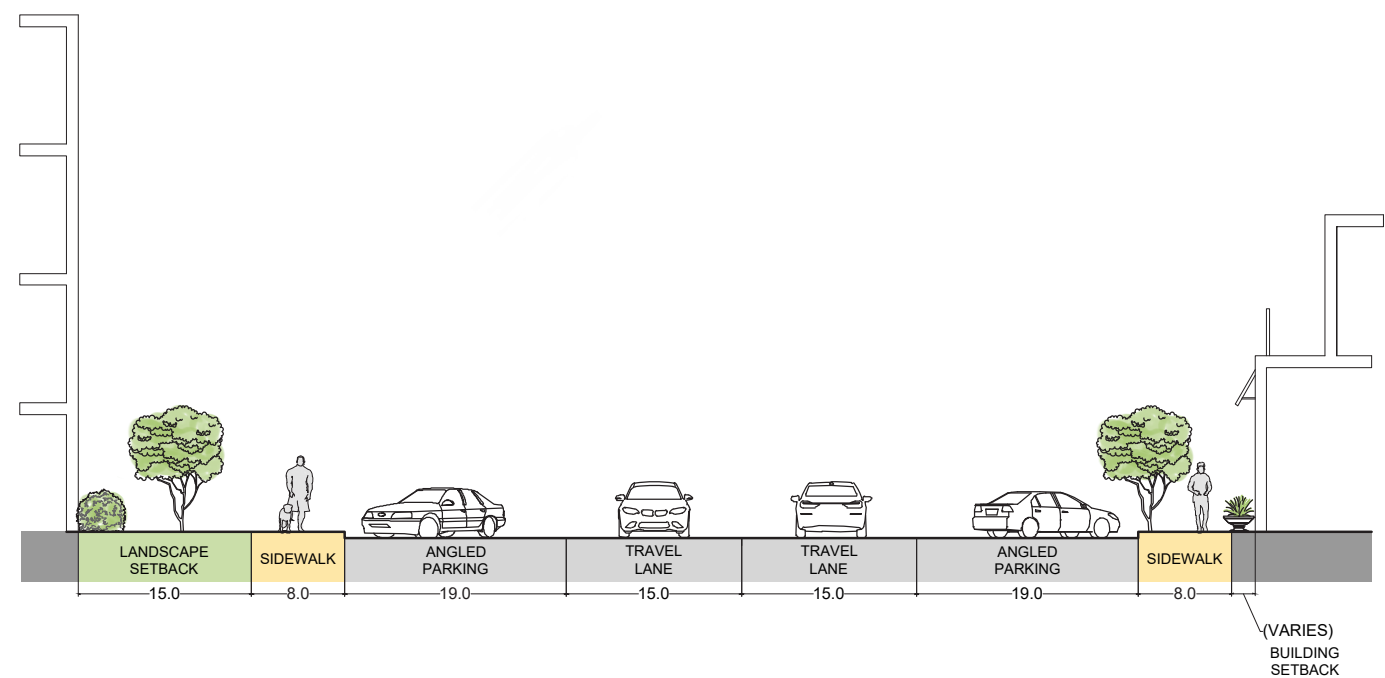
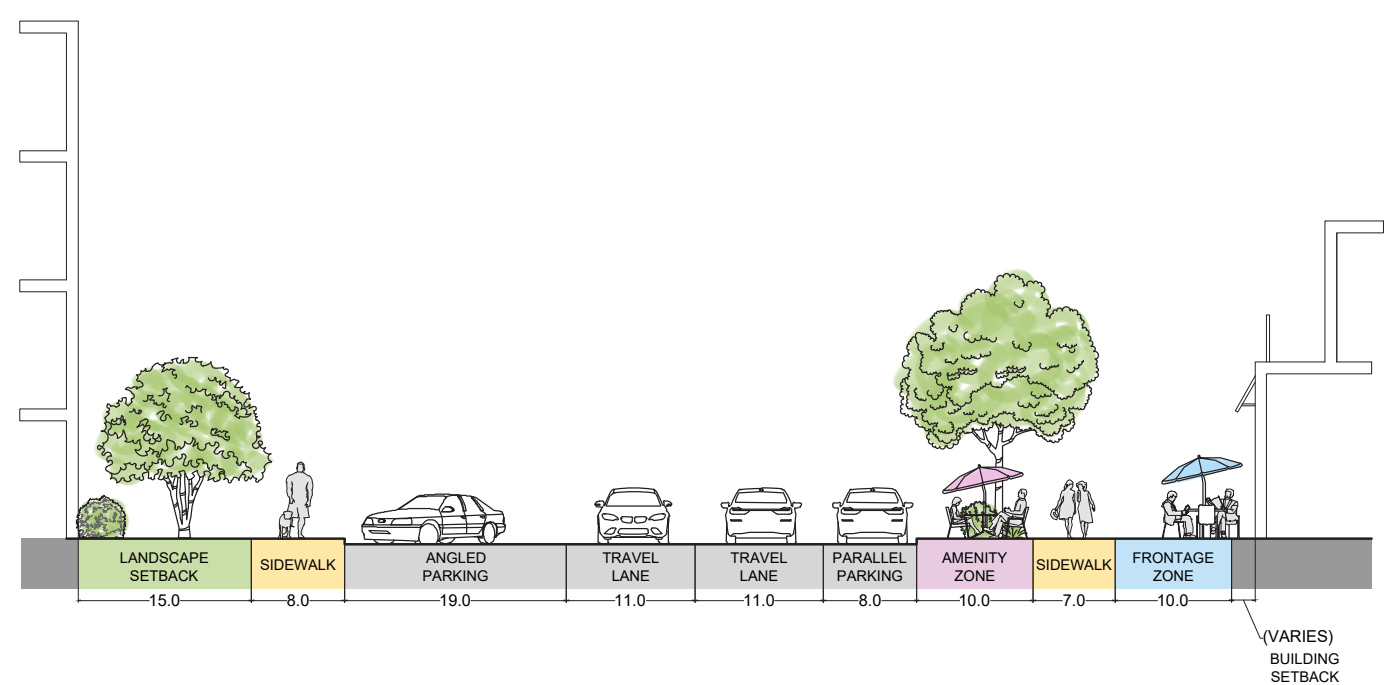
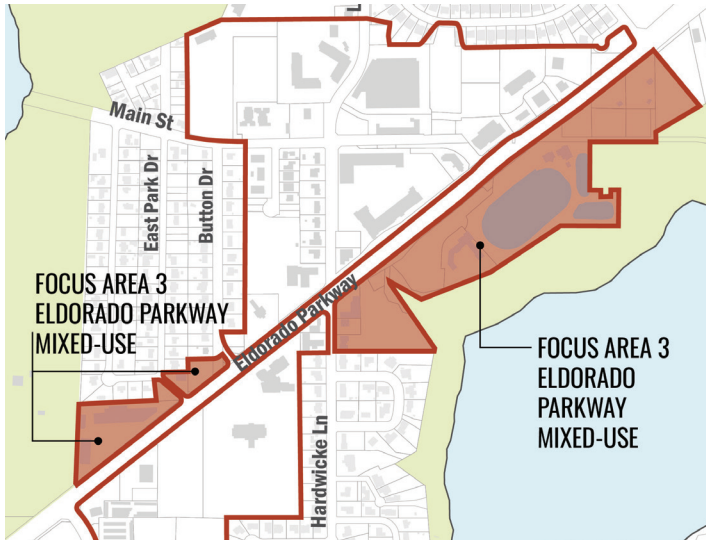


Figure 4.14, Potential Main Street Cross Section (Facing West)





Focus Area 3 Strategies

- **Design Priorities:** Upon redevelopment, these areas should be designed to complement the Civic Center and heavy landscape area of the Lakefront Trail. Redevelopment should focus on reimagining existing parking areas and organizing buildings to enhance views of the natural area from Eldorado Parkway.
- **Site Design:** Along Eldorado Parkway, buildings should be sited with minimal to moderate setbacks, allowing a landscaped buffer between the site and Eldorado Parkway.
New and existing open space near the Lakefront Trail should be integrated and made visible from Eldorado Parkway.
- **Building Orientation:** Orient buildings towards Eldorado Parkway or internal open spaces adjacent to the Lakefront Trail trailhead.
- **Parking Location:** Consolidate parking areas and site them so that visibility from Eldorado Parkway and adjacent residential is minimized.
- **Building Scale:** Allow for buildings up to four stories in height. Where such buildings abut existing single-family residential uses, the fourth stories should be stepped back from lower-level elevations to provide a transition in scale. Additional alternative transition approaches at single-family interfaces may also be considered.



- **Sensitive Transitions:** This site contains an interface with existing single family homes fronting Woodrow Circle. Future development or redevelopment should employ transition techniques such as transitions in building scale, landscape buffering and screening, or increased setback distances.
- **Focal Points:** N/A
- **Key Redevelopment Initiatives:** Pursue and promote additional buildings through incremental infill.
Reimagine existing parking areas and reconfigure the site to interact with the Civic Center and the existing open space along the Lakefront Trail.
Design the site to facilitate trail-oriented development and provide Community Connections to the Civic Center and across Eldorado Parkway to the Lakefront Drive/Main Street area.



Buildings should orient towards public streets. The inclusion of outdoor spaces in private businesses will contribute to the activation of the area.



Structures in both Area 2 and Area 3 should be placed with minimal setbacks to encourage interaction between businesses and pedestrians. Activations within the pedestrian realm such as patio dining and seating contribute to this interaction.



Landscaped buffers enhance visual interest of the site and support transitions between the site and existing uses.

East Gateway

The East Gateway subarea, shown in **Figure 4.15, East Gateway Subarea**, is an area of considerable frontage along Eldorado Parkway but with somewhat limited developable land. The number of existing properties north of the subarea and the constraints created by the ‘537’ line in areas south of Eldorado Parkway make it challenging on most sites to accommodate more significant redevelopments. The East Gateway is envisioned as an area of thoughtfully designed mixed-use with a primary focus on integrated urban residential uses on the north side. On the south side of Eldorado Parkway, there is opportunity for a unique locally oriented creative district which serves as an extension of the Town Core eastward and provides smaller scale commercial development oriented toward the Lakefront Trail, tied together with shared parking, on-site trails and strategic public connections to the Lakefront Trail.

Figure 4.15, East Gateway Subarea



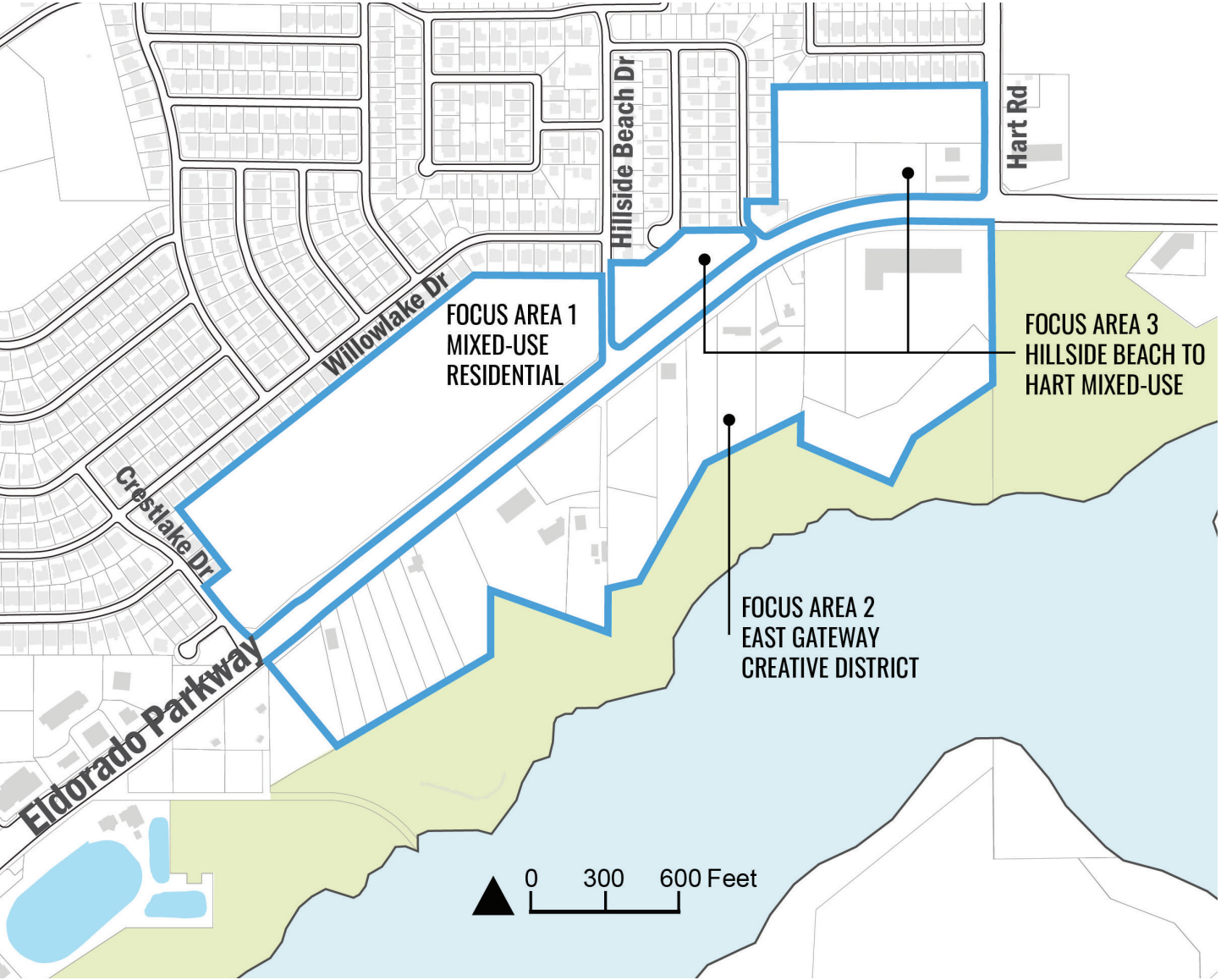
East Gateway Focus Areas

The East Gateway subarea contains the following unique areas:

- **Focus Area 1: Mixed-Use Residential.** Property on the north side of Eldorado Parkway between Crestlake Drive and Hillside Beach Drive.
- **Focus Area 2: East Gateway Creative District.** Properties to the south of Eldorado Parkway, generally between Beard Park and Hart Road.
- **Focus Area 3: Hillside Beach to Hart Mixed-Use.** Various properties to the north of Eldorado Parkway, between Hillside Beach Drive and Hart Road.

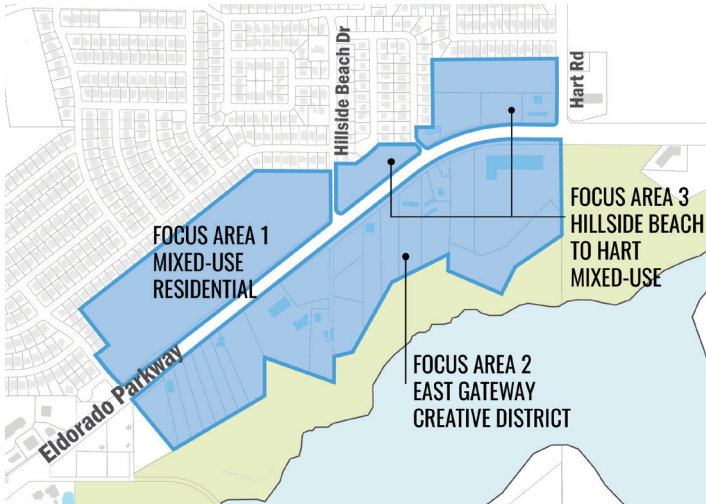
Figure 4.16, East Gateway Focus Areas shows the location of each of these three key areas.

Figure 4.16, East Gateway Focus Areas



Land Use Considerations

The key focus areas within the East Gateway are envisioned to be primarily composed of commercial and residential uses that create a unique and creative district. The focus should be on enhancing views of the lake and engaging with open areas interspersed throughout the subarea. Complementary employment uses enhance daytime activity and support local residents. The table below outlines Targeted, Complementary and Discouraged Land Uses for three distinct areas within the East Gateway.



Mixed-Use Residential (Focus Area 1)

- **Targeted Uses:** Commercial frontages with townhome residential on the northside of Eldorado Parkway, activated and integrated community open space
- **Complementary Uses:** Personal services, convenience food and beverage (café and coffee shop), mixed-use with residential component on upper floors (strategically located near the Eldorado Parkway and Hillside Beach Drive intersection)
- **Discouraged Uses:** Offices, destination retail and food/beverage that is better suited for the Town Core subarea

East Gateway Creative District (Focus Area 2)

- **Targeted Uses:** Lake-oriented retail and entertainment on the south side of Eldorado Parkway, connections to nearby trails, artists' studios, breweries, creative makerspaces, distillery, small scale office spaces (garden office), co-working spaces, shared culinary kitchen spaces, dance studios, fabrication, art galleries, commercial flex space, music practice space, small-scale co-working spaces, catering services
- **Complementary Uses:** Traditional office space, small scale lodging, education uses, small scale ancillary retail and food/beverage uses that do not compete with uses desired for the Town Core, live-work units, small scale event spaces, health and wellness (yoga, fitness centers)
- **Discouraged Uses:** Destination retail, pure residential, franchise retail or food and beverage, auto-oriented uses, civic uses

Hillside Beach to Hart Mixed-Use (Focus Area 3)

- **Targeted Uses:** Wide variety of uses that can provide for local resident needs and increase sales tax capture of through-put traffic
- **Complementary Uses:** See Targeted Uses
- **Discouraged Uses:** Uses that would compete with the vision for Area 1 of the East Gateway subarea or the Town Core



Residential uses in Area 1 should create an inviting residential district organized around a central community open space while still providing visual interaction with Eldorado Parkway.



Uses in the East Gateway Creative District should embrace views of the lake. Design in Area 2 should emphasize the presence of nearby open space and the lake, providing pedestrian access from Eldorado Parkway to the Lakefront Trail.



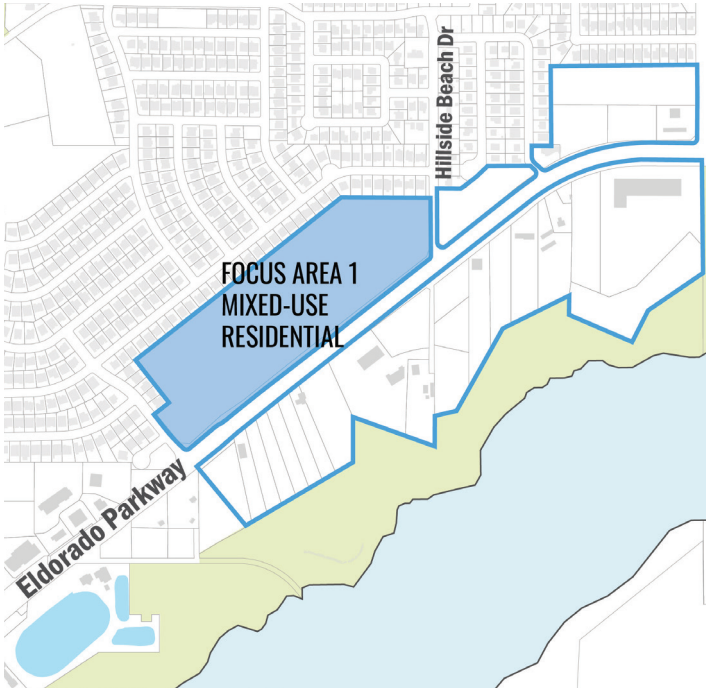
A greater degree of design flexibility is envisioned for Area 3 in order to maximize the developable space in this area. Incremental development should provide uses that meet the needs of local residents.

Urban Design and Character

Urban design and impacts on the public realm should be prioritized in all future development and redevelopment, but the character desired varies depending on location and site. At the highest level, all sites and buildings should be designed to support walkability, present visual interest and activation along public ways, create unique open spaces within development and support connectivity through sites to other destinations. In this Subarea, there is a unique opportunity for development in the 537 Creative District to directly engage and connect to the Lakefront Trail, both visually and physically. The table below outlines key urban design and character recommendations for three distinct areas within the East Gateway.

Focus Area 1 Strategies

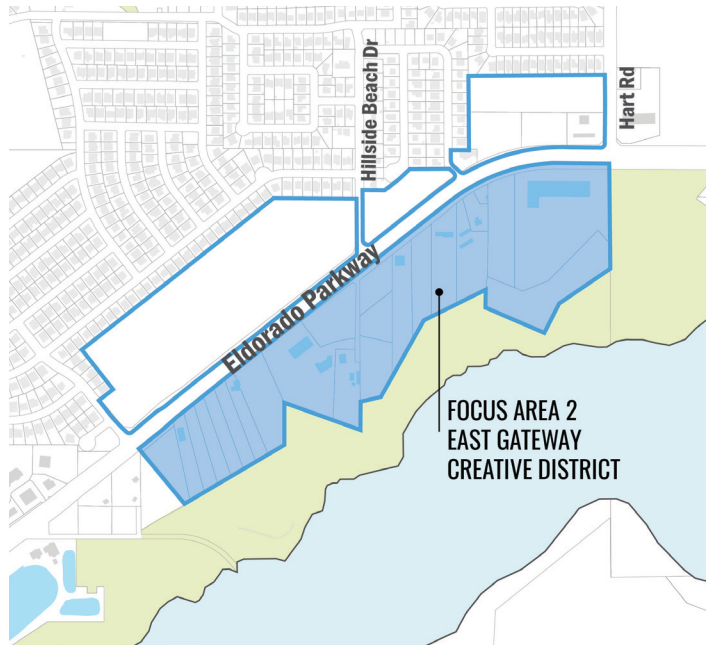
- **Design Priorities:** Upon redevelopment, this area should be designed to emphasize an inviting residential district while also contributing to a sense of entry into the District as viewed from Eldorado Parkway.
- Site design should focus on creating a visually interesting and engaging edge along Eldorado Parkway, organizing residential uses around inviting activated spaces that act as organizing features for the site, and ensuring activated internal street edges and a strong visual and physical relationship between these spaces and individual homes and building entries.
- **Site Design:** Residential buildings should be placed with moderate setbacks to provide a flexible streetwall and framing of Eldorado Parkway. Encourage visual and physical connections between private homes along Eldorado Parkway and new sidewalks along Eldorado parkway.
- Residential areas should be organized around community open spaces and private streets to maximize community interaction and place vehicular access to the rear of private properties.
- **Building Orientation:** Residential properties need to be designed to balance protecting residents from the impacts of Eldorado while still thoughtfully engaging this critical gateway into the Lakefront in a manner that creates visual interest, activates Eldorado Parkway and contributes to a sense of arrival.
- Buildings adjacent to Eldorado Parkway should include entries oriented toward Eldorado Parkway, or at minimum have entries that are prominently visible from Eldorado Parkway.



- **Parking Location:** For mixed-use areas, locate surface parking in consolidated locations such that it is not visible from Eldorado Parkway. Minimize the interface between surface parking and adjacent residential to the greatest extent feasible, but where parking and residential abut, provide additional landscape screening/buffers to soften the edge.
- For residential areas, parking should be rear- or alley-loaded with visibility of vehicular access minimized from Eldorado in order to maintain visual interest.
- **Building Scale:** Encourage buildings up to three stories in all areas of the East Gateway Subarea.
- **Sensitive Transitions:** A direct interface with existing single-family homes is located along the north side of this area. As such, taller buildings or residential uses of higher density should be placed away from these areas and closer to Eldorado Parkway to minimize visual and operational impacts to existing residential.
- **Focal Points:** N/A
- **Key Redevelopment Initiatives:** Support a thoughtfully designed and highly activated residential development that is organized around community open spaces and visually engages Eldorado Parkway to contribute to the visual entry of the Lakefront District.
- Design the site to facilitate a Community Connection from this location to Area 2, enhancing access to the Lakefront Trail through the Active Mobility Network.



An emphasis on engaging and activated internal streets should be prioritized in residential uses of Area 1.



Focus Area 2 Strategies

- **Design Priorities:** Upon redevelopment, this area should be designed to maximize views of the open space and lake edge from Eldorado Parkway by integrating generous flexibility and building spacing on the site. Redevelopment should focus on new buildings that provide views and access to the Lakefront Trail.

Through consolidation of sites, shared parking, linear pedestrian connections paralleling Eldorado Parkway, shared open spaces, and strategic connections to the Lakefront Trail should be supported.

- **Site Design:** Significant flexibility with building placement and site organization should be given to this site to maximize views through the site towards the lake and to accommodate development constraints created by the '537' line. However, placing buildings closer to Eldorado may be helpful to mitigate flood concerns and perhaps would generate opportunities for adjacent properties to share parking in the rear areas vulnerable to flood and lake water level variation.

Smaller parcels should be consolidated to enhance site organization opportunities and address the lack of developable land.



- **Building Orientation:** Orient buildings towards Eldorado Parkway, allowing for views between buildings from Eldorado Parkway.

Engage the Lakefront Trail by placing additional entries, windows and access points toward the trail.

- **Parking Location:** Locate shared surface parking between new buildings and Eldorado Parkway to maintain a natural character along the backside of future buildings but allow flexibility on more constrained sites to support redevelopment potential.

If surface parking and internal drives must be located adjacent to the Lakefront Trail, utilize significant landscaping to soften the edge where parking is visible from the Lakefront Trail to the rear of the site.

- **Building Scale:** Encourage buildings up to three stories in all areas of the East Gateway Subarea.

- **Sensitive Transitions:** N/A

- **Focal Points:** N/A

- **Key Redevelopment Initiatives:** Support the consolidation of smaller properties and flexibility with the organization of development in this area. Promote incremental redesign of the site and the consolidation of entries onto Eldorado Parkway to maximize views towards existing open space at the rear of the site.

Design the site to facilitate a Community Connection, in coordination with private development, to Area 1 to increase the neighborhood serving ability of the site.



The East Gateway Creative District should prioritize views and access through the site to the Lakefront Trail.

Focus Area 2 Concept: East Gateway Creative District

Properties on the south side of Eldorado Parkway in this area are constrained in size and face limitations from the floodplain and ‘537’ line. However, lake views, potential access to the Lakefront Trail, and visibility from Eldorado Parkway create a unique opportunity to envision this portion of the corridor as extending the engaging lakefront development patterns of the Town Core around Hydrous and Beard Park. **Figure 4.17, East Gateway Creative District Illustrative Concept** illustrates one potential way the site could be organized. Situated in close proximity to the largest single-family neighborhood in the Lakefront District, the Town should take steps to support a unique lakeside trail-oriented district with smaller buildings served by coordinated parking, an interconnected trail system, and new strategic “trailheads and nodes” along the expanded trail system. Key design elements could include:

Shared linear surface parking

- Parking consolidated along Eldorado Parkway.
- Shared parking promoted to address development constraints.

An alternative pedestrian access along the building frontage

- Encourage or require development to provide an internal pedestrian route parallel to Eldorado Parkway but flanking the front and/or rear of new and adaptively reused buildings within this area.
- Pursue strong pedestrian connections between adjacent sites.

Concentrations of buildings around activated open spaces providing access points to the Lakefront Trail

- Concentrate and site buildings to create unique open spaces that are activated and visible from Eldorado Parkway, and that provide entry points to public connections to the Lakefront Trail.

Development that embraces the natural lakefront edge

- Support development that engages the Lakefront by placing well designed and visually interesting building facades that face the lake.
- Where feasible, support true activation with entries, outdoor spaces and courtyards, and recreational amenities placed at the rear of the building and engage, activate and connect to the Lakefront Trail. The addition of amenities along the Lakefront Trail should occur in coordination with USACE.

A second connectivity element along the backside of development, activated with commercial spaces, studios and other features, and punctuated with unique outdoor places

- Provide a linear pedestrian connection along the lake side of future development and adaptively reused structures.
- Per above, seek to activate this experience with building features and open spaces that permit views into buildings.

Strategic placement of buildings to create visual interest and take advantage of optimal lake views and create opportunities for intimate outdoor space experiences

- Support unique orientations of individual buildings, both to work together with other buildings to create unique pedestrian experiences and amenity space, but that situate development to take best advantage of lake views and maintain viewsheds from Eldorado Parkway to the Lake Lewisville.

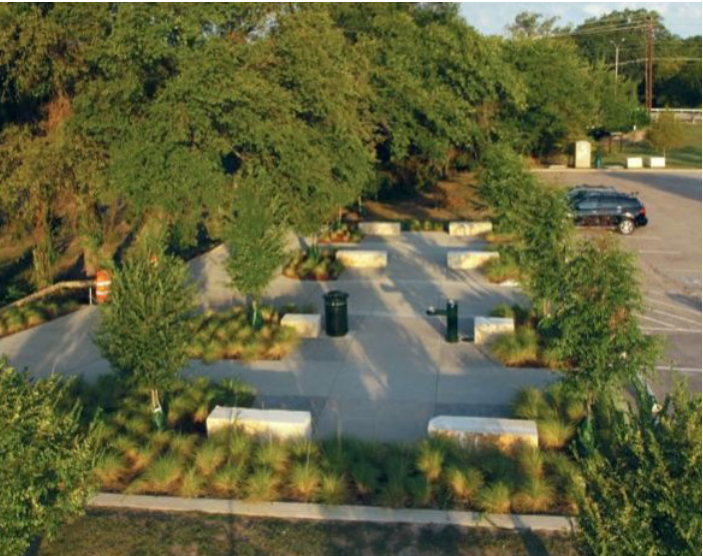
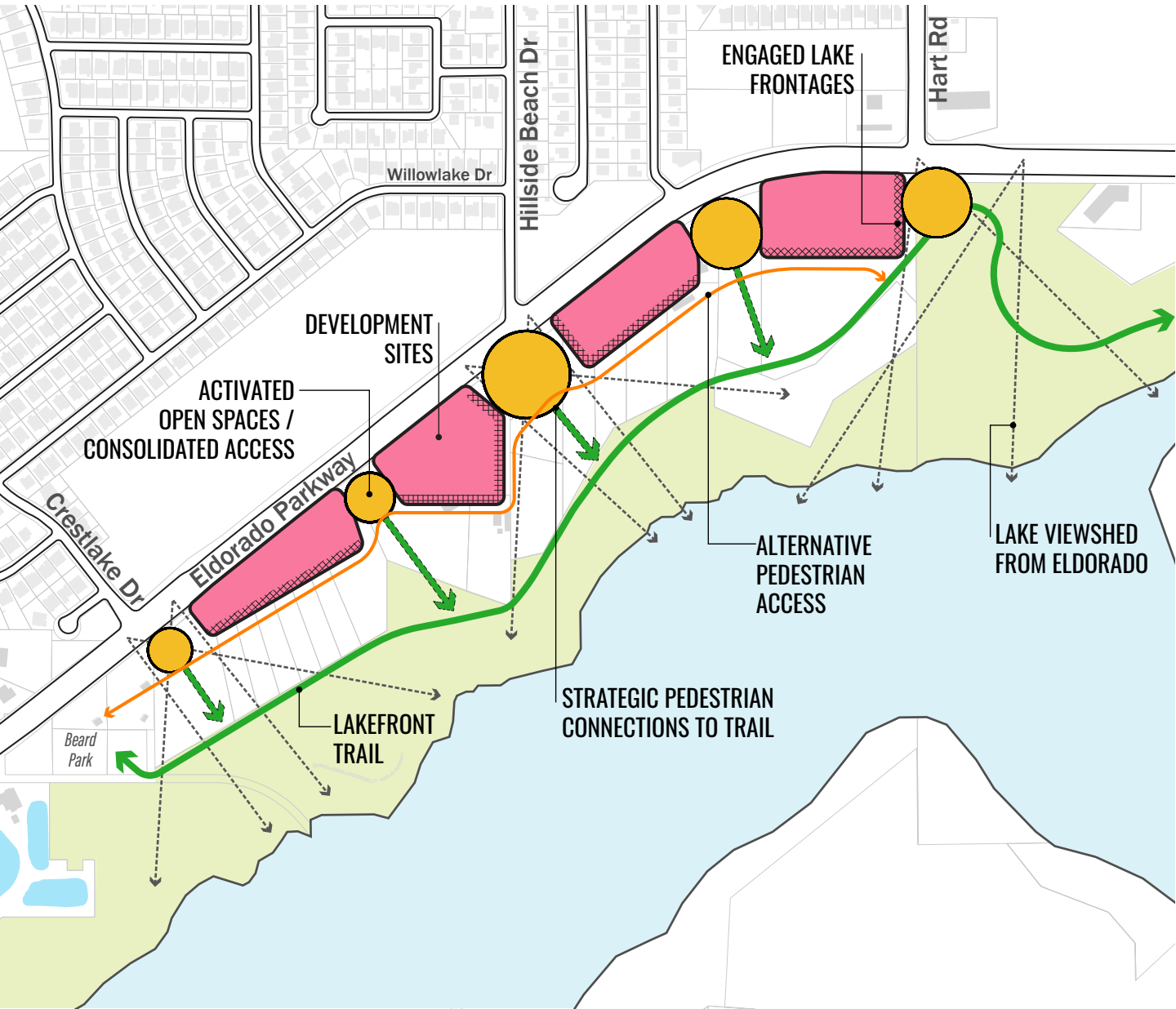
Infusion of unique public art elements

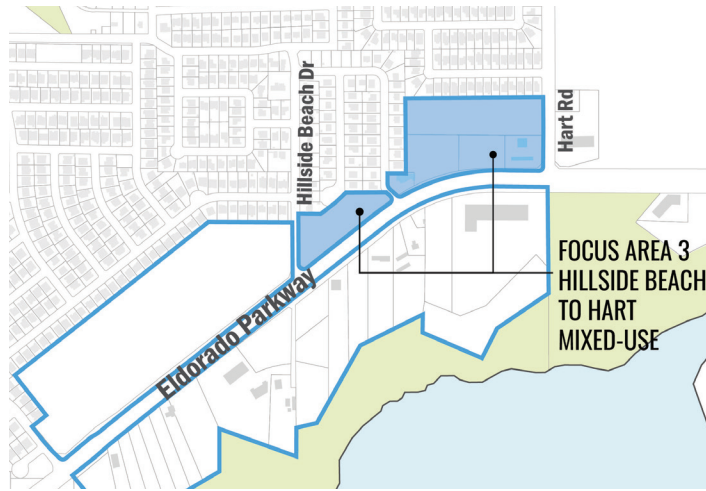
- Wherever possible, support punctuation of open spaces and pedestrian connections with public art elements, temporary installations, and spill out of artisan activities.

Taking advantage of deeper sites

- Leverage the few deeper sites with less constraints to create larger pods of shared parking along Eldorado Parkway and provide opportunities for more variety in building form, siting and integration of activated open spaces and Lakefront Trail connections.

Figure 4.17, East Gateway Creative District Illustrative Concept





Focus Area 3 Strategies

- **Design Priorities:** While major redevelopment is not anticipated in these areas, incremental redevelopment and site improvements should be designed to contribute to the focal point at Hart Road and Eldorado Parkway through site design and strategic location of signage and landscaping.
Incremental investment in additional buildings should further activate and engage Eldorado Parkway wherever possible, but significant flexibility should be afforded to respond to site constraints, especially for smaller sites with less depth.
- **Site Design:** To maximize the developable property, buildings should be placed with minimal to moderate setbacks to the greatest extent feasible, but flexibility will be given to buildings on this site to contribute to the entry focal point into the District at this location.
- **Building Orientation:** Orient buildings towards Eldorado Parkway.
- **Parking Location:** Parking should be located away from Eldorado Parkway where possible, but flexibility should be afforded to development on these somewhat constrained sites. Where parking abuts Eldorado Parkway, screening and buffering techniques such as additional landscaping should be utilized to minimize visual impacts to the public right-of-way.
- **Building Scale:** Encourage buildings up to three stories in all areas of the East Gateway subarea.



- **Sensitive Transitions:** A direct interface with existing single-family homes is located along the north side of this area. As such, taller buildings or residential uses of higher density should be placed away from these areas and closer to Eldorado Parkway to minimize visual and operational impacts to existing residential.
- **Focal Points:** The intersection of Hart Road and Eldorado Parkway is the natural gateway into the Lakefront District, but currently there is little signal to visitors they have entered the Lakefront District.
A signature gateway should be established here through new placemaking elements, such as public art, special landscape element, or other features.
Cohesive branding and signage should establish the District as a unique and identifiable place set apart from the rest of Little Elm. Elements could potentially be placed at the northwest and southwest corners of the intersection.
- **Key Redevelopment Initiatives:** Support the consolidation of smaller properties and flexibility with the organization of development in this area. Promote incremental redesign of the site and the consolidation of entries onto Eldorado Parkway to maximize views towards existing open space at the rear of the site.
Design the site to facilitate a Community Connection, in coordination with private development, to Area 1 to increase the neighborhood serving ability of the site.



Gateways and entry monuments create a clear and inviting entry point to distinct areas. The incorporation of public art, vibrant landscaping, and/or unique design elements have the potential to leave a lasting impression on visitors and enhance the overall sense of place.

CHAPTER 5 IMPLEMENTATION



The Lakefront District Area Plan serves to guide the Town of Little Elm towards their vision for a remarkable and iconic District. Implementing this vision will take place over time, in phases, and as incremental opportunities arise. Doing so will require additional studies, creative funding mechanisms, Town partnerships with private entities and investors, and the coordination of multiple Town departments and other public and private entities. Implementing the vision began with adopting this Plan to guarantee that future policies, development, and public investments are consistent and aligned with the goals and vision of an adopted Town document.

Redevelopment of Opportunity Sites

- Numerous Catalytic Opportunity Sites and many more incremental opportunities are explored in detail in this Plan. To maximize the potential of each site, the Town will likely need to combine proactive development initiatives and reactive development review scenarios. Doing so will allow the Town and any decision-making partners to concentrate efforts and tailor those to the nuances of the specific site. The Town, with the appropriate partners, will be responsible for facilitating redevelopment consistent with this plan and shaping private sector investments to be in alignment with it. The specific approach is likely to vary based on factors such as the economic return of developing the site, property owner interest, community preference, and funding mechanisms.

Regulatory

- Code Amendments: Recent and ongoing updates to the Town's code of ordinances should be designed to implement the land use and design recommendations of this Plan. The Town should endeavor to create more opportunities for desired uses to be developed "by-right." In some cases, this may include incentivizing highly desired uses.
- Promotion Strategies: The Town boasts a strong branding and marketing presence for the Lakefront District. The Town should continue to strengthen these efforts and leverage opportunities to partner with the private sector to reinforce these efforts.

Additional Studies

- The next step for several of the land use and urban design recommendations of this Plan will be to determine specific designs, phasing, or funding strategies requiring additional studies to develop. Further, as development and redevelopment occur, new priorities or considerations may arise, warranting additional study for design or development.
- Parking Audits / Parking Plan: Parking audits can help the Town gain an in-depth understanding of parking needs within the District, including times and locations of high traffic stress and parking availability. The insights provided by a parking audit can help the Town move forward with policies related to shared parking, reducing parking minimums, and improving efficiency and safety of parking needs.
- Site Specific Analysis: In addition to the site specific recommendations presented here, the Town should consider conducting additional analysis, site planning and visioning for specific opportunity sites. This should be geared toward establishing the community’s and this Plan’s expectations for sites in the area and serve as marketing the community’s vision to potential partners and investors.
- Streetscape Studies: A technical study dedicated to streetscape improvements, particularly Lobo Lane, Main Street, and Eldorado Parkway, should be conducted to more closely determine the various options that could be implemented on each of these roadways. Streetscape studies will provide greater understanding as to the specific costs and feasibility associated with such improvements, as well as help to determine a phasing approach and outline the necessary steps for implementation.

Decision-making

- Business recruitment: Explore creating a nuanced merchandising plan of quality, credit-worthy, and expanding prospects to procure for the District. Curate marketing information that can cater to the District’s unique offerings and available factors that can support the Town’s vision.
- Development process: Evaluating the Town’s existing development process and procedures and updating these to provide a streamlined process can have a favorable impact on attracting desired uses. These may include designing special review tracks for highly desired land uses or for key opportunity sites.

Financing

- A variety of funding mechanisms that should be evaluated for implementing District improvements include grants and financing options such as issuing bonds. Because issuing bonds requires the support of the community, the Town should evaluate the community’s willingness to support a bond measure and take steps to position for a local bond election. The use of any financing mechanisms will also need to be weighed with the existing TIRZ for the District to determine community support for additional financing options. Other financing options may include:
 - Revolving loan fund: Revolving loan funds can be a source of funding for the growth and expansion of small businesses, which are vital components of unique “downtown” experiences. Revolving loan funds are a self-replenishing pool of money that serve as a gap financing measure and can be used to fund operation for the purchase/improvement of the business’s building or equipment. Funds may be administered by federal, state, or local agencies.
 - TxDOT Transportation Alternatives Grant Program: The Texas Department of Transportation administers funds for locally sponsored bicycle and pedestrian infrastructure projects across the state. These grant funds could be utilized to develop pedestrian and bicycle facilities throughout the District.

Public Investment

- Tax Increment Refinancing Zone (TIRZ): Explore the expansion of the TIRZ District #3 to fund public improvements and other eligible projects within the zone. Update the project and financing plan to include key improvements within the District.

Partnerships

- Civic organizations: There are numerous civic organizations and Town departments that play an important role in shaping the District. The Town should continue to strengthen and utilize partnerships with organizations such as the Chamber of Commerce and Economic Development Corporation and look to develop new ones where certain roles may be needed, such as with the formation of a Lakefront Business District or other similar organization. Town departments such as the Tourism and Business Development Department will also play a crucial role in implementing many of the recommended improvements and working with other organizations to do so. Together, these groups will be integral in engaging residents and stakeholders, as well as educating and promoting future projects, funding, and guiding decisions.
- Little Elm ISD: The Little Elm Independent School District administration offices, as well as various schools and recreational facilities, are located in the District, specifically the South Lakefront subarea. Improvements on Lobo Lane and at the Employment Hub will naturally have an impact on these sites. As an important community institution and a South Lakefront subarea property owner, Little Elm ISD will continue to be an important partner for the Town and this partnership should continue to be strengthened.
- Public-private partnerships: Public-private partnerships (PPP) offer a collaborative approach to financing improvement projects using both public and private investment. Resources from the private sector may be used to fund, plan, or construct improvement projects such as roadways, community centers, and park improvements in coordination with catalytic development projects. Partnership with private entities already present in the area, such as RTI, or other private developers that can provide expertise related to the targeted used for the District’s Catalytic Opportunity Sites may be appropriate to plan and develop sites such as the Employment Hub, the Visitor Destination, uses at the Civic Center, or the East Gateway Creative District.
- TxDOT: With Eldorado Parkway under the responsibility of TxDOT, a strong partnership is necessary between the Town and TxDOT to promote the inclusion of desired facility and infrastructure improvements in future projects and for enhancing funding opportunities.
- Main Street America Network: Programs such as Main Street America help communities to advance economic development and community quality of life. The Town should seek involvement in the Main Street America Network to strengthen efforts for developing Main Street in the District and to gain access to a variety of resources.

Strategic Investments

- The Town will need to play a proactive role in facilitating development on some sites and areas of the Lakefront. This could include a variety of capital and supportive financial investments in public projects and private developments that have the greatest opportunity to catalyze positive change in implementing the Plan and the physical environment and user experience of the District. This could include:
- Public infrastructure improvements, including streetscape design improvements, additions and enhancements to the trail system and establishment of additional placemaking elements.
- Pre-development and feasibility analyses. On key sites, the Town should explore performing proactive pre-development studies to assist in efforts to attract quality developers to invest in catalytic project opportunities.
- Marketing and recruitment: Attracting visitors and locals is key to the District’s success. The Town can help identify target audiences, design a brand, expand marketing, and invest in campaigns and programming that will draw visitors and support establishments within the District. Marketing efforts should highlight the nuances and attributes of the District, and Little Elm’s differentiation from nearby shopping and entertainment districts. The Town should also expand programming and special events. Events are an integral part of attracting people to and capturing additional thru-put from attendees. Programming should occur at regular intervals to create more predictability. Smaller-scale events, such as a weekly or monthly signature events or progressive events where multiple operators participate can create greater exposure for operators within the Lakefront District and create a greater experience for visitors.
- Recruitment: The Town has an established economic development department that takes the lead in recruiting new businesses. In addition to outreach, the Town should establish relationships with property owners to coordinate retail recruitment and assist with entitlements and activation of the properties within the District. The Town could explore developing a strategic plan for the recruitment program for each Subarea. The Town should also curate a database of potential prospects based upon key criteria (estimated annual sales, square footage, operating area, number of annual visitors, etc.) to set up a targeted list of prospects. The Town could explore outsourcing the creation of a retail recruitment program and/or outreach to expand the Town’s reach locally, regionally, and nationally. The program should include the following action elements:
 - Information about the community and nuanced information regarding the District;
 - Available inventory by property owner;
 - Summary of available incentives for business development;
 - A simple marketing package summarizing the vision, opportunities, and key information within each District; and
 - A specific and targeted prospect list.

Implementation Program

The Implementation Program provides a series of recommendations to serve as an actionable road map for achieving the Guiding Principles of this Plan. Implementation of this Plan will be complex, with many different people and steps involved. Future projects should aim to implement as many recommendations concurrently as possible. Town priorities for implementing these actions may shift over time based on funding availability, concurrent projects, changing community desires, or other circumstances outside the Town's control. However, even as priorities change, any future actions or decision-making should remain aligned with the Guiding Principles of this Plan.

Implementation Program Components

Recommendation Type

Each recommendation is categorized into a distinct type, which will impact how it is implemented, which departments or partners are involved in implementing it, and potential associated costs.

- **Investment:** New or adjusted capital or operational expenditures.
- **Operational:** Requires a new or modified program and/or staffing arrangement.
- **Partnership:** Formal agreement or informal pursuit of shared goals with an external entity.
- **Policy:** Requires a new or modified process or policy.
- **Regulation:** Requires Town Council approved modification to the Town Code of Ordinances.
- **Study:** Requires further analysis or investigation to determine the most appropriate solution.

Timeframe

The recommendations listed in **Table 5.1, Implementation Matrix** are allocated among four timeframes. Not all strategies can be implemented at the same time, and as priorities shift, the Town may determine to initiate certain strategies sooner or later than provided. Factors that help determine the implementation timeframe include feasibility of implementation, anticipated costs, and overall priority based on feedback from the community.

- **Short-term:** 1-3 years
- **Mid-term:** 3-5 years
- **Long-term:** 5 years or beyond
- **Ongoing:** Throughout the Plan horizon

Implementing Agency and Partners

Though the Development Services Department has spearheaded the Plan effort for the Town, the implementation of this Plan will take the efforts of many Town departments and external partners. Town departments or entities will be responsible for initiating and executing the recommended actions, and partner organizations or stakeholders will play a critical role in contributing resources, expertise, and support to achieve the Plan's goals.

Several potential partners are listed below, but it is important to note that this list is not exhaustive and other Implementing partners may be identified throughout the life of this Plan. The Implementing Agencies and Partners may be denoted in the Implementation Matrix as:

- CDC: Community Development Corporation
- COC: Chamber of Commerce
- DSD: Development Services Department
- EDC: Economic Development Corporation
- LEISD: Little Elm ISD
- PARD: Parks and Recreation Department
- PW: Public Works Department
- P&Z: Planning and Zoning Commission
- TBD: Tourism and Business Development Department
- TC: Town Council
- TM: Town Manager

Table 5.1, Implementation Matrix				
Recommendations		Recommendation Type	Timeframe	Agency / Partners
Economic Development				
1.	With the EDC and Chamber of Commerce, develop business incentive programs tailored to attracting and maintaining small/local businesses that will contribute to the unique retail offerings in mixed-use developments along Eldorado Parkway.	Investment, Policy, Partnership	Mid	COC, EDC, TBD
2.	As part of a larger District business strategy, develop and maintain an inventory of retail space and active tenants in the District to assist in fostering and recruiting a diverse mix of businesses that complements the visitor destination.	Operational	Mid	COC, EDC, TBD
3.	Track job creation, public/private investment, change in tax value, and income to measure Little Elm's economic health over time.	Operational	Ongoing	COC, EDC, TBD
4.	With the Chamber of Commerce and RTI, create an internship program to provide high school students the opportunity to learn about jobs in target industries.	Investment, Operational, Partnership	Mid	COC
5.	Explore creating a nuanced merchandising plan of quality, credit-worthy, and expanding prospects to procure for the District(s). Curate marketing information that can cater to the Districts unique offerings and available factors that can support the Town's vision.	Operational	Short	COC, EDC, TBD
6.	Explore the expansion of the TIRZ District #3 to fund public improvements and other eligible projects within the zone. Update the project and financing plan to include key improvements within the District.	Policy, Study	Short	DSD, TC, TM
7.	Attract artists, makers, and similar small businesses to the East Gateway Creative District by providing grants and microloans.	Investment, Policy	Mid	TBD
Recreation				
8.	Collaborate with the Parks and Recreation Department, Chamber of Commerce, and developers to implement community green spaces and plazas within new development as part of a larger open space network.	Investment, Partnership	Ongoing	DSD, PARD
9.	Leverage future development and infrastructure projects to concurrently implement the recommended strategies of this Plan and the Parks, Recreation, and Open Space Master Plan.	Investment, Policy, Partnership	Ongoing	DSD, PARD

Table 5.1, Implementation Matrix				
Recommendations		Recommendation Type	Timeframe	Agency / Partners
Mobility				
10.	Encourage on-street parking in designated areas of the Lakefront District to contribute to the urban streetscape.	Policy	Mid	DSD, P&Z, PW
11.	Evaluate the Town's code of ordinances and update code requirements, as necessary, to encourage alley access and rear or side accessed parking to minimize visual impact to street.	Regulatory, Study	Mid	DSD, P&Z, PW, TC, TM
12.	Work with neighborhoods and through public improvements to install trails where identified by the Parks, Recreation, and Open Space Master Plan and additional Community Connections identified in this Plan.	Investment, Partnership	Long	PARD
13.	Work with TxDOT to design and install enhanced crossings.	Investment, Operational, Partnership	Long	DSD, PW
14.	Provide clear and branded wayfinding signage to direct drivers to areas of parking.	Investment	Short	DSD, PW
15.	Upon installation and establishment of bicycle facilities in the District, partner with local businesses and multi-family residences to enhance the area as "bike-friendly" through bike rental or bikeshare programs for guests, bike parking and repair stations, incentives to bike users such as free water and/or retail discounts.	Investment, Policy, Partnership	Long	CDC, DSD, PW
16.	Analyze the near-term potential remove the westernmost vehicular lane and establish a bi-directional cycle track on Lobo Lane. Track the utilization of this near-term improvement to evaluate long-term streetscape improvement options.	Study	Short	DSD, PW
17.	Initiate outreach with property owners as the first step to obtain access easements for the buildout of the active mobility network in coordination with future private site investments.	Partnership	Short	DSD, TM
18.	Design streetscapes and pathways in all new development or redevelopment to prioritize pedestrian movement in accordance with National Association of City Transportation Officials (NACTO) standards including minimizing vehicular lane widths to promote pedestrian safety.	Operational, Policy	Short	DSD, PW
19.	Update the Town's Design Criteria Manual as needed to accommodate the design concepts and street cross-sections for roads in the District.	Policy	Short	DSD, PW, TM

Table 5.1, Implementation Matrix				
Recommendations		Recommendation Type	Timeframe	Agency / Partners
Development				
20.	Develop a comprehensive design guidelines document that can be applied to development or redevelopment in the Lakefront District to promote a outcomes that support the design goals identified in this Plan.	Policy	Short	DSD, P&Z
21.	Conduct additional studies to determine feasibility and costs associated with upgrading infrastructure such as undergrounding power lines.	Study	Long	DSD, PW
22.	Encourage mixed-use development along Eldorado Parkway that reinforces an activated ground-floor and supports a vibrant, pedestrian-oriented corridor. Encourage transparent windows and street-facing entrances to promote vibrancy.	Policy	Short	DSD, P&Z
23.	Design mixed-use areas with ground-floor flexibility to accommodate businesses of smaller size and storefront, encouraging a variety of retail types.	Policy	Ongoing	DSD, P&Z
24.	Develop a phasing strategy for future improvements and investments in the District.	Policy	Short	DSD, P&Z, PW, TC, TM
25.	Identify and apply for relevant grants for street improvement, "downtown" beautification, stormwater management, land acquisition, etc.	Operational	Short	DSD
26.	Update the Town's Capital Improvement Program to include infrastructure improvements identified in this Plan.	Policy	Short	DSD, TC, TM
27.	Explore community fundraising programs to help fund improvements such as brick paver donations or street furniture donations.	Operational	Short	CDC, DSD
28.	Exercise incentives for parcel assembly through regulatory, financial, and procedural initiatives.	Investment, Operational, Policy, Regulatory	Mid	DSD, TM
29.	Identify opportunity parcels for which the Town can strategically acquire or facilitate development. Determine acquisition strategies including funding and property owner outreach.	Investment, Study	Mid	DSD
30.	Explore viability of trail-oriented and/or water-oriented development for properties adjacent to the floodplain or within the boundaries of the USACE '537' line. Collaborate with the Parks and Recreation Department as necessary.	Partnership, Study	Mid	DSD, PARD
31.	Assist in pre-development due diligence to determine developable areas near the floodplain or within the boundaries of the USACE '537' line.	Policy	Mid	DSD
32.	Support adaptive reuse efforts to facilitate near-term incremental investment on underutilized parcels. Evaluate and revise Town policies to encourage such reuse.	Policy, Regulatory	Short	DSD, TM

Table 5.1, Implementation Matrix				
Recommendations		Recommendation Type	Timeframe	Agency / Partners
33.	Develop a strategy for acquiring and land banking properties that are strategic or contribute to the overall goals of the Plan as they become available. As part of the strategy, funding mechanisms, priority criteria, and development plans may be included.	Study	Short	DSD, TM
Development of Catalytic Opportunity Sites				
34.	Invite proposals for the development of opportunity sites. Proposals should demonstrate how the proposed development project will meet the Town's objectives and comply with the this Plan.	Operational, Study	Mid	DSD, P&Z, TC, TM
35.	Develop a master plan to reimagine the site of Town Hall and redevelop as a community-centered development with public gathering space and community-oriented facilities, including conceptual plans, funding, and phasing strategies.	Study	Short	DSD, P&Z, TC, TM
36.	Position new development as "Gateway" uses to enhance entry points into the Lakefront District.	Policy	Mid	DSD, TBD
37.	Leverage EDC and Town-owned properties as Catalytic Opportunity Sites.	Policy	Short	DSD, EDC
38.	Explore the creation of a special district for the Employment Campus at the current site of Retractable Technologies, Inc. to create a targeted industry ecosystem.	Policy	Short	DSD, TC, TM
39.	Leverage the floodplain and nearby greenspace as a site amenity in the design and development of Catalytic Opportunity Sites such as the Visitor Destination, Employment Hub, and the East Gateway Creative District.	Policy	Short	DSD, EDC
40.	Develop a master plan for the long-term investment of the area surrounding The Lawn including recruitment strategies, funding and phasing strategies, and conceptual design plans.	Study	Short	DSD

Table 5.1, Implementation Matrix				
Recommendations		Recommendation Type	Timeframe	Agency / Partners
Placemaking				
41.	Install placemaking design elements such as specialty lighting, branded wayfinding signage, and sidewalk landscaping, and develop strategies for implementing larger placemaking elements such as accented crosswalks.	Investment	Mid	DSD, P&Z, PW
42.	Create signature gateways at specified intersections of Eldorado Parkway to signal one's entrance into the District and differentiate the area as the cultural heart of Little Elm.	Investment	Long	DSD, PW, TBD
43.	Work with a newly created Lakefront District Commission or public art commission, or other Town departments and entities such as the Tourism and Business Development Department or the Community Development Corporation (CDC), to develop an RFP for features at gateways, focal points, and key intersections as identified in this Plan.	Operational, Partnership	Short	DSD, PW, TBD
44.	Develop a streetscape master plan for improvements to Key Character Streets identified in the Plan to further assess financial and design feasibility.	Investment, Study	Short	DSD, PW
45.	Continue to maintain and enhance the cohesive Lakefront District brand through the wayfinding signage system.	Investment, Operational	Ongoing	DSD, PW
46.	Enhance the streetscape with additional landscaping or public art installations/murals at key entry points. Collaborate with businesses at the east and west entrance points into the District to consider installing gateway art or signage on their property near the street edge.	Investment, Partnership	Short	DSD, PW, TBD
47.	Establish Main Street as a "Festival Street" to be closed to traffic for temporary activations. Prior to more detailed streetscape improvements, integrate tactical urbanism methods to enhance the vibrancy of the streetscape as a Festival Street and pilot design improvements.	Investment, Operational	Long	CDC, DSD, EDC, PW
48.	Research existing barriers limiting short-term activations and take steps to remove these barriers. Identify opportunities for the private realm to host or participate in activations, such as parklets, food vendor markets, or retail pop-up shops, and promote these activations.	Regulatory, Study	Short	DSD, TC, TM
49.	Host studio tours, art walks, pop-up markets, and other similar events to showcase local artists and creative talent.	Investment, Operational	Long	TBD
50.	Establish a Public Events Revolving Fund and a Public Art Fund to assist with financing public events and public art in the District.	Investment, Policy	Long	TBD
51.	Create a public art master plan for the Lakefront District.	Study	Short	CDC, DSD, TBD

Table 5.1, Implementation Matrix				
Recommendations		Recommendation Type	Timeframe	Agency / Partners
Regulatory				
52.	Evaluate and update the Town's code of ordinances as necessary to not only allow, but to encourage, uses and design outcomes called for in this Plan. Explore incentive zoning mechanisms for preferred development types to allow flexibility of building standards (i.e., building height, minimum setbacks, minimum parking requirements, etc.) in exchange for benefits to the greater community (i.e., community open space, etc.).	Regulatory	Short	DSD, P&Z, TC, TM
53.	Establish mechanisms for monitoring, reviewing, and evaluating progress for Lakefront improvements and Plan implementation. Using these mechanisms, develop an annual report detailing progress made and share this report with Town Council and the public.	Policy	Short	DSD, P&Z, TC, TM
54.	Establish standard operating procedures for maintaining Lakefront District infrastructure and amenity improvements. Create policies or incentives for Lakefront District business owners to contribute to improvements in the public realm.	Policy	Short	DSD, PW
55.	Create and/or expand development incentives to support implementation of projects in the District. Example incentives include: impact fee credits, fee waivers, tax incentives, or expedited reviews.	Investment, Policy, Regulatory	Short	DSD, P&Z, TC, TM
56.	Evaluate and amend the Town's code of ordinances to allow for patio dining, parklets, and other activations such as food truck parks.	Regulatory	Short	DSD, P&Z, PW, TC, TM
57.	Provide a variety of development incentives (ex: tax credits, public infrastructure support from the Town, expedited approval processes, greater design flexibility and/or density bonuses) for developers that consolidate multiple parcels into a single development.	Investment, Policy, Regulatory	Short	DSD, TC, TM
58.	Establish tailored zoning for the East Gateway Creative District to provide standards that accommodate the unique and flexible needs of makerspaces and that engage with the adjacent open space.	Regulatory	Mid	DSD, P&Z, TC, TM

Table 5.1, Implementation Matrix				
Recommendations		Recommendation Type	Timeframe	Agency / Partners
Partnerships				
59.	Consider the creation of a Lakefront District Commission to make ongoing recommendations to the Town Council regarding development and placemaking improvements.	Operational	Mid	DSD, EDC, TBD
60.	Take the necessary steps to become a member of the Texas Main Street Program. Develop a strategic plan with actionable timeframes to achieve status as a member of the program.	Study	Short	CDC, EDC, TBD
61.	Explore partnerships with local businesses to attract weekday customers through targeted campaigns, such as discounts to employees in the area or visitor packages to encourage visitors to visit multiple businesses each time they visit the District.	Operational, Partnership	Mid	COC, TBD
62.	Create a volunteer-based District Business Interest Group or District Committee, comprised of business owners, property owners, Chamber of Commerce representatives, Town Staff, and other stakeholders, to serve as a working group to guide decision-making for District improvements. Regularly meet with members to identify challenges and solutions for implementing District improvements. As development activity increases with time, take steps to formalize this group.	Operational	Mid	COC, EDC, TBD
63.	Engage with local organizations to develop new community events or pilot activations which showcase local interests.	Partnership	Short	COC
64.	Develop a framework to continually engage with the community regarding District improvements. Create educational and promotional materials related to this Plan to generate support from the public, and incorporate feedback into decision-making processes.	Policy	Short	DSD
65.	Identify potential private-public partnerships or corporate and nonprofit organizations that may help to contribute to achieving the vision and long-term success of the District.	Partnership	Short	COC, DSD, EDC
66.	Identify partners to provide tools for the establishment of an equipment-sharing program to attract makers and small businesses to the East Gateway Creative District. Equipment available to artists and makers may include 3D printers or woodworking tools.	Partnership	Long	CDC, COC
67.	Facilitate a partnership between LEISD, RTI, and local higher education institutions to develop internship programs in the bio-medical and life sciences field.	Operational, Partnership	Long	DSD, LEISD
68.	Identify example developments in other municipalities and initiate opportunities to learn from said examples and determine lessons that can be applied in Little Elm, including to specific opportunity sites and Catalytic Opportunity Areas identified in this Plan.	Study	Short	DSD
69.	Initiate discussion / working partnership with LEISD and other major employers in the area to develop the Visitor Destination, Employment Hub, or Civic Center and to secure funding and grants.	Operational, Partnership	Short	COC, CDC, DSD, LEISD, TBD, TM

ATTACHMENT –
380 CORRIDOR SMALL AREA PLAN



LITTLE ELM

A photograph of a park area with a winding path, trees, and a sign for O'Reilly Auto Parts in the background. The path is made of concrete and curves through a grassy area with several large, leafy trees. In the distance, a sign for "O'Reilly AUTO PARTS" is visible. The sky is blue with some light clouds. The entire image is framed by large, overlapping orange and brown circular shapes.

380 CORRIDOR PLAN

ADOPTION DRAFT
JULY 31, 2025

Resolution of Adoption



LITTLE ELM



Town of Little Elm

- Matt Mueller, Town Manager
- Doug Peach, Deputy Town Manager
- Wesley Brandon, Director of Development Services
- Olga Chemomorets, AICP, Assistant Director of Development Services / Managing Director of Planning
- Jennette Espinosa, Economic Development Corporation Executive Director
- Jennifer Eusse, Economic Development Manager
- Citlali Castro, Senior Planner

Former Town of Little Elm Staff

- Fred Gibbs, Director of Development Services
- Brian Salvesen, AICP, Senior Planner

Advisory Committee

- Andrew Evans, Town Council
- Jamell Johnson, Town Council
- Debra Cadet, Planning & Zoning Commission
- Robert Martin, Planning & Zoning Commission
- Alfonso Rodriguez. Economic Development Corporation
- Jack Gregg, Economic Development Corporation
- Eric Licker, Community Development Corporation
- Ernestine Burtley, Community Development Corporation

Halff

- Brad Johnson
- Whitney Linder, AICP
- Maddie Skidmore
- Shelby Sweet
- Yanyi Li
- Joeseph Loretta

Catalyst Commercial

- Jason Claunch
- Chris Branham

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CHAPTER 1 INTRODUCTION

The US 380 corridor (US 380), once a largely undeveloped area, has experienced explosive suburban growth over the last two decades, and, as a result, has become one of Little Elm’s most traveled roadways. As a location of commercial services and the entry point to several fast-growing residential developments, the corridor serves as the gateway to many daily activities and a source of economic benefit for the town. Despite this growth, the corridor feels, in many ways, disconnected from the heart of Little Elm. With a handful of critical opportunity sites left and some properties that may be primed for redevelopment in the future, as well as a desire to maximize the community benefits of future development activities, the Town of Little Elm (the Town) initiated a process to develop this 380 Corridor Plan (the Plan). The Plan seeks to create a clear vision and approach to future development along this busy roadway, allowing the Town to leverage economic development opportunities and market potential while also enhancing the sense of place. Given the increases in traffic along US 380, the Texas Department of Transportation (TxDOT) is constructing a major expansion of the vehicular corridor and in the long-term, additional roadway widenings cannot be ruled out.

Plan Purpose

The 380 Corridor Plan establishes a long-term vision and guidance for future development and public investment that positions the Town to pursue economic development opportunities and quality of life optimization. The Plan is a flexible, but clear roadmap for the next 15 years. This Plan should be considered the primary policy document for land use, capital improvements, and other initiatives along US 380. All Town decision making in this area should be assessed for consistency with the policies set forth in this Plan. The Plan also provides clarity and direction to community members, potential developers, neighboring jurisdictions, and other entities about the desired outcomes along the Corridor.

Planning Process

Initial steps in the development of this Plan included the formation of the Advisory Committee, which met over the course of the planning process to guide the plan direction. Appointed by City Staff, this eight-member committee was comprised of two representatives from each of the Town Council, Planning & Zoning Commission, Community Development Corporation, and the Economic Development Corporation to offer informed feedback and ensure the Plan is aligned with the community’s needs. Following the Advisory Committee process, the Plan was formally adopted by City Council as an amendment to the City’s Comprehensive Plan on MONTH XX, 2025.

Regional Context

Little Elm is located in the northern part of the Dallas-Fort Worth (DFW) metroplex, west of the City of Denton and neighbored on the east by the large suburban cities of Frisco and Prosper, as shown in **Figure 1.1, Regional Context**. The proximity of Little Elm to other major destinations provides an opportunity for the Town to capture regional investment from those interested in capitalizing on the region's continued growth. Two particular developments providing such opportunities include the Omni PGA Frisco Resort and Spa and the Universal Parks & Resort theme park, both located in Frisco.

Additionally, the Town's lake frontage and access to recreational opportunities adjacent to Lewisville Lake are valuable assets that improve quality of life for residents and encourage visitors to take advantage of what Little Elm has to offer. As the Metroplex continues to expand, access and strategic development along Highway 380 will become increasingly more important to maximize the potential of the area.

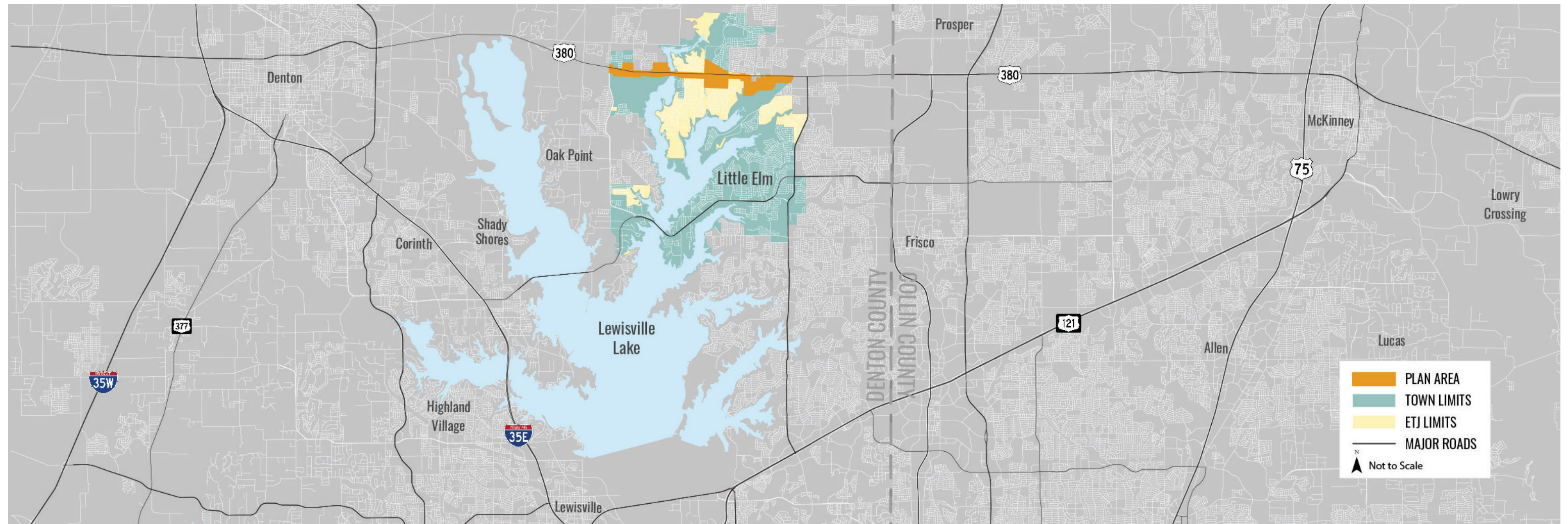


Figure 1.1, Regional Context

Plan Area

The 380 Corridor Plan Area, also referred to as the 380 Corridor in this Plan, is shown in **Figure 1.2, Plan Area**. The Plan Area is found in the northern portion of the Town and includes the area along US 380 from Farm-to-Market (FM) Road 720 to the west and Doe Creek Road to the east. The Plan Area boundary is disjointed along its east-west span and sometimes only includes one side of the corridor because many of the properties that front US 380 are in other jurisdictions (Denton County, City of Prosper, etc).

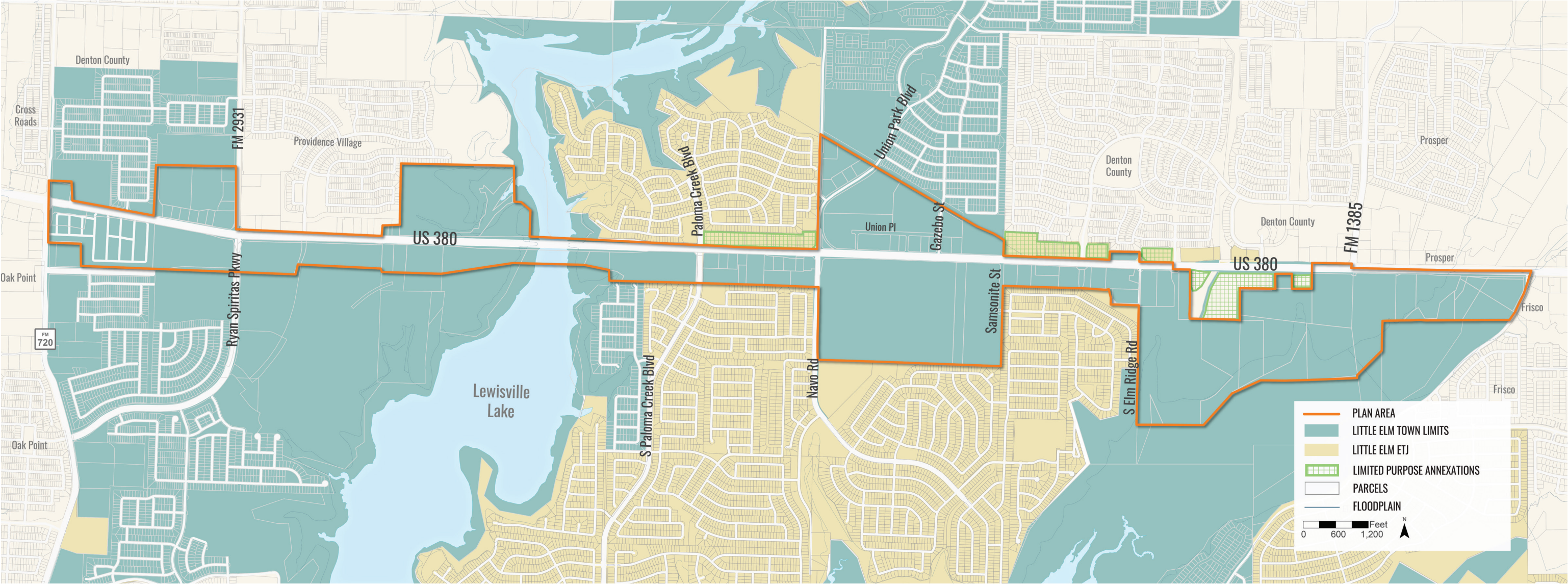


Figure 1.2, Plan Area

Engagement

Development of the 380 Corridor Plan was guided by the Advisory Committee. Themes heard from the Advisory Committee informed this Plan’s content, including the recommendations described in the following pages. The key activities associated with these engagement efforts are described below.

Meeting #1: The first of five Advisory Committee meetings, held on May 30, 2024, initiated the project with the Advisory Committee.

Meeting #2: On July 23, 2024, the Advisory Committee met to brainstorm and develop a preliminary framework for land use, development, and connectivity along the 380 Corridor.

Meeting #3: On October 24, 2024, the Advisory Committee met to review and provide feedback on an initial Plan Framework, which included preliminary concepts for subareas, land use, connectivity, placemaking, and other foundational components.

Meeting #4: On December 10, 2024, the Advisory Committee met to review and provide feedback on an initial Plan Framework for economic development, which included preliminary direction and recommendations for economic development initiatives in different subareas and for unique, previously identified opportunity sites.

Meeting #5: On July 10, 2025, the Advisory Committee met to review the first draft of the 380 Corridor Plan. The Committee provided feedback on the elements of the Plan and directed the project team on potential revisions and additional recommendations.



Plan Administration

This Plan is adopted as an amendment to the Town’s 2017 Comprehensive Plan and is used to guide decision making along the 380 Corridor. The Plan is intended to be utilized by the Town’s Development Services Department, the Little Elm Economic Development Corporation (EDC), the Town Council, and the Planning and Zoning Commission in their official capacity to review proposed projects and strategic initiatives. It is also intended to be used by local developers, businesses, and the Little Elm community as documentation of the community’s vision for the future of the Corridor. Decisions and both public and private investments made along the 380 Corridor should be consistent with the principles and goals of this Plan. Modifications or amendments to the Plan may be needed periodically to stay current with other Town planning efforts, changing market trends, or new information as it becomes available.

Plan Organization

The 380 Corridor Plan is organized into the following parts:

Chapter 1, Introduction provides the purpose and background of this planning effort, as well as summarizes engagement efforts conducted as part of the planning process.

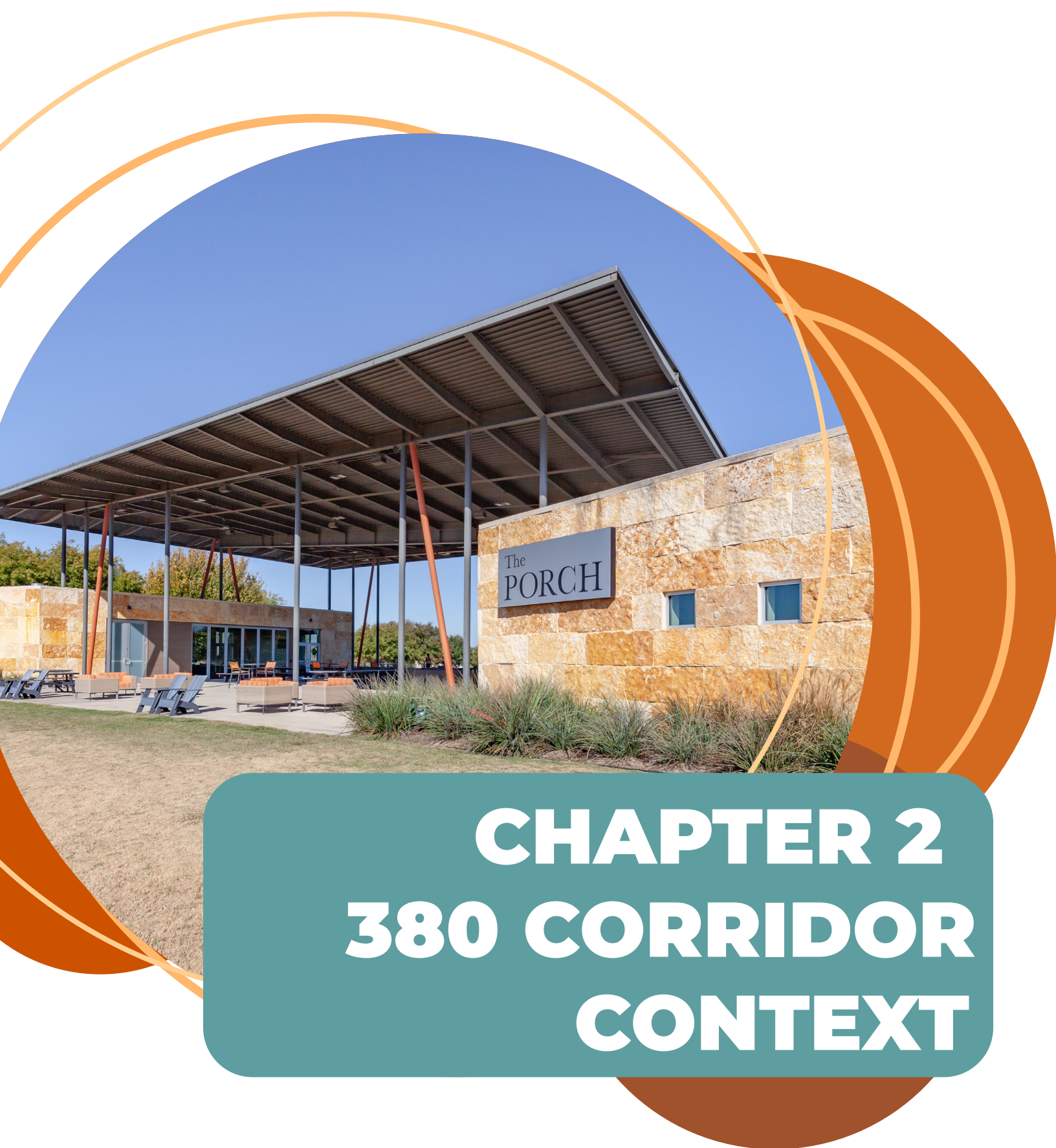
Chapter 2, 380 Corridor Context provides a high-level overview of the critical defining elements of the 380 Corridor today, providing context for the recommendations that follow in subsequent chapters.

Chapter 3, Guiding Principles and Plan Framework establishes the foundation and aspirations of the Corridor’s future and provides area-wide recommendations for land use, mobility, and similar overarching topics.

Chapter 4, Subareas Framework provides more specific recommendations for each of the three subareas identified in the Corridor area, building off of the Framework-level recommendations of Chapter 3.

Chapter 5, Private Development Design Guidelines provides guidance for design standards applicable across the three subareas of the Corridor Plan Area.

Chapter 6, Implementation provides the actions and steps recommended to achieve the overarching principles for the 380 Corridor’s future, including economic development considerations specific to the 380 Corridor and opportunity sites within the Corridor’s subareas.



CHAPTER 2

380 CORRIDOR CONTEXT

This chapter provides a high-level overview and snapshot of the Plan Area and its immediate surroundings as it exists today, including identification of critical assets and challenges.

Planning Context

Given the regional and economic impact of the 380 Corridor to the Town of Little Elm, planning efforts and decision-making for the Corridor should be in alignment with other ongoing and/or adopted plans and policies. Such plans include the Town's existing Comprehensive Plan, adopted in 2017, the Parks, Recreation, and Open Space Master Plan, and zoning code updates. The Plan should be implemented in coordination with other policy and planning initiatives.



380 Corridor Market Summary

Little Elm has evolved from a small, lakeside community into a vibrant suburban destination, largely due to its strategic location near major commercial hubs, access to jobs, strong neighborhoods, and access to recreational spaces. This growth positions Little Elm as a desirable place to live and work within the broader Dallas-Fort Worth economy.

A market analysis was completed in November 2024 to inform the planning process. The analysis identified economic opportunities and constraints of the 380 Corridor as well as target industries for the area based on a review of market conditions and industry strengths for the Corridor and Little Elm within the regional context.

Like the Lakefront District, development along the lakefront with an emphasis on environmental stewardship and conservation will establish a unique, high-quality living and working environment that draws residents, businesses, and visitors who value natural surroundings. With limited sites in the 380 Corridor with lake adjacency, communicating the importance of these principles early on in the development process is crucial.

Higher efficiency land uses around major intersections and high-traffic areas will enable concentration of economic activity and allow for complementary uses to generate additional economic activity. This approach also supports efficient infrastructure use, lowering per-capita costs and increasing revenues.

Retail Opportunity

A review of customer patterns showed retail spending in the 380 Corridor Primary Trade Area (PTA) is expected to grow 35.7%, partly due to an 11.5% growth in household incomes and 21.8% growth in population over the next five years. For context, retail spending in Little Elm has more than doubled since 2014. The 380 Corridor can capture and absorb 844,330 square feet (SF) of retail over ten years without becoming oversupplied. Rapid population growth in the region, especially north of US 380, will only add to the demand for new retail to serve this new population.

Office Demand

The 380 Corridor is estimated to be able to capture over 287,310 SF of office space over the next 10 years. This demand largely comes from the need for service-oriented spaces that support local



Retail Demand

844,330 SF over 10 years*



Office Demand

287,310 SF over 10 years*

*Represents demand in the 380 Corridor

Demographic Snapshot	Little Elm	380 PTA
Population	56,466	371,023
Households	19,545	123,706
Median Age	34.2	35.2
Median Household Income	\$112,049	\$125,013

Source: Esri

residents, such as real estate offices, financial advisors, legal services, and smaller medical and health service providers. The 380 Corridor has strong visibility for corporate signage, access to a large talent base, and opportunity for a user-driven corporate anchored project.

Residential Potential

Little Elm’s 380 Corridor is located in one of the fastest growing counties in the United States and is well-positioned within the Dallas-Fort Worth Metroplex to absorb regional demand for new residential housing. Strong demand in the area is indicative of the area’s appeal to a diverse population, including families, young professionals, and retirees who seek proximity to employment hubs and access to community amenities. While there are limited opportunities for residential along the 380 Corridor, there is an opportunity to integrate higher density, such as urban residential, as a part of a mixed-use project that takes advantage of the regional connectivity to employment and shopping hubs.

- Owner-occupied demand in Little Elm is strong, with an annual absorption capacity of 435 units across all price points.
- Renter-occupied demand is 235 units of annual multi-family demand with 147 units of this demand priced above \$2,000 per month. Additionally, there is market demand for 73 units annually of alternative renter-occupied product, such as single-family build-to-rent or duplex formats.



Owner-Occupied Demand

366 Units of Single-family Detached**

69 Units of Townhomes**



Renter-Occupied Demand

235 Units of Multi-family**

73 Units of Build-to-Rent/ Duplex**

**Represents demand in Little Elm

Economic Context	Office	Retail
Demand	287,310 SF over 10 years	844,330 SF over 10 years
Opportunities	• Increase inventory • Corporate recruitment	• Access to regional population and population growth
Challenges	• Changing user needs • Competition regionally (State Highway 121/Dallas North Tollway (DNT))	• Lake lowers total population supporting the retail - overcome by regional growth and traffic counts • Future construction and access management
Target	• Small-scale office • Medical uses • Larger-scale corporate office users - tenant driven	• Entertainment • Hospitality • Destination restaurants
Market Values/Rent	\$33.10 per SF in Little Elm	\$30.14 per SF in Little Elm

Source: Catalyst Commercial, US Census Bureau, CoStar, Esri

Economic Context	Owner-Occupied Housing	Renter-Occupied Housing
Annual Demand	• 366 units of single-family detached • 69 Units of townhomes or other owner-occupied product	• 235 units of multi-family • 73 units of build-to-rent, duplex, or other renter-occupied product
Opportunities	• Capture regional growth	• Capture regional growth
Challenges	• Regional competition • Few remaining large tracts suitable for housing	• Regional competition • Few remaining large tracts suitable for housing
Target	• Redevelopment of underutilized lots • Higher-efficiency uses near amenities	• Low- to mid-density multi-family • Higher density multi-family in mixed-use environments
Market Values/Rent	\$450K+	\$2,000+ per month

Source: Catalyst Commercial, US Census Bureau, CoStar, Esri

Existing Setting

Land Use

Currently, the Corridor is largely suburban in nature, primarily consisting of single-use customer-facing commercial businesses in low scale buildings located along the US 380 frontage or as single-story, multi-tenant “strip” shopping centers. Outside the immediate 380 Corridor-fronting properties are several master-planned low-density single family residential neighborhoods, either fully developed or in development. Some exceptions include large commercial sales, schools and big box retailers (pending at the time this Plan was published).

Open Space and Recreation

The presence of and access to open space and recreational areas is provided by privately owned open spaces found within residential developments. Within the center of the Plan Area, the visual character is influenced by Lewisville Lake and the Doe Creek drainage area but there is currently little to no public access to these natural features in the Plan Area. However, the Town’s Parks, Recreation and Open Space Master Plan calls for a future public open space at the “Hansel Property” where US 380 intersects Doe Creek. The Plan also recommends coordinated trails at this location to provide active mobility access under the US 380 bridge, connecting Little Elm to Prosper.



Design Character

Site Design and Building Form

Physical development characteristics in the Plan Area, for both older and newer development, are consistently auto-oriented in nature along the length of the 380 Corridor. Sites have large setbacks from the road with surface parking areas placed between buildings and the road creating little connection between buildings to the public realm. Commercial sites are of similar height, in multi-tenant one-story buildings. Lots are large with low building coverage and large amounts of impervious surface coverage, and buildings have little interaction with pedestrian areas, the roadway, or intersections. While many commercial sites along the 380 Corridor have inter-parcel access and provide access both directly to US 380 and to side streets, businesses are placed on individual parcels with independent parking areas.

Block Patterns

Sites throughout the Plan Area are characterized by large blocks of varying depths and dimensions. In many locations where single-tenant commercial businesses are found, such as on either side of Ray Braswell High School, parcels are of similar depth, while larger multi-family, institutional, or large outdoor commercial sites are more varied and have deeper lot depths and widths. Inter-parcel connectivity reduces the amount of vehicle access points to properties from US 380 and improves vehicular access between sites.

Street Character

The US 380 corridor is the defining feature of the Plan Area and is, for many, the single way in which users experience the Plan Area. US 380 is wide and characterized by both high traffic volumes and speeds, creating impacts in the form of road noise, a lack of human scale, and a sense of disconnect both from two sides of the street and between widely-spaced adjacent sites. Other north-south streets providing neighborhood access are characterized by a calmer feel with less traffic and typically lower traffic volumes and speeds.



Mobility

Given the auto-oriented characteristic of the 380 Corridor, travel along US 380 is the primary way by which people experience the Plan Area.

The Texas Department of Transportation (TxDOT) has studied a longer term design solution that would significantly expand the current highway into a much wider and higher volume corridor. While the future of this is uncertain, it is worth noting that the corridor infrastructure may continue to evolve over the coming decades.



Vehicular

Travel by personal vehicles is the primary form of mobility in the Plan Area, and US 380, a four-lane road with a dedicated turn lane, is the main east-west thoroughfare. Construction is currently ongoing along the US 380 corridor to create a partially grade-separated road. Navo Road, Main Street, and Farm-to-Market (FM) 720 are the primary north-south connections, providing access into nearby residential areas.

Pedestrian

Pedestrian facilities, in the form of concrete sidewalks, are largely found within residential areas of the Corridor, and though sidewalks are found along many parts of the Corridor in the Plan Area, significant gaps remain as the construction of such facilities is largely tied to development.

Cycling

There are not currently any designated on-street cycling facilities present in the Plan Area. There are off-street facilities, as identified by the Little Elm Parks, Recreation, and Open Space Master Plan, in the form of paved paths that may be utilized for cycling through residential developments such as Spiritas Ranch and Union Park.

Regulatory Context

The regulatory and development context of the 380 Corridor is shaped by several factors.

‘537’ Line

The floodplain and the ‘537’ line – the Base Flood Elevation as determined by the Army Corps of Engineers (USACE), which closely follows along the edge of the floodplain – create constraints to developable portions of available parcels, especially those in the Central Lake subarea near Lake Lewisville. In addition to the floodplain and ‘537’ line, investments in the easternmost portion of the Plan Area need to account for the existing Oncor utility easement, found in the undeveloped area west of Doe Creek Road.



Other Jurisdictions

TxDOT

The US 380 corridor, traveling the length of the Plan Area, is under the jurisdiction of the Texas Department of Transportation (TxDOT), and as such, any investments or recommended improvements undertaken along the 380 Corridor will need to be coordinated with TxDOT to meet any necessary standards.

Municipalities

In addition to the variety of agencies with regulatory authority within the Plan Area, the 380 Corridor abuts at least five other jurisdictions in this area, resulting in a lack of a cohesive identity and development approach throughout the Corridor region. As Little Elm seeks to establish a recognizable Town identity in the Plan Area, future investments will need to be cognizant of reconciling these various entities, urban forms, and economic approaches.

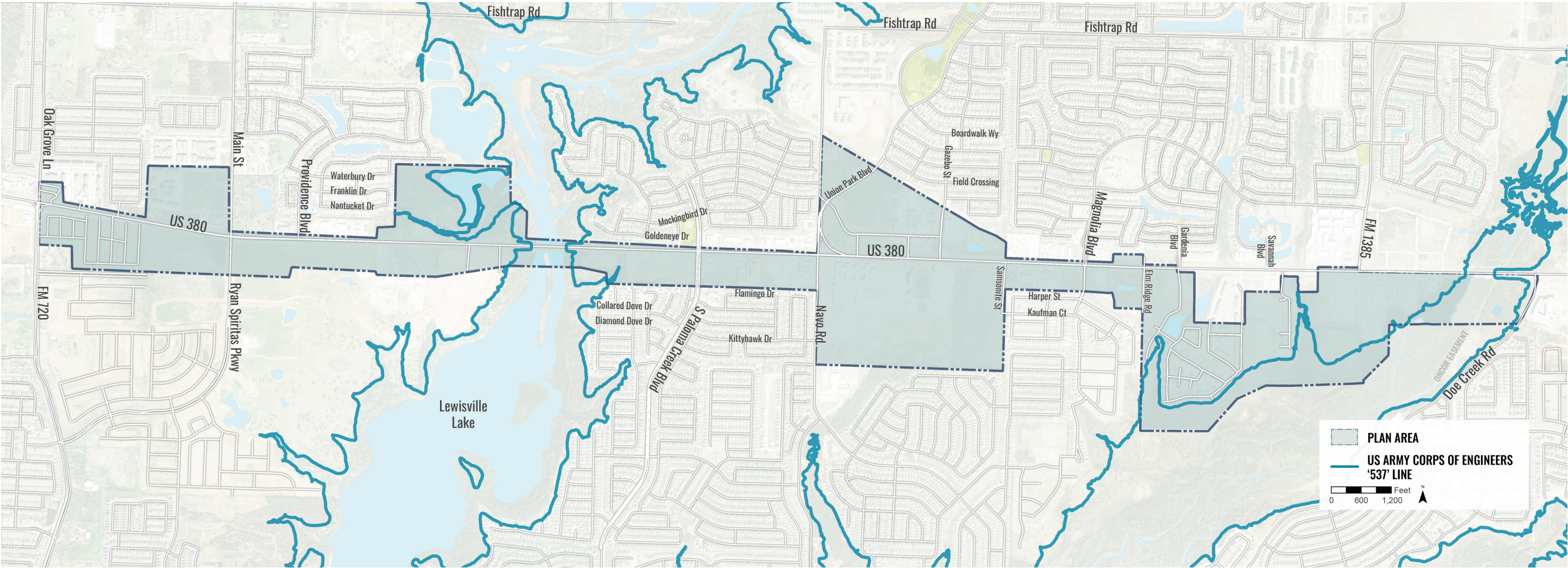


Figure 2.1, USACE '537' Line



CHAPTER 3 GUIDING PRINCIPLES & PLAN FRAMEWORK

This Chapter presents a series of Guiding Principles and a high-level framework for future development and public investment for the long-term future of the 380 Corridor Plan Area.

Guiding Principles

The Guiding Principles establish an overall vision for what the 380 Corridor should become. Listed below and in no particular order, the Guiding Principles provide a foundational baseline for the more detailed recommendations included in this Plan. Future development, public improvements, and other initiatives should be consistent with relevant Guiding Principles.

1. Maximize Town revenue with tax revenue generating uses and development.

Support and encourage the opportunity for an economically resilient corridor with diverse uses and development.

2. Prioritize placemaking at critical intersections.

Expand the placemaking elements along US 380 in the Plan Area with intentional and subtle nods to Little Elm's Lakefront District in the southern portion of the Town. This includes maintaining the existing branding but enhancing it with complementary art, signage, and landscaping. Common planting palettes and other elements included at critical intersections should contribute to cohesive branding within the Plan Area.

3. Elevate the sense of belonging.

Establish a distinct 380 Corridor identity through placemaking and gateway elements, such as signage, lighting, and landscaping, and unify the Plan Area through the creation of social gathering spaces and opportunities for interaction among families, kids, and all Little Elm residents alike.

4. Capitalize on development opportunities.

Pursue and support thoughtful site developments that will encourage economic growth and create a greater network of walkable, vibrant, and well-designed pedestrian facilities. Focusing on opportunity sites, seek more stable tenants, businesses, and organizations that can provide more economic viability and resilience.



5. Consider context.

Ensure the development of the 380 Corridor is complementary to the existing context and is focused on growth based on the subarea designation (discussed in greater detail in the following pages). For example, development in the western part of the Plan Area should continue to prioritize neighborhood and regional mixed-use development, while development in the eastern part of the Plan Area should focus on economic drivers for the 380 Corridor.

6. Prioritize distinct character and quality.

Build upon the placemaking elements of the corridor to help create meaningful elements of character tying back to the Town of Little Elm 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.

7. Prioritize developments that are destinations.

Aggressively pursue opportunities for development that encourages the regional draw of neighboring communities in addition to Little Elm residents. The developments should focus on creating destination-worthy spaces, including resorts, hospitality, dining experiences, retail, and family-oriented recreation.

8. Expand connectivity for all modes.

Enhance connectivity throughout the 380 Corridor by promoting bicycle and pedestrian use. Safe crossings and connections to bike and pedestrian facilities throughout the east/west connections will create more sense of character and improve the pedestrian-oriented nature of the Plan Area.

9. Leverage regional tourism and visitor demand.

Ensure that development utilizes the opportunities generated from new destinations being developed in neighboring communities to create a regional draw for the Plan Area. This can primarily be done in tandem with other Guiding Principles, allowing for destinations such as a resort or other hospitality needs, while also allowing for commercial opportunities that bring in a regional draw such as big-box commercial or restaurants.



Plan Framework

The Plan Framework section introduces a framework for the 380 Corridor Plan Area and identifies a series of recommendations related to subareas, land use, urban design, mobility, and placemaking in alignment with the Guiding Principles. The framework, though flexible, should provide the basis for guiding future public and private investment along the 380 Corridor. It is intended to build on and support the Guiding Principles identified in the previous section.

Distinct Subareas

The 380 Corridor is viewed as a series of three subareas, based on existing character, context, and a vision for the area’s future. The subareas are used for organizing the elements of the Framework, providing more specific context for areas of the 380 Corridor. The subareas should be considered in future implementation, phasing, and decision-making efforts. The three subareas, shown in **Figure 3.1, 380 Corridor Subareas**, include:

West End. The westernmost area, spanning from FM 720 to Providence Boulevard. This existing commercial node showcases the western gateway into the corridor and provides opportunities for transformation into a regional hub of retail activity for both neighboring residential uses and surrounding communities.

Central Lake. The central portion of the 380 Corridor that spans from Providence Boulevard west of Lewisville Lake to Magnolia Boulevard on the east of Lewisville Lake. This area will be enhanced as a neighborhood destination, including a new hospitality development on the western edge of the lake. This subarea ties the Corridor together with Lewisville Lake through both visual gateways and pedestrian connections that complement nearby residential uses and civic institutions.

East End. The easternmost portion of the corridor spans from Magnolia Boulevard to Doe Creek Road. This subarea should be maintained as the most flexible subarea and present a visual gateway into the corridor from the east and serves as a home for future tax revenue producing uses that may not be as compatible with the more residentially focused subareas described above.

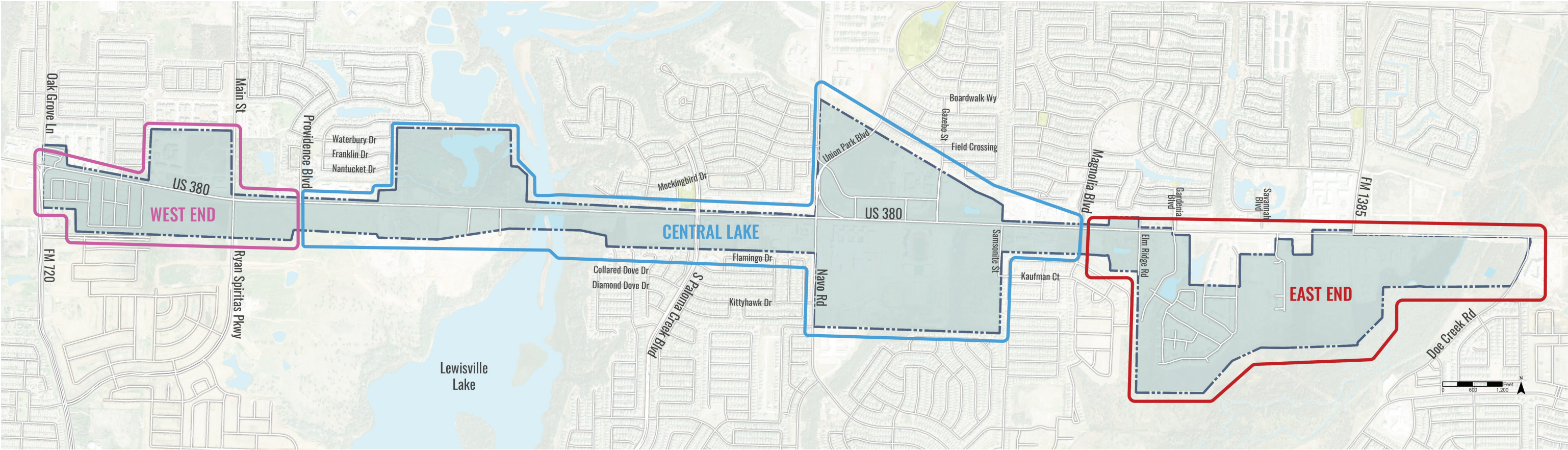


Figure 3.1, 380 Corridor Subareas

Key Framework Elements

This section introduces a series of organizational recommendations for the Plan Area and its immediate surroundings. It focuses on high-level building blocks for growth and investment and is intended to provide an area-wide roadmap for the future. The maps in this section provide flexible guidance, which should be considered in conjunction with the more detailed recommendations presented in Chapter 4 for each subarea. **Figure 3.2, Plan Framework** illustrates key land use and urban design concepts for the Plan Area and identifies catalytic opportunity sites. These sites, discussed in greater detail in **Chapter 4, Subareas Framework**, have the potential to spur transformative development and improvements in the Plan Area.

What is Urban Design?

Throughout this Plan, the term “urban design” is used, and in the context of this Plan, 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.

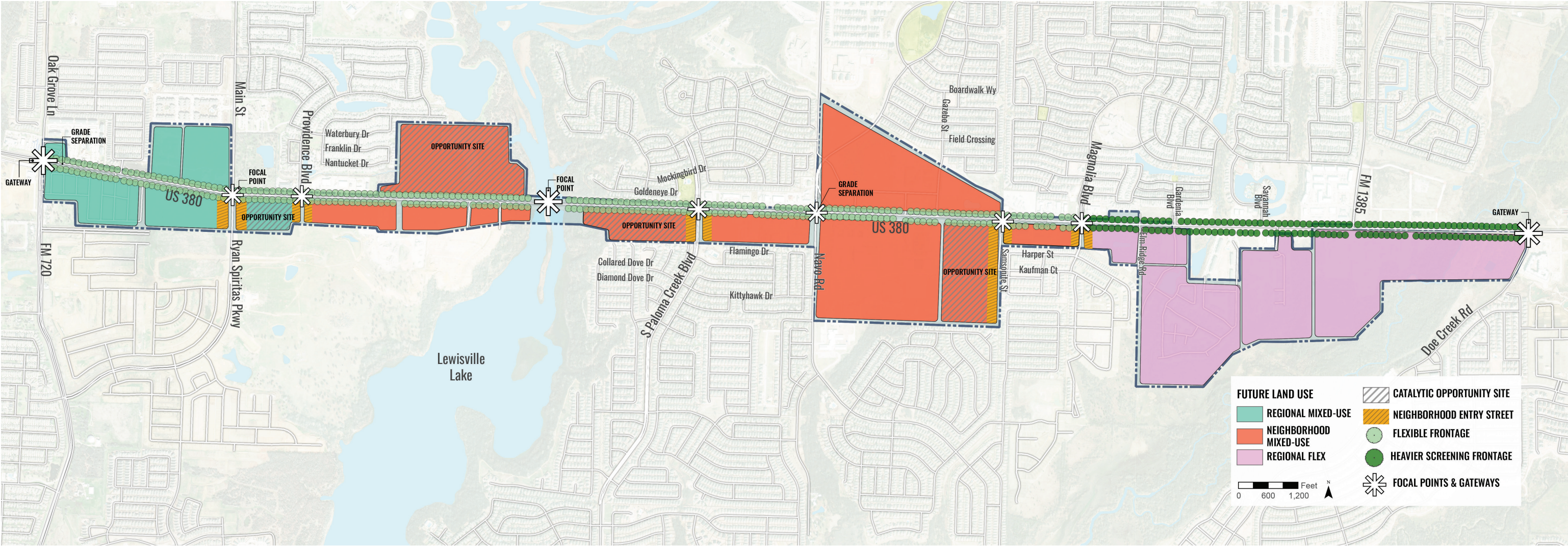


Figure 3.2, Plan Framework

Land Use

A variety of future land uses are imagined for the Plan Area. These land uses are informed both by existing context and desired character. Within each subarea, these overarching land use designations, described herein, may be further designated to provide for a greater level of nuance or specificity for the subarea. Future land use categories include:

Regional Mixed-Use. Regional Mixed-Use areas are found in the westernmost portion of the Corridor in the West End subarea. Mixed-use development plays off the development already occurring in this area of the Corridor. Larger retail and commercial stores serve a greater regional draw while smaller professional or personal services, retail, and dining establishments, placed closer to roadways, meet daily needs of growing neighborhood populations.

Neighborhood Mixed-Use. Neighborhood Mixed-Use encompasses the widest swath of the 380 Corridor, stretching the Central Lake subarea. Though this land use designation also draws regional visitors to the hospitality uses here, the Neighborhood Mixed-Use differs from Regional Mixed-Use types in that uses here primarily consist of smaller-scale retail offerings and food and beverage establishments that offer a more local-serving experience. Design of Neighborhood Mixed-Use areas should be anchored towards the lake and minimize visual impacts and interaction with the US 380 roadway.

Regional Flex. The Regional Flex designation, located at the easternmost edge of the 380 Corridor, provides for greater flexibility of uses that may be more employment-based, such as a corporate office campus, or auto-oriented in nature, similar to those currently found in the area such as the Holt Cat equipment sales site.

Mobility

As development occurs, the mobility network should be enhanced with elements that contribute to comfort, safety, and a sense of place to serve pedestrians and cyclists, in addition to motorists, that move through the area. This will need to be accomplished by filling gaps in the existing on-street facility network and developing connections to existing and planned off-street facilities through coordination with development. The recommendations of this framework should be interpreted with flexibility as the implementation will be influenced based on feasibility, the opportunities created by private development, and coordination with TxDOT. The mobility network should support a safe experience between the 380 Corridor's key destinations, such as regional commercial sites and Lewisville Lake, and for connecting Neighborhood Entry Streets to development and amenities on US 380.

The Active Mobility Framework encompasses an Active Mobility Network and recommendations for facilities that contribute to a safe and comfortable pedestrian experience. The Active Mobility Network, shown in **Figure 3.3, Active Mobility Network** on the following page, is comprised of three types of components that, together, provide robust pedestrian connectivity throughout the Plan Area.



The Active Mobility Framework presents three types of Active Mobility components:

On-Street Trails, as identified in the Little Elm Parks, Recreation, and Open Space Master Plan, include proposed bike facilities. The Master Plan does not explicitly define these features, but may be assumed to include demarcated bike lanes, cycle tracks, or other dedicated bicycle facilities located within the curb-to-curb spaces of public streets.

Off-Street Trails, as identified in the Little Elm Parks, Recreation, and Open Space Master Plan, include both existing and proposed trail alignments separated completely from vehicular traffic and measuring a minimum of 10 feet in width. These facilities are designed to be shared by pedestrians, joggers, cyclists, and micromobility users, and are often found in parks, along waterfronts, in green belts, or in close adjacency to roadways.

Community Connections are identified by this Plan as potential additional active mobility connections that aim to provide a complementary level of connectivity between on- and off-street trails. The identified Community Connections establish links between each of the three subareas and various residential areas along the 380 Corridor, thereby enhancing the north-south connectivity across US 380. Community Connections could be established in rights-of-way as additional public On- or Off-Street facilities in the future if opportunities arise or could be provided in coordination with future redevelopment activities as publicly accessible connections through site interiors between elements of the On- and Off-Street Trail system identified in the Little Elm Parks, Recreation, and Open Space Master Plan. At a minimum, potential Community Connections should provide for safe and comfortable pedestrian connectivity, and in some cases where feasible, could also provide for bicycle connectivity.

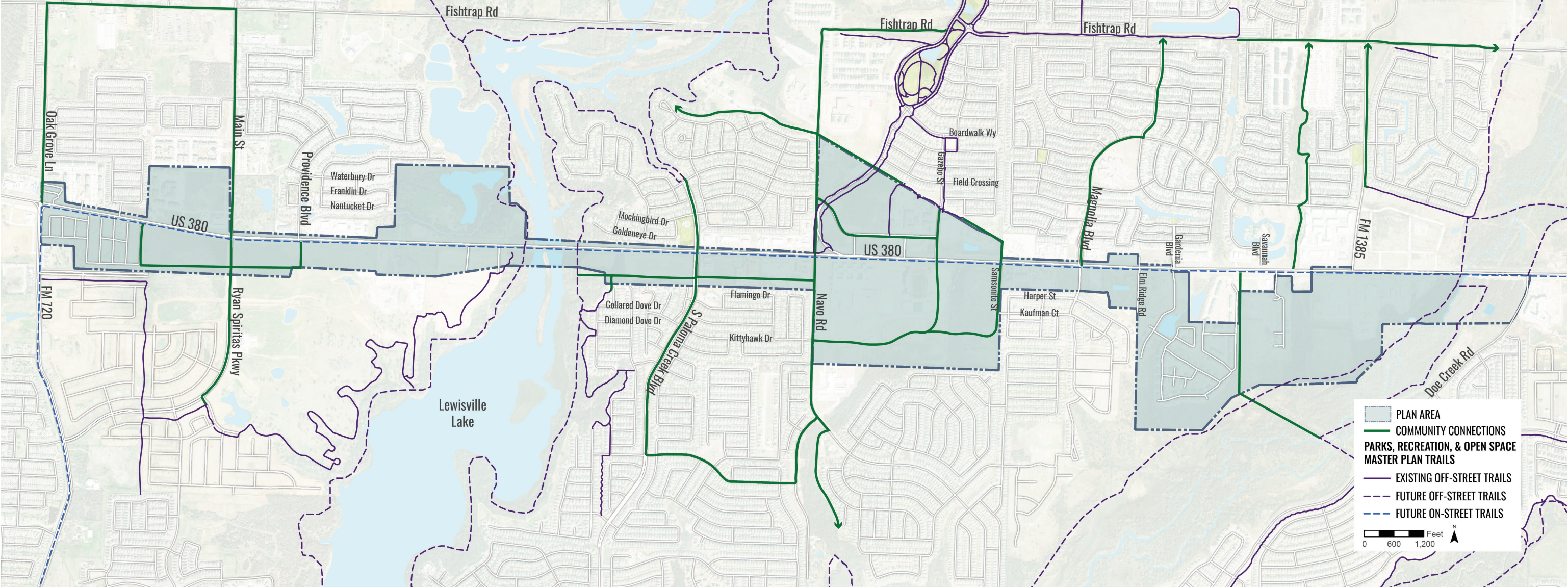


Figure 3.3, Active Mobility Network

Corridor Crossings and Intersections

Given the intensity of traffic volumes and speeds on US 380, establishing safe pedestrian crossings across the 380 Corridor will be an essential component of providing north-south connectivity within the Active Mobility Network. Potential improvements may include signalization, pavement markings, adequate pedestrian signal timing and leading pedestrian timing, and pedestrian refuge islands. Coordination with TxDOT to implement such improvements will be necessary, but the Town should continue to advocate for any and all pedestrian crossing improvements and future signalized intersections along US 380.

Local Street Crossings

The Town should work with TxDOT and private developers to establish safe pedestrian crossings on intersecting streets to enhance east-west connectivity, allowing greater access between businesses on same or adjacent sites. Depending on the traffic volumes experienced on the individual road, various crossing treatments may be appropriate. Mid-block crossings may be appropriate for streets adjacent to residential areas or other locations away from US 380 and may include pavement markings or rectangular rapid flashing beacon (RRFB) signals.

Grade Separated Crossings

Two grade separated crossings are planned for the Plan Area, one for the westernmost entry into the Plan Area at US 380 and FM 720 and one within the Central Lake subarea at the intersection of US 380 and Navo Road. A pedestrian crossing under the bridge at each of these locations to connect the north and south sides of US 380 should be pursued and enhanced with amenities to improve pedestrian comfort and safety, including adequate lighting and signage.



Private Open Space

For many, access to open spaces in the 380 Corridor will be provided in the form of neighborhood amenity parks, but as development and redevelopment occurs in the Plan Area, a variety of new open spaces should be integrated as publicly accessible parks, lawns, squares, or plazas to provide areas for passive recreation, community gathering, and connection to nature. These new open spaces will differ from publicly owned and maintained recreational spaces identified in the Parks, Recreation, and Open Space Master Plan in that they are developed and maintained by private entities. In this regard, these new spaces will be similar to neighborhood subdivision parks, but these spaces should be integrated into development along the Corridor, especially on larger development sites, and be publicly accessible to provide opportunities for community gathering and placemaking. Inter-parcel pedestrian connectivity should also be prioritized between all development along the Corridor, but where larger gathering spaces are not feasible, high-quality inter-parcel connections can play a role as linear open space and successfully integrate natural features and pedestrian amenities into the development. Intentionally designed open spaces will enhance the identity of both the Corridor area and Little Elm as a whole.



Integrated Site Design

To date, US 380, within Little Elm, has largely developed with auto-oriented strip retail centers that offer minimal placemaking, connectivity, open space and other unique elements that would prioritize user experience. This Plan supports a paradigm shift away from formulaic and redundant strip retail centers toward more thoughtful development that create true places for residents and visitors that are exciting and memorable.

With US 380 serving as the primary street for most properties in the Plan Area, opportunities for true pedestrian and activated spaces directly adjacent to the highway frontage are limited. As such, it is paramount that sites and buildings be carefully designed to support meaningful social gathering spaces and memorable experiences through integrated and intentional design approaches. For sites fronting US 380, and particularly larger sites that will accommodate multiple buildings and/or tenants, this means:

- **Design in context.** Future development should not place a formulaic design onto sites in the Plan Area. Rather, sites should be designed to integrate thoughtfully with their surroundings and extend benefits beyond their boundaries.
- **Integrate buildings and open spaces on a site.** On multi-building sites, buildings, parking areas and activated spaces should be designed to integrate with one another to create synergistic relationships and maximize the placemaking potential of internal open spaces.
- **Create activated open spaces.** Since it will be difficult to create a traditional main street environment along US 380, it is imperative that sites are designed to create activated social gathering opportunities within a site’s interior at interfaces with streets that intersect US 380. Elements that contribute to an activated open space may include street trees, planters, benches, shade structures, and water fountains.



- **Engage natural features.** Where a site contains unique natural features like waterfronts, creeks or existing trees, a site should be designed to take advantage of and engage these features to become integral elements that enhance experiences, views and physical connections to these features.
- **Establish an organizing feature.** For larger sites, a site-wide organizing feature, such as internal open space network, internal street grid, or landscape elements, should inform the design of a development.
- **Facilitate cross-site and inter-parcel walkability.** Development should be designed to facilitate safe pedestrian connectivity to adjacent sites, destinations and trail networks.
- **Create vehicle-free spaces.** The US 380 corridor is large in scale and impact, and as such, development should be designed to create open spaces that are sheltered or protected to a degree from the noise and impacts of the highway to ensure that such open spaces will be well utilized.
- **Create flexible activation opportunities and incremental change.** Large surface parking areas are inevitable in this auto-oriented corridor, but where applicable, a site should be designed to anticipate future incremental additions and expansions of sites, and support temporary activation and transformation of sites.
- **Soften the US 380 Frontage.** The US 380 frontage, including the street edge, surface parking areas and US 380-facing building frontages, should be designed such that the visual impact of large surface parking, unactivated walls and hardscape vehicular circulation elements is reduced.

These framework-level Integrated Site Design principles are expanded upon in **Chapter 5: Private Development Design Guidelines.**



Neighborhood Entry Streets

Several streets in the Plan Area should be prioritized as signature placemaking elements as the area and its surrounding neighborhoods continue to evolve. These streets, identified in **Figure 3.4, Neighborhood Entry Streets**, should not only move people and cars into and out of neighborhoods onto US 380, but should add to the appeal of the area as character-defining streets. These streets have the potential to be transformed as meaningful pedestrian connections complete with amenities for the safety, comfort, and enjoyment of users. The roads identified as Neighborhood Entry Streets are considered integral in supporting the connectivity called for in the Guiding Principles of this Plan. Public improvements and private development should be done in tandem over time to enhance these streets so that they contribute to the unique identity of the area.

Neighborhood Entry Streets should be established at many of the primary north-south neighborhood entrances onto US 380 to provide access to the developments and amenities recommended for each of the Opportunity Sites. The inclusion of streetscape elements in a generous setback should be utilized to create an activated frontage along north-south streets intersecting US 380. Elements such as landscaping, outdoor seating, courtyards, pedestrian-scale lighting, bike parking, and human-scaled entrances encourage visual interest and enclosed spaces where pedestrians can safely engage with the space. These special streetscape features create an opportunity for placemaking directly connected to adjacent neighborhoods and protected to a degree from the busy US 380 corridor.

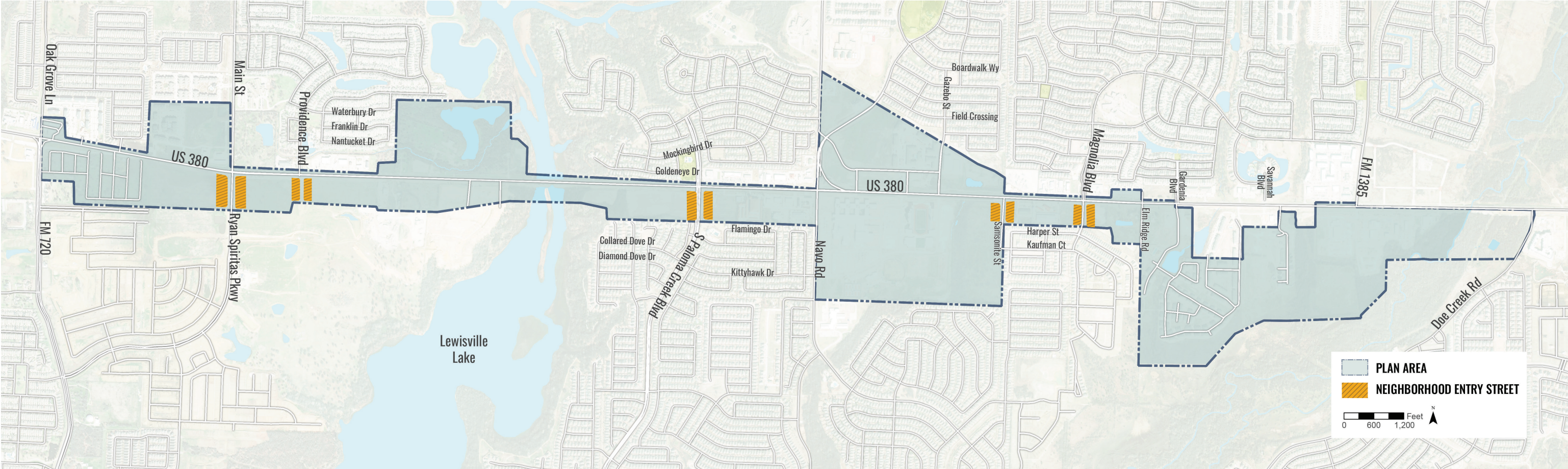


Figure 3.4, Neighborhood Entry Streets

Placemaking and Branding

Placemaking and branding improvements help create an unmistakable and iconic identity of a place. These improvements often occur in the public realm, meaning they may serve private properties but allow full public access. A variety of placemaking and branding improvements should be implemented in conjunction with future development and redevelopment to enhance the unique sense of place for the Plan Area and sync the 380 Corridor with other distinct parts of Little Elm. These improvements are best implemented seamlessly throughout the three subareas, and though the improvements may be public, they will be best achieved with both public and private contributions. A variety of placemaking and branding improvements that can be implemented include:

Gateways

Gateways, strategically located at primary access points into the Plan Area, help encourage the identity of the 380 Corridor as both a unique place and a cohesive part of Little Elm. There is currently little to signal which areas of US 380 exist within Little Elm. Signature elements such as stylized lighting, branded signage, gateway monumentation, and/or public art can set these areas apart from other portions of US 380 and emphasize the Little Elm identity.

Focal Points

Similar to Gateways, Focal Points are strategically located to distinguish certain areas as unique locations within the greater US 380 corridor and signal to visitors their arrival to the destination. Monumental or branded signage, along with landscaping, stylized pavement treatments, and public art, help to set these locations apart, and future development adjacent to Focal Point sites should be designed to orient to and further enhance the location's presence so as to contribute to a sense of entry and significance.

Lighting

Lighting that is both ample and unique is a key element to creating a space that feels safe, welcoming, and memorable. Streetscape lighting that follows a signature design standard, such as stylistic lampposts, and is consistent throughout the 380 Corridor can contribute to the sense of place and enhance the visual quality and richness of the streetscape. 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. Signature lighting should be provided in all public and private streetscape improvements, and all new and updated lighting features should be designed for low-energy use to enhance the sustainability and efficiency of these features.



Public Art Installations

Integrating public art into development or the streetscape along the 380 Corridor serves a variety of roles in further defining the unique identity of the area and providing visual interest. Public art in the Plan Area is likely to take shape as a mural, sculpture, or in conjunction with a Gateway or Focal Point. Utilizing known branding and colors in murals and on buildings helps buildings of significance or near focal points stand out, and when used cohesively with artistic elements found in other Town areas, these elements link the various areas of the Town together. These installations connect the Town to local artists, provide photo opportunities for visitors to capture their time in Little Elm, and can be a unique attraction integrated into new developments and publicly accessible open spaces.

Signage

Wayfinding and branding signage is a key placemaking component for improving the visitor experience on the 380 Corridor. Wayfinding signage connects vehicles to their destinations, whether retail areas, parking, or newly developed community green spaces and trails, and when designed consistently with other branded placemaking elements, can serve as a tool for further emphasizing the 380 Corridor and Little Elm brands and overall experience. The Town can strengthen the visual appeal of the US 380 corridor in the Plan Area with banners placed on streetscape lighting, incorporating branded street signs at intersections, and as a component of focal points and gateways. The Town should take care to implement future improvements with a thoughtful policy approach so as to further the branding and marketing goals of the Corridor while being careful to not create visual clutter or safety concerns.



Catalytic Opportunity Areas

There are several critical Catalytic Opportunity Areas in the Plan Area that have the potential to be transformative to the identity and economic strength of the 380 Corridor. These areas should be a major focus of the Town's planning and economic development efforts throughout the implementation of this Plan. Attracting the right projects to these locations has the potential to further move the 380 Corridor towards its optimal potential as an economic powerhouse for Little Elm. The Catalytic Opportunity Areas, shown in **Figure 3.5, Catalytic Opportunity Areas**, are described in greater detail in **Chapter 4, Subareas Framework**.

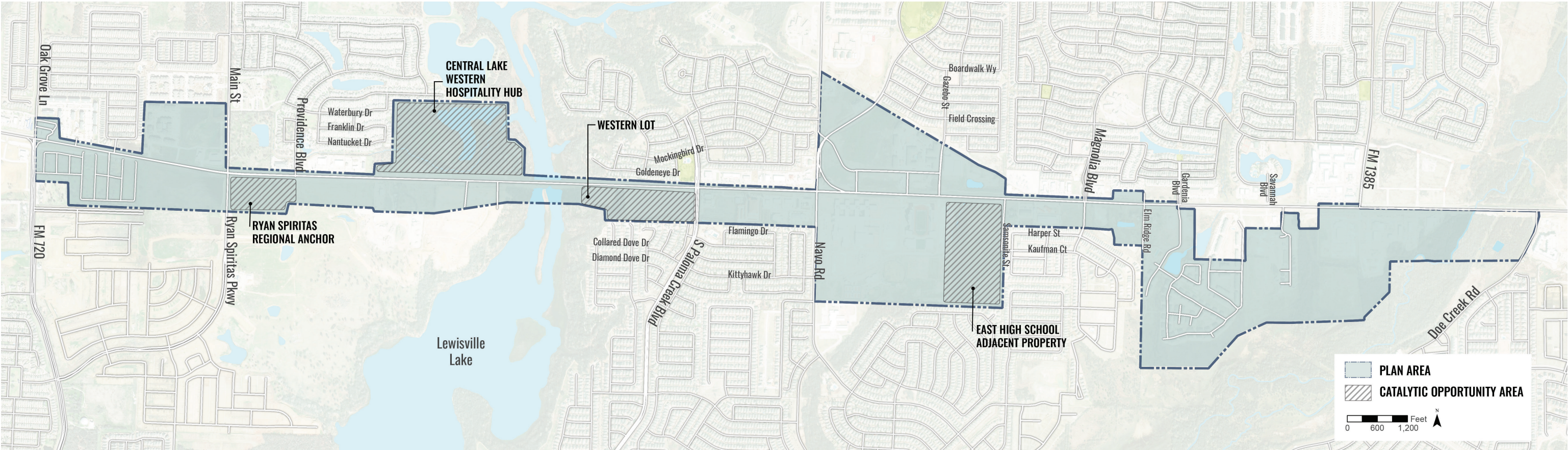
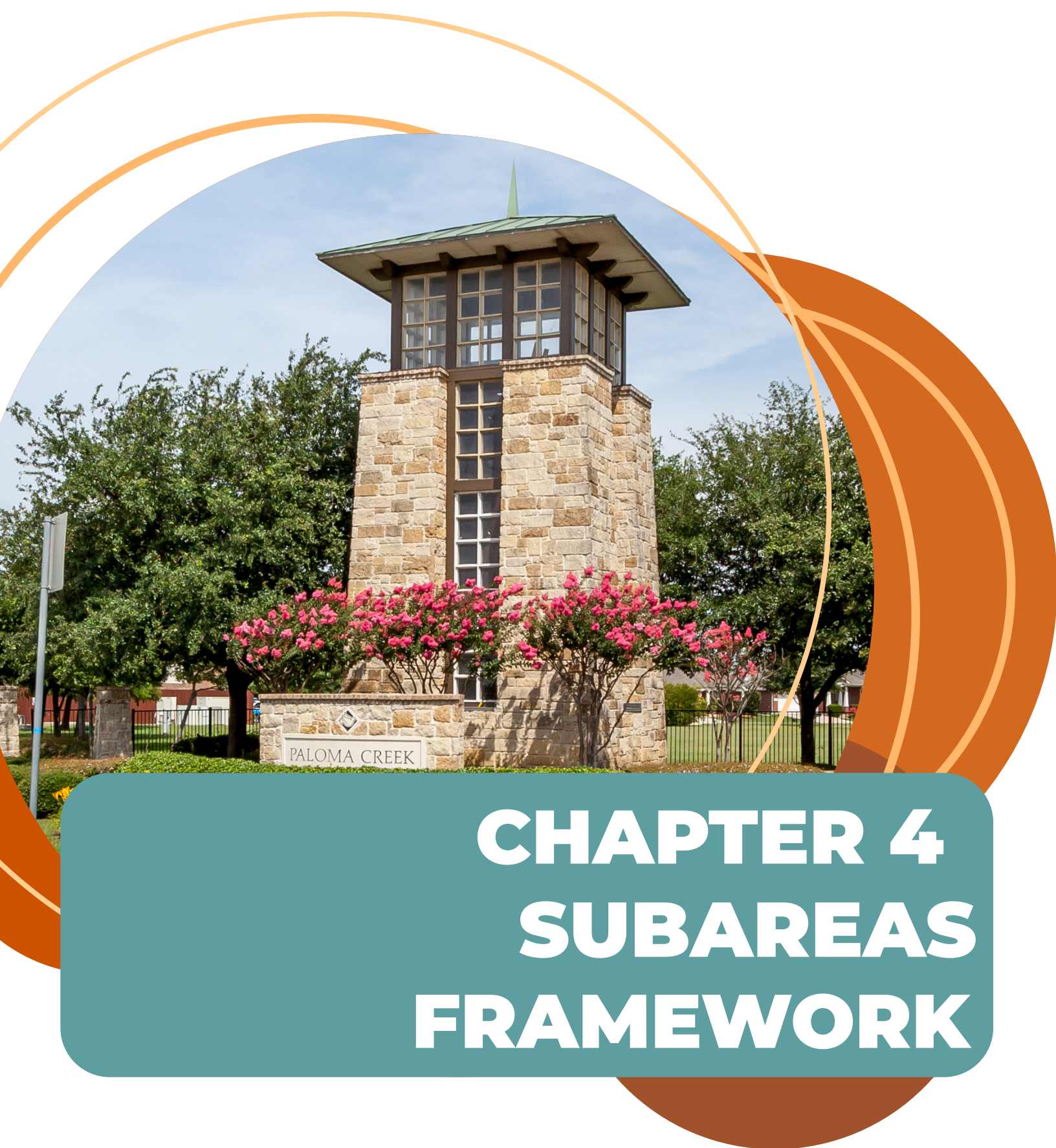


Figure 3.5, Catalytic Opportunity Areas



CHAPTER 4 SUBAREAS FRAMEWORK

This chapter builds on the area-wide Plan Framework elements described in Chapter 3 with more detailed recommendations and guidance for each of the three subareas. This includes guidance on land use, urban design elements, mobility, and key opportunity sites. For each subarea, this chapter addresses:

Vision. Brief statement identifying the unique desired character and opportunities of each subarea.

Land Use Considerations. Specific guidance for targeted and complementary land uses.

Catalytic Opportunity Sites. Concepts and guidance related to specific sites that provide significant opportunity for community amenities, desired land uses, and/or economic development benefits.



West End

The West End, flanked by Cross Roads to the west and residential neighborhoods to the north and south, is a gateway to Little Elm along US 380. The inclusion of major retailers and a mix of residential types, anchored by the Spiritas Ranch development, create the potential for a bustling hub of daily activity that also serves as a regional draw. The West End framework encourages strengthening this area into a neighborhood-centric hub with land uses dedicated to complementing nearby residential neighborhoods while also taking advantage of the proximity to US 380 and FM 720. Nodes of activity should include retail, personal services, and dining options, while a series of primary and secondary street networks stemming from Spiritas Ranch encourage ease of access for residents to enjoy these amenities. **Figure 4.1, West End Subarea** shows the location of this subarea.

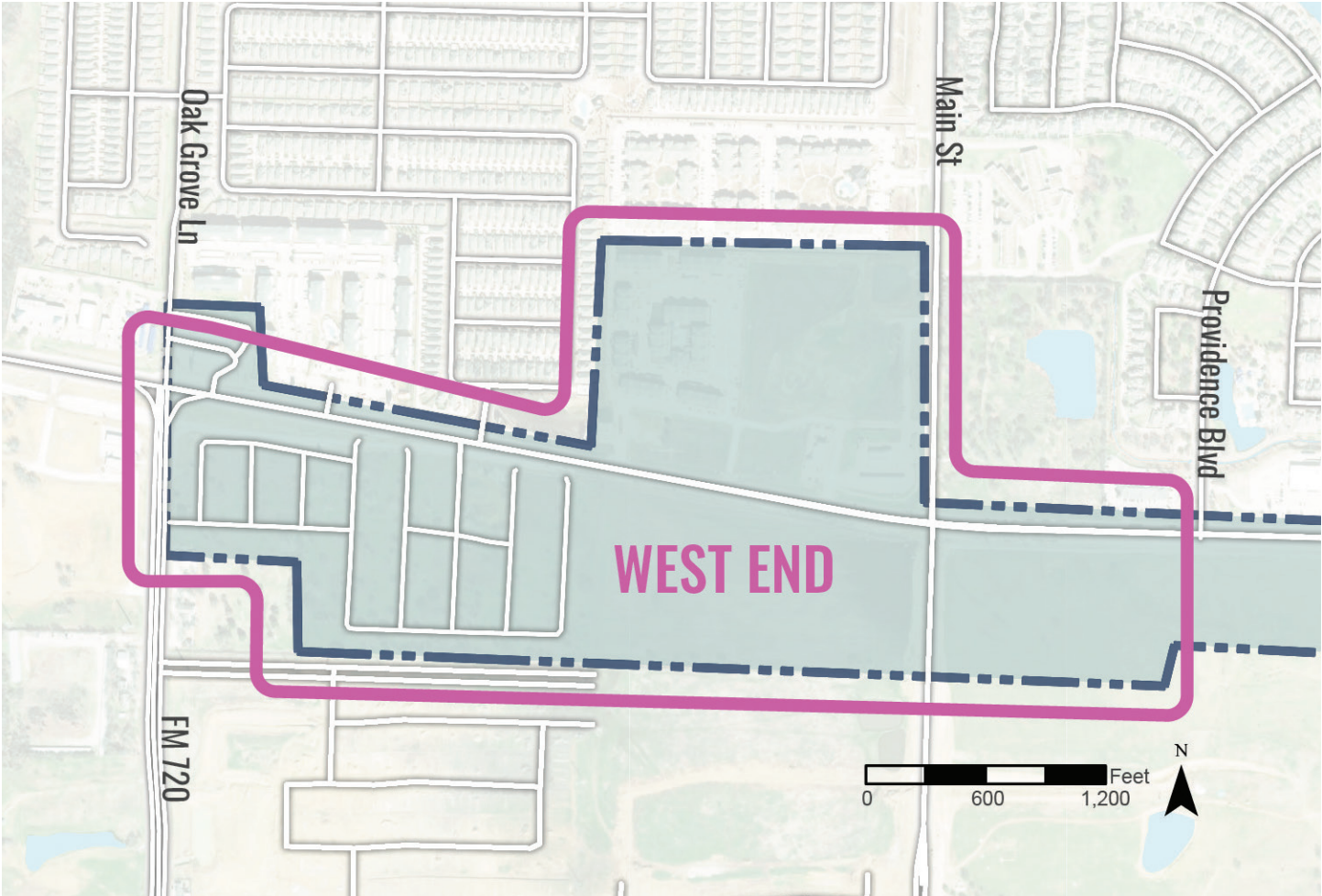


Figure 4.1, West End Subarea

Land Use Considerations

The West End is envisioned to primarily compose of larger commercial retail uses that serve the needs of nearby residential areas and also attract users from the greater region. The focus should be on creating regional anchors for people to visit for goods, services, and entertainment, and supporting these anchors with complementary uses that can add to the visitor experience. The table below outlines Targeted, Complementary, and Discouraged Land Uses for the West End.

Table 4.1, West End Land Use Considerations

Targeted	Complementary	Discouraged
Retail (Larger regional uses such as grocery stores, department stores), Destination entertainment (sports entertainment, movie theaters, bowling and arcade complex, food halls), Mixed-use	Supportive daily needs such as convenience food and dining, convenience retail, personal services, lodging	Housing, civic use

West End Catalytic Opportunity Area

Ryan Spiritas Regional Anchor

The site at the southeast corner of US 380 and Ryan Spiritas Parkway is a key opportunity site in the West End. Many of the other vacant sites here have approved projects expected to be developed soon. This site presents a strategic opportunity to attract uses that meet the objectives described above while also creating a Neighborhood Entry Street element along Ryan Spiritas Parkway. The site itself is large with minimal topographic challenges. A regional retail anchor or entertainment use complemented with smaller neighborhood serving retail and personal services in this area would support the adjacent neighborhood while still contributing to a regional draw that can take advantage of FM 720 and US 380 access. However, design of the site should include transitions between large commercial spaces and adjacent residential uses. Potential transitions include step downs in building height, larger setbacks, and landscaping or screening features.



Central Lake

Anchored by Lewisville Lake, the central segment of the 380 Corridor is flanked by growing neighborhoods to the north and south. Central Lake boasts a variety of retail services and opportunity sites, and the Central Lake framework takes advantage of the robust viewsheds offered of Lewisville Lake. This subarea, shown in **Figure 4.2, Central Lake Subarea**, encourages the development of hospitality uses near the waterfront and neighborhood serving commercial uses on the subarea's periphery.

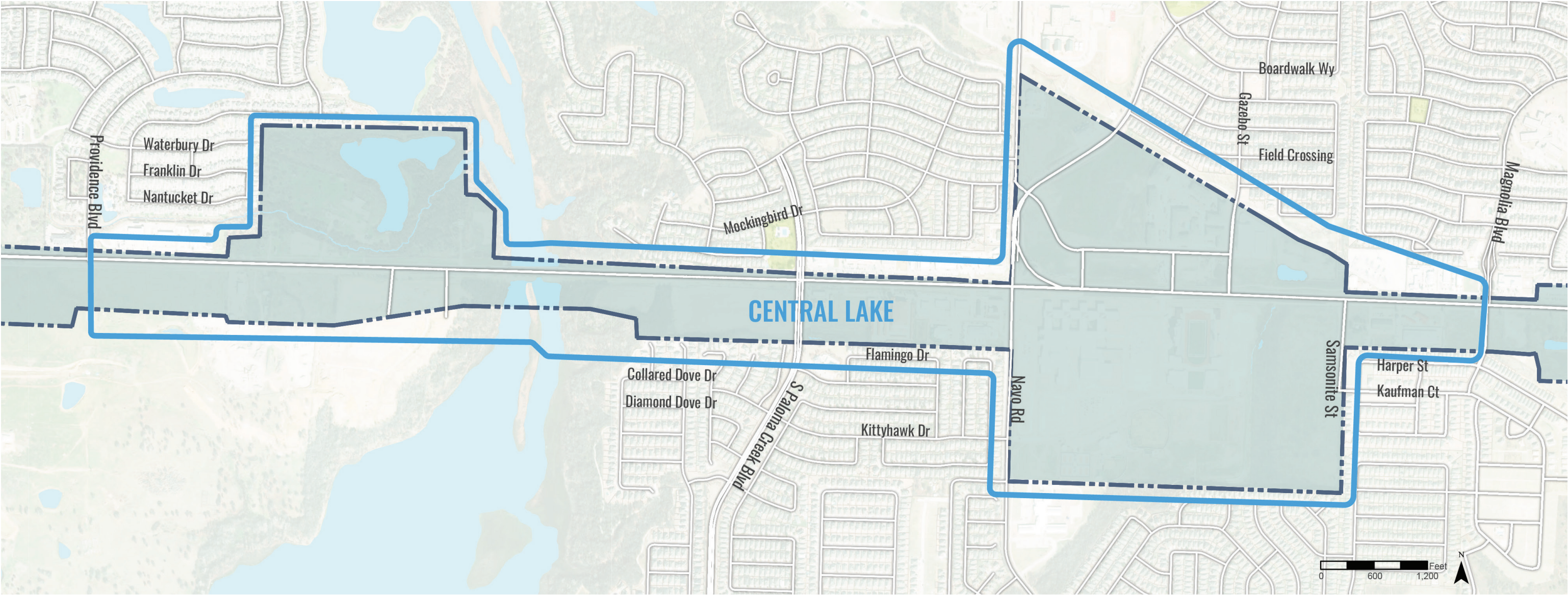


Figure 4.2, Central Lake Subarea

Land Use Considerations

The Central Lake subarea is envisioned to be composed of a combination of hospitality uses that capture a regional draw, specifically on the western edge of Lewisville Lake, and neighborhood-centric commercial uses that serve the everyday needs of growing nearby neighborhoods. The focus should be on creating places for people to visit and work and supporting these anchors with complementary uses that serve the local residents and surrounding neighborhoods. The table below outlines Targeted, Complementary, and Discouraged Land Uses for the Central Lake subarea.

Table 4.2, Central Lake Land Use Considerations

Targeted	Complementary	Discouraged
Hospitality, destination retail, entertainment, office, educational and institutional uses, dining, and mixed-use development (including office space, educational and institutional uses, retail, dining, and commercial uses)	Local-oriented complementary businesses such as health and wellness or other specialty personal services (spas), outdoor amenities, community college, small or local retail, townhomes mixed with non-residential uses	Residential as the sole use



Central Lake Catalytic Opportunity Areas

Central Lake Western Hospitality Hub

The primary opportunity site within Central Lake is located to the east of Providence Village offering direct water access. The Plan Framework supports transformation of this site into a commercial mixed-use hospitality hub with opportunities for dining, retail, and cultural experiences that caters to both residents and visitors, perhaps drawn to the area from the PGA Frisco and future Universal Studio sites in neighboring Frisco. Development at this unique site would need to be thoughtful in addressing topographic challenges, drainage, and environmental issues while also maximizing amenities such as access to the water, activated social gathering space, landscaped open space areas, and quality views to the lake.



Western Lot

The vacant 17-acre lot located adjacent to South Paloma Creek Boulevard in the subarea’s western portion has minor floodplain concerns but is not hindered by the ‘537’ line. This parcel could be transformed into a neighborhood supportive hub featuring retail, commercial, dining, personal services, or small-scale entertainment uses catering to the residential areas flanking the lot to the north and south. Hospitals, employment campus, and other uses would also be desirable at this location. The location presents an opportunity to take advantage of the natural features with the lake on the western side of the property and provide a connection to planned off-street trails that showcase the adjacent natural feature. Further, the geographic features present at this site have the potential to be expanded into water features, creating a focal point for the site and evoking a boardwalk-like atmosphere.



East High School-Adjacent Property

The vacant 36-acre lot immediately to the east of Ray Braswell High School presents few challenges to development and with a significant depth and area, the site offers flexibility to a future developer. A commercial mixed-use site combining dining, retail, offices and hospitality uses could be constructed here to create an additional mixed-use, destination-oriented site to complement the opportunity described for the Western Hospitality Hub site. Educational and institutional uses such as a local community college can even be integrated into a mixed-use site in conjunction with other uses while also providing a unique opportunity for partnership with the adjacent high school for classes and school programs. For this deeper site, retail, hotel, educational, outdoor recreation or other uses that can thrive even when located further off the main US 380 corridor should be prioritized.



Central Lake Western Hospitality Hub

This section presents a conceptual plan for the Western Hospitality Hub, located in the Central Lake subarea (see **Figure 3.5, Catalytic Opportunity Areas**). The plan details one possible way to design the site to achieve the previously outlined Guiding Principles and to reflect the recommendations outlined in **Chapter 5, Private Development Design Guidelines. Figure 4.3, Central Lake Western Hospitality Hub Conceptual Plan** is strictly conceptual in nature and illustrates just one potential way the site design would achieve the objectives of this Plan.

The conceptual plan demonstrates potential organization, circulation, open space, and key uses of the Western Hospitality Hub. The hotel, conference center, and associated hospitality uses proposed on this site are designed to leverage the viewsheds afforded by the lake and to maximize visual aesthetic of the site as seen from US 380. Buildings are primarily oriented internally to the site to engage with amenity green space and water features. Buildings that are placed to provide access to entryways and parking areas are oriented to engage with central landscaped and hardscaped areas.

The inclusion of landscaping elements along US 380 frontage and the placement of surface parking and parking structures away from US 380 contribute to the visual aesthetic of the site as seen from the roadway. Landscaped elements along streets into the site provide a sense of entry, and landscaping placed on the western and northern perimeters of the site supports the transition between the Western Hospitality Hub and existing residential uses.

Green space and amenity areas throughout the site are linked by a network of sidewalks and trails.



Figure 4.3, Central Lake Western Hospitality Hub Conceptual Plan

East End

The East End subarea, shown in **Figure 4.4, East End Subarea**, is the easternmost subarea of the Plan Area, and spans from Magnolia Boulevard to Doe Creek Road. Prosper and Denton County are located to the north and Frisco abuts the subarea to the east. This subarea is poised to become a driver of significant sales tax revenue generation, spurred by the current large outdoor sales uses already found in this subarea. While the existing large outdoor sales use in this area may continue to be lucrative for some time, this Plan supports an adaptation of this use with more corporate offices and campus environments that may in the future be more successful at this location. It is conceivable that these uses could coexist together and transition over time if the market and feasibility of the existing operations change.

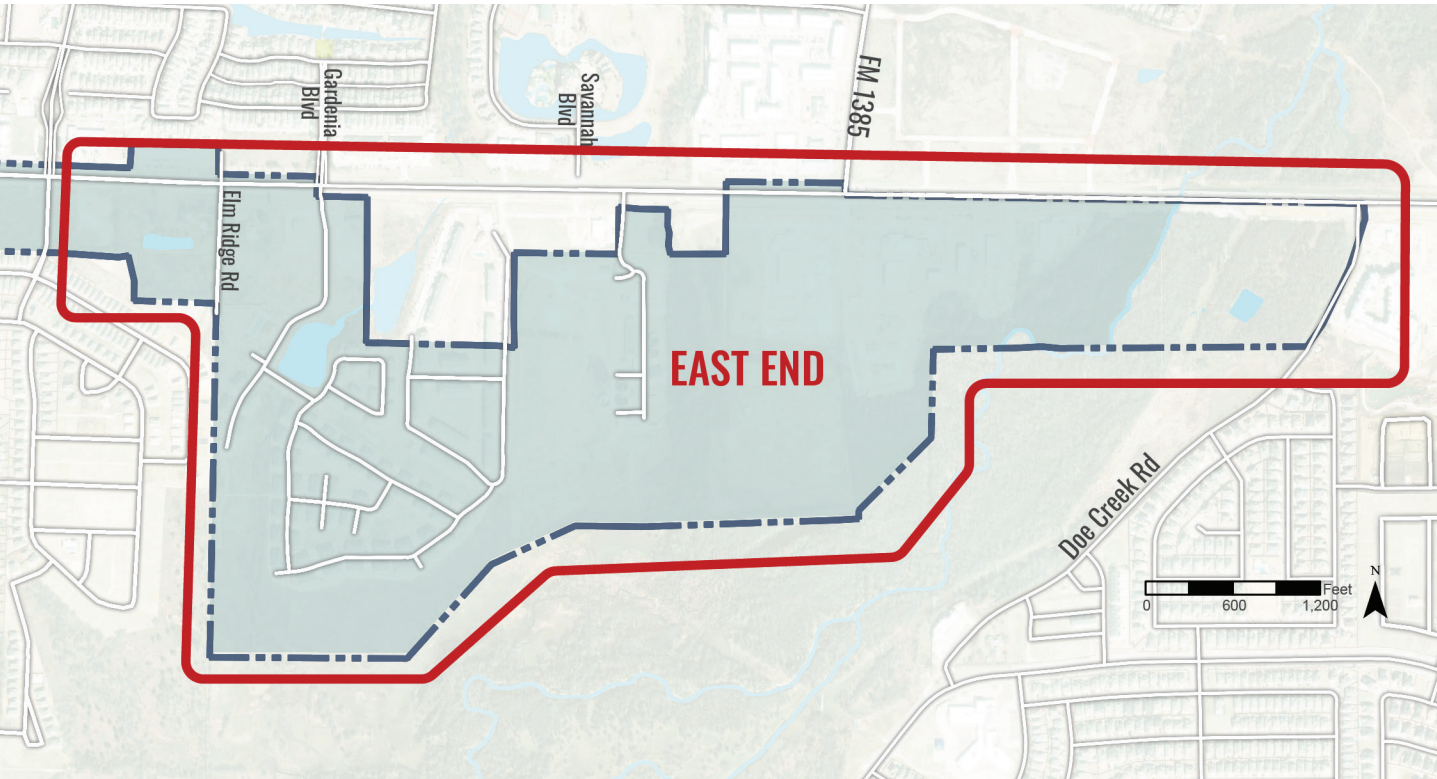


Figure 4.4, East End Subarea

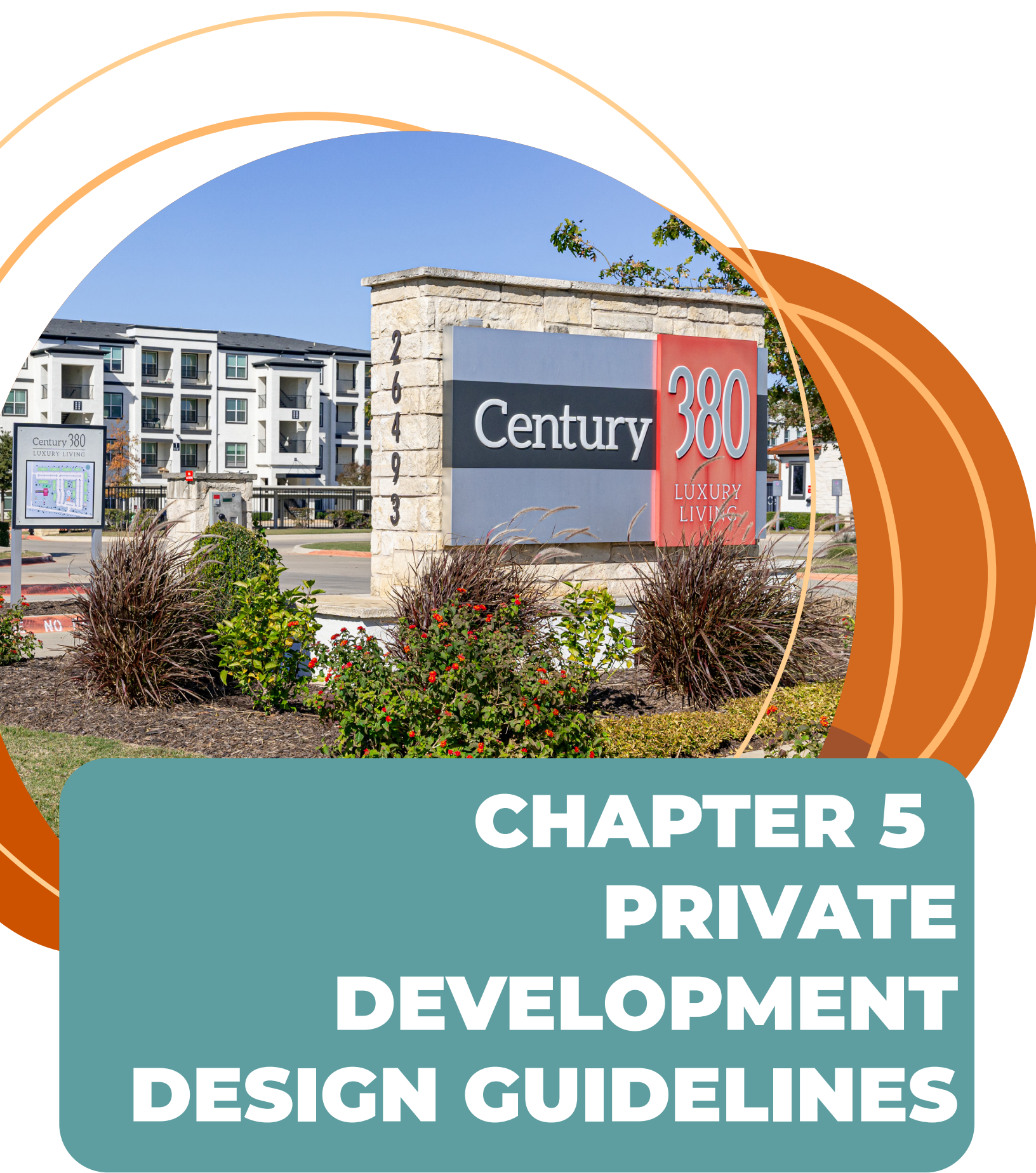
Land Use Considerations

The East End subarea is envisioned as the most flexible of the subareas with uses that capitalize on and maximize economic opportunities for the Town. The focus should be on maintaining existing commercial sites and creating complementary places that serve the local residents and provide compatible transitions between the two. The table below outlines Targeted, Complementary, and Discouraged Land Uses for the East End.

Table 4.3, East End Land Use Considerations

Targeted	Complementary	Discouraged
Corporate office, advanced manufacturing, bio-medical campus, hotel lodging	Outdoor commercial retail; light manufacturing	Multi-family housing, Convenience retail, Fast/ takeout food and beverage





Urban Design and Character

Urban design and impacts on the public realm should be considered in all future development and redevelopment. Sites and buildings should contribute positive visual impacts to the Town of Little Elm. The urban design guidelines in this section build off of the Integrated Site Design principles established in Chapter 3 of this Plan. The following pages outline key urban design and character recommendations for the entirety of the 380 Corridor Plan Area. It provides general urban design recommendations for sites abutting US 380 generally, and where needed, identifies opportunities and direction unique to subareas and key opportunity sites.

Design Priorities

Development in the Plan Area should be designed to maximize visual interest along US 380 and contribute to user experience. Development should be designed to complement Neighborhood Entry Streets by providing generous landscaped setbacks, and site design should emphasize views of the lake, where applicable.



Site Design

Buildings should be placed with minimal parking between a building and US 380 where feasible, but ultimately, flexibility should be afforded to meet the unique needs of desired uses and activities and especially when such uses and activities meet the land use and economic development goals for the subarea. If larger buildings need to be set back for operational reasons, promote pad sites that are located closer to the US 380 edge.

While still giving consideration to the inclusion of landscaping elements, sites should also be designed to maximize the efficiency of the property’s space in order to achieve the greatest functionality of the space and to maximize the space possible for tax revenue-generating uses.

Sites should be thoughtfully designed to consider how buildings on a site interact with each other and embrace open space. Multiple storefronts or businesses should be located on one consolidated site rather than separate parcels, and the development should be designed to maximize the user experience within the pedestrian realm of these businesses. In place of large, contiguous surface parking, buildings should be sited throughout a site or in a manner which creates an internal pedestrian experience with parking interspersed around buildings. Sites should embrace the inclusion of open space and natural features, offering a space for users to gather and relax, creating an experience within the site. Public realm along buildings should enhance the user experience with street furniture, a variety of visual elements such as awnings and landscaping, and wide sidewalks.

Building Orientation

Buildings and entries should face and orient to US 380 if they are highly visible from the corridor. On deeper sites where buildings are located more internal to the site and where waterfront views are possible, buildings should be oriented to allow for more flexibility to take advantage of such unique site elements.



Parking Location

Surface parking is likely to be found throughout each of the subareas along the 380 Corridor. To the greatest extent possible, views of surface parking should be minimized as seen from US 380 by placing surface parking internal to the site and behind pad sites located along US 380. Where surface parking is visible from US 380, views should be softened with the use of landscape screening and buffering.

Building Scale

Buildings along the 380 Corridor should be afforded significant flexibility with respect to scale. Taller buildings may be appropriate or desired for employment uses or hotels for example, to take advantage of Lake Lewisville views. Where such buildings directly abut existing single-family residential uses, sites and/or buildings should be designed to sensitively transition them. These could include step downs in scale, increased setbacks, strategic siting of open space or increased screening and landscaping.

Sensitive Transitions

This area interfaces with single-family development in a variety of places along the Corridor. Where there is a direct interface with residential properties, utilize landscape buffers/screening, increased setback areas, or transitions in building scale to sensitively transition between uses.

Nodes

There are several focal points and gateways at various locations along US 380. Each of these should integrate placemaking elements to emphasize the area as a signature location or destination within the Plan Area and draw attention to the node. Such placemaking elements could include landscaping, stylized lighting, branded signage, and public art or monumentation. Incorporating these placemaking elements within the right-of-way will require coordination with TxDOT.





CHAPTER 6 IMPLEMENTATION

The 380 Corridor Area Plan serves to guide the Town of Little Elm towards their vision for an economically significant Corridor that aligns with the Little Elm identity. Implementing this vision will take place over time, in phases, and as incremental opportunities, and doing so will require updates to town policies, additional studies, creative funding mechanisms, strategic investments, and the coordination of multiple Town departments and other public and private entities. The first step in implementing the vision is to adopt the Area Plan to guarantee that future policies and development are consistent and aligned with the goals and vision of an adopted Town document. A variety of tools for successfully implementing this Plan are described in the following pages.



Focus on the Long-term

The Town should focus on quality over expediency on the key remaining opportunity sites in the Corridor. Sometimes this may mean passing on a project that does not meet or exceed the objectives outlined in this Plan. Getting this right is paramount as the Town continues to move toward a built-out environment. New development on opportunity sites will be in place for decades to come at a minimum. As such, long-term design quality, use mix, community benefits and economic benefits must outweigh short-term developments that do not fully comply with the goals identified in this Plan.

Redevelopment of Opportunity Sites

While many of the properties flanking US 380 are already developed or have approved and pending projects, there are four key opportunity sites identified in this Plan. To maximize the potential of the Corridor, the Town should prioritize facilitation of strategic and economically beneficial development on these sites. The Town, with the appropriate partners, should focus its efforts on attracting optimal development at these locations. Prioritization should be based on factors such as the economic return of developing the site, property owner interest, site readiness, community objectives, and funding mechanisms.

Regulatory

Code Amendments. Updates to the Town’s code of ordinances should be tailored to meet the priority goals and initiatives identified in this Plan. Subsequent amendments should be pursued as necessary to allow desired development uses and building types that are consistent with this Plan and to provide zoning ordinances that are clear, simple, and easy to apply.

The Town should endeavor to create more opportunities for desired uses to be developed “by-right.” In some cases, this may include incentivizing highly desired uses or other community benefits or regulating for specific desired design outcomes.



Financing

There are a variety of funding mechanisms that should be evaluated for implementing improvements and supporting future desired development. This could include traditional bonds that require the support of the community, so the Town should evaluate the community’s willingness to support a bond measure and take steps to position for a local bond election. Other financing options may include:

- TxDOT Transportation Alternatives Grant Program. The Texas Department of Transportation administers funds for locally sponsored bicycle and pedestrian infrastructure projects across the state. These grant funds could be utilized to develop pedestrian and bicycle facilities within the 380 Corridor Plan Area.
- Tax Increment Reinvestment Zone (TIRZ). A Tax Increment Reinvestment Zone (TIRZ) is a tool that could be used to catalyze further private in the 380 Corridor, enabling value capture and reinvestment in infrastructure, placemaking elements, and public improvements within the Zone. A well-structured TIRZ allows the Town to leverage, through bonds, future property tax increments and the resulting revenues above a baseline year to fund improvements such as structured parking, streetscape upgrades, regional detention, and utility upgrades within the Zone.
- EDC Support. The Little Elm Economic Development Corporation (EDC) should deploy performance-based tools to attract primary job creators and catalytic development. Priority areas for EDC investment could include site readiness (clearing, environmental mitigation), incentives for tenants within targeted sectors that produce a requisite number of jobs and incomes above a certain threshold, and other incentives targeting the types of development that align with the Town/EDC’s vision for future development.
- Special Districts. Special districts are specialized governance and financing mechanisms that enable localized funding and management of infrastructure, services, and public realm improvements beyond what a municipality typically provides. These can include tools such as Public Improvement Districts (PIDs), which allow property owners to fund infrastructure or amenities, like enhanced streetscapes, signage, and landscaping, through self-imposed assessments. Business Improvement Districts (BIDs) function similarly, but tend to focus on service delivery (cleanliness, marketing, security) within commercially dense areas and are governed by business stakeholders. Applied to the 380 Corridor, these districts can offer tailored mechanisms to fund extraordinary costs for infrastructure, operations, and maintenance to enable greater investments in amenities, programming, and placemaking. These tools allow investments that can be used to recruit destination operators, higher quality infrastructure, expanded landscaping, and other investments that generate value and enhance competitiveness within the greater region and the 380 Corridor.

Partnerships

- Civic organizations. There are numerous civic organizations and Town departments that do and will continue to play an important role in shaping the future of the Corridor. The Town should continue to strengthen and utilize partnerships with organizations such as the Chamber of Commerce and Economic Development Corporation and look to develop new ones where certain roles may be needed. Town departments such as the Tourism and Business Development Department will also play a crucial role in implementing many of the recommended improvements and working with other organizations to do so. Together, these groups will be integral in engaging residents and stakeholders, educating about and promoting future projects, funding, and guiding decisions.
- Little Elm ISD. Ray Braswell High School and numerous elementary schools are located either within or adjacent to the Plan Area, and as such, will be impacted by public and private investments made to areas along US 380. As an important community institution and property owner, the Town should continue to support and strengthen their partnership with Little Elm ISD for future decision-making along US 380. Similar to the inclusion of Frisco ISD in attracting the Omni PGA Resort and Spa to the nearby municipality, Little Elm should consider Little Elm ISD as an important partner in attracting future developments to the Town.
- Denton County: There are a number of areas along the US 380 corridor that are within the Town’s ETJ or is Limited-Purpose Annexation land, meaning Little Elm is limited in its jurisdictional authority of these areas. As such, close coordination with Denton County for any future development or infrastructure improvements will be essential, and Little Elm should continue to foster this partnership.
- Public-private partnerships. Public-private partnerships (PPP) offer a collaborative approach to financing improvement projects using both public and private investment. Resources from the private sector may be used to fund, plan, or construct improvement projects such as roadways, community centers, or park improvements.
- TxDOT. With TxDOT maintaining authority over US 380, a strong partnership is necessary between the Town and TxDOT to promote the inclusion of desired facility and infrastructure improvements in future projects and for enhancing funding opportunities.

- Development Agreements. Development agreements are negotiated between municipalities and private developers that define the obligations, timelines, and performance standards for a proposed project and set forth actions required by both parties. These agreements provide predictability for both parties by formalizing expectations related to infrastructure delivery, land use, and phasing. In rapidly evolving growth corridors like US 380, development agreements are essential for managing coordinated development across fragmented ownerships and jurisdictions, especially when zoning and incentives are in play. Key provisions should address infrastructure cost-sharing (road extensions, drainage, utilities), public realm enhancements, parkland dedication, and design standards aligned with the corridor vision. These agreements mitigate regulatory uncertainty and risk to the developer. In return, municipalities gain assurance that development occurs in alignment with fiscal and planning objectives.

Incentives

The Town should consider how desired development can be incentivized through strategic incentive opportunities. This is particularly relevant to supporting development on key opportunity sites. Approaches could include:

- Tax incentives. Tax incentives offer an alternative way to incentivize development that the Town desires. Tax incentives could include an abatement or rebate of a portion of revenues to a developer or user based on policy-driven, measurable hurdles such as the number of jobs created, annual sales and resulting sales tax generated, private investment, project timing, and the development’s impact to the Town and Corridor. These incentives can help in reducing or offsetting development or operating costs. Incentives should be structured in a way that is accretive to the Town and recipient.
- Regulatory incentives. Beyond fiscal tools, regulatory incentives offer a method of shaping the development environment to favor more desirable outcomes when looking at a project as a whole, rather than individual parts. Examples include increased floor area ratios (FARs), height and density bonuses, parking reductions, or flexible land use permissions for projects that incorporate community benefits, such as open space, structured parking, or public art. Flexible overlays or form-based codes can be applied to specific nodes within the corridor to encourage predictability in urban form while allowing market-responsive programmatic use. These tools are particularly effective in mixed-use environments where traditional zoning may suppress land-use intensity and integration that corridor planning seeks to achieve. Regulatory incentives can also support transitions in land use typology, reducing entitlement friction, increase profitability, and/or expediting timelines.

- Streamlining review processes for target development. A transparent and expedited development review process is essential for attracting investment in high-growth areas. For projects that align with the corridor plan’s vision, such as mixed-use centers, medical office complexes, or pedestrian-scaled retail districts, Little Elm should implement a prioritized permitting model. This model creates a parallel review stream for qualifying projects, ensuring that applications receive priority scheduling, coordinated interdepartmental review, and a dedicated project manager to troubleshoot issues proactively. This process reduces entitlement risk, a key concern for developers, and positions the Town as a development partner rather than a gatekeeper. By codifying eligibility standards and timeline benchmarks, the Town can ensure equity while rewarding proposals that align with long-term economic and urban design goals. Additionally, the Town could offer reduced or waived permitting fees or other development fees for uses that align with Town targets.

Strategic Investments

The Town should consider investing financially in the development of key opportunities through the provision of infrastructure improvements and other key initiatives, which could include:

- Pre-development feasibility analyses
- Developer and tenant recruitment
- Infrastructure investments
- Local street improvements
- Accelerated review and staff support
- Placemaking elements



Support of Incremental Investments

Outside of the key opportunity sites identified for significant redevelopment, there are many existing developments that could be reimagined with strategic site improvements, temporary activations and other similar efforts. The Town should strongly support incremental property investments with a focus on providing activated open spaces, community destinations and presenting visually interesting and compelling destinations as viewed from US 380. The Town should support property owner investments that are consistent with this Plan by exercising flexibility in review, regulatory constraints, and approvals. The objective should be to remove barriers to these investments. Such incremental investments could include:

- Site access and pedestrian circulation
- Landscape improvements
- Façade and building improvements
- Permanent redesign of underutilized surface parking areas into community gathering spaces
- Strategic building additions or incremental additions of new buildings on existing sites.
- Temporary activations, popup shops or other programming and events on underutilized surface parking areas, especially in areas visible from US 380



Implementation Program

The Implementation Program provides a series of recommendations to serve as an actionable road map for achieving the Guiding Principles of this Plan. Implementation of this Plan will be complex, with many different people and steps involved. Future projects should aim to implement as many recommendations concurrently as possible. Town priorities for implementing these actions may shift over time based on funding availability, concurrent projects, changing community desires, or other circumstances outside the Town’s control. However, even as priorities change, any future actions or decision-making should remain aligned with the Guiding Principles of this Plan.

Implementation Program Components

Recommendation Type

Each recommendation is categorized into a distinct type, which will impact how it is implemented, which departments or partners are involved in implementing it, and potential associated costs.

- **Investment:** New or adjusted capital or operational expenditures.
- **Operational:** Requires a new or modified program and/or staffing arrangement.
- **Partnership:** Formal agreement or informal pursuit of shared goals with an external entity.
- **Policy:** Requires a new or modified process or policy.
- **Regulation:** Requires Town Council approved modification to the Town Code of Ordinances.
- **Study:** Requires further analysis or investigation to determine the most appropriate solution.

Timeframe

The recommendations listed in **Table 6.1, Implementation Matrix** are allocated among four timeframes. Not all strategies can be implemented at the same time, and as priorities shift, the Town may determine to initiate certain strategies sooner or later than provided. Factors that help determine the implementation timeframe include feasibility of implementation, anticipated costs, and overall priority based on feedback from the community.

- **Short-term:** 1-3 years
- **Mid-term:** 3-5 years
- **Long-term:** 5 years or beyond
- **Ongoing:** Throughout the Plan horizon

Implementing Agency and Partners

Though the Development Services Department has spearheaded the Area Plan effort for the Town, the implementation of this Plan will take the efforts of many Town departments and external partners. Town departments or entities will be responsible for initiating and executing the recommended actions and partner organizations or stakeholders will play a critical role in contributing resources, expertise, and support to achieve the Plan’s goals.

Several potential partners are listed below, but it is important to note that this list is not exhaustive and other Implementing partners may be identified throughout the life of this Plan. The Implementing agencies and partners may be denoted in the Implementation Matrix as:

- COC: Chamber of Commerce
- DC: Denton County
- DSD: Development Services Department
- EDC: Economic Development Corporation
- LEISD: Little Elm ISD
- PARD: Parks and Recreation Department
- PW: Public Works Department
- P&Z: Planning and Zoning Commission
- TBD: Tourism and Business Development Department
- TC: Town Council
- TM: Town Manager

Table 6.1, Implementation Matrix

Table 6.1, Implementation Matrix				
Recommendations		Recommendation Type	Timeframe	Agency / Partners
Mobility				
M1	Develop an active mobility inventory database which tracks gaps in the sidewalk and bike facility network. Use this to determine areas of priority for installing new active mobility infrastructure.	Investment, Operational	Mid	DC, DSD, PW
M2	Provide clear and branded wayfinding signage to direct drivers to areas of parking in coordination with future development.	Investment	Mid	DSD, PW
M3	Leverage public improvements to install trails where identified by the Parks, Recreation, and Open Space Master Plan and additional Community Connections identified in this Plan.	Investment, Partnership	Long	DC, DSD, PARD, P&Z, PW
M4	Work with TxDOT to design and install signalized pedestrian crossings at intersections such as Ryan Spiritas Ranch Road and Gazebo Street.	Investment, Operational, Partnership	Long	DSD, PW
M5	Collaborate with Oncor, USACE, and NCTCOG to develop a phasing strategy, complete with funding sources, to construct an active mobility connection through the Oncor easement at the easternmost edge of the Plan Area.	Partnership, Study	Mid	DSD, PW
M6	Review and amend the Town’s Engineering Design Standards to establish Neighborhood Entry Streets standards that provide facilities that promote generous pedestrian realms.	Policy	Short	DSD, PW
M7	Monitor TxDOT studies and initiatives as it pertains to the 380 Corridor and adjust this Plan accordingly to respond to changing conditions and constraints.	Operational, Policy	Ongoing	DSD, PW
Economic Development				
ED1	With the EDC and Chamber of Commerce, develop business incentive programs tailored to attracting and maintaining small/local businesses that will contribute to the unique retail offerings along the US 380 Corridor.	Investment, Partnership, Policy	Mid	COC, EDC, TBD
ED2	With the EDC and Chamber of Commerce, develop business incentive programs tailored to attracting and maintaining large retailers and institutions that will contribute to the retail, service, and employment offerings along the US 380 Corridor.	Investment, Partnership, Policy	Mid	COC, EDC, TBD
ED3	As part of a larger Corridor business strategy, develop and maintain an inventory of retail space and active tenants along the Corridor to assist in fostering and recruiting a diverse mix of businesses that complements the neighborhood destination sites.	Operational	Mid	COC, EDC, TBD
ED4	Track job creation, public/private investment, change in tax value, and income to measure the 380 corridor's economic health over time.	Operational	Ongoing	COC, EDC, TBD

Table 6.1, Implementation Matrix				
Recommendations		Recommendation Type	Timeframe	Agency / Partners
ED5	Evaluate the potential to employ a Tax Increment Reinvestment Zone (TIRZ), special districts, development agreements, or other mechanisms to help fund private investments and improvements along the Corridor.	Policy, Study	Short	DSD, TC, TM
ED6	Conduct a hospitality study to identify obstacles related to development of a hospitality site and determine average daily rate and occupancy estimates for a hospitality and lodging site in the Central Lake subarea. As part of such study, develop strategies for overcoming identified obstacles.	Study	Mid	EDC, TBD
ED7	Create a merchandising plan for anchor tenants.	Operational	Short	COC, EDC, TBD
ED8	Create a special district in the East End to improve marketing and attraction of higher-intensity tax generating anchors.	Operational	Mid	COC, DSD, TBD
ED9	Explore a variety of funding mechanisms including grants and financing opportunities to achieve the goals of this Plan.	Operational, Study	Short	COC, DSD, TBD
ED10	Monitor opportunities to increase or expand economic development.	Operational	Ongoing	COC, DSD, EDC
ED11	Enhance the use of surface parking lots, community open spaces, and underutilized areas through temporary activations that attract visitors to the area.	Investment, Operational	Short	COC, DSD, P&Z, PW, TBD
ED12	Identify any existing barriers to developing or attracting desired uses and take steps to address these barriers.	Policy, Study	Short	DSD, EDC
Recreation				
R1	Collaborate with the Parks and Recreation Department, Chamber of Commerce, and developers to identify locations for and the creation of privately-owned public green spaces and plazas within new development as part of a larger open space network.	Partnership, Study	Ongoing	COC, DSD, PARD
R2	Identify opportunities for temporary activations to be held at community open spaces to attract residents and visitors to the area. Activations may include farmers markets, pop-up shops, live music, etc.	Investment, Operational, Partnership, Study	Short	COC, PARD
R3	Leverage the 380 Corridor Plan with the Parks, Recreation, and Open Space Plan to implement actions that align with the goals of both plans.	Investment, Operational	Ongoing	DSD, PARD

Table 6.1, Implementation Matrix				
Recommendations		Recommendation Type	Timeframe	Agency / Partners
Development				
D1	Develop a comprehensive design guidelines document that can be applied to development or redevelopment on the US 380 Corridor to promote outcomes that support the design goals identified in this Plan.	Policy	Short	DSD, P&Z
D2	Where the Town negotiates development outcomes through Planned Developments or other agreements, require that sites leverage the lake and/or floodplain as an open space amenity.	Policy	Ongoing	DSD, P&Z
D3	Adopt incentive programs to support the incorporation of or contribution to public gathering spaces in developments along the Corridor.	Investment, Operational, Policy, Regulatory	Mid	DSD, P&Z, TC, TM
D4	Design Neighborhood Mixed-Use developments with flexibility and adaptability in mind to accommodate varying needs for sizes of ground floor space and to allow for adaptation with changing business trends over time.	Policy	Ongoing	DSD, P&Z, PW
D5	Incentivize the use of green infrastructure and low-impact development design principles in new development and redevelopment projects	Investment, Operational, Policy, Regulatory	Ongoing	DSD, P&Z, PW
D6	Initiate a small area plan to coordinate development on both sides of US 380 in the Central Lake subarea.	Investment, Study	Short	DC, DSD
D7	Explore the use of a special district to incentivize desired development in the Central Lake subarea.	Operational, Policy, Study	Mid	DSD, P&Z
D8	Initiate an infrastructure installation strategy that can maximize value and efficiency for the Town.	Investment, Policy	Short	DC, DSD, PW
D9	Leverage regional corporate success to capture spillover benefits and attract corporate employers to the East End that contribute to jobs and tax revenue.	Policy	Ongoing	COC, DSD, EDC, TBD

Table 6.1, Implementation Matrix				
Recommendations		Recommendation Type	Timeframe	Agency / Partners
Development of Catalytic Opportunity Areas				
C1	Where there is no private sector movement, evaluate feasibility of Town purchase in Catalytic Opportunity Areas, including assessing costs and funding mechanisms. Where it is determined that acquisition is feasible, take steps to acquire the land or formalize a partnership with property owners to permit desired development on each site.	Investment, Operational, Study	Long	COC, DSD, TC, TM
C2	Invite proposals for the development of opportunity sites. Proposals should demonstrate how the proposed development project will meet the Town's objectives and comply with the 380 Corridor Plan.	Operational, Study	Mid	DSD, P&Z, TC, TM
C3	Facilitate the consolidation of individual parcels into larger parcels at targeted opportunity site areas to enhance redevelopment opportunities at these sites. Explore methods such as incentives, property owner engagement, and land banking to achieve said consolidation.	Operational, Policy	Mid	DSD, P&Z, PW, TM
Regulatory				
R1	Evaluate and amend the Town's code of ordinances to integrate flexible parking requirements that can help support integrated design outcomes as identified in this Plan.	Regulatory	Mid	DSD, P&Z, PW, TC
R2	Establish mechanisms for monitoring, reviewing, and evaluating progress for US 380 Corridor improvements. Using these mechanisms, develop an annual report detailing progress made and share this report with Town Council and the public.	Policy	Short	DSD, TC, TM
R3	Develop qualitative design guidelines for the Plan Area that can be utilized as voluntary, requirements or as needed in negotiations on individual development sites. Note this should build off of the concise urban design guidance provided in Chapter 3 and 5 of this Plan, but provide more detail on specific topics.	Policy, Study	Short	DSD, P&Z
R4	Initiate Town-led rezonings to allow for by-right development of desired uses and designs. Where possible, apply rezoning strategies to multiple properties at one time in a single legislative action.	Regulatory	Short	DSD, P&Z, TC
R5	Evaluate existing development approval processes and revise as needed to provide procedural incentive for developments which meet a defined criteria of desired uses.	Policy, Regulatory, Study	Short	DSD, P&Z, TC, TM
R6	Implement incentive programs for incorporation of publicly accessible open space, such as fee waivers, regulatory relief or expedited review.	Investment, Operational, Policy	Mid	DSD, P&Z, TC, TM
R7	Evaluate the potential to modify the existing parkland dedication and other ordinances to require developers to contribute to public open space or public art elements..	Regulatory	Short	DSD, PARD, P&Z, TC

Table 6.1, Implementation Matrix				
Recommendations		Recommendation Type	Timeframe	Agency / Partners
R8	Amend zoning applicable to the Plan Area that facilitates uses identified in this Plan and furthers urban design recommendations (where appropriate to be codified).	Regulatory	Short	DSD, P&Z, TC
Placemaking				
PM1	Install placemaking design elements such as specialty lighting, branded street banners and/or wayfinding signage, and sidewalk landscaping, and develop strategies for implementing larger placemaking elements such as accented crosswalks.	Investment	Mid	CDC, DSD, P&Z, PW
PM2	Create signature gateways at specified intersections of the US 380 Corridor to signal one's entrance into the area or emphasize a critical focal points as identified in this Plan.	Investment	Long	DSD, PW, TBD
PM3	Develop a public art strategy for the 380 Corridor which identifies specific locations on private land where art installations are feasible and desired, and that outlines maintenance needs. As part of the strategy, identify ways the Town can work with property owners to facilitate public art on their sites.	Policy	Short	DSD, PW
PM4	Submit a call to local artists to develop public art and monumentation for placement along the corridor. Partner with TxDOT as necessary to ensure public art and/or monumentation meets safety and design guidelines for the right-of-way.	Investment, Operational, Partnership	Mid	DSD, PW
PM5	Work with TxDOT to develop a design standard for stylized or artistic elements on grade separated roadways and integrate these into all future TxDOT improvements along US 380.	Policy, Partnership	Mid	DSD, P&Z, PW
PM6	Integrate interactive art walls or art displays into community open spaces or within neighborhood mixed-use developments.	Investment, Policy	Mid	DSD, PARD, TBD
PM7	Update the landscaping requirements for 380 Corridor properties to require additional street trees along the corridor to be placed on private property or potentially in the right-of-way on local side streets.	Regulatory	Short	DC, DSD, PW, TC, TM
PM8	Evaluate the Plan Area to identify underused parking areas and develop a strategy to transform these areas into other uses or community open space.	Policy, Study	Short	DSD, PARD, PW
PM9	Work with owners of vacant and redeveloping parcels to establish Neighborhood Entry Streets as identified in this Plan.	Policy, Partnership, Study	Short	DSD, P&Z, PW
PM10	Create a streetscape improvement plan for intersecting streets to ensure pedestrian areas align with National Association of City Transportation Officials (NACTO) standards and contribute to the Corridor's identity and the safety and comfort of pedestrians.	Study	Short	DSD, PW

Table 6.1, Implementation Matrix				
Recommendations		Recommendation Type	Timeframe	Agency / Partners
Partnerships				
P1	Develop a 380 Corridor Commission or Corridor Interest Group to make ongoing recommendations to the Town Council regarding public and private investments along the Corridor.	Operational, Partnership	Short	DSD
P2	Work with the local high schools (Little Elm, Braswell) to develop a hospitality-focused internship program allowing students to gain experience in the hospitality-centric uses developed in the Central Lake subarea.	Investment, Operational, Partnership	Long	COC, LEISD, COC
p3	Initiate discussions with institutions of higher education to determine the feasibility of locating a branch in the Plan Area. Involve other entities such as LEISD, major employers, etc. as appropriate.	Partnership	Long	COC, DSD, LEISD, P&Z, TM
P4	Initiate discussions with owners of critical opportunity sites to share the vision of this Plan, understand their goals/plans for their property, and identify opportunities for mutually beneficial actions.	Partnership	Short	DSD, P&Z, TM
p5	Initiate coordination with the USACE to determine feasible development opportunities in areas that coincide with the '537' line.	Partnership, Study	Short	DSD, TM