

Planning & Zoning Commission

September 11, 2023

Town Hall

2121 Cross Timbers Road

Flower Mound, TX 75028

6:30 p.m.

Comments regarding any agenda item can be sent to the Planning Department at planning@flower-mound.com or by calling 972.874.6350 and leaving a message.

AGENDA

A. CALL TO ORDER

B. INVOCATION

C. PLEDGE OF ALLEGIANCE TO THE AMERICAN FLAG

D. PUBLIC COMMENT

The purpose of this item is to allow the public an opportunity to address the Board/Commission regarding any item on this agenda that is not a "Public Hearing." Issues regarding daily operational or administrative matters should first be dealt with by calling Town Hall at 972- 874-6000 during business hours. To speak to the Board/Commission during public comment, please fill out a comment form, which is located in the lobby of Town Hall.

In accordance with the Texas Open Meetings Act, the Board/Commission is restricted from discussing or acting on items not listed on the agenda.

- Speakers are limited to 3 minutes; a tone will sound at 30 seconds left and when time has expired, and times may be adjusted by the Chair depending on the number of speakers.
- Speakers must address their comments to the Board/Commission.
- Please state your name and address when speaking.

E. COORDINATION OF CALENDARS

1. September 25, 2023 Meeting
2. October 9, 2023 Meeting

F. FUTURE AGENDA ITEM(S)

G. STAFF/DIRECTOR REPORT

1. Quarterly Development Update

H. CONSENT ITEM(S)

This part of the agenda consists of non-controversial, or “housekeeping” items required by law. Items may be removed from Consent by any Commissioner by making such request prior to a motion and vote.

1. Minutes of August 28, 2023 - Consider approval of the minutes from the August 28, 2023, Planning & Zoning Commission Meeting.

I. REGULAR ITEM(S)

This part of the agenda consists of discretionary items either relating to zoning or a requested variation from the Town’s development standards. If a public hearing is required, it will be noted in the item caption on the agenda. Typically, the Planning & Zoning Commission will make a recommendation to Town Council on these types of projects.

1. CSP23-0003 - Flower Mound Cemetery - Public Hearing to consider a request for a Comprehensive Sign Package (CSP23-0003 – Flower Mound Cemetery Ground Sign) for Flower Mound Cemetery. The property is generally located south of Flower Mound Road and west of Strait Lane.
2. MPA23-0004 - Urban Design Plan and Area Plan Refresh - Public Hearing to consider an ordinance amending the Master Plan (MPA23-0004 – Urban Design Plan and Area Plans Refresh) by amending Section 2 “Area Plans,” and Section 4 “Urban Design Plan,” for the purpose of merging all area plan elements in one component of the Master Plan and to refresh the Urban Design Plan.
3. LDR23-0002 - Nonresidential Design - Consider an ordinance amendment to the Land Development Regulations (LDR23-0002 – Nonresidential Design) by amending Chapter 74 “General”, Chapter 82 “Development Standards”, and Chapter 98 “Zoning”, of the Town’s Code of Ordinances to amend nonresidential exterior design standards.

J. ADJOURN

Pursuant to Section 551.071 of the Texas Government Code, the Planning and Zoning Commission reserves the right to consult in closed session with its attorney and to receive legal advice regarding any item listed on this agenda.

I do hereby certify that the Notice of Meeting was posted on the bulletin board at the Town Hall for the Town of Flower Mound, Texas, in a place convenient and readily accessible to the general public at all times and said Notice was also posted on the Town’s website in accordance with GC Section 551.056 on the following date and time: September 7, 2023, at 5:30 p.m., at least 72 hours prior to the scheduled time of said meeting.

LauriAnn Cash, Staff Liaison

The Flower Mound Town Hall and Jody Smith Hall are wheelchair accessible. Requests for accommodation or interpretive services must be made 48 hours prior to this meeting by contacting Town Hall at 972.874.6000. Additional time limits will be provided for members of the public that need to address the Town Council through a translator.

Planning & Zoning Commission



August 28, 2023
Town Hall
2121 Cross Timbers Road
Flower Mound, TX 75028

6:30 p.m.

DRAFT MINUTES

A. CALL TO ORDER

Chair Ruthrauff called the meeting to order at 6:30 p.m. with the following members present:

Brad Ruthrauff, Chair, Place 1
Kathryn Wells, Vice-Chair, Place 7
Jason Hobbs, Place 2
Janvier Werner, Place 3
Brady Kilpper, Place 4
Greg Wilson, Place 5
Donald Gilmore, Place 6
Scott Langley, Place 8, Alternate

with the following member(s) absent:

Scott Jostes, Place 9, Alternate

constituting a quorum with the following members of the Town Staff participating:

Rachel Raggio, Town Attorney
Lexin Murphy, Director of Development Services
Bob Pegg, Assistant Director of Engineering
Poornima Kashyap, Principal Planner
John Chapman, Planner
LauriAnn Cash, Executive Assistant

B. INVOCATION

C. PLEDGE OF ALLEGIANCE TO THE AMERICAN FLAG

D. PUBLIC COMMENT

The purpose of this item is to allow the public an opportunity to address the Board/Commission regarding any item on this agenda that is not a "Public Hearing." Issues regarding daily operational or administrative matters should first be dealt with by calling Town Hall at 972- 874-6000 during business hours. To speak to the Board/Commission during public comment, please fill out a comment form, which is located in the lobby of Town Hall.

In accordance with the Texas Open Meetings Act, the Board/Commission is restricted from discussing or acting on items not listed on the agenda.

- Speakers are limited to 3 minutes; a tone will sound at 30 seconds left and when time has expired, and times may be adjusted by the Chair depending on the number of speakers.
- Speakers must address their comments to the Board/Commission.
- Please state your name and address when speaking.

Names listed below don't necessarily reflect the order in which each person spoke and all addresses are located in Flower Mound unless otherwise indicated.

	Speaker name and address	Subject (as written on the form)
1.	Kevin Hutchens; 370 Northwood Dr.	Opposition to ZPD22-0001 & ZPD22-0003
2.	Clare Harris, 416 Northwood Dr.	Opposition to ZPD22-0001 & ZPD22-0003
3.	*James Harris, 416 Northwood Dr.	Opposition to ZPD22-0001 & ZPD22-0003
4.	*MaryJo Lengnick; 1701 Marble Pass Dr.	Opposition to ZPD22-0001 & ZPD22-0003

** Indicates person did not wish to speak*

E. COORDINATION OF CALENDARS

1. September 11, 2023 Meeting
2. September 25, 2023 Meeting

F. FUTURE AGENDA ITEM(S)

None

G. STAFF/DIRECTOR REPORT

1. House Bill 3699

H. CONSENT ITEM(S)

This part of the agenda consists of non-controversial, or "housekeeping" items required by law. Items may be removed from Consent by any Commissioner by making such request prior to a motion and vote.

1. Minutes of August 14, 2023 - Consider approval of the minutes from the August 14, 2023, Planning & Zoning Commission Meeting.

ACTION: Vice-Chair Wells moved to approve Item H.1. as presented in the agenda caption. Commissioner Gilmore seconded the motion.

AYES: Wilson, Gilmore, Wells, Hobbs, Werner, Kilpper

NAYS: None

RESULT: 6 : 0

I. NON-DISCRETIONARY ITEM(S)

This part of the agenda consists of items that are in compliance with all applicable development standards; are not requesting waivers, exceptions, or deviations, and do not require a Public Hearing.

1. SP23-0012 – Oncor Dunham Substation - Consider a request for a Site Plan (SP23-0012 – Oncor Dunham Substation) to develop a high voltage electric line/substation facility. The property is generally located south of Dunham Road and east of Haynes Road.

STAFF PRESENTATION:

Poornima Kashyap, Principal Planner

ACTION: Vice-Chair Wells moved to approve Item I.1. as presented in the agenda caption. Commissioner Wilson seconded the motion.

AYES: Wilson, Gilmore, Wells, Hobbs, Werner, Kilpper

NAYS: None

RESULT: 6 : 0

J. ADJOURN

Chair Ruthrauff adjourned the meeting at 6:53 p.m.

Commissioner Kilpper left the meeting after adjournment.

K. WORK SESSION

Public Comment Guidelines for Work Sessions

- Work Sessions are not Public Hearings; the Commission cannot take action.
- Speakers are limited to 3 minutes; a tone will sound at 30 seconds left and when time expires.
- Times may be adjusted by the Chair depending on the number of speakers.
- Donated time will not be recognized.
- Please state your name and address when speaking, and direct comments to the Commission.

Chair Ruthrauff called the Work Session to order at 6:53 p.m.

Commissioner Wilson left the meeting at 7:56 p.m.

1. CON23-0001 - Hines Conservation

STAFF PRESENTATION:

Poornima Kashyap, Principal Planner

APPLICANT PRESENTATION:

Randi Rivera, McAdams

Jameson Pinson, McAdams

Names listed below don't necessarily reflect the order in which each person spoke and all addresses are located in Flower Mound unless otherwise indicated.

	Speaker name and address
1.	Kevin Hutchens, 370 Northwood Dr.
2.	Clare Harris, 416 Northwood Dr.

** Indicates person did not wish to speak*

2. MPA23-0004 & LDR23-0002 - Urban Design Plan & Area Plans

STAFF PRESENTATION:

John Chapman, Planner

Names listed below don't necessarily reflect the order in which each person spoke and all addresses are located in Flower Mound unless otherwise indicated.

	Speaker name and address
1.	Clare Harris, 416 Northwood Dr.
2.	Peter Brown, 1813 Meyerwood Ln.
3.	Kevin Hutchens, 370 Northwood Dr.

** Indicates person did not wish to speak*

Chair Ruthrauff adjourned the Work Session at 10:08 p.m.

TOWN OF FLOWER MOUND, TEXAS

BRAD RUTHRAUFF, CHAIR

ATTEST:

LAURIANN CASH, EXECUTIVE ASSISTANT



PLANNING & ZONING COMMISSION AGENDA I.1. REGULAR ITEM(S)

DATE: September 11, 2023
FROM: Claire Barnes, Planner
ITEM: **Public Hearing to consider a request for a Comprehensive Sign Package (CSP23-0003 – Flower Mound Cemetery Ground Sign) for Flower Mound Cemetery. The property is generally located south of Flower Mound Road and west of Strait Lane.**

BACKGROUND:

I. ITEM SUMMARY

This application has been reviewed by DRC and determined to be ready for consideration by the Planning and Zoning Commission. There are no outstanding issues.

This application will require final action by the Town Council.

II. APPLICATION ANALYSIS

The purpose of the request is to obtain approval of a Comprehensive Sign Package (CSP) in order to replace an existing ground sign with a new ground sign along the street frontage of Flower Mound Road for Flower Mound Cemetery. A CSP is required for the proposed sign as it does not meet the Town's requirements for a ground sign, including the following:

1. The sign is located on a lot that already exceeds the allowed number of ground signs. The lot is permitted one ground sign for each street frontage. The church has a ground sign, and in 2016, the property received a CSP to add an additional sign to the property for the preparatory school. Since its approval, the preparatory school has vacated the property, and the church converted the existing preparatory school monument sign into an additional sign for the Presbyterian church. The existing cemetery sign was permitted when the cemetery and the church were located on separate lots and each lot was allowed to have one sign each. Since then, the property has been replatted into one lot, and as the cemetery sign is being replaced, the applicant is including the proposed sign as part of the property's CSP with this application. If approved, three signs in total will continue to exist on the property (two church signs and one cemetery sign).
2. The Town's sign ordinance requires the monument sign to be located at least 15 feet from the right-of-way line. The proposed sign would be located on the property line according to the application.
3. The Town's sign ordinance allows a maximum width of 10 ft. The proposed sign is just over 18 ft in width.

In the letter of intent, the applicant has indicated that the Church and the Cemetery are two separate

entities occupying the same lot. The applicant is requesting the Flower Mound Cemetery sign as part of a CSP in order to bring the sign into compliance. The Town's Sign Code states that the purpose of a Comprehensive Sign Package is to "allow for a specialized review of signs which may have meritorious design and seek to promote a unique quality for an existing or proposed development, but which require special consideration."

As part of the Comprehensive Sign Package, the applicant is requesting to construct a single faced ground sign that would be placed on the northern property line in the same location as the current cemetery sign. The sign will be approximately 5.8 feet tall and will be supported by the existing foundation [see Attachment B(1)]. If the CSP is approved, the sign, including the foundation, will be required to meet all sign permit requirements and regulations.

BOARD REVIEW/CITIZEN FEEDBACK:

I. CORRESPONDENCE

The Town Code requires both public notice in a newspaper of general circulation (Denton Record Chronicle) and notification of the property owners within 200 feet of the subject property for all Comprehensive Sign Package requests. Project No. CSP23-0003 had a total of 80 Property Owner Notifications mailed. At the time this report was written, the Town had received one item of correspondence in support and no items of correspondence in opposition to the request (correspondence is calculated by each property/household).

ALTERNATIVES: N/A

FISCAL IMPACT: N/A

LEGAL REVIEW: N/A

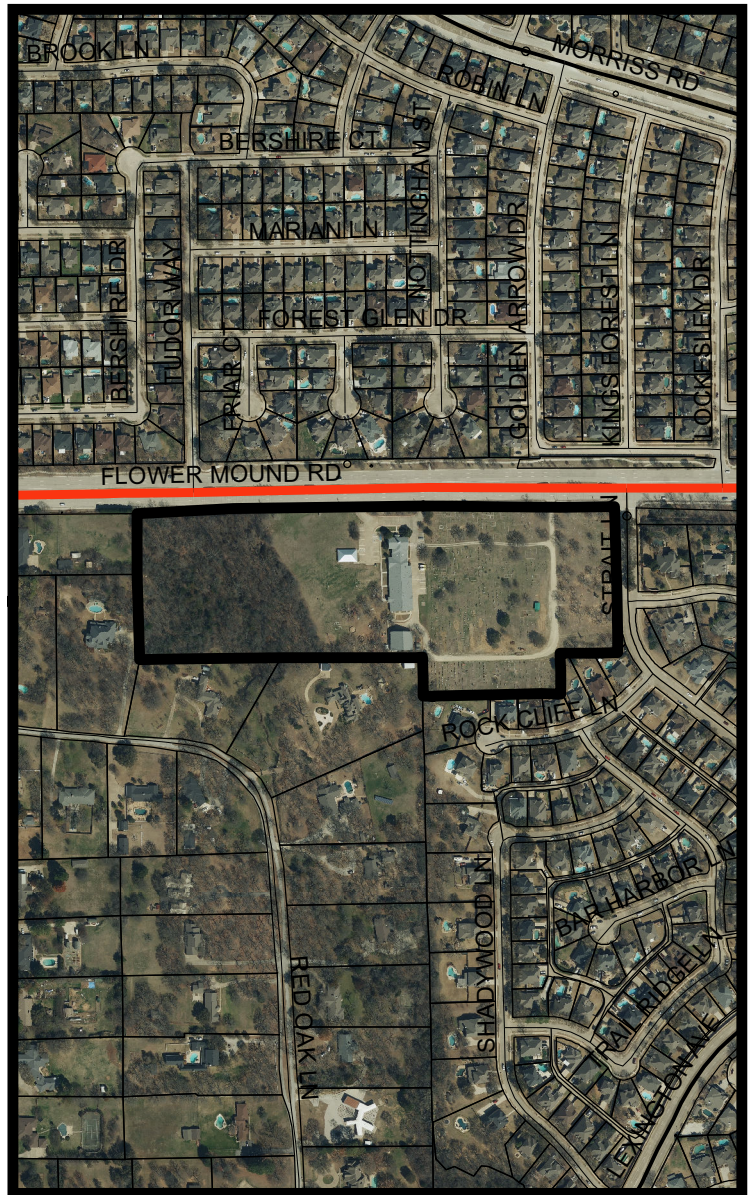
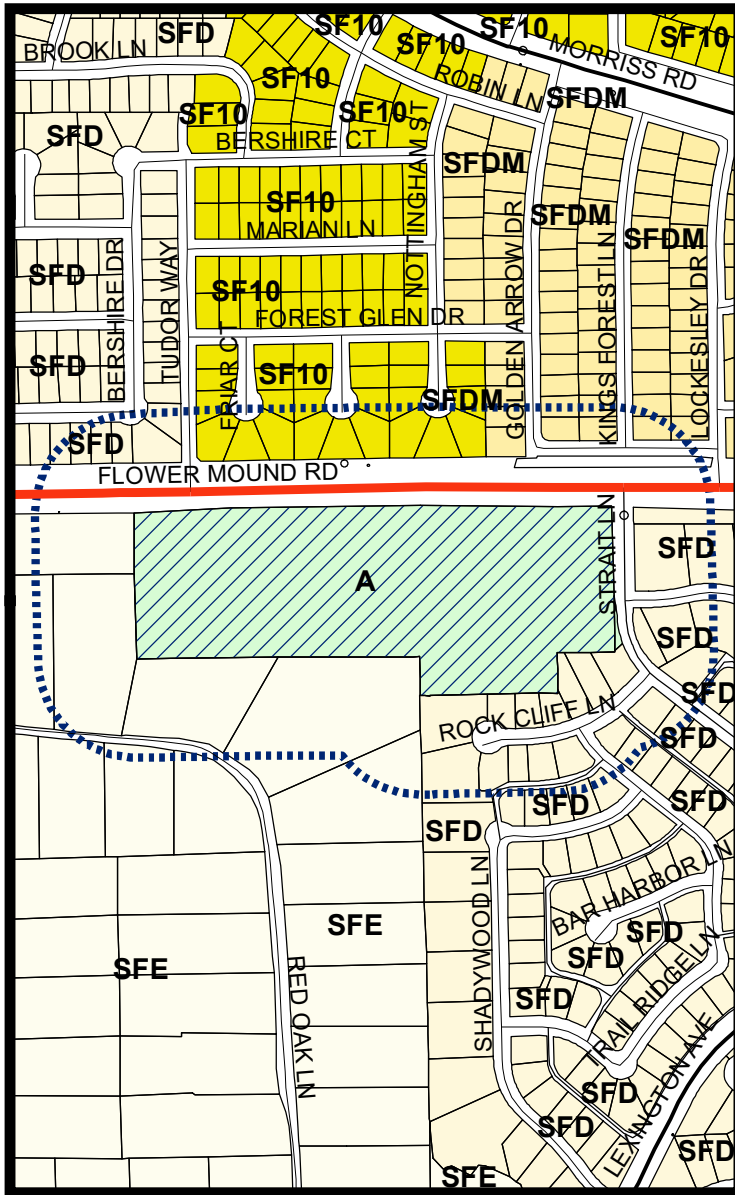
ATTACHMENTS:

1. Map - Zoning & Aerial
2. Letter of Intent
3. Comprehensive Sign Package

DRAFT MOTION: Move to approve as presented in the agenda caption.

Vicinity Map

Reference Project: CSP23-0003



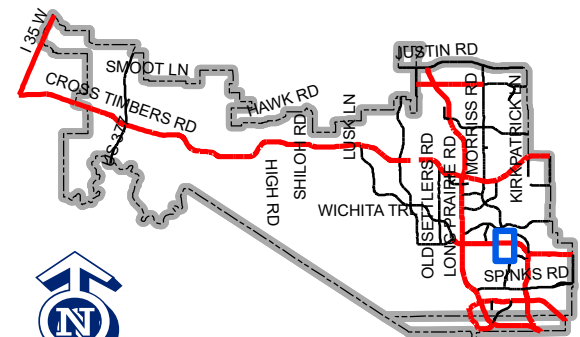
LEGEND

- Agriculture
- Single Family 10
- Single Family Density Medium
- Single Family Detached
- Single Family Estate

- Subject Property
- 200 ft Notification Buffer around Property

Visit www.fmdevmap.com to learn more about this project.

Visit <https://www.flower-mound.com/notifyme> to sign up for text message and/or email alerts for future projects.



Map Location

HighTech Signs DFW

August 1st, 2023

Flower Mound Planning Services
2121 Cross Timbers Road
Flower Mound, TX 75028

Dear Planning Services:

As we have previously discussed via email, the Board of Directors overseeing the Flower Mound Cemetery at 1501 Flower Mound Road would like to refurbish the existing monument sign that faces Flower Mound Road. This monument was originally constructed in the year 2000.

While separate operating entities, the Flower Mound Cemetery and the Flower Mound Presbyterian Church both occupy the same parcel of property (ID 19861). This is a 17.3-acre commercial property. After the cemetery monument was constructed, the church added two additional ground signs on this property (a post & panel sign and a monument sign built in 2016 with a CSP).

Planning Services has requested that the Board of Directors submit a CSP for the refurbishment of the existing cemetery monument and they have engaged my firm to do this. This CSP is submitted and includes all required documents:

- Letter signed by the property owner
- Tax certificate showing current taxes
- The CSP with all drawings, site plan, and descriptions.

Sincerely,



David Slear



Flower Mound — Cemetery —

Existing Monument Sign Refurbishment Proposal

Current monument has been on site for over 20 years



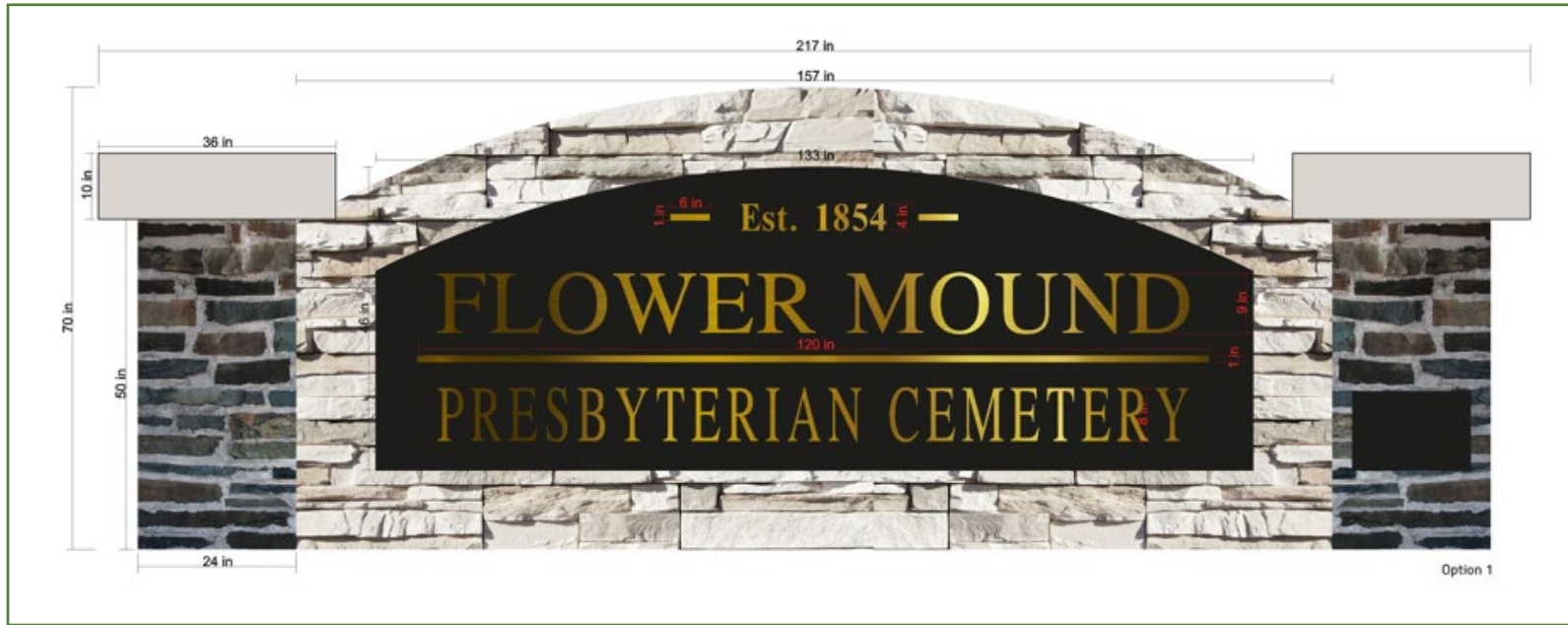
The Flower Mound Cemetery was established in 1854 by Matthew Donald, a successful farmer who served as the first pastor of the Flower Mound Presbyterian Church.

Care for the cemetery has evolved over the years, but as time passed, it became apparent that a more formal, organized effort was needed. A formal association was formed with a Board of Directors. Anyone who has a loved one buried in the cemetery is a member of the Flower Mound Cemetery Association.

The existing monument sign facing Flower Mound Road was originally built in 2000. While it has served well, it is starting to show its age. The Board of Directors would like to refurbish this existing monument.



The Board of Directors is proposing a refurbishment of the monument

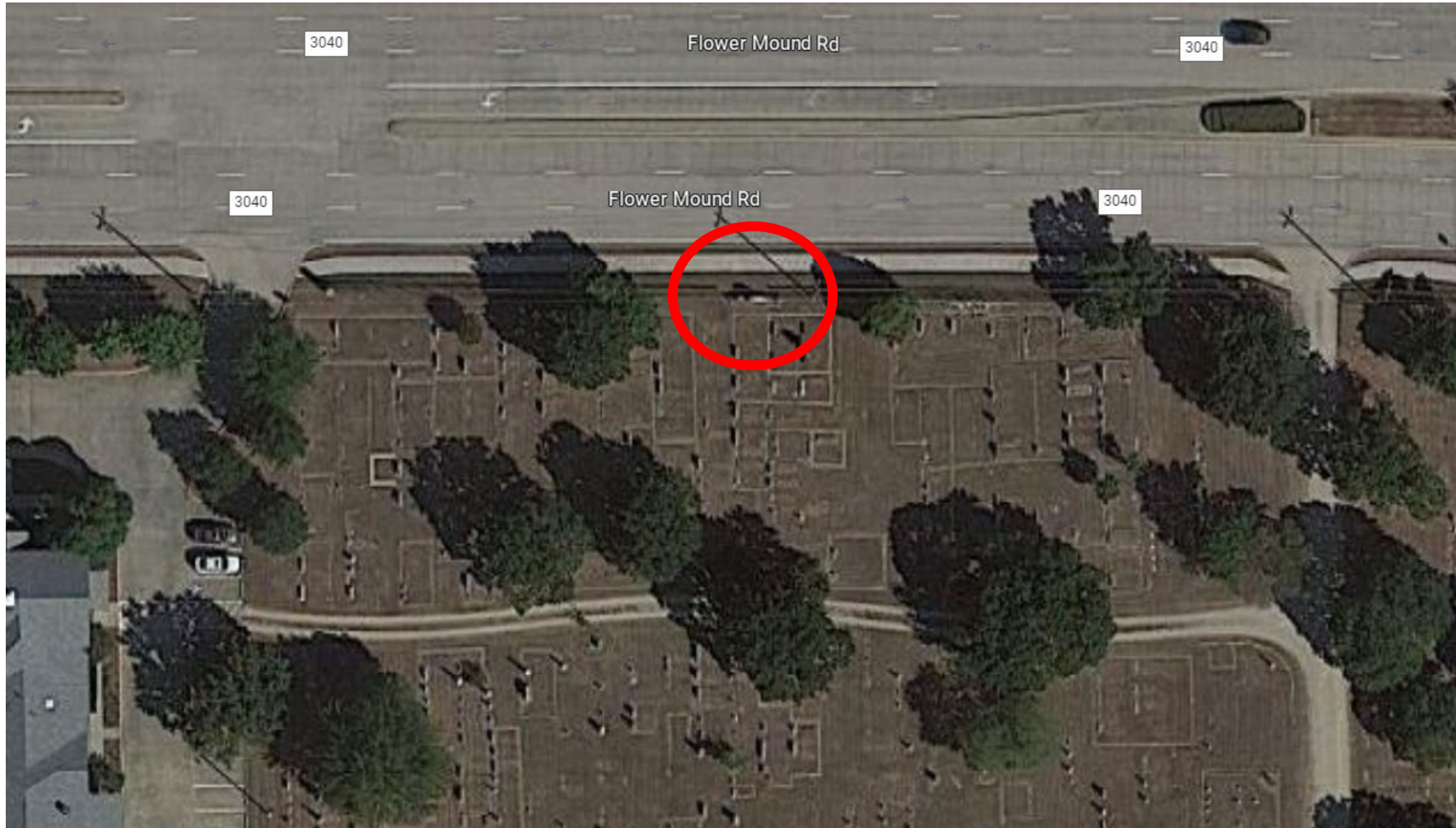


The refurbished monument will be built using stone and raised lettering. The stone will match the character for the cemetery and surrounding area. The original dedication plaque will be incorporated into the refurbished design.

The existing foundation remains in robust condition and the refurbished monument would be built using the existing foundation.



The current monument sits on the north end of the cemetery



The existing monument sits on the North side of the cemetery, facing Flower Mound Road. It is 404' from the East property line and situated on the North property line (0' from the ROW). It is inline with the current fence

The monument is set back 8' from the existing sidewalk and 16 feet from Flower Mound Road and aligned to the existing fence.

The current property has combined ownership



Existing Monument

FLOWER MOUND RD

19861

12915

167266

167347

167348

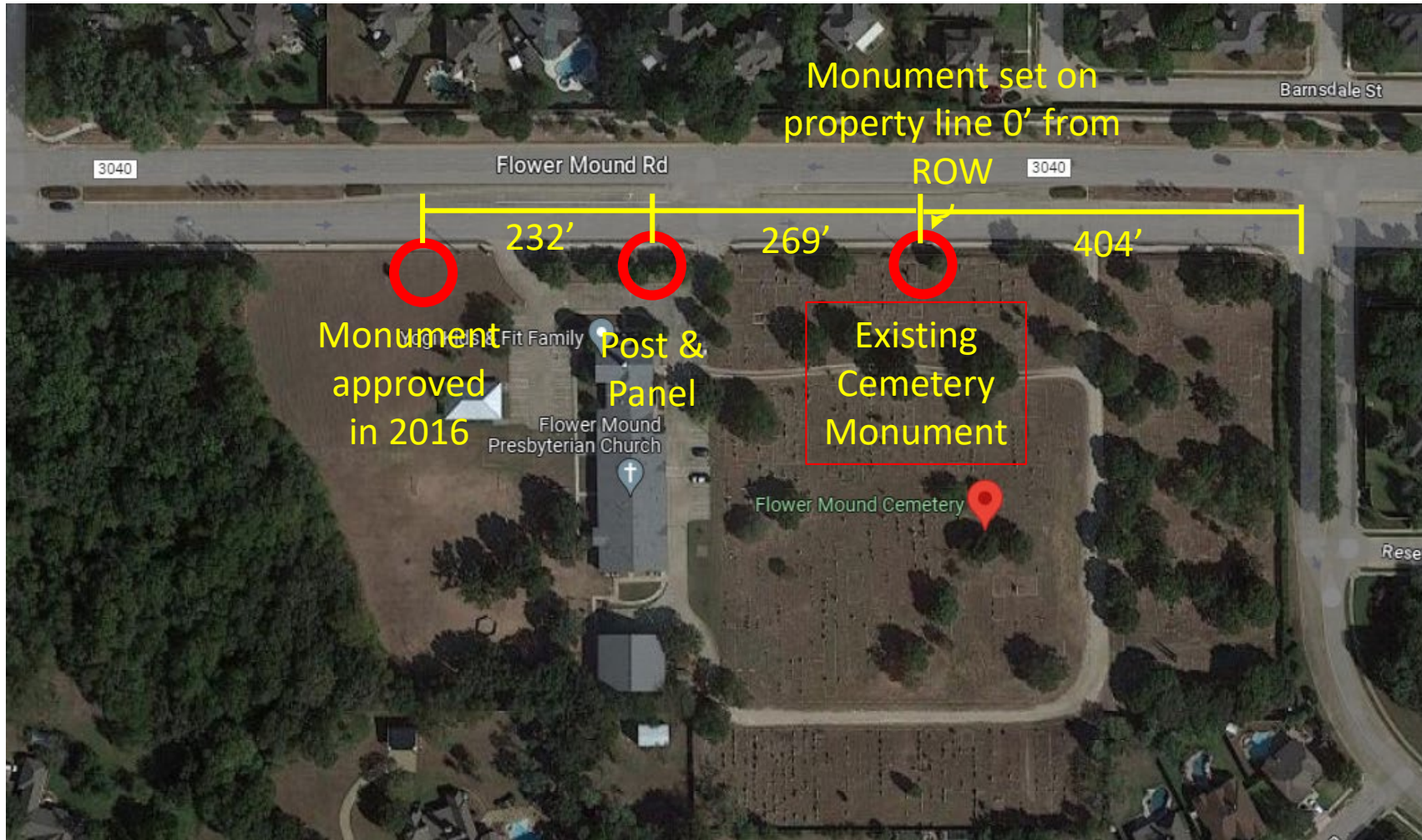
167349

Denton CAD Property Map

While the Presbyterian Church and Flower Mound Cemetery Association split oversight of their respective portions of the 17.3 acre property at 1501 Flower Mound Road (Property ID 19861), Denton CAD still reflects this as one plot of land.

Denton CAD lists the ownership as Flower Mound Church & Cemetery.

This property has two additional monuments that were installed after the cemetery monument



This property currently has two additional monuments, both installed after the cemetery monument.

First is a post & panel monument for the Presbyterian Church. We are not sure of the exact date, but it was between 2000 and 2016.

Second is a stone monument approved in a CSP in 2016. This CSP identified the church's post & panel monument but did not disclose the existing cemetery monument.

Both existing monuments are substantially West of the existing monument and not within eyesight

Church Post and Panel Sign



Church Monument approved in 2016 CSP



We are Requesting Approval of the Existing Monument Refurbishment



The refurbishment plan is:

- Demolish the current stone portion of the existing monument
- Prep the existing foundation (which is in good repair)
- Build the refurbished monument per the plans provided on the existing foundation

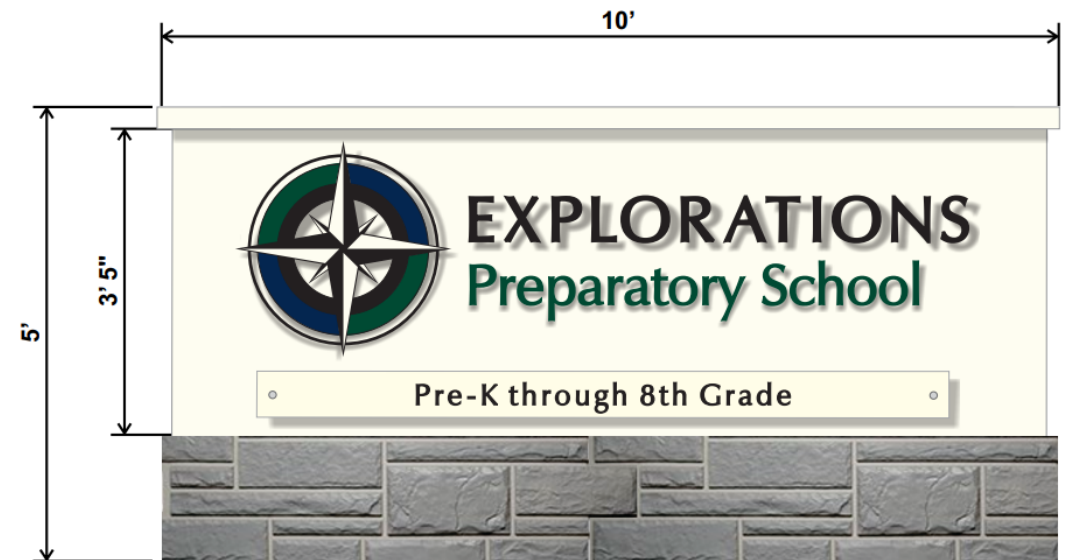
Appendix

2016 CSP submission for Explorations School Monument

Option 1 (Raised letters)



Option 2 (flat sign)



Sign description:

The sign face is 10' wide, 3' 5" high and a total height of 5'. In Option 1 it is proposed that the letters be raised or free standing from the face, whereas in Option 2 the entire sign will be flat.

The sign foundation shall consist of brick or stone fitting of the property and area.

2016 CSP submission for Explorations School Monument



Sign proposal:

Explorations Preparatory School proposes to install a permanent sign on the south side of 3040/Flower Mound Road, located 100 feet west of the first driveway entrance and 15 feet south of the right of way.

The sign will be fitting in style with the Flower Mound area as well as the property it is located on. It does not impact any visual safety line of sight.

★ Existing Church Sign

▮ Proposed location for Explorations Preparatory School sign



Sign proposal:

Explorations Preparatory School proposes to install a permanent sign on the south side of 3040/Flower Mound Road, located 100 feet west of the first driveway entrance and 15 feet south of the right of way.

The sign will be fitting in style with the Flower Mound area as well as the property it is located on. It does not impact any visual safety line of sight.

★ Existing Church Sign

▮ Proposed location for Explorations Preparatory School sign



PLANNING & ZONING COMMISSION AGENDA I.2. REGULAR ITEM(S)

DATE: September 11, 2023
FROM: John Chapman, Planner
ITEM: **Public Hearing to consider an ordinance amending the Master Plan (MPA23-0004 – Urban Design Plan and Area Plans Refresh) by amending Section 2 “Area Plans,” and Section 4 “Urban Design Plan,” for the purpose of merging all area plan elements in one component of the Master Plan and to refresh the Urban Design Plan.**

BACKGROUND:

I. ITEM SUMMARY

This Town-initiated item proposes to amend the Town’s “Urban Design Plan” and “Area Plans” components of the Master Plan by updating photos, graphics, maps, and format, related to design and landscaping features, as well as updating language related to façade colors, building materials, parking garage standards, and redevelopment expectations.

This application will require final action by the Town Council, which is currently scheduled for October 2, 2023.

II. BACKGROUND

Town Council was provided with a presentation of the “Urban Design Plan” at their April 20, 2023, work session meeting. Following staff presentation and discussion, Council directed staff to engage in updating photos, graphics and maps, and clarify language related to façade materials, door and window openings, and to incorporate color representation.

[April 20, 2023, Meeting Link](#)

A work session was held with the Planning and Zoning Commission at their August 28, 2023, meeting. During this meeting, staff was provided feedback on exterior building design related to colors, door and window openings, parking garages, and the Long Prairie District.

[August 28, 2023, Meeting Link](#)

This item is related to LDR23-0002 – “Urban Design Plan” and “Area Plans” Refresh.

III. ANALYSIS

Town staff will provide a presentation to discuss the following:

Urban Design Plan

- New user-friendly, design-based format and organization to enhance the Plan's vision and expectations.
- New photos, graphics, and maps.
- Illustrative definitions to support standards and photos.
- Updating language related to façade materials, including masonry, alternative masonry, and window and door openings.
 - Based on feedback, new door and window opening percentages may allow one to two-story buildings to include up to 75% openings on elevations adjacent to open space/amenity areas. Additionally, buildings with elevations above the second floor may include up to 70% door and window openings when not abutting residences.
- Façade colors (primary and accent) and visual color matrix.
- Redevelopment and infill goals for the Long Prairie District.
- Relocating language related to the Lakeside Business District and Denton Creek District to the "Area Plans" Master Plan component.

Area Plans

- Relocating language related to the Lakeside Business District and Denton Creek District to the "Area Plans" Master Plan component.
- Updating photos, graphics, and maps.
- Updating language to be similar to the "Median and Right-of-Way Design Guidelines" Master Plan component.
- Amending District Elements maps for the Lakeside Business District and Denton Creek District, which reflect previous Master Plan Amendments to the "Transportation Plan" and "Median and Right-of-Way Design Guidelines".
- Removing language pertaining to the flexibility of private street yard area landscaping.

BOARD REVIEW/CITIZEN FEEDBACK:

I. CORRESPONDENCE

The Town Code requires public notice in a newspaper of general circulation (Denton Record Chronicle). At the time this report was written, the Town had not received any inquiries about this item.

ALTERNATIVES: N/A

FISCAL IMPACT: N/A

LEGAL REVIEW: N/A

ATTACHMENTS:

1. Draft 2.0 Area Plans
2. New Format Urban Design Plan 09.07.23
3. Redline 4.0 Urban Design Plan, no images

DRAFT MOTION: Move to approve as presented in the agenda caption.

2.0 AREA PLANS

Lakeside Business District

The Lakeside Business District is located in the southeastern region of Flower Mound five miles north of the Dallas Fort Worth International Airport. Regional access is provided by International Parkway (FM 2499) and Lakeside Parkway to SH 121 and SH 114.

1. Lakeside Business District Land Use Categories:

Campus Commercial – Campus Commercial means a mixture of uses which includes corporate offices, office parks, hotels, commercial, similar uses, and may include limited residential development. The intent is to create a vibrant area that encourages dynamic economic development focused around live, work, and play opportunities. A mixture of uses is important as well as its design details, amenity quality, and the use of natural areas and open spaces to provide a unique quality of life and sense of place.

Development in the district ~~must~~ should demonstrate the following:

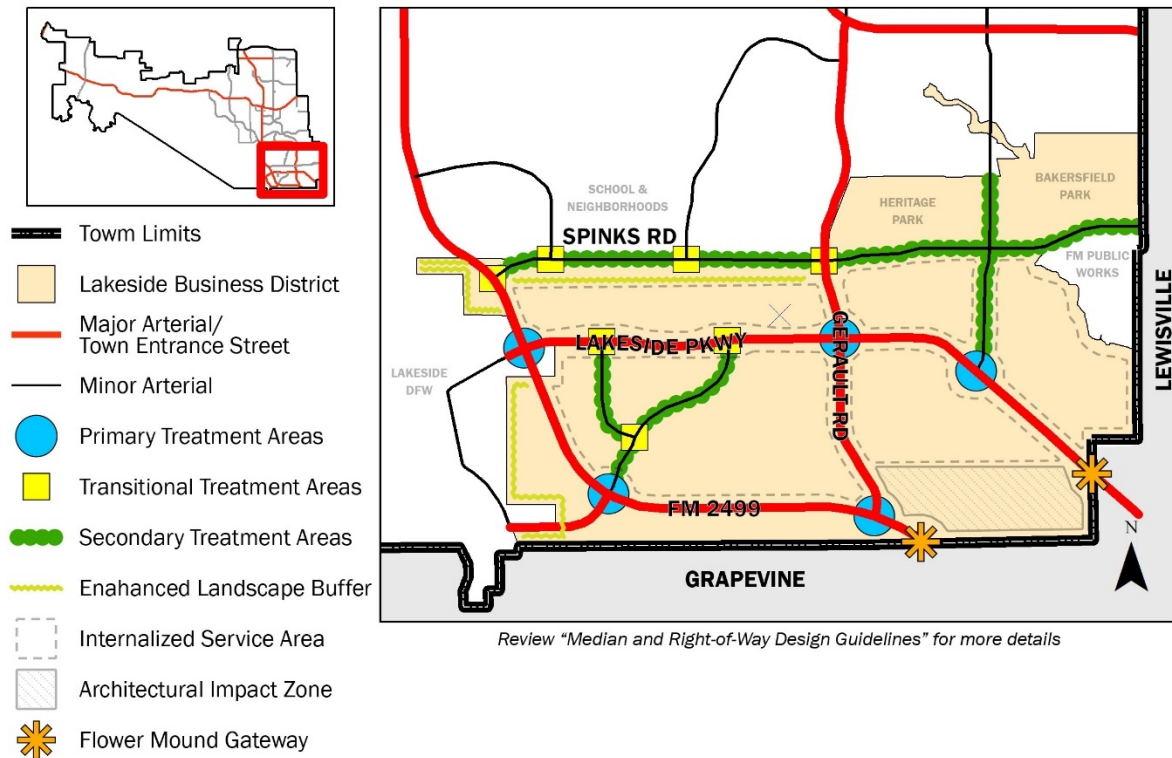
1. Compliance with the three elements of the District's Vision:
 - a. Create high quality, regional commercial development;
 - b. Competes in the economic development arena; and
 - c. Develops a balanced tax base to reduce the residential tax burden;
2. Exemplary and enduring quality and design shall be achieved by establishing a high level of development standards;
3. Market factors should ensure a robust mix of uses that are economically viable, support a high quality of life, and provide sustainable fiscal health for the Town;
4. No one single use should be allowed to predominate in the District at build-out;
5. Uses and design shall be in context with the existing environment and adjacent developments; and
6. Residential development should provide a range of residential options that reflect changing lifestyles and demographics, and should be facilitated through the balancing of market demand and community preferences.

Campus Industrial - Large scale developments such as corporate offices, office parks, service/repair, light industry, clean assembly and similar uses, in a planned campus setting. Retail and restaurant uses serving the campus industrial uses could be included, if they are planned as integral elements of the developments.

~~**Office** – Office and services uses ranging from garden office developments for small professional practices to larger, multi-story facilities for large tenants. This category would not typically include retail uses, except for incidental service or convenience retail for the office building tenants. In larger office districts, restaurants are encouraged within walking distance of the office buildings.~~

2.0 AREA PLANS

2. ~~Lakeside Business District~~ District Elements:



Definitions

Roadways – There are various roadways types within the Lakeside Business District. Generally, all major and minor arterials within the District are intended to comply with the following design criteria.

Please refer to the "Town of Flower Mound Thoroughfare Plan" for more specific information on roadways in the Lakeside Business District.

Town Entrance ~~Landscape Street~~ – Applies to the major arterials in the Lakeside Business District, International Parkway (FM 2499), Lakeside Parkway, and Gerault Road are all major roads into Flower Mound.

~~Landscape for developments along these roads should be of an exemplary quality that reflects their importance as entrances into the Town. The "Town of Flower Mound Urban Design Plan" indicates suggested standards for private and public landscape development along these roads along with the Town's "Median and Right-of-way Design Guidelines." It will be appropriate for the private landscapes to reflect the individuality of the various developments within the Lakeside Business District, while the public landscape should provide an element of continuity through the District.~~

~~Architectural facades along the Town Entrance streets will be a significant contributor to the image of the Lakeside Business District, and should be designed to an exemplary standard for their use. Parking between the building line and the street should be kept to a minimum to enhance the landscape image of the District.~~

~~Town Landmark Intersections~~Primary Treatment Areas - The three major arterials in the Lakeside Business District, ~~International Parkway, Lakeside Parkway, and Gerault Road, are all principal entrances into the Town for both residents and visitors. The intersections with other arterials and collectors on these three streets will be significant orientation locations, particularly for visitors not familiar with Flower Mound. Consequently, these intersections will be major landmarks in the Town, and should be landscaped to~~

2.0 AREA PLANS

~~provide an exemplary quality of entrance and orientation experience for residents and visitors to Flower Mound.~~

~~Refer to the “Area 1” description in “Town of Flower Mound Urban Design Plan” along with the Town’s “Median and Right-of-way Design Guidelines” for more specific information on Town Landmark Intersections.~~

Transitional Treatment Areas – Intersection treatment located at most intersections of minor arterials, and minor and major arterials.

~~Refer to the “Area 2” description in the “Median and Right-of-Way Design Guidelines” for more specific information.~~

District Arterial Landscape**Secondary Treatment Areas** — Minor arterials, such as: Spinks Road, Garden Ridge Road, Silveron Boulevard, and the new north-south urban minor arterial between International Parkway (FM 2499) and Spinks Road/Lake Forest Boulevard are all significant routes within and through the Lakeside Business District. The “Town of Flower Mound Urban Design Plan” along with the Town’s “Median and Right-of-way Design Guidelines” also indicates suggested standards for private and public landscape development along these roads. The landscape is particularly important along Spinks, as there are single family residential neighborhoods north of Spinks. It is desirable, though not essential for the landscape treatment to be continued on the edges of the Town parks along Spinks and Garden Ridge Road.

~~Refer to the “Area 3” description in the “Median and Right-of-Way Design Guidelines” for more specific information.~~

Enhanced Landscape Setback Buffer — Supplementary to the Town’s Code of Ordinance landscaping standards and is intended to maximize screening. Landscape and setback buffers are necessary to provide suitable separations between commercial and/or industrial uses in the Lakeside Business District from residential neighborhoods and developments which abut the District. These are required between the Campus Commercial and Office/Retail land uses west of International Parkway and the existing neighborhoods to their west.

A landscape/setback buffer is also indicated along the southern edge of Spinks Road. Because of the existing and planned single family residential neighborhoods and the school on the north side of Spinks, the northern boundaries of the Campus Commercial area between International Parkway and Gerault Road should include a landscape buffer at least that screens service and utility areas from view from the neighborhoods and from Spinks Road.

The “Town of Flower Mound Urban Design Plan” along with the Town’s “Median and Right-of-way Design Guidelines” indicates standards for landscape and setback buffers between non-residential and residential land uses.

Internalized Service Areas — Area for intense elements essential to appropriate commercial and industrial uses that is internal to the development and not visible from major arterials. In the areas of the Lakeside Business District designated as suitable for Commercial/Industrial land uses, service areas such as truck docks, layout or storage yards, utility components, trash handling and similar unsightly elements that are essential to appropriate commercial and industrial uses should be planned for locations internal to the major surrounding streets: International Parkway, Gerault Road, Lakeside Parkway, and Garden Ridge Road. Such uses should not be visible from these streets.

Architectural Impact Zone — Designated for highly visible, prominent land at district and Town entrances. The land at the southern edge of the Commercial/Industrial area east of Gerault Road and north of International Parkway is highly visible from northbound traffic on International Parkway as it enters Flower Mound. Because of the prominence of this site, and its significance to the Town’s entry, buildings in this zone should be designed with particular attention to architectural quality and features as seen from International Parkway. This does not preclude industrial buildings from being built in this zone, but it does require that facades and elevations seen from International Parkway be of significantly higher architectural quality than is generally associated with industrial buildings.

2.0 AREA PLANS

Flower Mound Gateways - Distinctive entry demarcation to the Town of Flower Mound will help distinguish it as a unique community. Flower Mound ~~Gateways gateways and monumentations~~ are planned at or near the Town limits on International Parkway ~~and~~, Lakeside Parkway ~~and Spinks Road~~.

Refer to the ~~“Town of Flower Mound Urban Design Plan” along with the Town’s “Median and right-of-way Design Guidelines” for more specific information on the Flower Mound Gateways gateways and monumentation.~~

Parks and Flood Plain - There are two parks in the Lakeside Business District: Gerault Park and Bakersfield Park. These are community parks.

-Refer to the “Town of Flower Mound Parks and Trails Plan” for more specific information on these parks.

There is a significant flood plain along the eastern and southeastern edge of the Lakeside Business District. Since the Town of Flower Mound discourages construction in ~~the~~ flood plains, and alteration of ~~the~~ flood plains, these areas should be preserved. They should be incorporated into the landscape planning for adjoining development. Since they are anticipated to include segments of the Town’s multi-purpose trail ~~in the future~~, site development in the adjoining Commercial/Industrial areas should be planned for compatible adjacent uses and site features, and avoid exterior storage, utility and similar uses in direct view of the potential trails ~~areas~~.

Trail System - There are existing segments of the Town’s multi-purpose trail system in this area along with other trail opportunities.

Please refer to the “Town of Flower Mound Parks and Trails Plan” for more specific information on the trail system.

Trees and Natural Features - Several large areas of trees, drainage courses and other natural features exist within the Lakeside Business District. These natural features are representative of the distinctive natural atmosphere of Flower Mound, and can have high amenity value for development. Existing trees fall within the purview of the Town’s Tree Preservation Ordinance. Trees and other natural amenities should be incorporated into the planning and landscape design of developments within the Lakeside Business District.

2.0 AREA PLANS

3. Lakeside Business/~~Denton Creek~~ Street Lighting

- The street lighting standard and fixture on ~~Town Entrance and District Arterial~~major and minor arterial streets should be selected by the Town as a distinctive lighting element ~~for these districts~~.



*Example of ~~Lakeside/Denton Creek~~
Town Entrance and ~~District~~
~~Arterial~~Secondary Treatment Area*



Example of existing light fixture

4. Architectural Impact Zone

The land in this zone in the Lakeside Business District is highly visible from northbound traffic on International Parkway as it enters Flower Mound. Because of the prominence of this site, and its significance to the Town's entry, buildings in this zone as seen from International Parkway should be designed with particular attention to architectural quality and features.

Architectural Impact Zone: a~~Architectural elements visible from International Parkway (FM 2499)~~

- ~~Industrial buildings~~Tilt-wall construction ~~are is~~ not precluded from this zone.
- Facades and elevations seen from International Parkway should be of significantly higher architectural quality than is generally associated with industrial buildings.
- Mechanical systems in this zone should be 100% screened from view from the International Parkway public right-of-way.

5. Internalized Service Areas

~~In the areas of the Lakeside Business District designated as suitable for Commercial/Industrial land uses, service areas such as truck docks, layout or storage yards, utility components, trash handling and similar unsightly-intense elements that are essential to appropriate commercial and industrial uses, should be planned for locations internal to the major surrounding streets: International Parkway, Gerault Road, Lakeside Parkway, and Garden Ridge Roadarterials. Such uses-elements should not be visible from these streetsmajor arterials.~~

- Service areas such as truck docks, layout or storage yards, utility components, trash handling and similar unsightly elements that are essential to appropriate commercial and industrial uses should be planned for locations internal to the development areas bounded by Town Entrance arterials and District arterials.
- Such service uses should not be visible from the Town Entrance ~~arterial~~Streets and ~~District arterial streets~~Secondary Treatment Areas.
- Screening should be by planting, landforms or walls, as described under District Landscape Street Buffers.

~~In the Lakeside Business District, the Town Entrance arterials and District arterials include:~~

- ~~International Parkway (FM 2499)~~
- ~~Gerault Road~~
- ~~Lakeside Parkway~~
- ~~Spinks Road~~

2.0 AREA PLANS

- ~~Garden Ridge Road~~

~~In the Denton Creek District, the Town Entrance arterials and District arterials include:~~

- ~~FM 1171~~
- ~~US 377~~
- ~~the new arterial from I-35W to FM 1171~~
- ~~the arterial between the new I-35W/FM 1171 arterial and US 377~~

2.0 AREA PLANS

6. Town Entrance Landscape (major arterials)

Town Entrance Landscape applies to Town Entrance Streets (major arterials) ~~the highways and major arterials which are the entrances into Flower Mound for the entire Town. Such roadways that~~ They pass through the Lakeside Business District ~~and the Denton Creek District, so they~~ should be appropriate for, and compatible with, the anticipated commercial and industrial ~~commercial development anticipated in these districts.~~ However, because ~~they these roadways~~ serve all of Flower Mound, ~~they these Town Entrance Streets~~ should also reflect the rural character and high quality of the entire Town ~~as a front door entrance.~~

The intent is that the public and private landscape-landscaping design on along these thoroughfares roadways will be onto be integrated design, whether ~~it is accomplished~~ separately by the public and private sectors, as a joint public-private effort, or entirely be the private sector.

These landscape ~~standards for the Lakeside Business District and the Denton Creek District~~ guidelines are intentionally more stringent than the landscape-landscaping buffer ~~requirements of from the Town's the~~ Land Development Regulations. Therefore, The resulting design is intended-expected to be different from other districts in Flower Mound.

The Town Entrance Landscape-Streets (major arterials) ~~include is appropriate on~~ the following roadways:

Lakeside Business District:

- International Parkway (FM 2499)
- Lakeside Parkway
- Gerault Road

Architectural facades

- Architectural facades along the Town Entrance Streets should be a significant contributor to the image of the Lakeside Business District, and should be designed to an exemplary standard for their use. Parking between the building line and the street should be kept to a minimum to enhance the landscape image of the District.

Town Entrance Landscape: Public landscape within the right-of-way parkway

- This approach is appropriate when utilities are located under the street or the median, and do not infringe upon the ability to provide the planting indicated within the parkway.
- Tree groves of not less than 100' in length spaced not more than 700' apart with an alternating pattern across the street.
- Trees are to be a large deciduous tree species from the approved Town of Flower Mound R.O.W. & Median Plant List.
- Tree groves are comprised of a group of trees of the same species from the Town of Flower Mound approved Tree Planting list.



Informal tree groves example

2.0 AREA PLANS

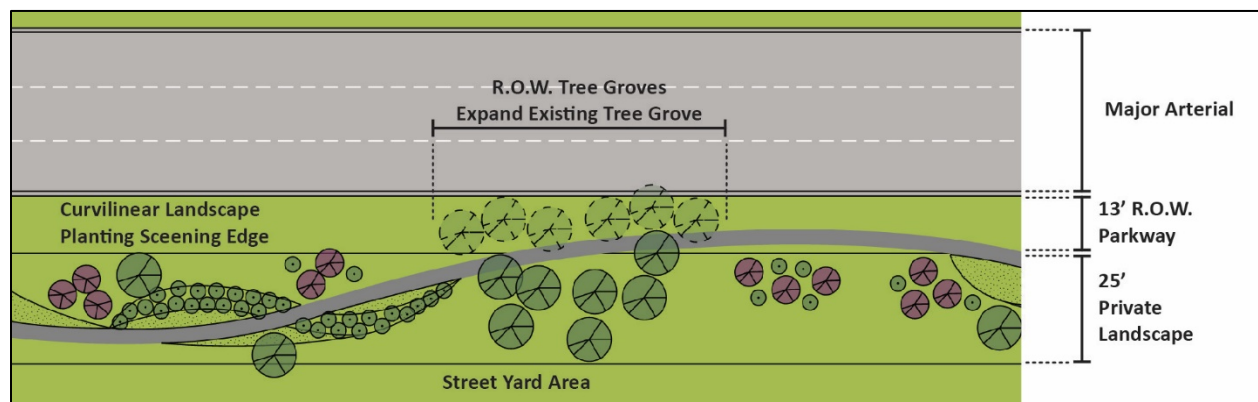
- Planting layout is to be informal.

Public Landscaping within the Median

- Please refer to the appropriate street type within the “Median and Right-of-Way Design Guidelines” as well as the description of Areas 1, 2, and 3 for more specific detail about public landscaping in major arterial medians.

Town Entrance Landscape: Private Street Yard Area Landscape

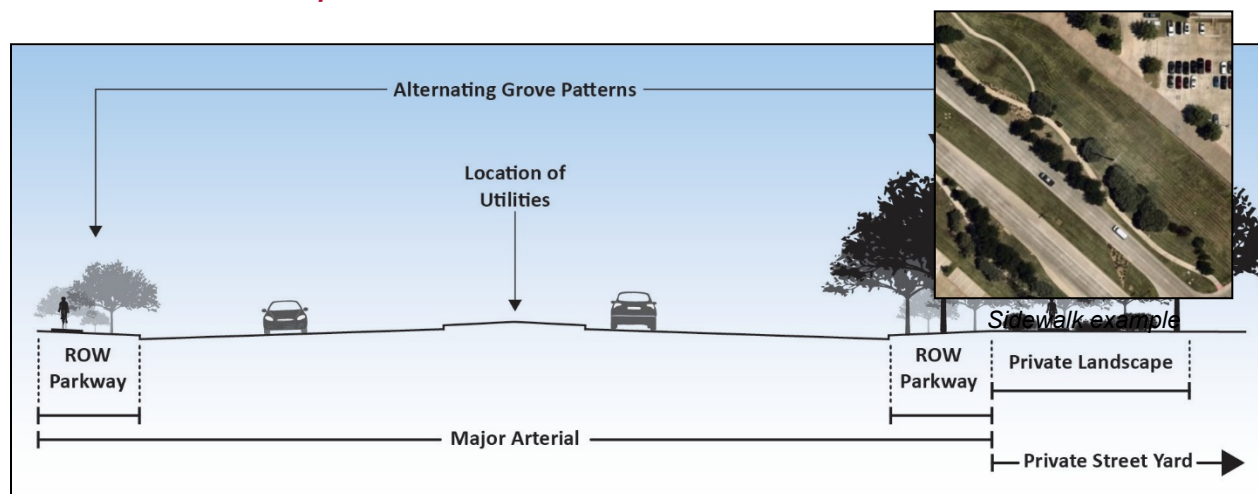
- A 25' width-wide Landscape Street Buffer is located from the R.O.W. / Property line set back into the private property. This Buffer is within the Building Setback (Street Yard) area described in the Town's Landscaping Standards.
- Plantings shall-should be in a curvilinear planting layout.
- Implementation will be provided at the time of development by the developer.



Town Entrance Landscape: Flexibility of Private Street Yard Area Landscape

- ~~Because of utility requirements, it is intended that the private street yard area landscape standard be flexible in its application.~~
- ~~As much as five feet of the private street yard area landscape may be placed within the public right-of-way, with ten feet being on the private property.~~
- ~~Alternately, as much as ten feet of the private street yard area landscape may be placed within the public right-of-way, with five feet being on the private property.~~
- ~~Alternately, all 15' may be on private property next to parking.~~

Town Entrance Landscape: Sidewalks



2.0 AREA PLANS

- Sidewalks are required by the Land Development Regulations, in addition to the Landscape Street Buffer.
- Implementation will be provided at the time of development by the developer.
- Sidewalks should be curvilinear and integrated with the public landscape and the private landscape buffer.

2.0 AREA PLANS

Town-Entrance Landscape: Parking

- Parking shall be allowed in the front, side and rear yards of buildings.
- Parking in the front yards of Town Entrance Arterials shall be a maximum double loaded configuration with a single travel lane.
- Per the Town's ordinances, parking areas must be screened from view and incorporate parking area trees.

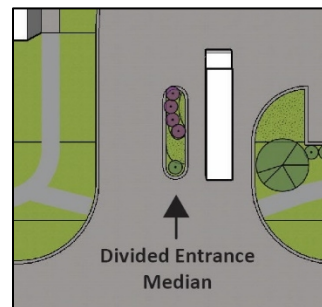


Town-Entrance Landscape: Vehicular Access from Major Arterials

- Divided entries shall have a 6' minimum width-wide highly landscaped median to improve traffic safety.
- Such entries should not be located within the R.O.W. parkway.
- Landscaping should only include low-growing plants, groundcovers, and/or hardscaping, and should not interfere with vehicle and pedestrian safety.
- Access to pP provide opportunities for shared access between adjacent developments to aid in traffic management.



Divided entrance median example



Median illustration

Town-Entrance Landscape: Bridges

2.0 AREA PLANS

- Vehicular bridges should have a special architectural treatment and enhancement beyond standard conditions.
- The treatments should include railing and abutment designs that increase their civic character and relationship to the Town.
- These bridge enhancements can be adapted to existing structures or completed with new construction.
- The future Bridge at Interstate 35W is a reflection of Flower Mound for all regional traffic, and should be of exemplary architectural quality as seen both from the freeway and on the bridge itself.
- Bridges on arterials are to incorporate sidewalk access to provide pedestrian continuity, as appropriate.



Enhanced freeway and overpass bridge treatment example



Enhanced treatment example

2.0 AREA PLANS

7. ~~District Arterial Landscape~~Secondary Treatment Areas

~~District Arterial Landscape~~Secondary Treatment Areas are appropriate for ~~key roads~~minor arterials serving the Lakeside Business District ~~and the Denton Creek District in which they are located, and which are also important for Flower Mound residents as entry routes to other districts.~~ Their landscape and urban design treatment should reflect the predominantly commercial ~~and office/warehouse~~ nature of development ~~anticipated~~ in the Lakeside Business ~~and Denton Creek Districts~~, but should also reflect the rural character and high quality of the overall Town.

The intent is ~~that for~~ the public and private landscape-landscaping design on-along these ~~streets-roadways~~ will be ~~an~~ integrated ~~design~~, whether ~~it is accomplished~~ separately by the public and private sectors, as a joint public-private effort, or entirely be the private sector.

~~These landscape standards for the Lakeside Business District and the Denton Creek District~~The following guidelines are intentionally more stringent than the landscape-landscaping buffer requirements of the Land Development Regulations. The resulting design is intended-expected to be different from other districts in Flower Mound.

~~The District Arterial Landscape~~Secondary Treatment Areas ~~is-are~~ appropriate ~~on-for~~ the following roadways:

~~Lakeside Business District:~~

- ~~Gerault Road~~
- Garden Ridge Road
- Spinks Road
- Silveron Boulevard

~~Denton Creek District:~~

~~New arterial between new I-35W / FM1171 arterial and US 377~~District Arterial: **Public Landscape within the right of way parkway**

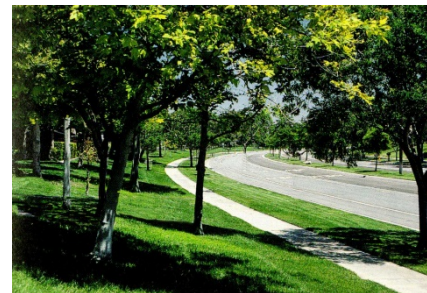
- This approach is appropriate when utilities are located under the street or the median, and do not infringe upon the ability to provide the planting indicated within the parkway.
- Tree groves of 80' in length spaced 480' apart with an alternating pattern across the street.
- Trees are to be a large deciduous tree species type from the approved Town of Flower Mound R.O.W. & Median Tree Plant List.

• ~~For Denton Creek District:~~

- ~~A curvilinear sidewalk with large tangent curves with no less than 400' tangent intersection points, within the public right-of-way.~~

• ~~For Lakeside Business District:~~

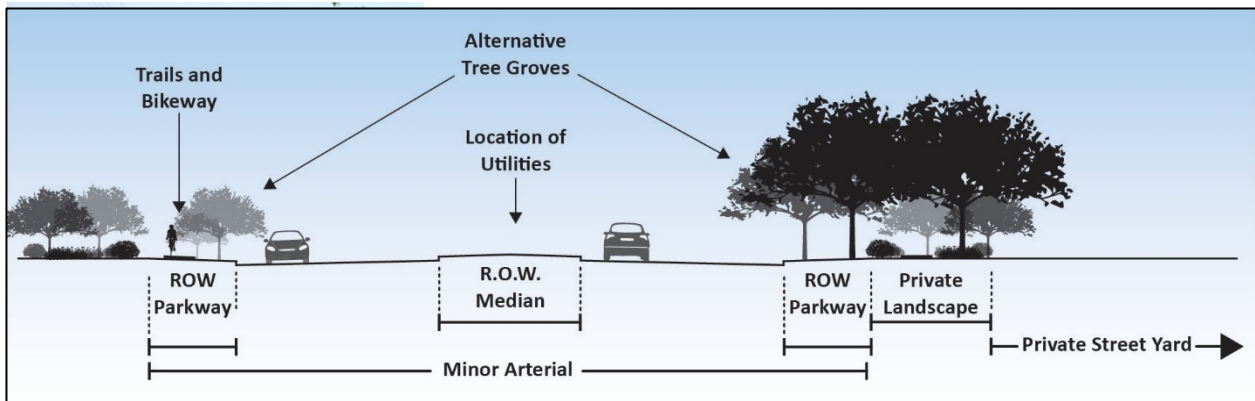
- Sidewalks should be integrated into the landscaping in the public right-of-way.
- Planting layout is to be informal, random tree placement.
- Tree groves are defined as a group of trees that consist of the same species.



Example of informal public district arterial landscape in the right-of-way

2.0 AREA PLANS

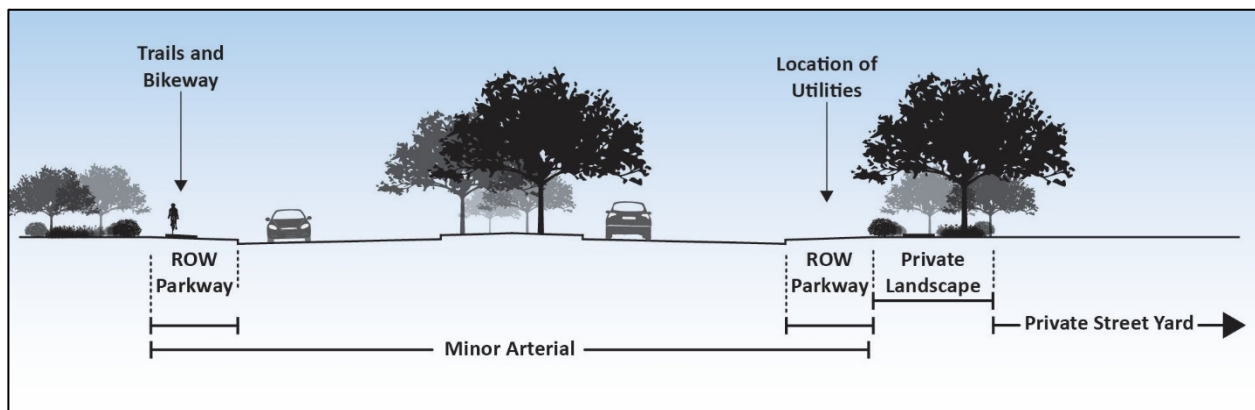
- Placement of driveway curb cuts should be in accordance with the Town's Engineering Standards. When there are conflicts between driveway locations and the landscape guidelines, the planting should be adjusted, but follow the intent of the guidelines as closely as possible.



District Arterial: Public Landscape within the median

- This approach is appropriate when utilities are located under the parkway, and infringe upon the ability to provide the landscape within the parkway.
- Tree Groves of 80' in length spaced 480' apart.
- Trees are to be a large deciduous tree species type from the approved Town of Flower Mound R.O.W. & Median Tree Plant List.
- Planting layout is to be informal, random tree placement.
- Tree groves are defined as a group of trees that consist of the same species.

For Denton Creek District:



- A curvilinear sidewalk with large tangent curves with no less than 400' tangent intersection points, within the public right-of-way.

For Lakeside Business District:

- Sidewalks should be integrated into the landscaping in the public right-of-way parkway.

District Arterial: Private Street Yard Area Landscape

- Landscape Street Buffer planting located adjacent to the ROW/ Property line back into private property to a width of 15'.
- Planting layouts should be informal with a curvilinear planting edge.

2.0 AREA PLANS

- Improvements include landscaping and/or earthen berms, to a height of three feet maximum to screen surface parking in accordance with the Town's Land Development Regulations.

- ~~• A double loaded parking bay is acceptable in the street yard area if the building setback exceeds the 60' Land Development Regulations minimum.~~

- Implementation will be provided at the time of development by private developer.

District Arterial: Compatibility buffer on the south side of Spinks Road

- A 25' minimum street buffer and landscape screen is required along the south side of Spinks Road for Commercial /Industrial development, including berms and shrubs for complete visual screening from the residential neighborhoods on the north side of Spinks Road.



Example of compatibility buffer on Spinks Road

District Arterial: Flexibility of Private Street Yard Area Landscape

- ~~• Because of utility requirements, it is intended that the private street yard area landscape standard be flexible in its application.~~
- ~~• As much as five feet of the private street yard area landscape may be placed within the public right-of-way, with ten feet being on the private property.~~
- ~~• Alternately, as much as 10 ft. of the private street yard area landscape may be placed within the public right-of-way, with five feet being on the private property.~~
- ~~• Alternately, all 15' may be on private property next to parking.~~
- ~~• If any of the private street yard area landscape is placed within the public right-of-way, a public access easement is to be granted to the Town, at the Town's discretion.~~

District Arterial: Sidewalks

- Sidewalks are required by the Land Development Regulations, in addition to the landscape street buffer.
- Implementation will be provided at the time of development by the developer.
- ~~• Denton Creek District:~~
- ~~• Sidewalks should be curvilinear and integrated with the public landscape and the private landscape buffer.~~
- ~~• Lakeside Business District:~~
- Sidewalks should be integrated with the public landscape and the private landscape buffer.

District Arterial: Parking

- Parking shall be allowed in the front, side and rear yards of buildings.
- Parking in the front yards shall be a maximum double loaded configuration with a single travel lane.
- Private landscape planting, topography and/or landform features shall reasonably screen the parking from view of the District Arterial.
- Shade Trees are required in accordance with the Land Development Regulations.

2.0 AREA PLANS

District Arterial- Vehicular Entrances from Arterials

- Divided Entries shall have a 6' minimum width highly landscaped median to improve traffic safety.
- Sight distances and visibility at driveway intersections must be in accordance with the Land Development Regulations.
- Planting layout to be informal and utilize small flowering trees and shrubs.
- Access to provide opportunities for shared access to aid in traffic management.
- Signage if utilized, shall conform to the Land Development Regulations, be monument signs, and be set back from street enough to allow for driver visibility.



Signage in the divided median example

District Arterial Bridges

- Vehicular bridges for District Arterials should have a special treatment design and materials enhancement beyond standard bridge construction.
- The treatments should include railing and abutment designs that increase their civic character and reflection of the Town's community character.
- These bridge enhancements can be adapted to existing structures or completed with new construction.
- Bridges are to incorporate sidewalk access to provide pedestrian continuity, where appropriate.



District-Minor arterial bridge enhancement



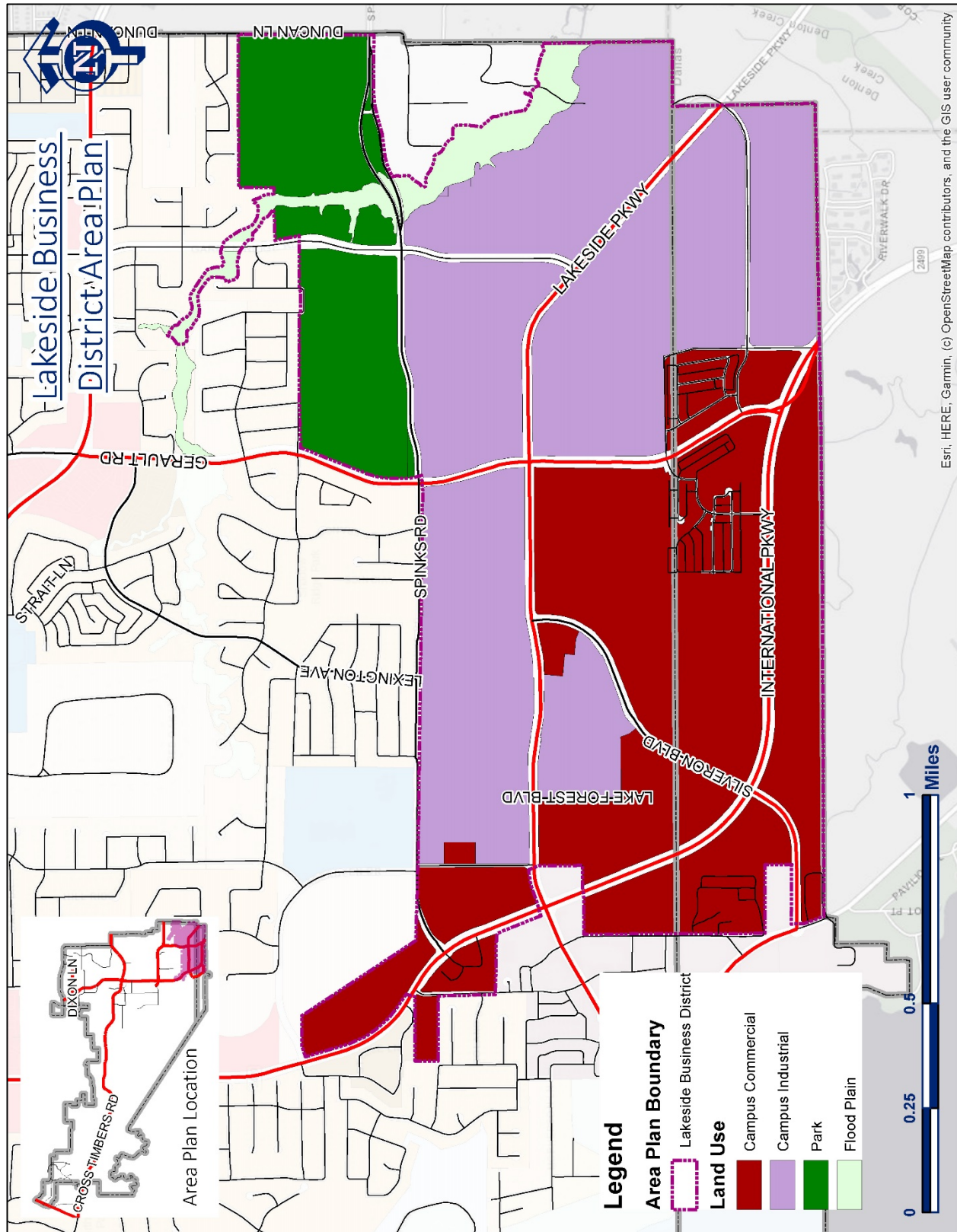
District-Minor arterial bridge enhancement



District-Minor arterial bridge enhancement

2.0 AREA PLANS

District Arterial:



2.0 AREA PLANS

Denton Creek District

The Denton Creek District is located in western Flower Mound near Alliance Airport and the Texas Motor Speedway. Excellent regional access for future development is provided by Interstate I-35W, US 377 and FM 1171.

1. ~~Denton Creek District~~ Land Use Categories:

Regional Campus Commercial - Large scale uses serving a regional market, and suitable for location easily accessible from an Interstate freeway, such as: corporate offices, office parks, hotels and resorts, retail, entertainment, restaurants and similar uses. These should be developed in large scale planned campus settings.

Campus Industrial - Large scale developments such as corporate offices, office parks, service/repair, light industry, clean assembly and similar uses, in a planned campus setting. Retail and restaurant uses serving the campus industrial uses could be included, if they are planned as integral elements of the developments.

Commercial/Industrial - Large scale developments such as corporate offices, office parks, retail, service/repair, light industry, clean assembly and similar uses. In larger commercial/industrial districts, restaurants are encouraged within walking distance of the commercial/industrial buildings.

Office - Office and services uses ranging from garden office developments for small professional practices to larger, multi-story facilities for large tenants. This category would not typically include retail uses, except for incidental service or convenience retail for the office building tenants. In larger office districts, restaurants are encouraged within walking distance of the office buildings.

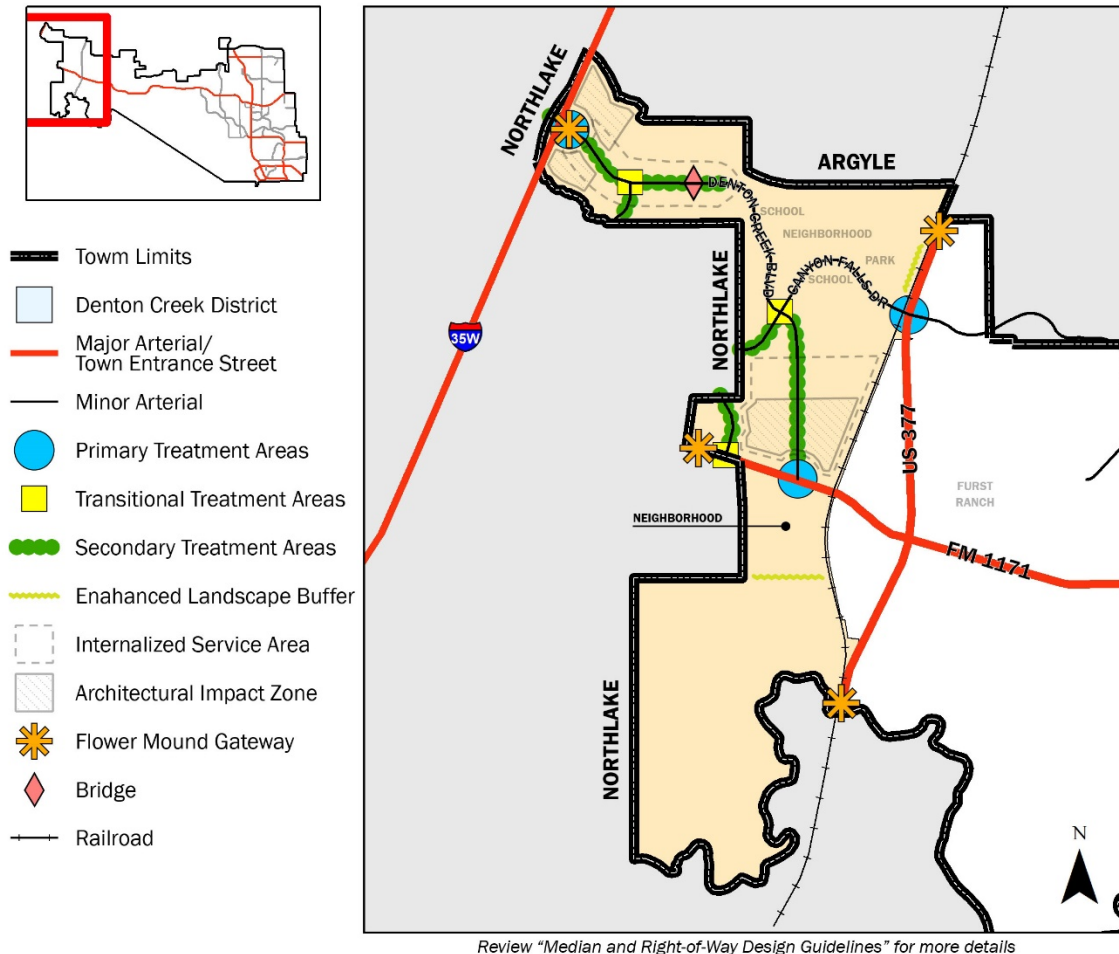
Mixed Density Residential - ~~Land use area suitable for residential uses oriented toward I-35W as an option to Campus Industrial or Office uses.~~ Appropriate residential uses could include Medium or High Density Residential.

~~Medium density residential~~ development typically would be single family detached residential development with minimum 10,000 square foot lots (nominally 1/4 acre) or greater.

~~High density residential~~ development typically would have a maximum of five dwelling units per net acre or less, such as single family detached residential development with 5,000 to 8,000 square foot lots, zero-lot line houses, duplexes, townhouses or garden apartments.

2.0 AREA PLANS

2. ~~Denton Creek~~ District Elements:



Definitions

Roadways - There are various roadways planned within the Denton Creek District. Generally, all major and minor arterials within the District are intended to comply with the following design criteria.

Please refer to the "Town of Flower Mound Thoroughfare Plan" for more specific information on roadways in the Denton Creek District.

Town Entrance ~~Landscape Street~~ — Applies to the major arterials in the Denton Creek District: I-35W, Cross Timbers Road (FM 1171), and US 377 are all major roads into Flower Mound.

~~Landscape for developments along these roads should be of an exemplary quality that reflects their importance as entrances into the Town. The "Town of Flower Mound Urban Design Plan" along with the Town's "Median and Right-of-way Design Guidelines" indicates suggested standards for private and public landscape development along these roads. It will be appropriate for the private landscapes to reflect the individuality of the various developments within the Denton Creek District, while the public landscape should provide an element of continuity through the District.~~

~~Architectural facades along the Town Entrance streets will be a significant contributor to the image of the Denton Creek District, and should be designed to an exemplary standard for their use. Parking between the building line and the street should be kept to a minimum to enhance the landscape image of the District.~~

2.0 AREA PLANS

~~Town Landmark Intersections~~Primary Treatment Areas - The ~~three~~four major arterials in the Denton Creek District, I-35W, Cross Timbers Road (FM 1171), and US 377 are all principal entrances into the Town for both residents and visitors. The intersections with other arterials and collectors on these ~~three~~ streets will be significant orientation locations, particularly for visitors not familiar with Flower Mound. Consequently, these intersections will be major landmarks in the Town, and should be landscaped to provide an exemplary quality of entrance and orientation experience for residents and visitors to Flower Mound.

Please ~~Refer~~ to the “Area 1” description in the “Town of Flower Mound Urban Design Plan” along with the Town’s “Median and Right-of-way Design Guidelines” for more specific information ~~on Town Landmark Intersections~~.

~~Transitional Treatment Areas~~ – Intersection treatment located at most intersections of minor arterials, and minor and major arterials.

Refer to the “Area 2” description in the “Median and Right-of-Way Design Guidelines” for more specific information.

~~District Arterial Landscape~~Secondary Treatment Areas – Minor arterials, such as: portions of Denton Creek Boulevard, Canyon Falls Drive, and the future minor urban arterial in the northwestern quadrant of the ~~District~~The proposed urban minor arterial roads will be a significant route within and through the Denton Creek District. The “Town of Flower Mound Urban Design Plan” along with the Town’s “Median and Right-of-way Design Guidelines” also ~~indicates suggested standards for private and public landscape development along these roads.~~

Please refer to the “Area 3” description in the “Median and Right-of-Way Design Guidelines” for more specific information.

~~Enhanced Landscape~~Setback Buffer – Supplementary to the Town’s Code of Ordinance landscaping standards and is intended to maximize screening. ~~Landscape and setback buffers are necessary to provide suitable separations between commercial and/or industrial uses in the Lakeside Business District from residential neighborhoods and developments which abut the District. These are required between the Campus Commercial and Office/Retail land uses west of International Parkway and the existing neighborhoods to their west.~~

~~Internalized Service Areas~~ - Area for intense elements essential to appropriate commercial and industrial uses that is internal to the development and not visible from major arterials. ~~In the areas of the Denton Creek District designated as suitable for Commercial/Industrial, Regional Campus Commercial, or Campus Industrial land uses, service areas such as truck docks, railroad platforms, layout or storage yards, utility components, trash handling and similar unsightly elements that are essential to appropriate commercial and industrial uses should be planned for locations internal to the major surrounding streets: FM 1171, I-35W, US 377, and the proposed urban minor arterials. Such uses should not be visible from these streets.~~

~~Architectural Impact Zone~~ - Designated for highly visible, prominent land at district and Town entrances. ~~The land at the western edge Campus Industrial along FM 1171 is highly visible from traffic on FM 1171 as it enters Flower Mound. Because of the prominence of this site, and its significance to the Town’s entry, buildings in this zone should be designed with particular attention to architectural quality and features as seen from FM 1171. This does not preclude industrial buildings from being built in this zone, but it does require that facades and elevations seen from FM 1171 be of significantly higher architectural quality than is generally associated with industrial buildings.~~

~~Flower Mound Gateways~~ - Distinctive entry demarcation to the Town of Flower Mound will help distinguish it as a unique community. Flower Mound Gateways are planned at or near the Town limits I-35W, US 377, and Cross Timbers Road (FM 1171).

Please ~~Refer~~ to the “Town of Flower Mound Urban Design Plan” along with the Town’s “Median and Right-of-way Design Guidelines” for more specific information on ~~the Flower Mound Gateways~~gateways and monumentation.

~~Parks and Flood Plain~~ – There is a park in the Denton Creek District: Canyon Falls Park.

Please refer to the “Parks and Trails Plan” for more specific information on this park.

2.0 AREA PLANS

There is a significant flood plain along the southwestern, western and northwestern edge of the Denton Creek District. Since the Town of Flower Mound discourages construction in flood plains, and alteration of flood plains, these areas should not be developed. They should be incorporated into the landscape planning for adjoining development. Since they are anticipated to include segments of the Town's multi-purpose trail in the future, site development in the adjoining ~~Regional Campus Commercial~~, High Density Residential, Office, Campus Commercial, and Commercial/Industrial areas should be planned for compatible adjacent uses, ~~and~~ site features, and avoid exterior storage, utility and similar uses in direct view of the potential trail areas.

Trail System – There are various trail segments planned within the Denton Creek District including the regional Veloweb Trail System.

Please ~~Refer~~ to the "Town of Flower Mound Parks and Trails Plan" for more specific information on the trail system.

Trees and Natural Features - Several large areas of trees, drainage courses and other natural features exist within the Denton Creek District. These natural features are representative of the distinctive natural atmosphere of Flower Mound, and can have high amenity value for development. Existing trees fall within the purview of the Town's Tree Preservation Ordinance. Trees and other natural amenities should be incorporated into the planning and landscape design of developments within the Denton Creek District.

2.0 AREA PLANS

3. ~~Lakeside Business/Denton Creek Street~~ Denton Creek Street Lighting

- The street lighting standard and fixture on ~~Town Entrance and District Arterial~~ major and minor arterial streets should be selected by the Town as a distinctive lighting element ~~for these districts~~.



Example of existing light fixture ~~Lakeside/Denton~~

4. Architectural Impact Zone

The land in this zone ~~of~~ in the ~~Lakeside Business/Denton Creek~~ District is highly visible from ~~northbound~~ traffic on ~~International Parkway/Denton Creek Boulevard~~ as it enters Flower Mound ~~from I-35W~~. Because of the prominence of ~~these~~ is sites, and its significance to the Town's entry, buildings in this zone as seen from ~~International Parkway/Denton Creek Boulevard~~ should be designed with particular attention to architectural quality and features.

Architectural Impact Zone: a Architectural elements visible from International Parkway/Denton Creek Boulevard

- ~~Industrial-Tile-wall~~ buildings are not precluded from this zone.
- Facades and elevations seen from ~~International Parkway/Denton Creek Boulevard~~ should be of significantly higher architectural quality than is generally associated with ~~industrial-other nonresidential~~ buildings.
- Mechanical systems in this zone should be 100% screened from view from the ~~International Parkway/Denton Creek Boulevard~~ public right of way.

5. Internalized Service Areas

- Service areas such as truck docks, layout or storage yards, utility components, trash handling and similar unsightly elements that are essential to appropriate commercial and industrial uses should be planned for locations internal to the development areas bounded by Town Entrance ~~arterials~~ Streets and ~~District arterial streets~~ Secondary Treatment Areas.
- Such service uses should not be visible from the Town Entrance ~~arterial~~ Streets and ~~District arterial streets~~ Secondary Treatment Areas.
- Screening should be by planting, landforms or walls, as described under District Landscape Street Buffers.

~~In the Lakeside Business District, the Town Entrance arterials and District arterials include:~~

- ~~International Parkway (FM 2499)~~
- ~~Gerault Road~~
- ~~Lakeside Parkway~~
- ~~Spinks Road~~
- ~~Garden Ridge Road~~

~~In the Denton Creek District, the Town Entrance arterials and District arterials include:~~

- ~~FM 1171~~
- ~~US 377~~
- ~~the new arterial from I-35W to FM 1171~~
- ~~the arterial between the new I-35W/FM 1171 arterial and US 377~~

2.0 AREA PLANS

6. Town Entrance Landscape (major arterials)

Town Entrance Landscape applies to Town Entrance Streets (major arterials) ~~the highways and major arterials which are the entrances into Flower Mound for the entire Town. Such roadways that~~ They pass through ~~the Lakeside Business District and the Denton Creek District, so they~~ should be appropriate for, and compatible with, ~~the anticipated non-residential commercial development anticipated in those districts.~~ However, because ~~they these roadways~~ serve all of Flower Mound, ~~they these Town Entrance Streets~~ should also reflect the rural character and high quality of the entire Town ~~as a front door entrance.~~

The intent is that the public and private landscape-landscaping design on along these thoroughfares roadways will be onto be integrated ~~design~~, whether ~~it is accomplished~~ separately by the public and private sectors, as a joint public-private effort, or entirely be the private sector.

These landscape ~~standards for the Lakeside Business District and the Denton Creek District~~ guidelines are intentionally more stringent than the ~~landscape-landscaping buffer~~ requirements of from the Town's the Land Development Regulations. Therefore, the resulting design is intended-expected to be different from other districts in Flower Mound.

The Town Entrance Landscape Streets (major arterials) ~~include is appropriate on~~ the following roadways:

• Cross Timbers Road (Lakeside Business District:

• International Parkway (FM 2499)

Lakeside Parkway

Denton Creek District:

• FM 1171)

• I-35W

• US 377

• New arterial between FM 1171 and I-35W

Architectural facades

• Architectural facades along the Town Entrance Streets will be a significant contributor to the image of the Denton Creek District, and should be designed to an exemplary standard for their use. Parking between the building line and the street should be kept to a minimum to enhance the landscape image of the District.

Town Entrance Landscape: Public landscape within the right-of-way parkway

- This approach is appropriate when utilities are located under the street or the median, and do not infringe upon the ability to provide the planting indicated within the parkway.
- Tree groves of not less than 100' in length spaced not more than 700' apart with an alternating pattern across the street.
- Trees are to be a large deciduous tree species from the approved Town of Flower Mound R.O.W. & Median Plant List.
- Tree groves are comprised of a group of trees of the same species from the Town of Flower Mound approved Tree Planting list.



Informal tree groves example

2.0 AREA PLANS

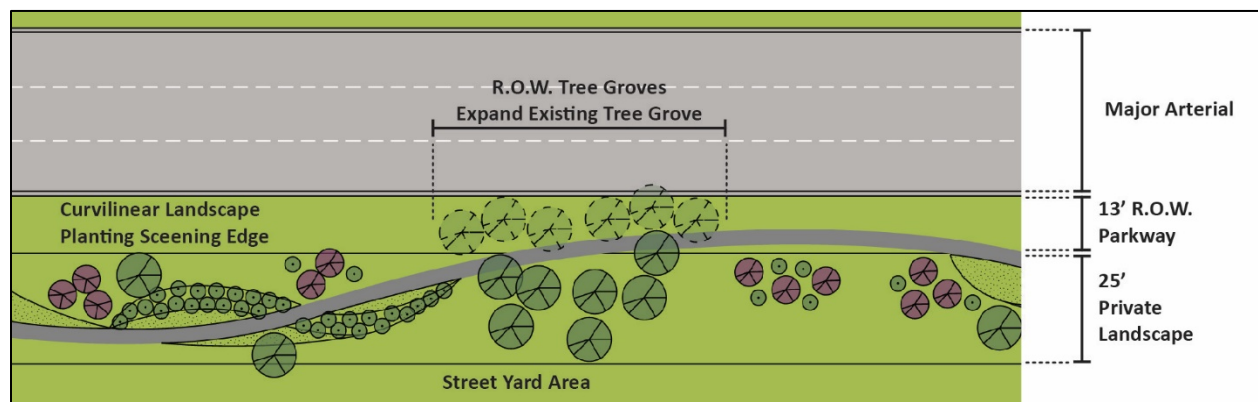
- Planting layout is to be informal.

Public Landscaping within the Median

- Please refer to the appropriate street type within the “Median and Right-of-Way Design Guidelines” as well as the description of Areas 1, 2, and 3 for more specific detail about public landscaping in major arterial medians.

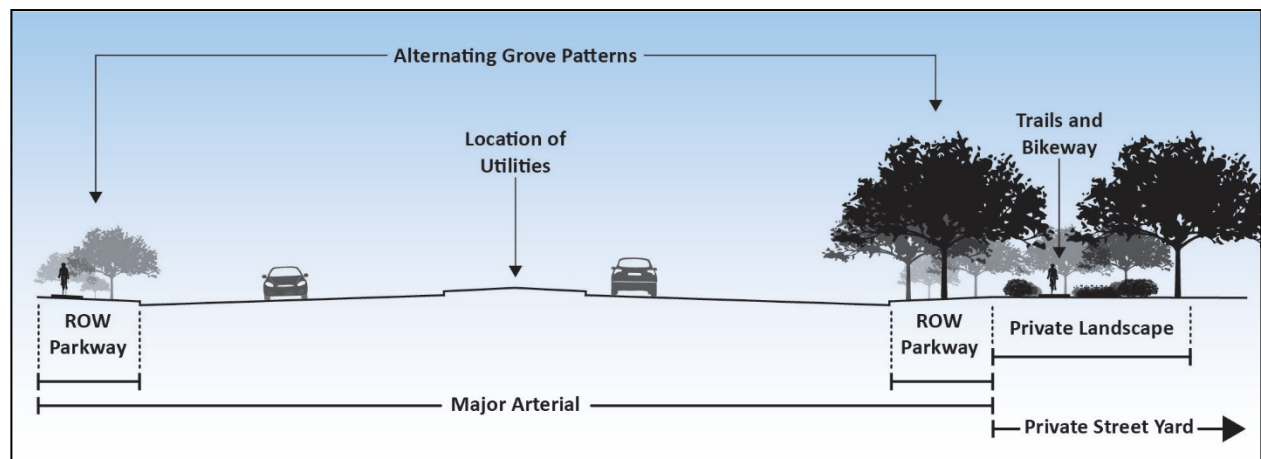
Town Entrance Landscape: Private Street Yard Area Landscape

- A 25' width-wide Landscape Street Buffer is located from the R.O.W. / Property line set back into the private property. This Buffer is within the Building Setback (Street Yard) area described in the Town's Landscaping Standards.
- Plantings shall-should be in a curvilinear planting layout.
- Implementation will be provided at the time of development by the developer.



Town Entrance Landscape: Flexibility of Private Street Yard Area Landscape

- ~~Because of utility requirements, it is intended that the private street yard area landscape standard be flexible in its application.~~
- ~~As much as five feet of the private street yard area landscape may be placed within the public right-of-way, with ten feet being on the private property.~~
- ~~Alternately, as much as ten feet of the private street yard area landscape may be placed within the public right-of-way, with five feet being on the private property.~~



- ~~Alternately, all 15' may be on private property next to parking.~~

2.0 AREA PLANS

~~Town Entrance Landscape:~~ Sidewalks

- Sidewalks are required by the Land Development Regulations, in addition to the Landscape Street Buffer.
- Implementation will be provided at the time of development by the developer.
- Sidewalks should be curvilinear and integrated with the public landscape and the private landscape buffer.

2.0 AREA PLANS

Town-Entrance Landscape: Parking

- Parking shall be allowed in the front, side and rear yards of buildings.
- Parking in the front yards of Town Entrance Arterials shall be a maximum double loaded configuration with a single travel lane.
- Per the Town's ordinances, parking areas must be screened from view and incorporate parking area trees.

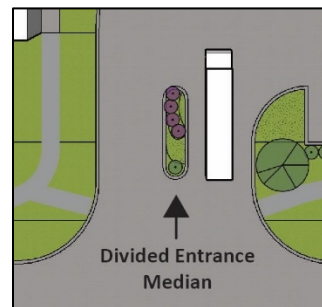


Town-Entrance Landscape: Vehicular Access from Major Arterials

- Divided entries shall have a 6' minimum width-wide highly landscaped median to improve traffic safety.
- Such entries should not be located within the R.O.W. parkway.
- Landscaping should only include low-growing plants, groundcovers, and/or hardscaping, and should not interfere with vehicle and pedestrian safety.
- Access to pP provide opportunities for shared access between adjacent developments to aid in traffic management.



Divided entrance median example



Median illustration

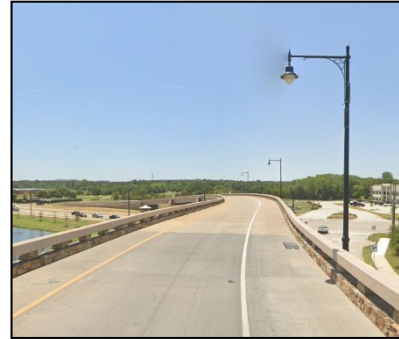
Town-Entrance Landscape: Bridges

2.0 AREA PLANS

- Vehicular bridges should have a special architectural treatment and enhancement beyond standard conditions.
- The treatments should include railing and abutment designs that increase their civic character and relationship to the Town.
- These bridge enhancements can be adapted to existing structures or completed with new construction.
- The future Bridge at Interstate 35W is a reflection of Flower Mound for all regional traffic, and should be of exemplary architectural quality as seen both from the freeway and on the bridge itself.
- Bridges on arterials are to incorporate sidewalk access to provide pedestrian continuity, as appropriate.



Enhanced freeway and overpass bridge treatment example



Enhanced treatment example

2.0 AREA PLANS

7. ~~District Arterial Landscape~~Secondary Treatment Areas

~~District Arterial Landscape~~Secondary Treatment Areas are appropriate for ~~key roads~~minor arterials serving ~~the Lakeside Business District and the Denton Creek District in which they are located, and which are also important for Flower Mound residents as entry routes to other districts.~~ Their landscape and urban design treatment should reflect ~~the predominantly~~high-quality commercial ~~and other non-residential~~ nature of developments anticipated in the ~~Lakeside Business and Denton Creek~~ DistrictDistricts, but should also reflect the ~~rural~~ character, ~~respect residential adjacencies~~, and quality of the overall Town.

The intent is ~~that for~~ the public and private ~~landscape~~landscaping design ~~on along~~ these ~~streets~~roadways will be ~~an~~integrated design, whether ~~it is accomplished~~separately by the public and private sectors, as a joint public-private effort, or entirely be the private sector.

~~These landscape standards for the Lakeside Business District and the Denton Creek District~~The following ~~guidelines~~ are intentionally more stringent than the ~~landscape~~landscaping ~~buffer~~requirements of the Land Development Regulations. The resulting design is ~~intended~~expected to be different from other districts in Flower Mound.

~~The District Arterial Landscape~~Secondary Treatment Areas ~~is are~~ appropriate ~~on for~~ the following roadways:

~~Lakeside Business District:~~

- ~~Gerault Road~~
- ~~Garden Ridge Road~~
- ~~Spinks Road~~
-

• ~~Denton Creek District:~~

- ~~New arterial between new I-35W / FM1171 arterial and US 377~~Canyon Falls Drive
- ~~Denton Creek Boulevard~~
- ~~Future urban minor arterial in the northwestern quadrant of the District~~

~~District Arterial:~~ Public Landscape within the right of way parkway

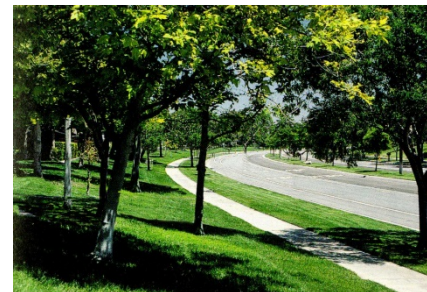
- This approach is appropriate when utilities are located under the street or the median, and do not infringe upon the ability to provide the planting indicated within the parkway.
- Tree groves of 80' in length spaced 480' apart with an alternating pattern across the street.
- Trees are to be a large deciduous tree species type from the approved Town of Flower Mound R.O.W. & Median Tree Plant List.

• ~~For Denton Creek District:~~

- A curvilinear sidewalk with large tangent curves with no less than 400' tangent intersection points, within the public right-of-way.

• ~~For Lakeside Business District:~~

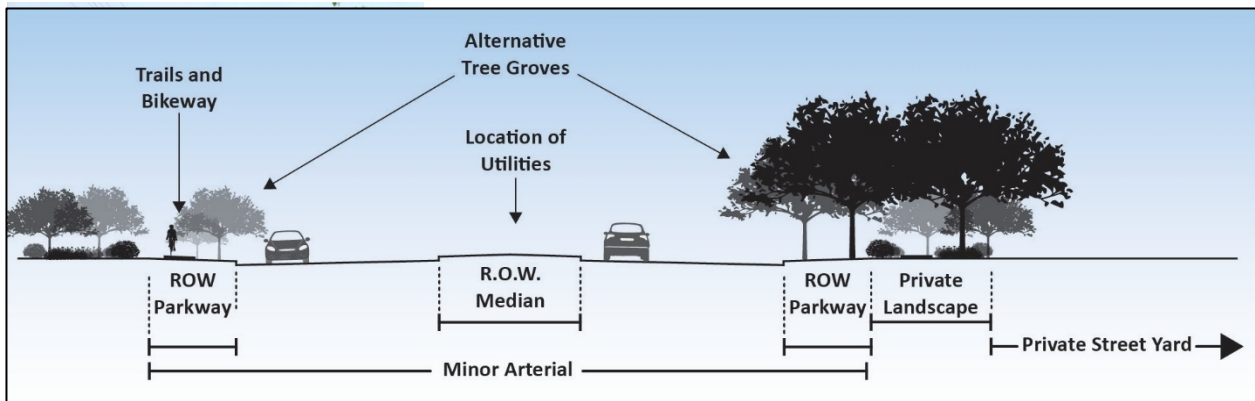
- ~~Sidewalks should be integrated into the landscaping in the public right-of-way.~~
- Planting layout is to be informal, random tree placement.
- Tree groves are defined as a group of trees that consist of the same species.



Example of informal public district arterial landscape in the right-of-way

2.0 AREA PLANS

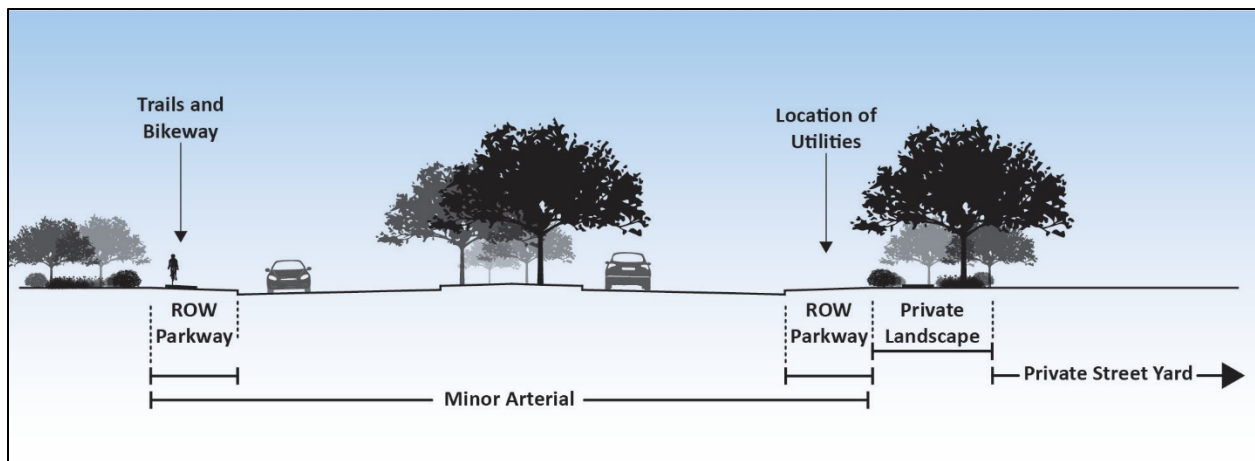
- Placement of driveway curb cuts should be in accordance with the Town's Engineering Standards. When there are conflicts between driveway locations and the landscape guidelines, the planting should be adjusted, but follow the intent of the guidelines as closely as possible.



District Arterial: Public Landscape within the median

- This approach is appropriate when utilities are located under the parkway, and infringe upon the ability to provide the landscape within the parkway.
- Tree Groves of 80' in length spaced 480' apart.
- Trees are to be a large deciduous tree species type from the approved Town of Flower Mound R.O.W. & Median Tree Plant List.
- Planting layout is to be informal, random tree placement.
- Tree groves are defined as a group of trees that consist of the same species.

For Denton Creek District:



- A curvilinear sidewalk with large tangent curves with no less than 400' tangent intersection points, within the public right-of-way.

For Lakeside-Business District:

- Sidewalks should be integrated into the landscaping in the public right-of-way parkway.

District Arterial: Private Street Yard Area Landscape

- Landscape Street Buffer planting located adjacent to the ROW/ Property line back into private property to a width of 15'.
- Planting layouts should be informal with a curvilinear planting edge.

2.0 AREA PLANS

- Improvements include landscaping and/or earthen berms, to a height of three feet maximum to screen surface parking in accordance with the Town's Land Development Regulations.
- ~~A double loaded parking bay is acceptable in the street yard area if the building setback exceeds the 60' Land Development Regulations minimum.~~
- Implementation will be provided at the time of development by private developer.

District Arterial: Flexibility of Private Street Yard Area Landscape

- ~~Because of utility requirements, it is intended that the private street yard area landscape standard be flexible in its application.~~
- ~~As much as five feet of the private street yard area landscape may be placed within the public right-of-way, with ten feet being on the private property.~~
- ~~Alternately, as much as 10 ft. of the private street yard area landscape may be placed within the public right-of-way, with five feet being on the private property.~~
- ~~Alternately, all 15' may be on private property next to parking.~~
- ~~If any of the private street yard area landscape is placed within the public right-of-way, a public access easement is to be granted to the Town, at the Town's discretion.~~

District Arterial: Sidewalks

- Sidewalks are required by the Land Development Regulations, in addition to the landscape street buffer.
- Implementation will be provided at the time of development by the developer.
- ~~Denton Creek District:~~
- Sidewalks should be curvilinear and integrated with the public landscape and the private landscape buffer.
- ~~Lakeside Business District:~~
- ~~Sidewalks should be integrated with the public landscape and the private landscape buffer.~~

District Arterial: Parking

- Parking shall be allowed in the front, side and rear yards of buildings.
- Parking in the front yards shall be a maximum double loaded configuration with a single travel lane.
- Private landscape planting, topography and/or landform features shall reasonably screen the parking from view of the District Arterial.
- Shade Trees are required in accordance with the Land Development Regulations.



Landscape screening of parking example

District Arterial: Vehicular Entrances from Arterials

- Divided Entries shall have a 6' minimum ~~width-wide~~ highly landscaped median to improve traffic safety.
- Sight distances and visibility at driveway intersections must be in accordance with the Land Development Regulations.
- Planting layout to be informal and utilize small flowering trees and shrubs.
- ~~Access to p~~Provide opportunities for shared access to aid in traffic management.
- Signage if utilized, shall conform to the Land Development Regulations, be monument signs, and be set back from street enough to allow for driver visibility.

2.0 AREA PLANS

District Arterial Bridges

- Vehicular bridges for District Arterials should have a special treatment design and materials enhancement beyond standard bridge construction.
- The treatments should include railing and abutment designs that increase their civic character and reflection of the Town's community character.
- These bridge enhancements can be adapted to existing structures or completed with new construction.
- Bridges are to incorporate sidewalk access to provide pedestrian continuity, where appropriate.



Signage in the divided median example



District Minor arterial bridge enhancement



District Minor arterial bridge enhancement



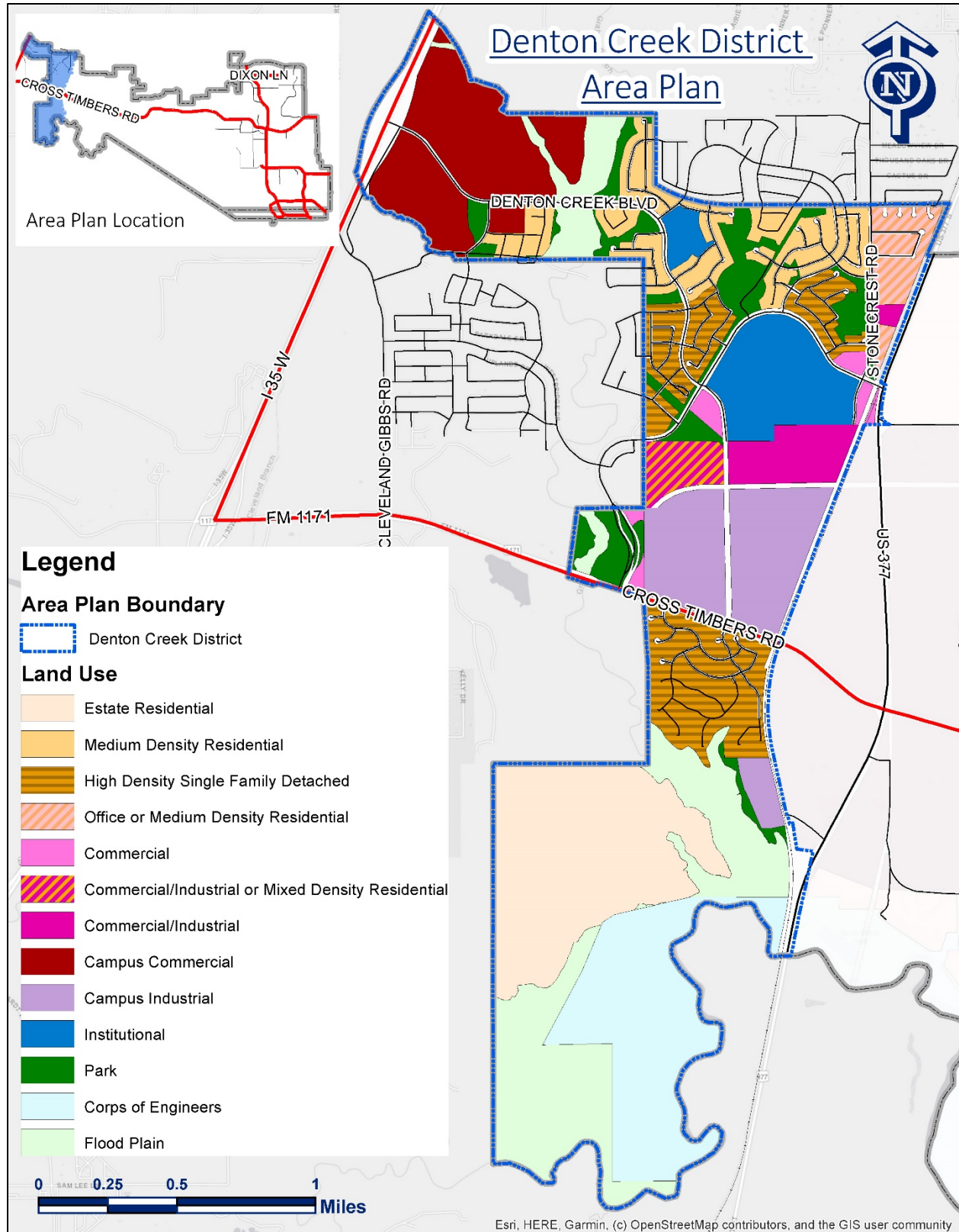
District Minor arterial bridge enhancement

2.0 AREA PLANS

District Arterial:

8. District Map

2.0 AREA PLANS



2.0 AREA PLANS



URBAN DESIGN PLAN

Component of the Master Plan



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Introduction

The Town of Flower Mound “Urban Design Plan” (UDP) provides design guidance for non-residential and mixed use architectural standards. The intent of the UDP is to reinforce the Master Plan vision statement, provide linkage between the built and natural environment, and acknowledge and sustain the unique nature of the Town’s corporate-commercial, suburban, and rural lifestyles.

The UDP was developed as part of the “Area Plans” component of the Town of Flower Mound Master Plan. Through community involvement, focus groups provided direction for the UDP and specific area plan standards, including review of architectural and landscape design. The UDP discusses architectural elements in detail and provides photographic examples and descriptive illustrations.

In 2009, the firm of Teague Nall and Perkins worked with the Town to update the Town’s landscape requirements for roadways. A new document, “Median and Rights-of-Way Design Guidelines”, was adopted to work in conjunction with the UDP and “Area Plans” Master Plan components.

In 2022 and 2023, the Town moved elements specific to the Cross Timbers Conservation Development District, Denton Creek District, and Lakeside Business District to the “Area Plans component” of the Master Plan. In doing so, all elements for each distinct District are contained in one component of the Master Plan.

Part I: Non-Residential Architectural Standards

These standards are intended for traditional non-residential areas of Town, including the Denton Creek District, Lakeside Business District, and Long Prairie District. Buildings are encouraged to meet the spirit of the Town’s vision statement contained in the “Land Use Plan” and described above.

Part II: Mixed Use Architectural Standards

These standards are intended only for the Mixed Use (MU) land use category, which includes a variety of uses within pedestrian oriented, vertical and horizontal mixed use environments. When complying with development standards from the Town’s Code of Ordinances and other relevant ordinances, as adopted by Town Council, the spirit and intent of this section is encouraged to be met.

Part I: Non-Residential Architectural Standards

The following standards for non-residential architecture throughout Flower Mound are intended to reflect the Town's Master Plan goal of creating developments of "enduring and exemplary quality and design." Their purpose is to encourage building and site design of meritorious quality throughout the Town and prohibit franchise architecture.

1. *Design Review*

- 1.1 Determination of a proposed building design's compliance with these standards will be made by the Town's staff and/or Planning and Zoning Commission and Town Council in the case of a meritorious design exception.
- 1.2 In considering conformance to these standards, the Town will evaluate the suitability of meritorious design that might not comply exactly with these standards, but that is of exceptional enough design quality that it would be a desirable addition to the Town.
- 1.3 In considering conformance to these standards, the Town will evaluate the suitability of buildings certified as Leadership in Energy and Environmental Design (LEED) Gold or better that might not comply exactly with these standards, but that are of exceptional enough design quality that they would be a desirable addition to the Town.

2. Facade Articulation of Low-rise Buildings

2.1 Each building elevation of 80 linear feet or less may be a single plane.

COMPLIANT EXAMPLES

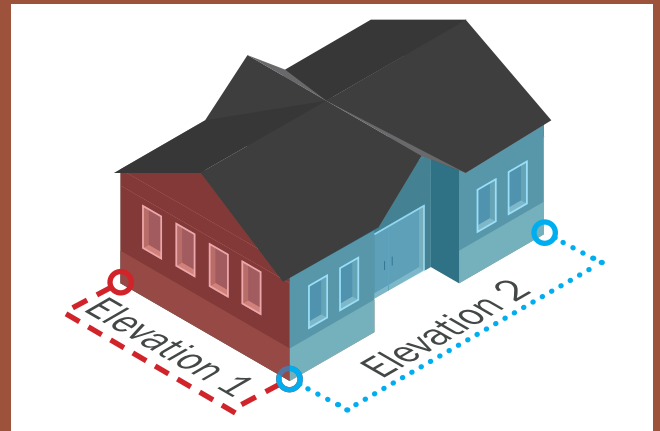


What is a “Low-Rise Building”?

A building is considered to be “low-rise” when it only has one or two stories.

What is an “Elevation”?

A building’s elevation is defined as the entire length of a building from one exterior corner to another.

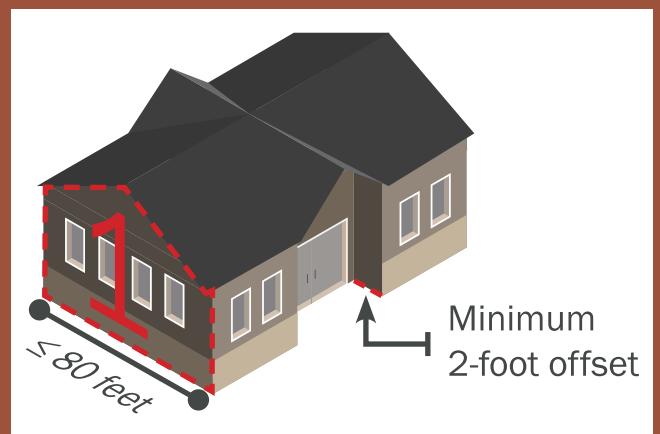


What is a “Plane”?

A plane is a two-dimensional surface defined by a width and length.

This illustration highlights a single vertical plane that has an elevation with less than 80 linear feet.*

**Vertical planes include walls.*



- 2.2 Each building elevation greater than 80 linear feet up to a maximum of 250 linear feet, should have a minimum of two planes, offset by a minimum of two feet.

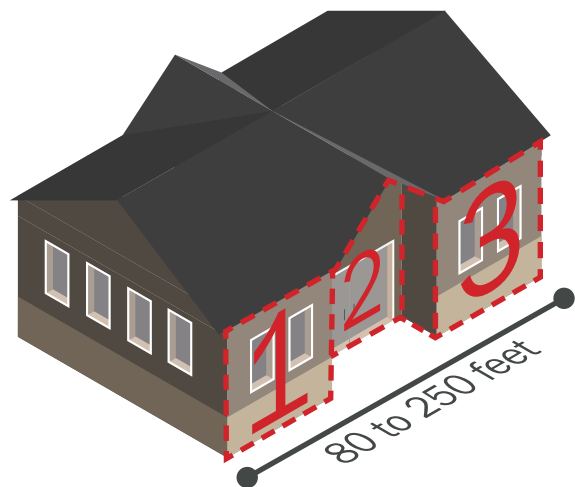
COMPLIANT EXAMPLES



“Minimum of 2 Planes?”

This illustration highlights a building elevation with a linear length between 80 and 250 feet, and includes a minimum of two vertical planes.

Note: Though two planes are the minimum, a third is shown to be compatible with section “11. Building Entry Points” on page 22.



- 2.3 Each building elevation greater than 250 linear feet, should have a minimum of three planes, each offset by a minimum of two feet.

COMPLIANT EXAMPLES



NON-COMPLIANT EXAMPLES



3. Facade Articulation of Buildings with Three or More Stories

- 3.1 Each building elevation should have a minimum of two offsets in vertical and horizontal planes, with each plane being offset by a minimum of two feet.

COMPLIANT EXAMPLES



NON-COMPLIANT EXAMPLES



“Vertical & Horizontal Planes”?

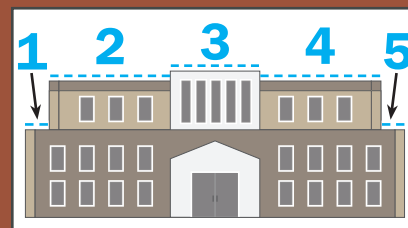
Horizontal planes include ceilings and floors, unlike vertical planes, which include walls.

The illustrations to the right is of a building with more than two stories. The building has at least two vertical planes (shown in red) and two horizontal planes (shown in blue) for each elevation.

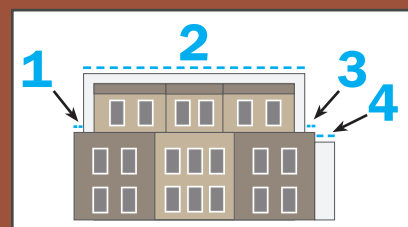
3D View



Front Elevation



Side Elevation



4. Facade Materials

4.1 Low-rise non-residential building (one to two stories)

Door and Window Openings: On each elevation, the percentage of door and window openings should not exceed 50%.

Elevations not visible from streets may include up to 75% door and window openings when adjacent to open space and/or amenity areas.

Building Materials: Excluding window and door openings, building materials should be at least 80% masonry and up to 20% alternative material(s).



4.2 Non-residential buildings of three stories or greater

Door and Window Openings: On each elevation, the percentage of door and window openings should not exceed 60%.

Elevations above the second floor may include up to 70% window and door openings when not abutting residences.

Building Materials: Excluding window and door openings, building materials should be at least 80% masonry and up to 20% alternative material(s).



4.3 Stucco: Excluding window and door openings, the maximum percentage of stucco desired on any elevation is 80%. If the entire 80% masonry requirement on an elevation consists of stucco, then the remaining 20% on the same elevation should be hand-laid brick and/or stone.



4.4 Parking garages

Unified Design: Parking garages should share a unified design with the primary building(s) it serves.

Windows, Doors, and Openings: On each elevation not attached to, or completely concealed by another building, the percentage of doors, windows, and openings should not exceed 60%.

Building Materials: Excluding windows, doors, and openings, each elevation should include at least 80% masonry and incorporate details and patterns that provide interest to precast concrete/tilt-wall components. The remaining materials (up to 20%) should be either hand laid brick and/or stone.

Stairwells: Stairwells serving the parking garage should be interior to the structure.

Landscaping: If an elevation is abutting residential, or is visible from a street or public space, landscaping may be appropriate to provide screening using evergreen and native vegetation at various heights.

Lighting and Screening: All lighting must comply with the Town's Code of Ordinances. Car headlights should be screened from adjacent properties and roadways.

Garage Gates: When not used as retail or public parking, security gates may be appropriate.

COMPLIANT EXAMPLE



NON-COMPLIANT EXAMPLE



What are Masonry & Alternative Materials?

Masonry: includes the use of stone, brick, stucco, finished tilt-wall concrete, or a combination of these materials.

Alternative Materials: includes concrete block, wood, metal, EIFS, other sustainable materials, and/or building materials approved by International Code Council, Inc.

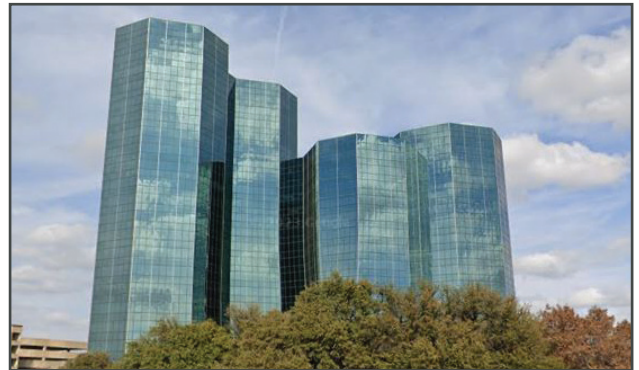
- 4.5 Outward facing mirrored glass should not be used. The use of low-emissivity (low-e) glass is encouraged.

Note: example photos do not comply with percentage of materials and are only used to show difference between buildings with non-mirrored and mirrored glass.

COMPLIANT EXAMPLES



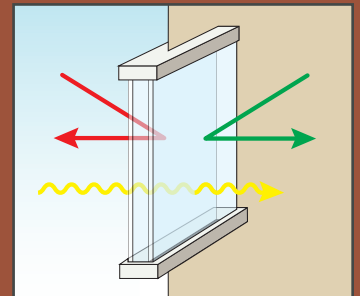
NON-COMPLIANT EXAMPLES



What is “Low-Emissivity Glass”?

Low-emissivity (low-e) glass allows for most visible light waves to travel through the glass, meaning less reflection, while blocking most radiant heat and UV light rays from entering or leaving the building.

Because of this, low-e glass can help lower heating and cooling costs by retaining heat in the winter and keeping heat out in the summer.



Reflective vs. Mirrored Glass

Though glass is naturally reflective, mirrored glass intentionally reflects visible light back into the environment, sometimes affecting pedestrians, cars, and other buildings.

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5. Facade Colors

- 5.1 Excluding window and door openings, natural and **earth** tone colors should comprise at least 80% of each elevation. The range of tones include, but are not limited to: brown, umber, beige, taupe, sepia, white, off-white and slight variations. Rust, ochre, and olive are also acceptable tones; however, they are more appropriate as accent colors.
- 5.2 Brick and stone, in their natural states, may also include color variations associated with reds, browns, and tans.

5.1. Color Matrix

The following matrix is intended to be used as a guide and may not illustrate the only colors and undertones acceptable to the Town's Master Plan vision or natural and earth tones.

Please note, colors may appear different due to monitor/screen and printer settings.

	Slight Variations	White	Gray	Tan
SEPIA *	*	*		*
BROWN *	*	*		*
UMBER *	*	*		*
OCHRE *	*	*		*
RUST *	*	*		*
OLIVE *	*	*		*
TAUPE *	*	*		*
BEIGE *	*	*		*
OFF- WHITE *	*	*		*

The next three pages include examples of compliant and non-compliant facade and accent colors. Beside each compliant photo is a color scheme showing how different earth tone variations can complement each other.

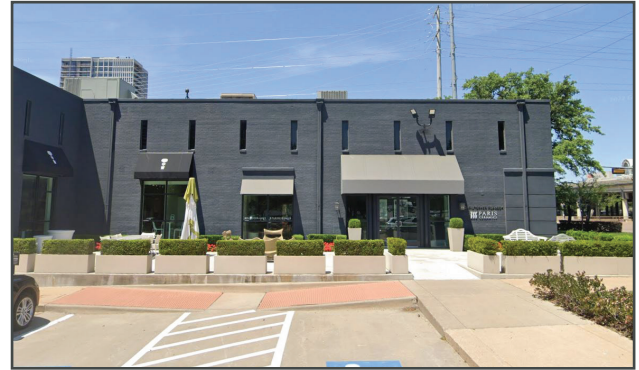
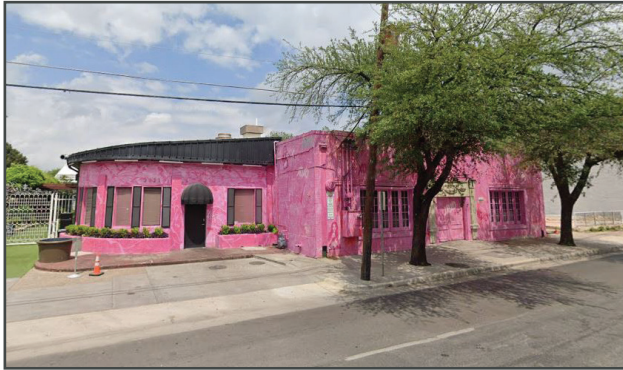
COMPLIANT EXAMPLES



COMPLIANT EXAMPLES, CONTINUED

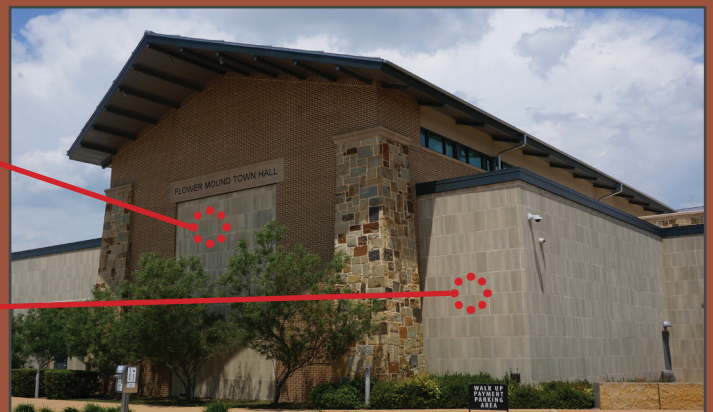
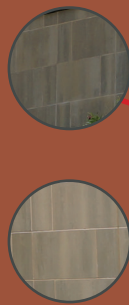


NON-COMPLIANT EXAMPLES



Color & Light

Colors may look different due to shadows, and light from the sun or street lamps. The sun can also affect a color's tone over a long period of time. Because of this, color can appear different to many people for various reasons.



- 5.2 Accent colors may comprise the remaining 20% of each building elevation, and should relate to the primary tones.
- 5.3 In a limited amount that does not unreasonably impact the facade colors, contrasting colors may be appropriate for special elements, including: canopies and awnings, patio umbrellas, planter boxes/pots, pavement, bike racks, trellis/lattice, green walls, and signage.

COMPLIANT EXAMPLES



NON-COMPLIANT EXAMPLES



What are “Special Elements”?

Some special elements may have contrasting colors. Generally, these types of elements are easily replaceable and should not impact the overall appearance of the primary building.

Images to the right were created by the Town using NightCafe, an artificial intelligence image creator.



6. Unified Design Theme

- 6.1 A grouping of buildings (3 or more) should have a unified design theme for all buildings within the development. This design theme may be unique to the development, but should maintain a standard of high-quality construction and respect the contextual setting of other developments, nature, and history within its district.
- 6.2 Accessory buildings and parking structures should respect the design theme of the primary buildings within the development.

COMPLIANT EXAMPLES



NON-COMPLIANT EXAMPLES



7. Franchise Architecture

- 7.1 To ensure the character and quality of retail and commercial buildings or structures contribute to desired community character objectives, franchise architecture is discouraged.

The term “franchise architecture” means the design and construction of buildings for which the tenants and/or uses are readily recognizable solely by the buildings’ architectural elevations, colors, materials, other architectural elements and/or the arrangement thereof.

COMPLIANT EXAMPLES



NON-COMPLIANT EXAMPLES



8. Building Orientation

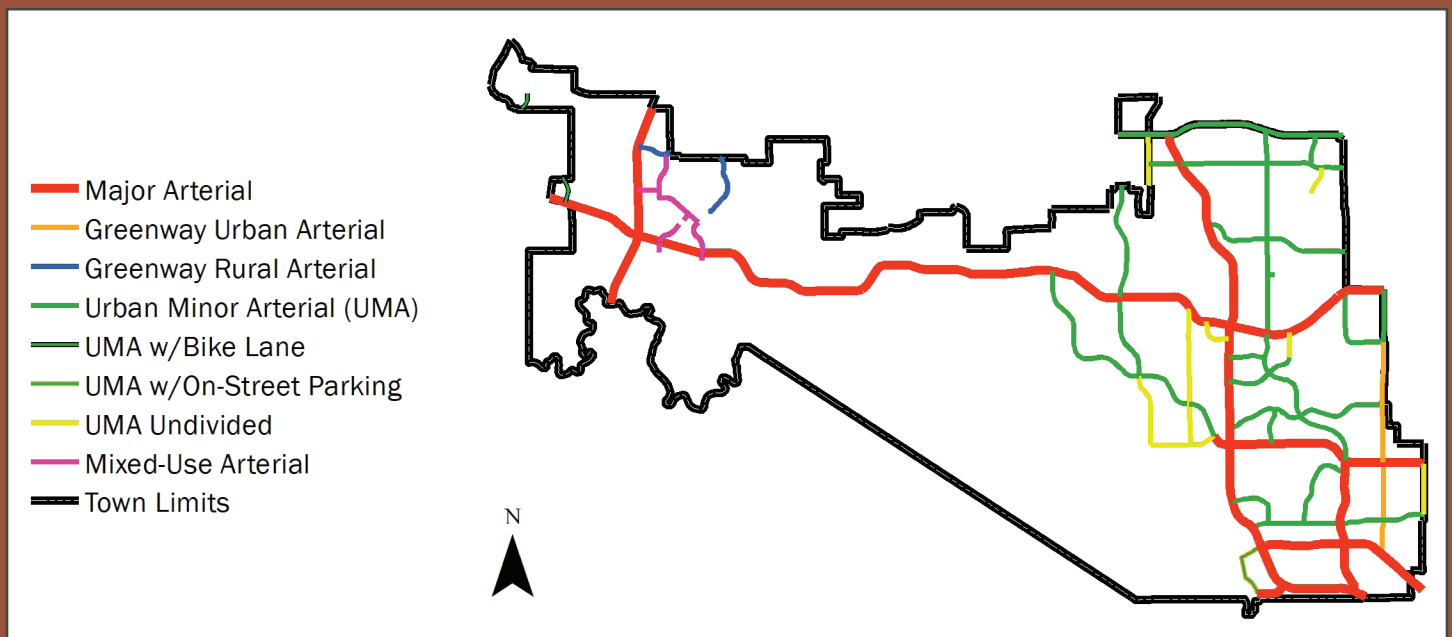
- 8.1 Highly visible locations from major and minor arterials should have architectural prominence, with particular attention being paid to architectural quality on the facades, rooflines, and elevations visible from these thoroughfares.

COMPLIANT EXAMPLES



What is Considered “Highly Visible”?

Buildings are generally considered highly visible when adjacent to a major or minor roadway. The map below shows such roadways, as identified from the Town’s Thoroughfare Plan, as amended.



- 8.2 Buildings near natural features and view sheds should respond to them in a manner that respects and preserves the feature in such a way that the environment can be a marketable element of the development.

COMPLIANT EXAMPLES

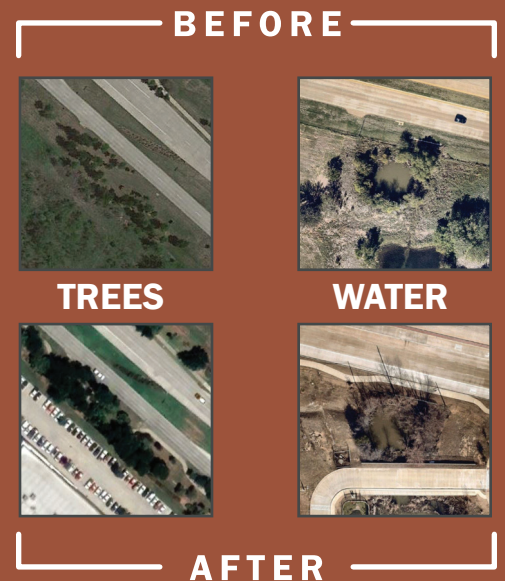


Preserving “Natural Features & View Sheds”?

Natural features can include groupings of trees, significant topography (slopes greater than 5%), and bodies of water.

The view shed generally includes land adjacent to roads or visible from an area with high pedestrian traffic.

Top photos show trees and a natural water feature before development. The bottom photos show how these features were preserved following development.



9. Massing and Form

- 9.1 Building massing (elevations & footprint configurations) should vary to avoid monotony and linear forms. *Monotonous, flat, linear retail development is not desirable.*
- 9.2 Building form (articulation, scale and proportion) should be contextual. Buildings should be in harmonious relationship to each other to promote an atmosphere of consistency in form rather than style relationships only.

COMPLIANT EXAMPLES



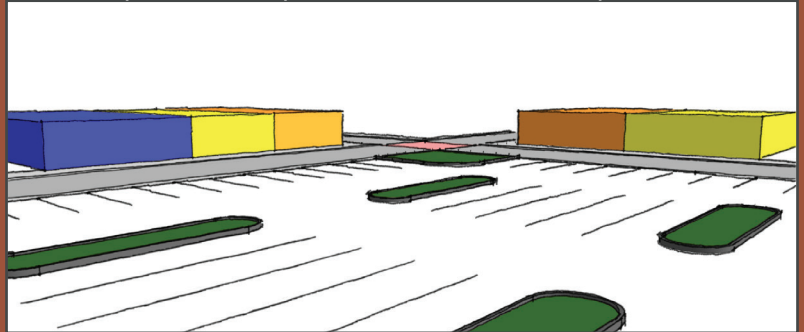
How to Vary Massing & Form?

Massing and form uses identifiable shapes (circles, squares, triangles) to create visual architectural interest.

Massing uses additive and subtractive methods by “adding” or “subtracting” shapes from a building to create new shapes and forms.

As described by 9.3, variations in floor plate configuration (the building’s footprint) can provide space for desirable pedestrian spaces.

Non-compliant Example - linear retail development



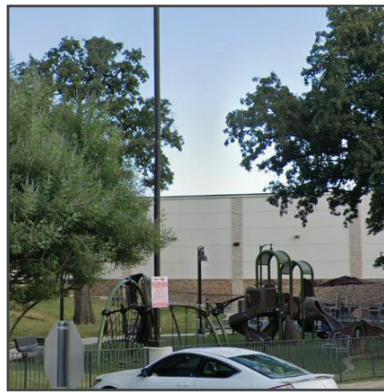
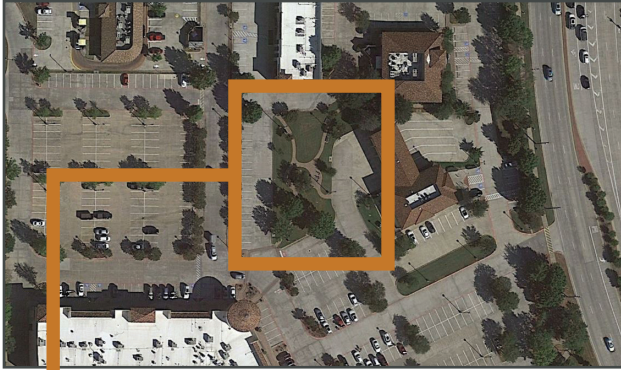
Compliant Example - with elements of pedestrian scale



For illustrative purposes only

- 9.3 Building footprint configurations should be sited in order to create definable pedestrian spaces: courtyards, pocket areas, larger sidewalks, variations of outdoor space, etc., which are all desirable design attributes that should be taken into consideration in the overall site design plan.

COMPLIANT EXAMPLES



NON-COMPLIANT EXAMPLES



10. Pedestrian Scale

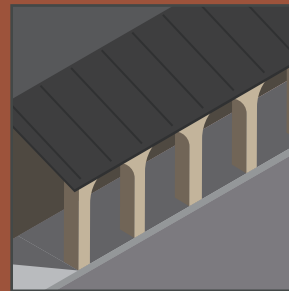
- 10.1 A pedestrian scale is desired near entry points of buildings to relate to the users. This scale can be achieved through the use of arcades, porte-cocheres, loggias and entry gardens which help buildings transition to a pedestrian scale environment.

COMPLIANT EXAMPLES

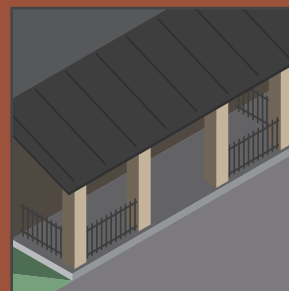


“Pedestrian Scale”?

A building’s pedestrian scale includes architectural elements, specifically towards the front of the building, that promotes an inviting and positive reaction from its visitors.



An arcade or a columnnade can be used to shade and create a more inviting passage for visitors.



Verandas can be used to create partially enclosed spaces for patios or to enhance an entrance.



A loggia is an outdoor area on an upper floor shaded by an arcade or columnnade.

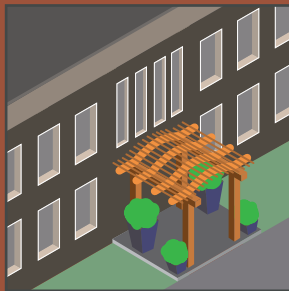
11. Building Entry Points

11.1 Buildings should have a recognizable main entry, which should directly relate to the primary street address of that building.

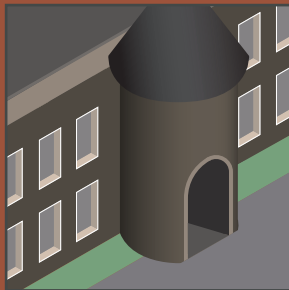
“Recognizable Main Entry”?

A recognizable main entry is related to the pedestrian scale. Certain architectural features can help make an entry point stand out.

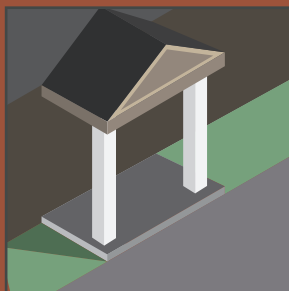
A pergola or arbor with a variety of landscaping can create a welcoming front entrance.



A pavilion or turret can be used to create a taller front entry point that stands out.



A portico can be used to highlight the entrance to a building.



COMPLIANT EXAMPLES



- 11.2 These entry points should have an identifiable design presence through a change of materials, variation of wall planes and roof features.
- 11.3 Building entry points should have site design features such as special paving, landscaping, pedestrian lights, pedestrian benches, earth forms, water fountains/ displays and other furnishings.

COMPLIANT EXAMPLES



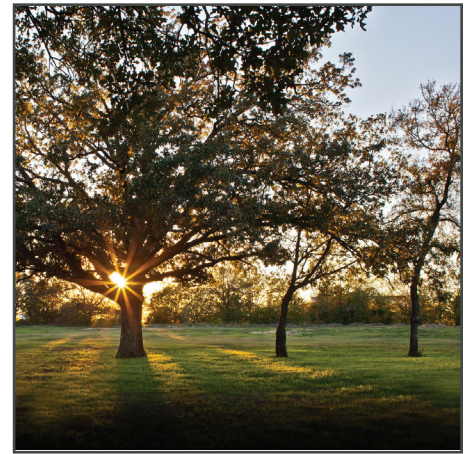
NON-COMPLIANT EXAMPLE



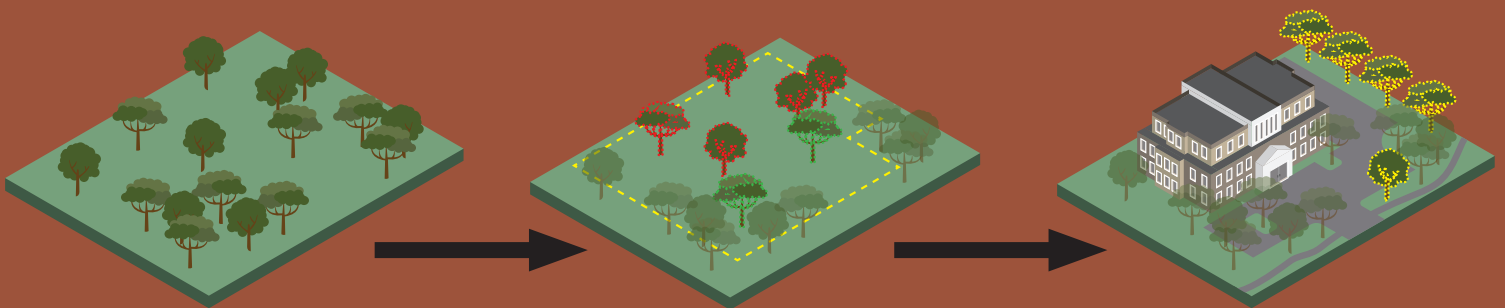
12. Natural Landmarks

Protecting the natural landmarks on remaining developable land in the Long Prairie District will help unify the district with the overall character of the Town through preserving remnants of the area's country atmosphere and natural environment.

- 12.1 Enhance existing natural landmark elements through providing the following: public access and/or views, parking and connections to pedestrian walkways and/or trail system.
- 12.2 Natural landmarks should include; Flower Mound's Mound, specimen trees, significant earth forms and other historic or cultural elements.



“Protecting the Natural Landmarks” by Design



Trees on an undeveloped property listed for retail and commercial businesses.

Developable area with specimen trees to be protected and other trees to be removed.

Completed building with parking area and additional trees per the Town's Codes.

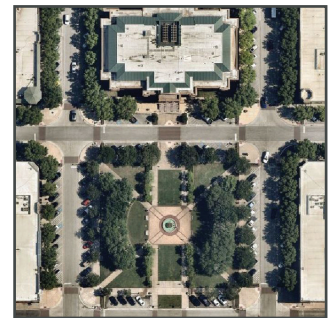
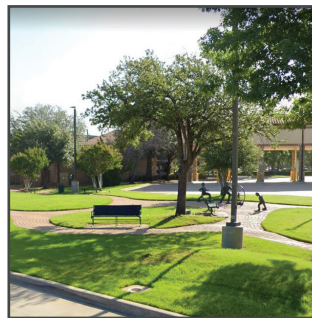
13. Open Space and Amenity Areas

13.1 Open space and amenity areas, as recommended by the Master Plan, required by the Town's Code of Ordinances, or as proposed for a Planned Development District, should be integral to the development and could include:

13.1.1 Plazas, parks, linear greens, environmental preserves, and/or a public square that serves as a prominent visual enhancement for the development, provides amenities for employees and shoppers, is effective with the first phase of development, and adds value to nearby buildings.

13.1.2 Enhanced native landscape plantings and features, and/or water elements connected to the development by sidewalks.

COMPLIANT EXAMPLES



- 13.1.3 Preserved wooded areas, view sheds, bodies of water, topography, and stream corridors in a natural and contiguous state.

COMPLIANT EXAMPLES



14. Roofs and Parapets

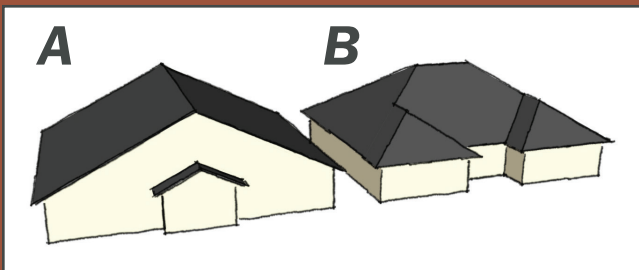
14.1 Roofs of non-residential buildings 15,000 square feet or less should reflect hip and/or gable styles that replicate residential scale and pitch. In designing a residential scaled roof for non-residential buildings 15,000 square feet or less, the goal is a roof that provides for characteristic roof pitches/slopes of residential homes in the Town of Flower Mound (6/12 to 9/12 slope).

14.2 High steeply-pitched and/or expansive roof pitches/slopes shall be avoided.

COMPLIANT EXAMPLES



Roof Types and Slopes



(A) Gable roofs generally have a flat end that is merged with the building.

(B) Hipped roofs generally come to a point.

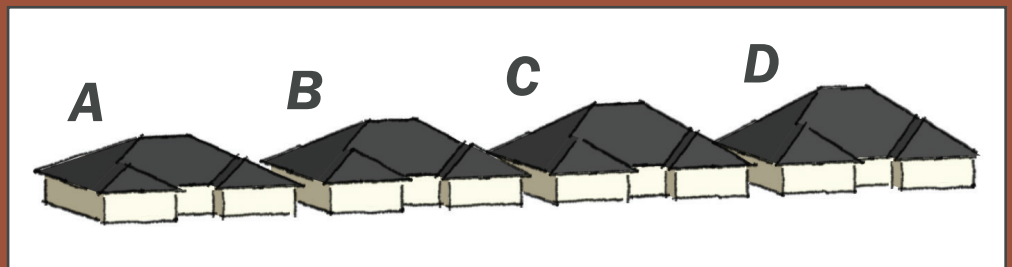
Additionally, it is possible, and encouraged, for a building to have a mixture of roof types.

(A) 6/12 roof slope

(B) 7/12 roof slope

(C) 8/12 roof slope

(D) 9/12 roof slope



- 14.3 Buildings of one or two stories over 15,000 square feet may have a flat or low-slope roof, but should use a parapet wall or mansard roof along the building perimeter so flat or low-slope roofs, and any roof top mounted mechanical equipment, is not visible from the public right-of-way or neighboring residential subdivisions.

COMPLIANT EXAMPLES



NON-COMPLIANT EXAMPLES



15. Large Tenant Retail and Warehouse/Industrial Development

15.1 The development of large tenant retail (aka “big box”), as defined by the Town’s Land Development Regulations, and warehouse/industrial developments should incorporate the following architectural standards:

- 15.1.1 Generally, buildings should avoid long, monotonous, uninterrupted walls or roof planes.
- 15.1.2 The location of building wall offsets, including projections, and recesses, should be in context with the length of the building and used to add architectural interest and variety, and to relieve the visual effect of a simple, long wall.
- 15.1.3 Roofline offsets should be provided to add architectural interest and variety to the massing of the building and to break the roof into smaller scale components.
- 15.1.4 Concentrating articulation for large tenant retail and large scale warehouse/industrial buildings at entry points and the corners of the building may be acceptable if other architectural details/accents and enhanced landscaping are used to mitigate the expansiveness of the wall.

COMPLIANT EXAMPLES



NON-COMPLIANT EXAMPLES



- 15.1.5 Tilt-wall concrete used to meet the minimum masonry requirement of 80% on any elevation should include details and patterns that provide interest to the tilt-wall component. Such detail can be accomplished by patterned scoring, casting, texturing, or other finishing treatment.

COMPLIANT EXAMPLES



NON-COMPLIANT EXAMPLES



16. Redevelopment

- 16.1 Buildings/sites planned for redevelopment are subject to the above architectural standards of the “Urban Design Plan”. In each case, amendments to a building’s elevations and/or site plan should meet each requirement of Part 1 or be in substantial conformance thereto.
- 16.2 If complete conformance to the above standards cannot be practically achieved, substantial conformance can be demonstrated by illustrating that the proposed changes to the elevations and/or site plan have moved the building/site closer to conformance with the standards and increased the building’s enduring quality and design as applicable within the Town’s Master Plan and Code of Ordinances.

BEFORE REDEVELOPMENT

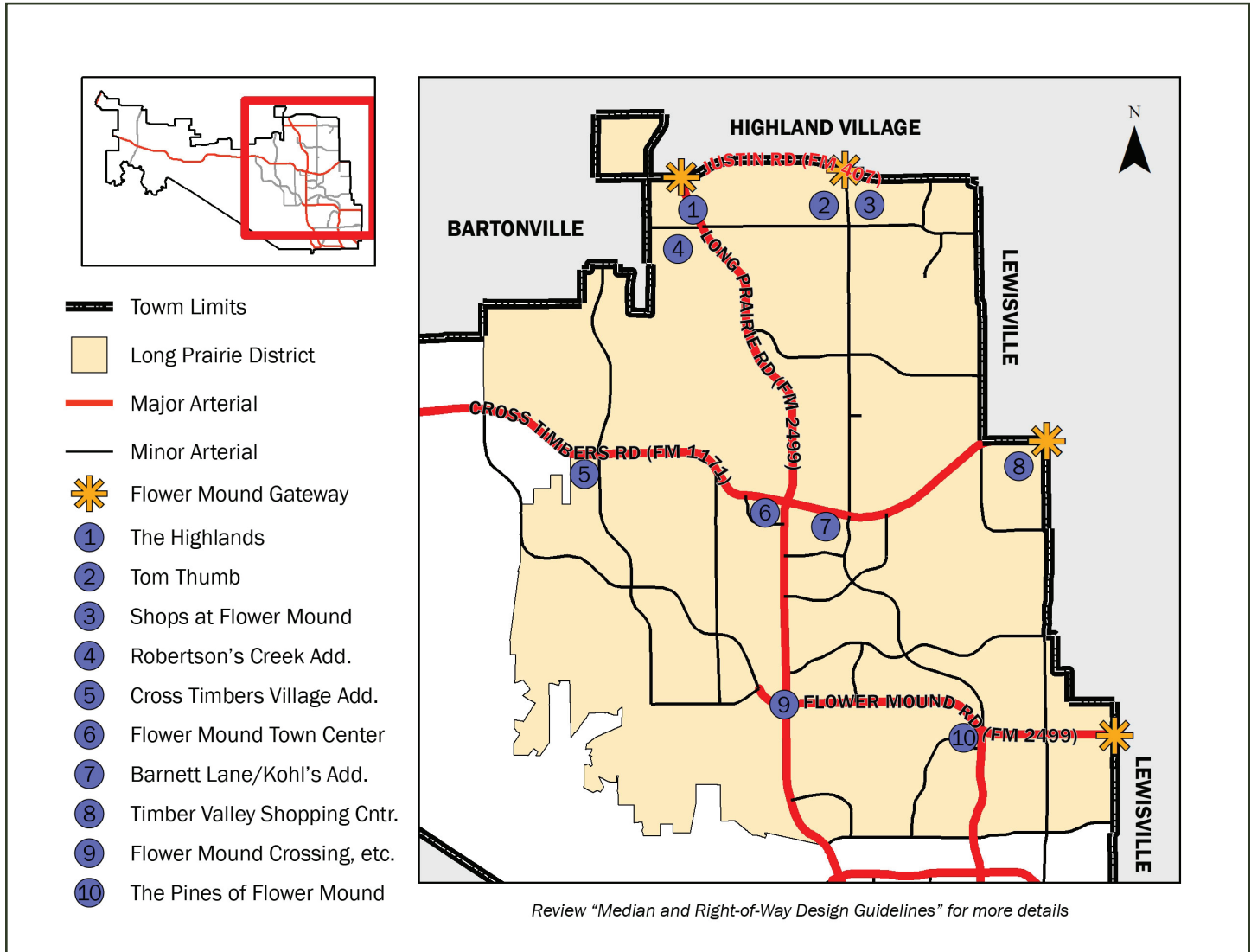


AFTER REDEVELOPMENT



16.1. Long Prairie District

The Long Prairie District is located in the northern and eastern most areas of Flower Mound. This district is primarily developed with suburban residential, retail, and commercial land uses. This district includes many of the Town's service and retail centers as well as employment opportunities. Additionally, four Texas farm-to-market roadways: Cross Timbers Road (FM 1171), Flower Mound Road (FM 3040), Justin Road (FM 407), and Long Prairie Road (FM 2499), provide the majority of access throughout this district.



Many of the large service and retail centers (*highlighted in the map above*) were developed before the retail market included an e-commerce market. Because of this, future consideration of redevelopment goals or guidelines, and high-quality infill development standards could provide the Town, property and business owners with support as markets and prospective tenant needs continue to change.

16.1.1 Redevelopment Goals

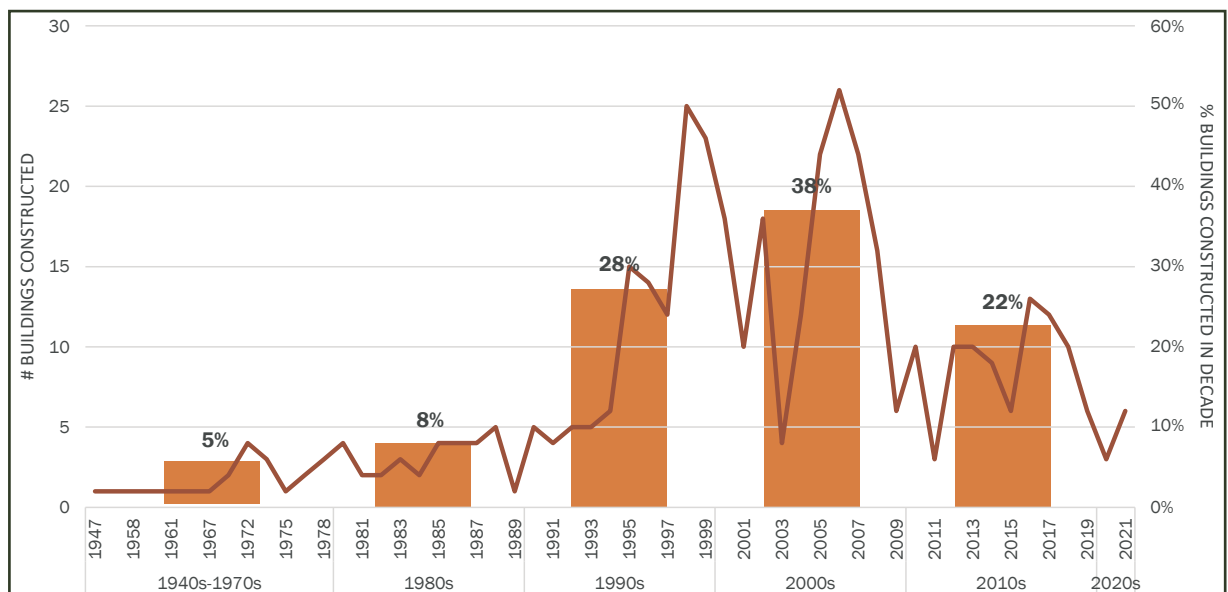
Including the guidelines of “16. Redevelopment” on page 31, any future redevelopment of large retail centers should include:

- Design strategies to strengthen the viability of existing activity centers and associated amenity areas.
- Improvements to the physical environment, including bringing landscaping up to current standards and utilizing native plantings.
- Safety and walkability enhancements throughout the development and connections to nearby populations.

16.1.2 Large Tenant or “Big-Box” Retail

Many big-box retail sites were developed in the 1990s and early 2000s. As these centers age, the Town should anticipate receiving redevelopment applications at the 30-40 year mark.

Retail centers, where grocery stores are the anchor tenant, should continue to perform well and be a preferred development product¹. In the absence of a grocer, and as experienced nationally and locally, the growing number of big-box vacancies are being leased by new tenants: health care services, gyms, shooting ranges, religious institutions, school administrative offices, and other office uses. Though these large tenants may not require site modifications, big-box locations may be divided for other prospective tenants needing less space.



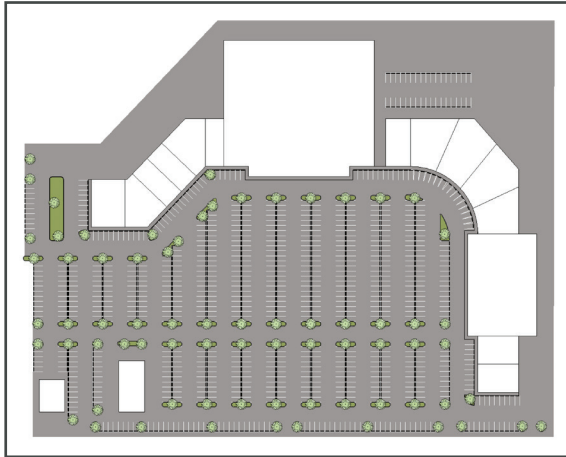
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<https://www.wealthmanagement.com/retail/grocery-anchored-shopping-centers-remain-safest-retail-bet>

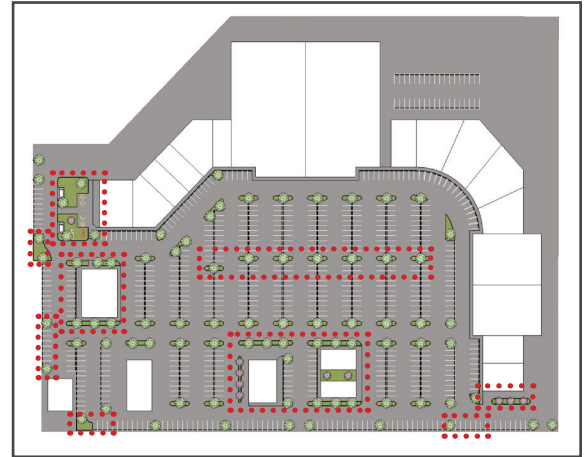
When this occurs, it is important each entry still comply with “10. Pedestrian Scale” on page 24, “11. Building Entry Points” on page 25 and maintain the development’s overall unified design theme.

Additional site modifications could also include, but not limited to: parking reductions, additional/modified tenant space, updated landscaping, reduced curb cuts, and amenity area enhancements (as illustrated below).

EXISTING



REDEVELOPED



16.1.3 Infill Sites

Generally, an undeveloped property less than 20 acres becomes an infill site due to development constraints related to lot area or shape, location, abutting developments, easements, or other designations.

When these challenges arise, applicants are likely to request exceptions or modifications requiring Town consideration and action. These requests are generally made because the site would otherwise not be economically viable.



When an infill site requires a waiver or modification, the site and building design should be consistent with abutting developments (such as rooflines, materials, and scale), have exceptional architectural interest, and creative open spaces.

Part II: Mixed Use Architectural Standards

The Town has three areas on the Land Use Plan identified as Mixed Use. These are known as Lakeside DFW, River Walk at Central Park, and Furst Ranch. Though each development offers a mixture of uses within horizontal and vertical environments, they each have distinct architectural and natural elements that set them apart.

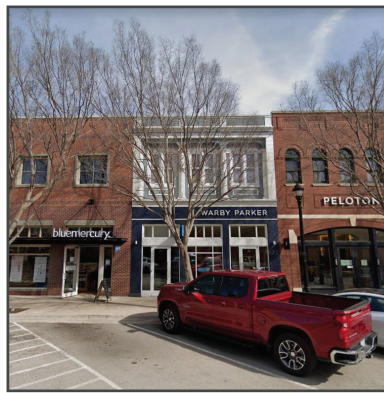
1. Franchise Architecture

- 1.1 To ensure that the character and quality of retail and commercial buildings contribute to the desired objectives for the District, franchise architecture, as defined on page 35, is prohibited.

2. Building Facades

- 2.1 Building projections are encouraged. However, parts of each individual building's elements such as bays, show windows, balconies, canopies, awnings, colonnades, etc., need to be considered as a whole along the length of a block in terms of their scale, rhythm, and relationship to one another.
- 2.2 Building facades employing offsets in the exterior wall plane in order to highlight the movement of sunlight across the building face are encouraged, along with elements such as cornices, spandrels, window sills, lintels, and building projections which visually break down the scale of the façade into more human scale components.
- 2.3 Buildings should vary in their levels of detail, richness of material, and overall complexity of design. Buildings at significant sites, for example at corners, mid-block locations, and vista terminations, will utilize massings that are more varied and/or incorporate a higher level of detail.
- 2.4 The quality of building facades shall reflect the hierarchy and relative importance of spaces which they face, marking a progression from principal streets, secondary streets, alleys, and interior block spaces.

COMPLIANT EXAMPLES



Other Notable Mixed Use Developments*

- Southlake - Southlake Town Square
- North Richland Hills - Home Town
- Cypress - Bridgeland
- Irving - Cypress Waters
- Allen - Watters Creek
- * As of summer, 2023

3. **Mixed Use Facade Materials**

- 3.1 Masonry, which is defined as brick, stone, cast stone, terra-cotta, glass fiber reinforced concrete, precast concrete, and split face concrete masonry units
- 3.2 Stucco, including synthetic stucco (exterior insulation finishing systems – EIFS).
- 3.3 Glazed ceramic and porcelain tile.
- 3.4 Fiber reinforced plastic (with the exception of plastic or vinyl siding) – used for exterior building components including but not limited to: cornice and entablature elements, decorative columns and pilasters, storefront trim, railings and balustrades, spandrel panels, and similar elements.
- 3.5 Painted steel and aluminum, cast iron, bronze, copper, and zinc.
- 3.6 Roofing materials (visible from any public right of way): copper, factory finished painted metal, slate, synthetic slate, terra-cotta, cement tile, glass fiber shingles
- 3.7 Materials other than those used above may be used for architectural trim and accent applications including but not limited to: cornices and decorative brackets, frieze panels, decorative lintels, shutters, and porch or balcony railings.
- 3.8 The aggregate surface area of the primary façade material of building facades that front onto a public right-of-way or private streets shall be at least eighty percent (80%) masonry and may be up to twenty percent (20%) stucco/EIFS.
- 3.9 The aggregate surface area of the primary façade material of building facades that front onto allies, vehicular block breaks and pedestrian block breaks shall be at least sixty percent (60%) masonry and may be up to forty percent (40%) stucco/EIFS.
- 3.10 The aggregate surface area of the primary façade material of building facades that front onto the Block Interior shall be at least fifty percent (50%) masonry and may be up to fifty percent (50%) stucco/EIFS.

Notwithstanding the foregoing, the indicated maximum percentages may be exceeded on a per building basis provided they are maintained in the aggregate for any street side of a sub-district. For example, a single building may have a façade that is 100% stucco fronting onto a public right-of-way, provided that the aggregate area for all facades fronting that street, in that sub-district do not exceed 20%. Further, notwithstanding the foregoing, the limitations on the percentage of stucco/EIFS shall not apply to stucco or EIFS that is applied to a masonry or concrete substrate.

COMPLIANT EXAMPLES



4. Building Entrances

- 4.1 The design and location of building entrances shall be easily identifiable as primary points of access.
- 4.2 Primary building entrances shall be defined and articulated by massing, or architectural elements such as lintels, pediments, pilasters, columns, porticos, canopies, overhangs, railings, balustrades, and other similarly appropriate elements. Building elements employed at entrances shall be compatible with the architectural style, materials, colors, and details of the building as a whole.
- 4.3 Primary building entrances to lobbies for upper level uses shall be clearly identifiable and integrated into the design of the overall building façade.

5. Building Orientation

- 5.1 Buildings shall be oriented toward the major street front with a primary entrance located on that street.
- 5.2 The design of buildings on corner lots shall address both streets; however, where the cross street is a less important street, the façade design may change to reflect the relative importance of that street.
- 5.3 Along major arterial roads, retail buildings may be oriented towards surface parking only if they are not adjacent to another major street.

6. Building Massing

- 6.1 A building's massing and scale shall relate to its site, use, and the character of its neighborhood.
- 6.2 Along any given block, building facades should align with each other at the primary exterior wall plane in order to create a consistent street edge.
- 6.3 Buildings shall be built close to or up to the edge of the sidewalk. Exceptions can be made for the creation of entry courts within the length of a single façade or setbacks deemed appropriate for civic or institutional buildings.

Building heights should vary along the length of a block. Adjoining buildings of the same story height should, where practical and not in conflict with their overall architectural expression, have offsets in their adjoining parapet or cornice heights.

7. *Roofs and Parapets*

- 7.1 There is no required type of roof for particular building types, however, roofs shall be appropriate to the architectural style of the building. Roof mounted equipment shall be screened from public rights-of-way.

8. *Utilities*

- 8.1 There will be no overhead utility lines within a Mixed Use Development or within the Central Business District.



4.0 URBAN DESIGN PLAN

Introduction

The Town of Flower Mound “Urban Design Plan” (UDP) provides ~~for design direction guidance for landscaping elements within and visible from public rights of way as well as non-residential and mixed use architectural standards for non-residential buildings.~~ The intent of the ~~Urban Design Plan~~UDPan is to reinforce the Master Plan ~~Vision~~vision sStatement, provide linkage between the built and natural environment, and acknowledge and sustain the unique nature of the Town's corporate-commercial, suburban, and rural lifestyles.

The ~~conceptual structure of the Urban Design Plan (UDP) and its components~~ was developed as part of the “Area Plans” and ~~Specific Plan element~~components of the Town of Flower Mound Master Plan. Through community involvement, focus groups provided direction for the UDP ~~and specific area plan standards,~~ including review of ~~the~~ architectural and landscape design ~~elements.~~ The UDP discusses ~~these architectural~~ elements in detail and provides ~~photographic examples and descriptive~~ illustrations ~~of intent.~~ Following the adoption of the Urban Design Plan by the Town Council, some of the design elements will be codified in the Land Development Regulations as appropriate.

In 2009, the firm of Teague Nall and Perkins worked with the Town to update the Town's landscape requirements for roadways. A new document, “Median and Rights-of-Way Design Guidelines”, was adopted to work in conjunction with the ~~standards in the Urban Design Plan~~UDP and Area Plans Master Plan components.

In 2022 and 2023, the Town moved elements specific to the Cross Timbers Conservation Development District, Denton Creek District, and Lakeside Business District to the “Area Plans” component of the Master Plan. In doing so, all elements for each distinct District are now contained in one component of the Master Plan.

Part I: Non-Residential Architectural Standards

These standards are intended for traditional non-residential areas of Town, including the Denton Creek District, Lakeside Business District, and Long Prairie District. Buildings are encouraged to meet the spirit of the Town's vision statement contained in the “Land Use Plan” and described above.

Part II: Mixed Use Architectural Standards

These standards are intended only for the Mixed Use (MU) land use category, which includes a variety of uses within pedestrian-oriented, vertical and horizontal mixed use environments. When complying with development standards from the Town's Code of Ordinances and other relevant ordinances, as adopted by Town Council, the spirit and intent of this section is encouraged to be met.

The Urban Design Plan is structured to establish community-wide architectural standards for non-residential projects and landscape, gateway and intersection treatments in each of the five districts established by the Land Use Plan:

Lakeside Business District
Long Prairie District
Cross Timbers Conservation Development District
Denton Creek District
Prairie Vista District

Each of these Districts is distinct and in a differing stage of development. The predominantly commercial Lakeside Business District and Denton Creek District share the same guidelines. The extensively developed, suburban Long Prairie District has guidelines intended to strengthen and unify an overall community identity. The Cross Timbers District and the Prairie Vista District have guidelines that reinforce its country atmosphere and natural environment.

Definitions

4.0 URBAN DESIGN PLAN

Articulation: The use of varying depth of wall planes both in the vertical and horizontal dimension to create interest and an aesthetically pleasing appearance in a building facade.

Compatibility Buffer: A 60' min. width Landscape Buffer that includes the use of earthen berms, shrubs, trees, and other plant screening elements without suggesting a walled structure. The 60' Compatibility Buffer is located on existing or proposed non-residential or multifamily property.

Curvilinear Edge: A curvilinear edge is an undulating line where the planting bed and/or groundcover/shrubs meet the lawn area. Curvilinear lines in a natural landscape are considered more aesthetically pleasing.

District Arterials: District Arterials mentioned in the Lakeside Business and Denton Creek Districts, refer to the four lane, 90' R.O.W. Urban minor arterials from the Thoroughfare Plan.

Drifts: A grouping of trees consisting of two to three different species. This condition is found in natural settings; large shade trees are to be randomly spaced for a more natural design.

Earthen Berm: An earthen berm is a small man-made earth mound that is usually elongated and natural in shape and character. As a landscape element, an earthen berm's primary purpose is to both limit views in a natural way and to enhance the ground plane vegetation.

Gateways: Gateways refer to the impression upon entering the town limits of Flower Mound. A statement of rural character is emphasized by the use of groves and/or drifts; a standard rural fence or other similar fencing; and landscape elements, signage, and plantings dependent on which district within which they occur. **Please see the Town's Median and Right of Way Design Guideline for additional information.*

Groves: A grouping of trees comprised of the same species. Large shade trees are to be randomly spaced for a more natural design.

Street Buffer: A landscape screening element located on private property adjacent to the street right-of-way line.

Town Entrance Landscape: The Town Entrance Landscape is the R.O.W. area in principal arterials located in both Lakeside Business & Denton Creek districts.

4.0 URBAN DESIGN PLAN

Architectural Standards

The following standards for non-residential architecture throughout Flower Mound are intended to reflect the Town's Master Plan goal of creating developments of "enduring and exemplary quality and design." Their purpose is to encourage building and site design of meritorious quality throughout the Town and prohibit franchise architecture.

~~The Central Business District (CBD) is a unique mixed-use development, as such buildings within the CBD shall not be required to conform to the following standards, but rather buildings within the CBD shall be required to conform to the Mixed Use Architectural Standards set forth later in this section.~~

1. Design Review

- 1.1. Determination of a proposed building design's compliance with these standards will be made by the Town's staff and/or Planning and Zoning Commission and Town Council in the case of a meritorious design exception.
- 1.2. In considering conformance to these standards, the Town will evaluate the suitability of meritorious design that might not comply exactly with these standards, but that is of exceptional enough design quality that it would be a desirable addition to the Town.
- 1.3. In considering conformance to these standards, the Town will evaluate the suitability of buildings certified as Leadership in Energy and Environmental Design (LEED) Gold or better that might not comply exactly with these standards, but that are of exceptional enough design quality that they would be a desirable addition to the Town.

1.4.

2. Franchise Architecture

- 2.1. To ensure ~~that~~ the character and quality of retail and commercial buildings or structures contribute to desired community character objectives, franchise architecture ~~is~~ is discouraged/prohibited.

-The term "franchise architecture" means the design and construction of buildings for which the tenants and/or uses are readily recognizable solely by the buildings' architectural elevations, colors, materials, other architectural elements and/or the arrangement thereof.

3. Facade Articulation of Low-rise non-residential buildings (one to two stories)

- 3.1. Each building elevation of 80 linear feet or less may be a single plane.
- 3.2. Each building elevation greater than 80 linear feet up to a maximum of 250 linear feet, should have a minimum of two planes, offset by a minimum of two feet.
- 3.3. Each building elevation greater than 250 linear feet, should have a minimum of three planes, each offset by a minimum of two feet.

4. Facade Articulation of non-residential buildings of three stories or greater.

- 4.1. Each building elevation should have a minimum of two offsets in vertical and horizontal planes, with each plane being offset by a minimum of two feet.

5. Facade Materials

5.1. Low-rise non-residential building (one to two stories)

- Door and Window Openings: On each elevation, the percentage of door and window openings should not exceed 50%; however,

4.0 URBAN DESIGN PLAN

- Elevations not visible from streets may include up to 75% door and window openings when adjacent to open space and/or amenity areas.
- Building Materials: Excluding windows and door openings, building materials should be at least 80% masonry and up to 20% alternative material(s).

5.2. Non-residential buildings of three stories or greater

- Door and Window Openings: On each elevation, the percentage of door and window openings should not exceed 60%; however,
- Elevations above the second floor may include up to 70% window and door openings when not abutting residences.
- Building Materials: Excluding windows and door openings, building materials should be at least 80% masonry and up to 20% alternative material(s).

5.3. Stucco: Excluding windows and door openings, the maximum percentage of stucco desired on any elevation is 80%. If the entire 80% masonry requirement on an elevation consists of stucco, then the remaining 20% on the same elevation should be hand-laid brick and/or stone.

5.4. Parking garages

- Unified Design: Parking garages should share a unified design with the primary building(s) it serves.
- Windows, Doors, and Openings: On each elevation not attached to, or completely concealed by another building, the percentage of doors, windows, and openings should not exceed 60%.
- Building Materials: Excluding windows, doors, and openings, each elevation should include at least 80% masonry and incorporate details and patterns that provide interest to precast concrete/tilt-wall components. The remaining materials (up to 20%) should be either hand laid brick and/or stone.
- Stairwells: Stairwells serving the parking garage should be interior to the structure.
- Landscaping: If an elevation is abutting residential, or is visible from a street or public space, landscaping may be appropriate to provide screening using evergreen and native vegetation at various heights.
- Lighting and Screening: All lighting must comply with the Town's Code of Ordinances. Car headlights should be screened from adjacent properties and roadways.
- Garage Gates: When not used as retail or public parking, security gates may be appropriate. Elevations of low-rise non-residential buildings (one to two stories) should be a minimum of 50% masonry, excluding doors and windows, consisting of stone, brick, stucco or finished tilt-wall concrete, or a mixture of those materials.

~~5.1-5.5. Elevations of non-residential buildings of three stories or greater should be a minimum of 40% masonry, excluding doors and windows, consisting of stone, brick, stucco or finished tilt-wall concrete, or a mixture of those materials.~~

~~5.2-5.6. At least 80% of each building elevation, excluding doors and windows, should be primary masonry, consisting of hand-laid brick or stone, of stucco, or of finished tilt-wall concrete. Up to 20% of each building elevation may be secondary masonry, consisting of concrete block or e.i.f.s. Notwithstanding the aforementioned standard, the maximum percentage of stucco allowed on any building elevation shall be 80%. If the entire 80% primary masonry on a building elevation consists of stucco, then the remaining 20% on the same building elevation shall be limited to hand-laid brick or stone.~~

~~5.3-5.7. Outward facing mirrored glass may should not be used. The use of low-emissivity (low-e) glass is encouraged.~~

~~5.4-5.8.~~

6. Facade Colors

6.1. Excluding window and door openings, Colors natural and earth tone colors should comprising comprise at least 80% of each elevation of the building should be primarily natural and earth

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~~tone-colors.~~ The range of tones include, but are not limited to: ~~ochre, brown, umber, rust, olive,~~ beige, taupe, sepia, white, off-white and slight variations. Rust, ochre, and olive are also acceptable tones; however, they are more appropriate as accent colors.

~~6.1.6.2. Brick and stone, in their natural states, may also include color variations associated with reds, browns, and tans. Further definition of building colors is provided in the Town's Land Development Regulations.~~

~~6.3. Accent colors may comprise the remaining 20% of each building elevation, and should relate to the base-primary tones.~~

~~6.2.6.4. In a limited amount that does not reasonably impact the façade colors, contrasting colors may be appropriate for Dspecialdecorative canopies, special elements, including: canopies and awnings, patio umbrellas, planter boxes/pots, pavement, bike racks, trellis/lattice, green walls, and signage can be more contrasting in color as appropriate.~~

7. Pedestrian Scale

7.1. A pedestrian scale is desired near entry points of buildings to relate to the users. This scale can be achieved through the use of arcades, porte-cocheres, loggias and entry gardens which help buildings transition to a pedestrian scale environment.

7.2.

8. Building Entry Points

8.1. Buildings should have a recognizable main entry, which should directly relate to the primary street address of that building

8.2. These entry points should have an identifiable design presence through a change of materials, variation of wall planes and roof features.

8.3. Building entry points should have site design features such as special paving, landscaping, pedestrian lights, pedestrian benches, earth forms, water fountains / displays and other furnishings.

9. Unified Design Theme

9.1. A grouping of buildings (3 or more) should have a unified design theme for all buildings within the development. This design theme may be unique to the development, but should maintain a standard of high-quality construction and ~~should~~ respect the contextual setting of ~~the other~~ developments, nature, and history within its district.

9.1.9.2. Accessory buildings and parking structures should respect the design theme of the primary buildings within the development.

10. Building Orientation

10.1. Highly visible locations from major and minor arterials ~~need to~~should reflect an~~have~~ architectural prominence, with particular attention being paid to architectural quality on the facades, rooflines and elevations visible from these thoroughfares. Buildings near natural features and view sheds should respond to them in a manner that respects and preserves the feature, in such a way that the environment can be a marketable element of the development.

11. Massing and Form

11.1. Building massing (elevations & ~~floor plate~~building footprint configurations) should vary to avoid monotony and linear forms. Monotonous, flat, Strip or linear retail development is not desirable.

11.2. Building ~~floor plans~~footprints should be sited in order to create definable pedestrian spaces: courtyards, pocket areas, larger sidewalks, variations of outdoor space, etc., which are all

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desirable design attributes that should be taken into consideration in the overall site design plan.

- 11.3. Building Form (articulation, scale and proportion) should be contextual. Buildings should be in a harmonious relationship to each other to promote an atmosphere of consistency of form rather than style relationships only.

12. Roofs and Parapets

- ~~12.1.~~ 12.1. Roofs of non-residential buildings 15,000 square feet or less ~~are to~~should reflect hip and/or gable styles that replicate residential scale and pitch. In designing a residential scaled roof for non-residential buildings 15,000 square feet or less, the goal ~~shall be~~is a roof that provides for characteristic roof pitches/slopes of residential homes in the Town of Flower Mound (6/12 to 9/12 slope).
- ~~12.1.2.~~ 12.2. ~~and high steeply-pitched and/or expansive roof pitches/slopes shall~~should be avoided. ~~The Town Council may approve, upon recommendation from the Planning and Zoning Commission a waiver to this request for individual projects. Such requests should only be contemplated in areas that are not adjacent to residences, are part of large scale developments, and provide architectural detail to soften the appearance of large, tall vertical walls.~~
- ~~12.2.12.3.~~ 12.3. Buildings of one or two stories over 15,000 square feet may have a flat or low-slope roof, but should use a parapet wall or mansard roof along the building perimeter, ~~so that the flat or low-slope roof, and any roof top mounted mechanical equipment, is not visible from the public right-of-way or from neighboring residential buildings~~subdivisions.

13. “~~Big box~~Large tenant retail” and warehouse/industrial development

- 13.1. The development of “~~Big box~~large tenant” retail (aka “big box”), as defined by the Town’s Land Development Regulations, and warehouse/industrial developments ~~shall~~should incorporate the following the above architectural standards ~~except as follows~~:
- ~~13.1.1.~~ 13.1.1. Generally, buildings should avoid long, monotonous, uninterrupted walls or roof planes.
- ~~13.1.2.~~ 13.1.2. The location of ~~required~~ building wall offsets, including projections, and recesses, should be in context with the length of the building and used to add architectural interest and variety, and to relieve the visual effect of a simple, long wall.
- ~~13.1.3.~~ 13.1.3. Roofline offsets should be provided ~~in order to~~ provide add architectural interest and variety to the massing of the building and to break the roof into smaller scale components.
- ~~13.1.4.13.1.4.~~ 13.1.4. Concentrating articulation for “~~big box~~large tenant” retail and large scale warehouse/industrial buildings at entry points and the corners of the building may be acceptable if other architectural details/accents and enhanced landscaping are used to mitigate the expansiveness of the wall.
- ~~13.1.2.13.1.5.~~ 13.1.5. Tilt-wall concrete ~~that is~~ used to meet the minimum masonry requirement of 80% on any elevation should include details and patterns that provide interest to the tilt-wall component. Such detail can be accomplished by patterned scoring, casting, texturing, or other finishing treatment.

14. Open Space and Amenity Areas

- 14.1. Open space and amenity areas, ~~as required~~recommended by the Master Plan, ~~or required by the Town’s Code of Ordinances, or~~ as proposed for a Planned Development District, ~~should have the following elements be integral to the development and could include:~~
- ~~14.1.1. Open space and amenity areas should be integral to the development and include a~~ Plazas, parks, linear greens, environmental preserves, and/or a public square that serves as a prominent visual enhancement for the development, ~~and provides amenities for employees and shoppers, is effective with the first phase of development, and adds value to nearby buildings;~~

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- 14.1.2. ~~Open space and amenity areas should include e~~Enhanced native landscape plantings and ~~landscaped~~ features, ~~and/or may include~~ water elements ~~that are~~ connected to the development by sidewalks;
- 14.1.3. ~~Open space and amenity areas may include t~~The preservation of existing wooded areas, view sheds, ~~water bodies~~bodies of water, topography, and stream corridors in a natural and contiguous state.

15. Natural Landmarks

Protecting the natural landmarks ~~which remain on~~ remaining developable land in the Long Prairie District will help ~~to~~ unify the district with the overall character of the Town through preserving remnants of the area's country atmosphere and natural environment.

- 15.1.1. Enhance existing natural landmark elements through providing the following: public access and/or views, parking and connections to pedestrian walkways and/or trail system.
- 15.1.2. Natural landmarks should include; Flower Mound's Mound, specimen trees, significant earth forms and other historic or cultural elements

16. Redevelopment

- 16.1. Buildings/sites planned for redevelopment are subject to the above architectural standards of the "Urban Design Plan". In each case, amendments to a building's elevations and/or site plan should meet each requirement above of Part 1 or be in substantial conformance thereto.
- ~~16.1.~~16.2. If complete conformance to the above standards cannot be practically achieved, substantial conformance is can be demonstrated by illustrating that the proposed changes to the elevations and/or site plan have moved the building / site closer to conformance with the standards and increased the building's enduring quality and design as applicable within the Town's Master Plan and Code of Ordinances.

17. Long Prairie District

The Long Prairie District is located in the northern and eastern most areas of Flower Mound. This district is primarily developed with suburban residential, retail, and commercial land uses. This district ~~provides~~ includes many of the Town's service and retail centers as well as ~~commercial and~~ employment opportunities ~~in current Flower Mound. Additionally, four Texas farm-to-market roadways: Cross Timbers Road (FM 1171), Flower Mound Road (FM 3040), Justin Road FM 407) and Long Prairie Road (FM 2499), provide the majority of access to throughout this district. The Urban Design Plan for the Long Prairie District emphasizes elements which will provide a relation to the rest of the Town, as well as unifying elements for Long Prairie:~~

~~Flower Mound Town Entrances
Major Arterial Landscape
Flower Mound Landmarks
Long Prairie Minor Arterial Landscape
Intersection Treatment (Black Area is developed)~~

Many of the large service and retail centers (highlighted in the map above) were developed before the retail market included an e-commerce market. Because of this, future consideration of redevelopment goals or guidelines, and high-quality infill development standards could provide the Town, property and business owners with support as markets and prospective tenant needs continue to change.

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Redevelopment Goals

Including the guidelines of “16. Redevelopment” on page 31, any future redevelopment of large retail centers should include:

- Design strategies to strengthen the viability of existing activity centers and associated amenity areas.
- Improvements to the physical environment, including bringing landscaping up to current standards and utilizing native plantings.
- Safety and walkability enhancements throughout the development and connections to nearby populations.

Large Tenant or “Big-Box” Retail

Many big-box retail sites were developed in the 1990s and early 2000s. As these centers age, the Town should anticipate receiving redevelopment applications at the 30-40 year mark.

Retail centers, where grocery stores are the anchor tenant, should continue to perform well and be a preferred development product. In the absence of a grocer, and as experienced nationally and locally, the growing number of big-box vacancies are being leased by new tenants: health care services, gyms, shooting ranges, religious institutions, school administrative offices, and other office uses. Though these large tenants may not require site modifications, big-box locations may be divided for other prospective tenants needing less space. When this occurs, it is important each entry still comply with “10. Pedestrian Scale” on page 24, “11. Building Entry Points” on page 25 and maintain the development’s overall unified design theme.

Additional site modifications could also include, but not limited to: parking reductions, additional/modified tenant space, updated landscaping, reduced curb cuts, and amenity area enhancements (as illustrated below).

Infill Sites

Generally, an undeveloped property less than 20 acres becomes an infill site due to development constraints related to lot area or shape, location, abutting developments, easements, or other designations.

When these challenges arise, applicants are likely to request exceptions or modifications requiring Town consideration and action. These requests are generally made because the site would otherwise not be economically viable.

When an infill site requires a waiver or modification, the site and building design should be consistent with abutting developments (such as rooflines, materials, and scale), have exceptional architectural interest, and creative open spaces.

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Mixed Use Architectural Standards

The following standards shall apply to all buildings and structures within Mixed Use Developments and the Central Business District in lieu of the Architectural Standards section above.

Franchise Architecture

- To ensure that the character and quality of retail and commercial buildings contribute to the desired objectives for the District, franchise architecture, as defined in the Architectural Standards section above, is prohibited.

Building Façades

- Building projections are encouraged. However, parts of each individual building's elements such as bays, show windows, balconies, canopies, awnings, colonnades, etc., need to be considered as a whole along the length of a block in terms of their scale, rhythm, and relationship to one another.
- Building facades employing offsets in the exterior wall plane in order to highlight the movement of sunlight across the building face are encouraged, along with elements such as cornices, spandrels, window sills, lintels, and building projections which visually break down the scale of the façade into more human scale components.
- Buildings should vary in their levels of detail, richness of material, and overall complexity of design. Buildings at significant sites, for example at corners, mid-block locations, and vista terminations, will utilize massings that are more varied and/or incorporate a higher level of detail.
- The quality of building facades shall reflect the hierarchy and relative importance of spaces which they face, marking a progression from principal streets, secondary streets, alleys, and interior block spaces.

Façade Materials

Exterior Building Finish materials shall consist of:

- Masonry, which is defined as brick, stone, cast stone, terra cotta, glass fiber reinforced concrete, precast concrete, and split face concrete masonry units
- Stucco, including synthetic stucco (exterior insulation finishing systems – EIFS).
- Glazed ceramic and porcelain tile.
- Fiber reinforced plastic (with the exception of plastic or vinyl siding) – used for exterior building components including but not limited to: cornice and entablature elements, decorative columns and pilasters, storefront trim, railings and balustrades, spandrel panels, and similar elements.
- Painted steel and aluminum, cast iron, bronze, copper, and zinc.
- Roofing materials (visible from any public right of way): copper, factory finished painted metal, slate, synthetic slate, terra cotta, cement tile, glass fiber shingles
- Materials other than those used above may be used for architectural trim and accent applications including but not limited to: cornices and decorative brackets, frieze panels, decorative lintels, shutters, and porch or balcony railings.
- The aggregate surface area of the primary façade material of building facades that front onto a public right-of-way or private streets shall be at least eighty percent (80%) masonry and may be up to twenty percent (20%) stucco/EIFS.
- The aggregate surface area of the primary façade material of building facades that front onto allies, vehicular block breaks and pedestrian block breaks shall be at least sixty percent (60%) masonry and may be up to forty percent (40%) stucco/EIFS.
- The aggregate surface area of the primary façade material of building facades that front onto the Block Interior shall be at least fifty percent (50%) masonry and may be up to fifty percent (50%) stucco/EIFS.

Notwithstanding the foregoing, the indicated maximum percentages may be exceeded on a per building basis provided they are maintained in the aggregate for any street side of a sub-district. For example, a single building may have a façade that is 100% stucco fronting onto a public right-of-way, provided that the aggregate area for all facades fronting that street, in that sub-district do not exceed 20%. Further, notwithstanding the foregoing, the limitations on the percentage of stucco/EIFS shall not apply to stucco or EIFS that is applied to a masonry or concrete substrate.

Building Entrances

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- The design and location of building entrances shall be easily identifiable as primary points of access.
- Primary building entrances shall be defined and articulated by massing, or architectural elements such as lintels, pediments, pilasters, columns, porticos, canopies, overhangs, railings, balustrades, and other similarly appropriate elements. Building elements employed at entrances shall be compatible with the architectural style, materials, colors, and details of the building as a whole.
- Primary building entrances to lobbies for upper level uses shall be clearly identifiable and integrated into the design of the overall building façade.

Building Orientation

- Buildings shall be oriented toward the major street front with a primary entrance located on that street.
- The design of buildings on corner lots shall address both streets; however, where the cross street is a less important street, the façade design may change to reflect the relative importance of that street.
- Along major arterial roads, retail buildings may be oriented towards surface parking only if they are not adjacent to another major street.

Building Massing

- A building's massing and scale shall relate to its site, use, and the character of its neighborhood.
- Along any given block, building facades should align with each other at the primary exterior wall plane in order to create a consistent street edge.
- Buildings shall be built close to or up to the edge of the sidewalk. Exceptions can be made for the creation of entry courts within the length of a single façade or setbacks deemed appropriate for civic or institutional buildings.

Building heights should vary along the length of a block. Adjoining buildings of the same story height should, where practical and not in conflict with their overall architectural expression, have offsets in their adjoining parapet or cornice heights.

Roofs and Parapets

There is no required type of roof for particular building types, however, roofs shall be appropriate to the architectural style of the building. Roof mounted equipment shall be screened from public rights-of-way.

Utilities

There will be no overhead utility lines within a Mixed Use Development or within the Central Business District.

18. Rights-of-Way Landscaping Elements

The Town of Flower Mound Urban Design Plan provides for design direction for landscaping elements within and visible from public rights-of-way. These standards are to be implemented in conjunction with the Median and Right-of-Way Design Guidelines.

The landscaping standards related to rights-of-way include the following elements:

- Cross Timbers Conservation Development District
- Lakeside Business District and Denton Creek District
- Long Prairie District
- Prairie Vista District

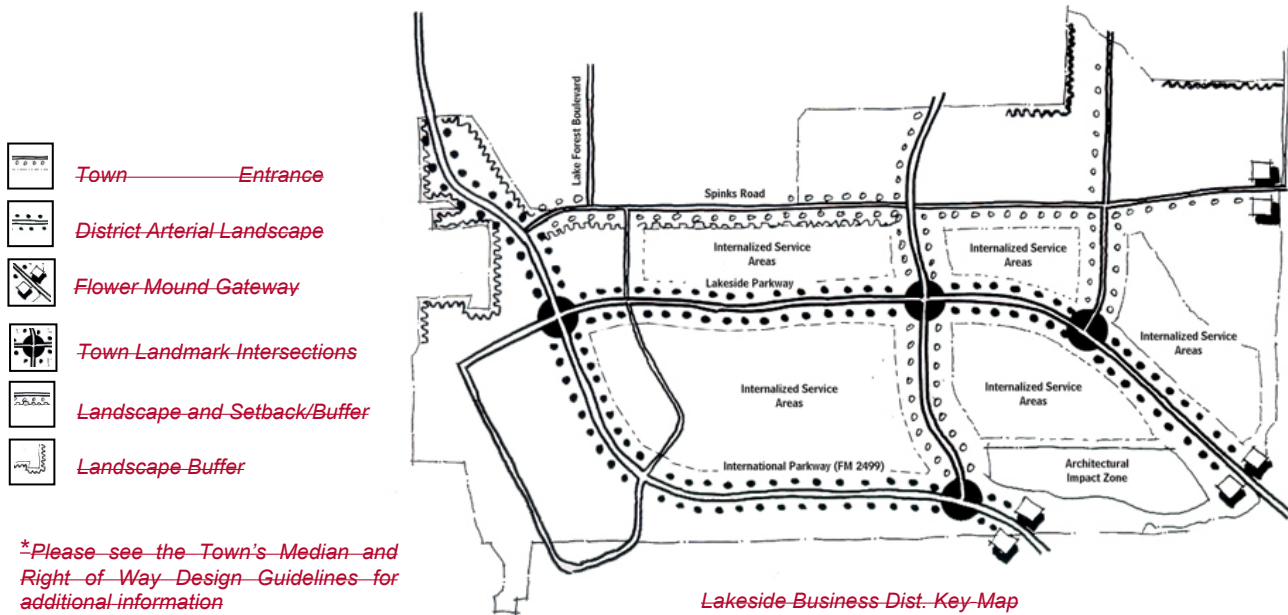
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NOTE: THE FOLLOWING TEXT IS PROPOSED TO BE MOVED TO THE "AREA PLANS" COMPONENT OF THE TOWN'S MASTER PLAN.

~~Lakeside Business District and Denton Creek District~~

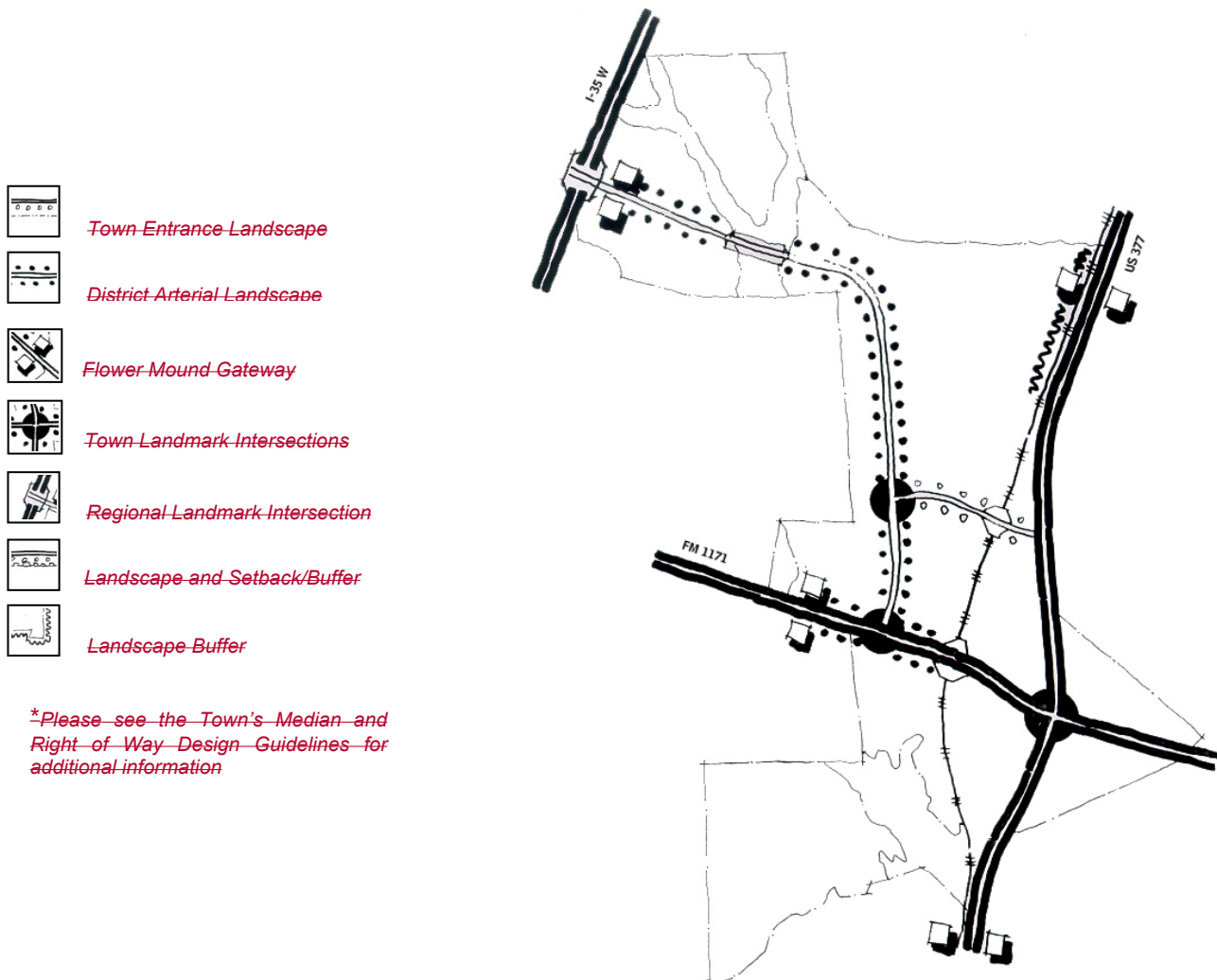
~~The Lakeside Business District and the Denton Creek District are two significant areas which are planned to develop as major commercial / employment centers in the DFW Metroplex.~~

~~The Lakeside Business District is located in the southeastern region of Flower Mound two miles north of the Dallas Fort Worth International Airport. Regional access is provided by International Parkway (FM 2499) and the planned Lakeside Parkway to SH 121 and SH 114.~~



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The Denton Creek District is located in western Flower Mound near Alliance Airport and the Texas Motor Speedway. Excellent regional access for future development is provided by Interstate 35-W, US 377 and FM 1171.



Denton Creek District Key Map

4.0 URBAN DESIGN PLAN

1. ~~Town Entrance Landscape~~

~~Town Entrance Landscape applies to the highways and major arterials which are the entrances into Flower Mound for the entire Town. They pass through the Lakeside Business District and the Denton Creek District, so they should be appropriate for and compatible with the commercial development anticipated in those districts. However, because they serve all of Flower Mound, they should reflect the character and quality of the entire Town as a front door entrance.~~

~~The intent is that the public and private landscape on these thoroughfares will be an integrated design, whether it is accomplished separately by the public and private sectors, as a joint public-private effort, or entirely be the private sector.~~

~~These landscape standards for the Lakeside Business District and the Denton Creek District are intentionally more stringent than the landscape buffer requirements of the Land Development Regulations. The resulting design is intended to be different from other districts in Flower Mound.~~

~~The Town Entrance Landscape is appropriate on the following roads:~~

~~Lakeside Business District:~~

- ~~• International Parkway (FM 2499)~~
- ~~• Lakeside Parkway~~

~~Denton Creek District:~~

- ~~• FM 1171~~
- ~~• US 377~~
- ~~• New arterial between FM 1171 and I-35W~~

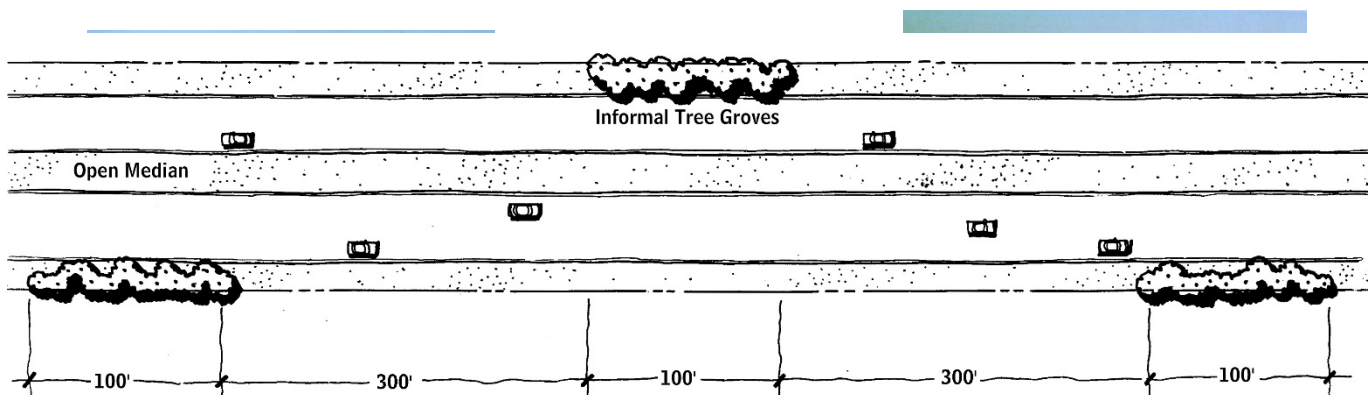
~~**Town Entrance Landscape: Public landscape within the right-of-way parkway**~~

~~This approach is appropriate when utilities are located under the street or the median, and do not infringe upon the ability to provide the planting indicated within the parkway.~~

- ~~• Tree groves of not less than 100' in length spaced not more than 700' apart with an alternating pattern across the street.~~
- ~~• Trees are to be a large deciduous tree species from the approved Town of Flower Mound R.O.W. & Median Plant List.~~

~~Tree groves are comprised of a group of trees of the same species from the Town of Flower Mound approved Tree Planting list.~~

- ~~• Planting layout is to be informal.~~



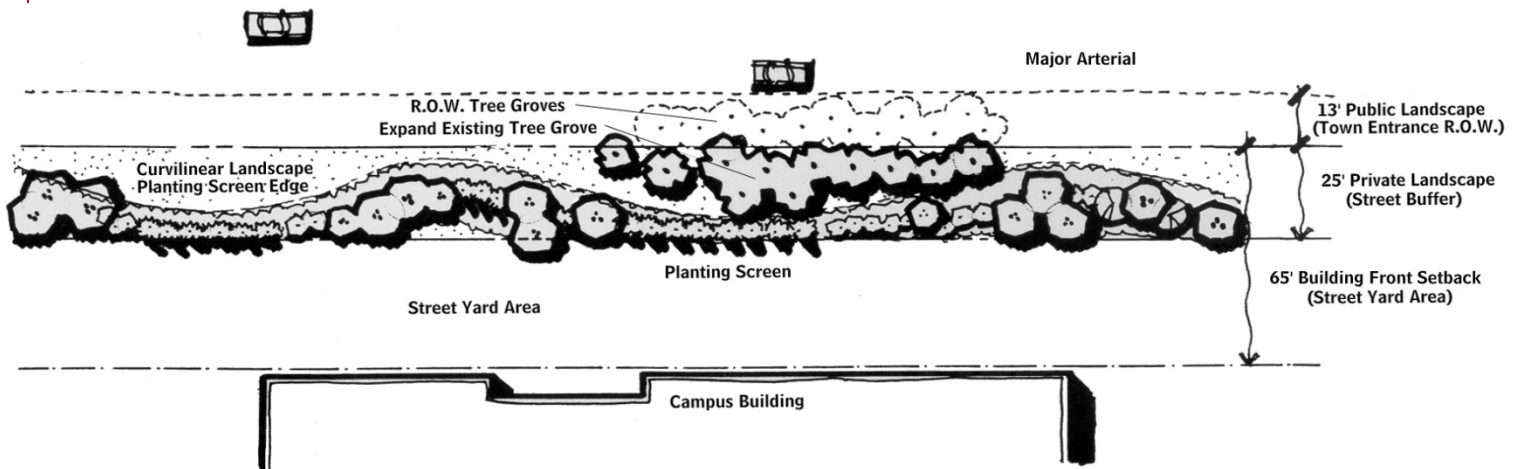
~~**Town Entrance Landscape: Private Street Yard Area Landscape**~~

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- A 25' width Landscape Street Buffer is located from the R.O.W. / Property line set back into the private property. This Buffer is within the Building Setback (Street Yard) area described in the Town's Landscaping Standards.
- Plantings shall be in a curvilinear planting layout.
- Implementation will be provided at the time of development by the developer.

Town Entrance Landscape: Flexibility of Private Street Yard Area Landscape

- Because of utility requirements, it is intended that the private street yard area landscape standard be flexible in its application.
- As much as five feet of the private street yard area landscape may be placed within the public right-of-way, with ten feet being on the private property.
- Alternately, as much as ten feet of the private street yard area landscape may be placed within the public right-of-way, with five feet being on the private property.
- Alternately, all 15' may be on private property next to parking.
- If any of the private street yard area landscape is placed within the public right-of-way, a public access easement is to be granted to the Town, at the Town's discretion.



Town-entrance-arterial-street-buffer-typical-plan

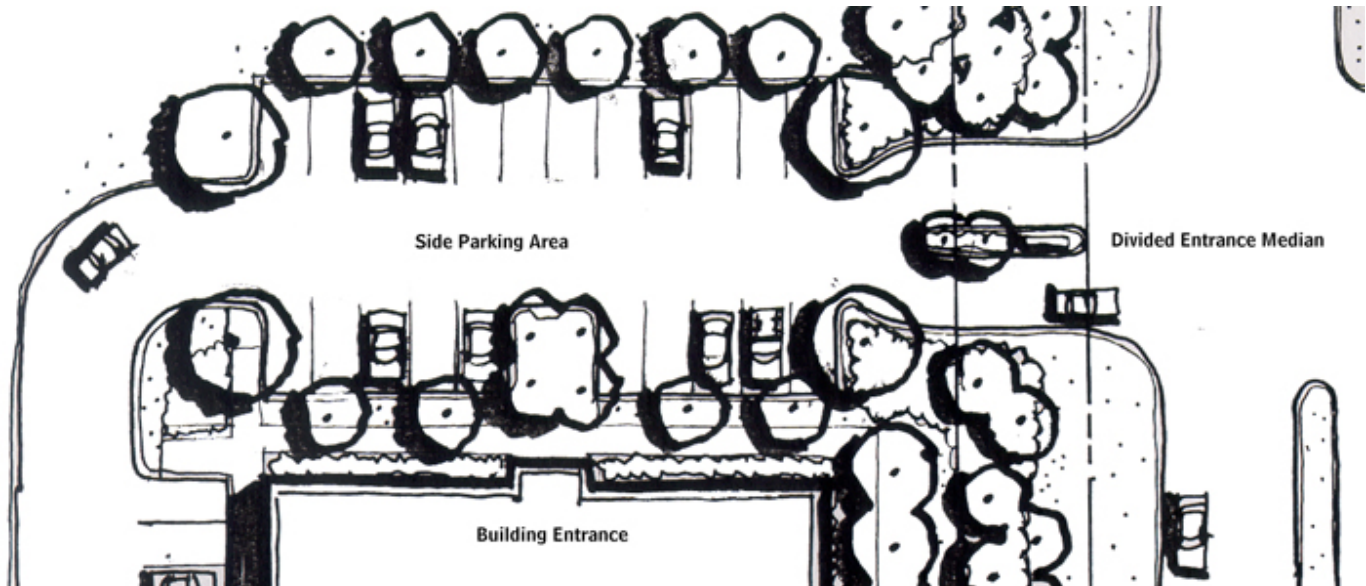
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Town Entrance Landscape: Sidewalks

- Sidewalks are required by the Land Development Regulations, in addition to the Landscape Street Buffer.
- Implementation will be provided at the time of development by the developer.
- Sidewalks should be curvilinear and integrated with the public landscape and the private landscape buffer.

Town Entrance Landscape: Parking

- Parking shall be allowed in the front, side and rear yards of buildings.
- Parking in the front yards of Town Entrance Arterials shall be a maximum double-loaded configuration with a single travel lane.



Side-yard parking typical plan

Town Entrance Landscape: Vehicular Access from Major Arterials

- Divided entries shall have a 6' minimum width highly landscaped median to improve traffic safety.
- Access to provide opportunities for shared access between adjacent developments to aid in traffic management.



Divided entrance median example

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Town Entrance Landscape: Bridges

- Vehicular bridges should have a special architectural treatment and enhancement beyond standard conditions.
- The treatments should include railing and abutment designs that increase their civic character and relationship to the Town.
- These bridge enhancements can be adapted to existing structures or completed with new construction.
- The future Bridge at Interstate 35W is a reflection of Flower Mound for all regional traffic, and should be of exemplary architectural quality as seen both from the freeway and on the bridge itself.
- Bridges on arterials are to incorporate sidewalk access to provide pedestrian continuity, as appropriate.



Enhanced freeway and overpass bridge treatment example



Enhanced freeway and overpass bridge treatment example



Enhanced freeway and overpass bridge treatment example



Enhanced arterial bridge treatment with sidewalk example

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2. District Arterial Landscape

District Arterial Landscape is appropriate for key roads serving the Lakeside Business District and the Denton Creek District in which they are located, and which are also important for Flower Mound residents as entry routes to other districts. Their landscape and urban design treatment should reflect the predominantly commercial nature of development anticipated in the Lakeside Business and Denton Creek Districts, but should also reflect the character and quality of the overall Town.

The intent is that the public and private landscape on these streets will be an integrated design, whether it is accomplished separately by the public and private sectors, as a joint public-private effort, or entirely by the private sector.

These landscape standards for the Lakeside Business District and the Denton Creek District are intentionally more stringent than the landscape buffer requirements of the Land Development Regulations. The resulting design is intended to be different from other districts in Flower Mound.

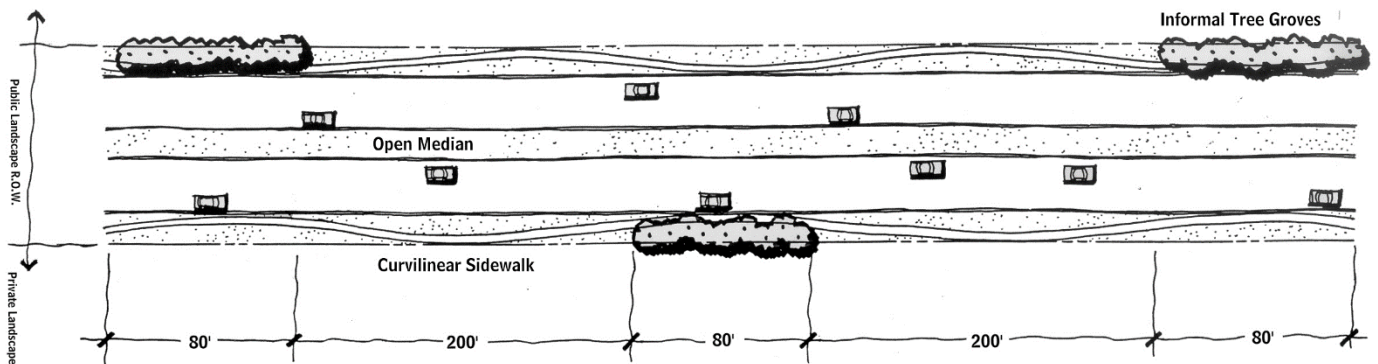
The District Arterial Landscape is appropriate on the following roads:

Lakeside Business District:

- Gerault Road
- Garden Ridge Road
- Spinks Road

Denton Creek District:

- New arterial between new I-35W / FM1171 arterial and US 377



District arterial landscape in the public right-of-way typical plan

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District Arterial: Public Landscape within the right of way parkway

- This approach is appropriate when utilities are located under the street or the median, and do not infringe upon the ability to provide the planting indicated within the parkway.
- Tree groves of 80' in length spaced 480' apart with an alternating pattern across the street.
- Trees are to be a large deciduous tree species type from the approved Town of Flower Mound R.O.W. & Median Tree Plant List.
- For Denton Creek District:
 - A curvilinear sidewalk with large tangent curves with no less than 400' tangent intersection points, within the public right-of-way.
- For Lakeside Business District:
 - Sidewalks should be integrated into the landscaping in the public right-of-way.

Planting layout is to be informal, random tree placement.

- Tree groves are defined as a group of trees that consist of the same species.
- Placement of driveway curb cuts should be in accordance with the Town's Engineering Standards. When there are conflicts between driveway locations and the landscape guidelines, the planting should be adjusted, but follow the intent of the guidelines as closely as possible.



Example of informal public district arterial landscape in the right-of-way

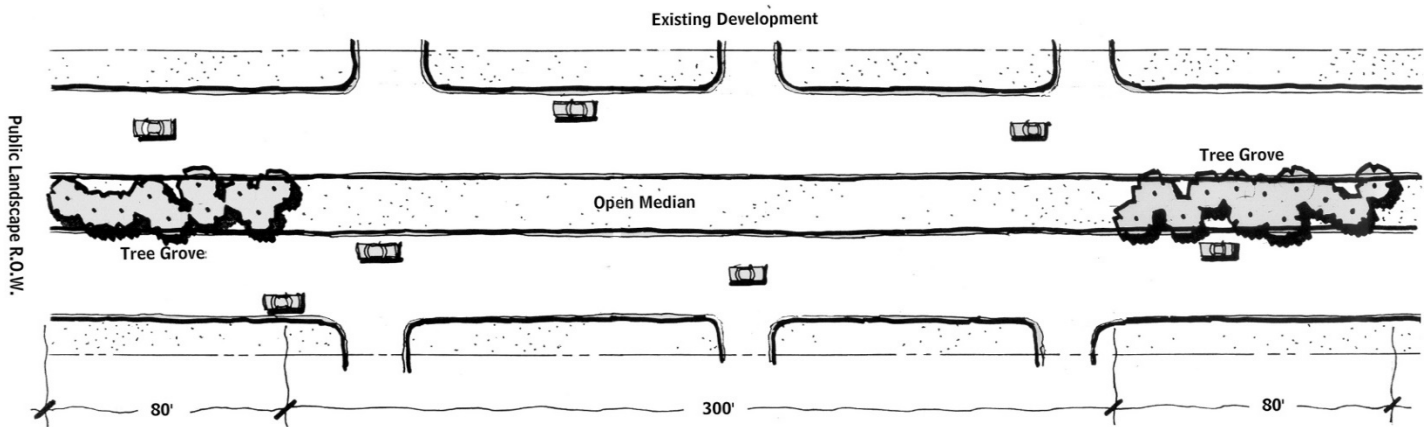


Example of informal public district arterial landscape in the right-of-way

District Arterial: Public Landscape within the median

- This approach is appropriate when utilities are located under the parkway, and infringe upon the ability to provide the landscape within the parkway.
- Tree Groves of 80' in length spaced 480' apart.
- Trees are to be a large deciduous tree species type from the approved Town of Flower Mound R.O.W. & Median Tree Plant List.
- Planting layout is to be informal, random tree placement.
- Tree groves are defined as a group of trees that consist of the same species.
- For Denton Creek District:
 - A curvilinear sidewalk with large tangent curves with no less than 400' tangent intersection points, within the public right-of-way.
- For Lakeside Business District:
 - Sidewalks should be integrated into the landscaping in the public right-of-way parkway.

4.0 URBAN DESIGN PLAN



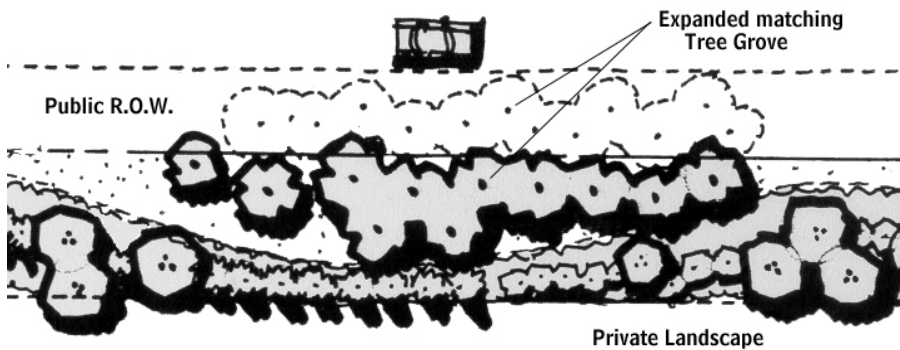
District arterial landscape in the median typical plan

District Arterial: Private Street Yard Area Landscape

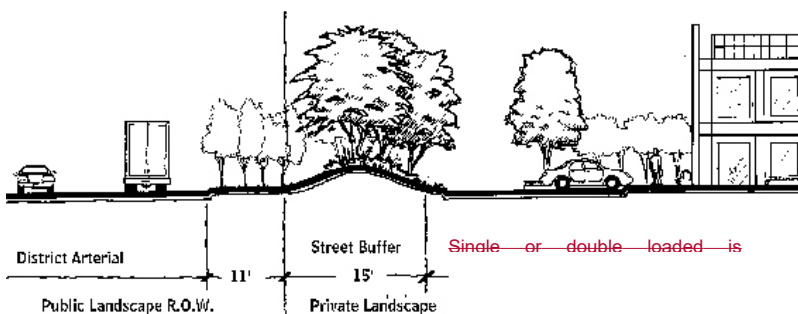
- ~~Landscape Street Buffer planting located adjacent to the ROW/ Property line back into private property to a width of 15'.~~
- ~~Planting layouts should be informal with a curvilinear planting edge.~~
- ~~Improvements include landscaping and/or earthen berms, to a height of three feet maximum to screen surface parking in accordance with the Town's Land Development Regulations.~~

~~A double-loaded parking bay is acceptable in the street yard area if the building setback exceeds the 60' Land Development Regulations minimum.~~

- ~~Implementation will be provided at the time of development by private developer.~~



District Arterial Street Buffer Typical Plan



15' wide street buffer typical section

4.0 URBAN DESIGN PLAN

~~District Arterial: Compatibility buffer on the south side of Spinks Road~~

- ~~• A 25' minimum street buffer and landscape screen is required along the south side of Spinks Road for Commercial /Industrial development, including berms and shrubs for complete visual screening from the residential neighborhoods on the north side of Spinks Road.~~

~~District Arterial: Flexibility of Private Street Yard Area Landscape~~

- ~~• Because of utility requirements, it is intended that the private street yard area landscape standard be flexible in its application.~~
- ~~• As much as five feet of the private street yard area landscape may be placed within the public right-of-way, with ten feet being on the private property.~~
- ~~• Alternately, as much as 10 ft. of the private street yard area landscape may be placed within the public right-of-way, with five feet being on the private property.~~
- ~~• Alternately, all 15' may be on private property next to parking.~~
- ~~• If any of the private street yard area landscape is placed within the public right-of-way, a public access easement is to be granted to the Town, at the Town's discretion.~~

~~District Arterial: Sidewalks~~

- ~~• Sidewalks are required by the Land Development Regulations, in addition to the landscape street buffer.~~
- ~~• Implementation will be provided at the time of development by the developer.~~
- ~~• Denton Creek District:~~
 - ~~• Sidewalks should be curvilinear and integrated with the public landscape and the private landscape buffer.~~
- ~~• Lakeside Business District:~~
 - ~~• Sidewalks should be integrated with the public landscape and the private landscape buffer.~~

~~District Arterial: Parking~~

- ~~• Parking shall be allowed in the front, side and rear yards of buildings.~~
- ~~• Parking in the front yards shall be a maximum double loaded configuration with a single travel lane.~~
- ~~• Private landscape planting, topography and/or landform features shall reasonably screen the parking from view of the District Arterial.~~
- ~~• Shade Trees are required in accordance with the Land Development Regulations.~~



Landscape screening of parking example

4.0 URBAN DESIGN PLAN

District Arterial: Vehicular Entrances from Arterials

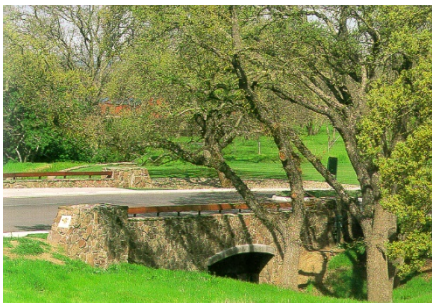
- Divided Entries shall have a 6' minimum width highly landscaped median to improve traffic safety.
- Sight distances and visibility at driveway intersections must be in accordance with the Land Development Regulations.
- Planting layout to be informal and utilize small flowering trees and shrubs.
- Access to provide opportunities for shared access to aid in traffic management.
- Signage if utilized, shall conform to the Land Development Regulations, be monument signs, and be set back from street enough to allow for driver visibility.



Signage in the divided median example

District Arterial Bridges

- Vehicular bridges for District Arterials should have a special treatment design and materials enhancement beyond standard bridge construction.
- The treatments should include railing and abutment designs that increase their civic character and reflection of the Town's community character.
- These bridge enhancements can be adapted to existing structures or completed with new construction.
- Bridges are to incorporate sidewalk access to provide pedestrian continuity, as appropriate.



District arterial bridge enhancement



District arterial bridge enhancement

4.0 URBAN DESIGN PLAN

Lakeside Business/Denton Creek Street Lighting

- The street lighting standard and fixture on Town Entrance and District Arterial streets should be selected by the Town as a distinctive lighting element for these districts.



Example of Lakeside/Denton Creek Town Entrance and District Arterial light fixture

Architectural Impact Zone

The land in this zone in the Lakeside Business District is highly visible from northbound traffic on International Parkway as it enters Flower Mound. Because of the prominence of this site, and its significance to the Town's entry, buildings in this zone as seen from International Parkway should be designed with particular attention to architectural quality and features.

Architectural Impact Zone: architectural elements visible from International Parkway

- Industrial buildings are not precluded from this zone.
- Facades and elevations seen from International Parkway should be of significantly higher architectural quality than is generally associated with industrial buildings.
- Mechanical systems in this zone should be 100% screened from view from the International Parkway public right of way.



Example of industrial building with high architectural quality facade



high architectural quality façade

4.0 URBAN DESIGN PLAN

3. Internalized Service Areas

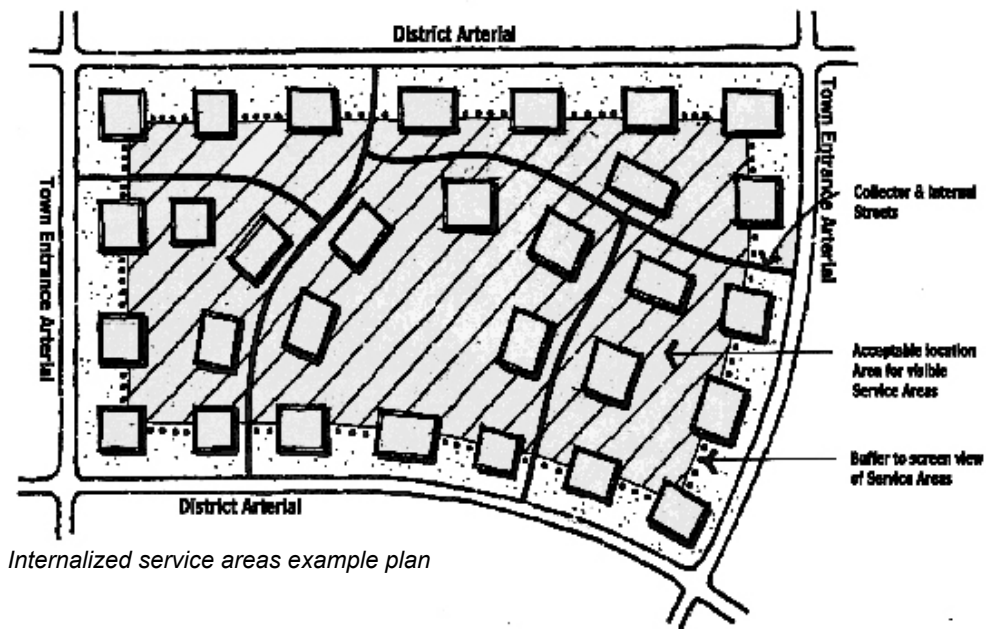
- Service areas such as truck docks, layout or storage yards, utility components, trash handling and similar unsightly elements that are essential to appropriate commercial and industrial uses should be planned for locations internal to the development areas bounded by Town Entrance arterials and District arterials.
- Such service uses should not be visible from the Town Entrance arterial and District arterial streets.
- Screening should be by planting, landforms or walls, as described under District Landscape Street Buffers.

In the Lakeside Business District, the Town Entrance arterials and District arterials include:

- International Parkway (FM 2499)
- Gerault Road
- Lakeside Parkway
- Spinks Road
- Garden Ridge Road

In the Denton Creek District, the Town Entrance arterials and District arterials include:

- FM 1171
- US 377
- the new arterial from I-35W to FM 1171
- the arterial between the new I-35W/FM 1171 arterial and US 377





PLANNING & ZONING COMMISSION AGENDA I.3. REGULAR ITEM(S)

DATE: September 11, 2023
FROM: John Chapman, Planner
ITEM: **Consider an ordinance amendment to the Land Development Regulations (LDR23-0002 – Nonresidential Design) by amending Chapter 74 “General”, Chapter 82 “Development Standards”, and Chapter 98 “Zoning”, of the Town’s Code of Ordinances to amend nonresidential exterior design standards.**

BACKGROUND:

I. ITEM SUMMARY

This Town-initiated item proposes to amend the Town’s Land Development Regulations by updating language related to exterior design standards. The proposed amendment incorporates language from the Town’s “Urban Design Plan”, a component of the Master Plan and introduces new design standards for parking garages.

This application will require final action by the Town Council, which is currently scheduled for October 2, 2023.

BACKGROUND

Town Council was provided with a presentation of the “Urban Design Plan” at their April 20, 2023, work session meeting. Following staff presentation and discussion, Council directed staff to engage in updating photos, graphics and maps, and clarify language related to façade materials, door and window openings, and to incorporate color representation.

[April 20, 2023, Meeting Link](#)

A work session was held with the Planning and Zoning Commission at their August 28, 2023, meeting. During this meeting, staff was provided feedback on exterior building design related to door and window openings and parking garages.

[August 28, 2023, Meeting Link](#)

As part of this update, Land Development Regulation standards related to exterior design are also proposed to be updated to reflect the intent of the Town’s “Urban Design Plan” Master Plan component.

This item is related to MPA23-0004 – “Urban Design Plan” and “Area Plans” Refresh.

II. ANALYSIS

Town staff will provide a presentation on amending Division 8, Exterior building material, of Article IV,

Supplementary district regulations, of Chapter 98, Zoning.

Section 98-1161. Compliance with division.

Amend existing language to include that exterior wall surfaces of nonresidential buildings will meet the intent of the Town's "Urban Design Plan".

Section 98-1162. Exterior wall construction for nonresidential buildings.

Incorporate language related to the following:

- "Franchise architecture" and "unified design theme" language from the "Urban Design Plan".
- Parking garage standards related to internal stairwells and outdoor lighting.
- Roof pitch for nonresidential buildings of 15,000 square feet or less, and waiver request.
- Meritorious design exception language related to exterior design elements.

BOARD REVIEW/CITIZEN FEEDBACK:

I. CORRESPONDENCE

The Town Code requires public notice in a newspaper of general circulation (Denton Record Chronicle). At the time this report was written, the Town had not received any inquiries about this item.

ALTERNATIVES: N/A

FISCAL IMPACT: N/A

LEGAL REVIEW: N/A

ATTACHMENTS:

1. Redline Division 8, Exterior Building Material

DRAFT MOTION: Move to approve as presented in the agenda caption.

DIVISION 8. EXTERIOR BUILDING MATERIAL¹

Sec. 98-1161. Compliance with division provisions.

The exterior wall surface of nonresidential buildings shall comply with the standards of this division and the intent of the “Urban Design Plan” of the Town’s Master Plan.

Sec. 98-1163. Exterior wall construction in R-1, R-2, O, A or SF-E districts; exceptions.

Exterior wall construction ~~in R-1 retail district 1, R-2 retail district 2, O office district, and~~ for any buildings constructed within a nonresidential zoning district or for a nonresidential use type within a residential zoning district, including multi-familyan A agricultural district or SF-E single family estate district, except for single family residences and for accessory buildings related to a single family structure, shall consist of the following:

- (1) Franchise architecture. Franchise architecture is prohibited for all retail and commercial buildings or structures. Franchise architecture is defined as being the design and construction of buildings for which the tenants are readily recognizable solely by the building’s architectural elevations.
- (2) Unified design theme. A grouping of buildings (3 or more) shall have a unified design theme for all buildings within the development. This design theme may be unique to the development, but must maintain a standard of high-quality construction and respect the contextual setting of other developments, nature, and history within its district.
 - a. Accessory buildings and parking structures must respect the design theme of the principal buildings within the development.
- (3) Urban design plan. Nonresidential buildings and associated accessory buildings should comply with the “Urban Design Plan” component of the town’s Master Plan.
- (4) Parking garages.
 - a. Stairwells. Stairwells necessary for a parking garage must be internal to the parking structure.
 - b. Outdoor lighting. Parking structures must comply with Division 6 – Outdoor lighting, of this chapter.
- (5) Roofs and pitch. Roofs of non-residential buildings 15,000 square feet or less must reflect hip and/or gable styles with a slope between 6:12 and 9:12, unless Town Council approves a waiver to the requirement, upon recommendation from the Planning and Zoning Commission. Such requests are most appropriate in areas not adjacent to residences, that are part of large-scale developments, and that provide architectural details to soften the appearance of large, tall, vertical walls.
- (6) Exception. A meritorious design exception to the requirements of this section may be approved by the town council.

¹Cross reference(s)—Buildings and building regulations, ch. 14.

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- (1) ~~The front of the building shall consist of 100 percent masonry construction, exclusive of doors, windows, glass and entryway treatments, and atriums of glass and metal construction, provided that the exterior surface construction of such entryway treatments and atriums are in excess of 70 percent glass or windows; and~~
 - (2) ~~All remaining sides or portions of the building below the first floor ceiling plate line shall consist of not less than 85 percent masonry construction, exclusive of doors, windows, glass and entryway treatments, and atriums of glass and metal construction, provided that the exterior surface construction of such entryway treatments and atriums are in excess of 70 percent glass or windows; all in accordance with the town's building and fire codes.~~

Sec. ~~98-1164~~. Exterior wall construction in C-1, C-2, I-1 and I-2 districts.

~~Exterior wall construction in C-1 commercial district-1, C-2 commercial district-2, I-1 industrial district-1 and I-2 industrial district-2 zoning districts shall consist of 100 percent masonry construction on the front of the building, exclusive of doors, windows, glass and entryway treatments, and atriums of glass and metal construction, provided that the exterior surface construction of such entryway treatments and atriums are in excess of 70 percent glass or windows, and all remaining sides or portions of the building shall consist of masonry, wood or metal construction in accordance with the town's building and fire codes.~~

Secs. ~~98-1165~~1163—98-1200. Reserved.