



Lakeside Business District suited to become destination

By Linda Taylor, Staff Writer

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Editor's Note: This is the second in a four part series about recommendations for changes to the Flower Mound Master Plan that were made by the Master Plan Steering Committee

One of the four items the Flower Mound Town Council charged the Master Plan Steering Committee with looking into and making suggestions for was the Lakeside Business District.

"The current development standards for the Lakeside Business District do not allow residential development of any kind within the district," said Doug Powell, Flower Mound's executive director for developmental services. "Property owners within the district have asked if the town would allow residential towers along the lake and a mixed use development along Long Prairie Road. Developers have claimed that the market for campus commercial is weak and that residential is necessary for any meaningful retail development."

Powell said the possibility of residential development at Lakeside was the topic of discussion by many citizens who spoke at the public hearings. Residents appeared in large numbers to address the committee on this topic.

"Because of its location in the center of the Metroplex and proximity to DFW Airport, the committee believes that Lakeside is perfectly situated to become a destination not only for residents of Flower Mound but also for surrounding communities and visitors from other areas," Powell said. "Through community input the committee received overwhelming support for residential components in a 'village' mixed use setting."

Village mixed use would contain mixed-use buildings with restrictions on height, location, adjacency and design. Appropriate transitions to surrounding uses would be necessary.

"In essence, the committee recommended a new vision for Lakeside that would include the current approved office uses as well as a mixed use component for the property on the lake and some near 2499," Powell said. "This is a new vision for this area and as part of that we looked at new development trends in the Metroplex. The committee decided that mixed use should definitely be a part of that new vision."

Powell recommended the town hire a consultant to help come up with a plan for the revisions to be made in Lakeside. He said it would be important to look at the economics of the changes, meet with the Army Corps of Engineers to see how the lake frontage could be used and to work with nearby property owners to see how they would like to see the land used.

When questioned about the cost of a consultant, Town Manager Harlan Jefferson said the town had originally budgeted \$200,000 for consulting, but had allowed that amount to roll

back into the general fund when it was not used. He said the unused funds could again be pulled out and earmarked for consulting fees.

“Before we get into hiring a consultant, I think we want to know we are going down the right path with this village concept,” said Councilman Tim Trotter. “I know there was significant discussion by the committee on where the mixed use would be allowed. First it was just along the lake and now it is a larger area. Most of us believe not all of the designated area should go mixed use.”

According to Jefferson, the staff has already looked at the changes that would be required in infrastructure in the area and how the agreement could be changed to have the developer bear the cost of those changes.

The committee concluded that mixed use for a portion of the property is something the residents would support. He said residents have indicated repeatedly that they want upscale dining and shopping opportunities that are not available in Flower Mound currently. With the mixed-use designation, officials believe the area would be more attractive to that type of development. Other justifications for the mixed-use designation include:

- Financial impact n residents would strongly prefer to be able to spend their shopping and dining dollars in Flower Mound than to travel to other communities as they currently do for many of the most desirable services not currently available in the town.
- Residential alternatives n there is a desire on the part of residents for alternative residential options that reflect changing lifestyle including age restricted housing, town homes, brownstones and patio homes.
- Lakefront access and enjoyment n the community has a strong desire for access to and enjoyment of the area along the lakefront. Though research and conversations with key representatives from the Army Corps of Engineers n Elm Fork Project. The committee learned that the town can work with the Corps to develop public access and significantly improve the ecology/habitat and the views along the lakefront.
- Residential as part of the village mixed use n the public input received clearly indicated that residential elements are desirable as part of the overall village mixed use development.
- Demand for village mixed use development n residents indicated a desire for Flower Mound to encourage development of highly successful and exemplary quality mixed use on the same higher level as Southlake Town Center.

The committee concluded that desirable uses for the area would include building heights of two to four stories in all areas, a village look and feel that would create a sense of community, extremely high quality in design and materials used, public access to the lakefront, upscale dining and retail opportunities, a mix of residential options, significant consideration for transitions both within the area and at the area's borders with existing residential neighborhoods and an effort to preserve green spaces.

Undesirable uses included tall, view obstructing buildings along the lakefront or visible from adjacent neighborhoods, conventional apartment buildings and big box retail outlets.