

**THE JOINT FLOWER MOUND TOWN COUNCIL AND PLANNING & ZONING COMMISSION WORK SESSION HELD ON THE 25<sup>th</sup> DAY OF SETEMBER, 2017, IN THE FLOWER MOUND TOWN HALL, LOCATED AT 2121 CROSS TIMBERS ROAD IN THE TOWN OF FLOWER MOUND, COUNTY OF DENTON, TEXAS AT 7:00 P.M.**

[Click here](#) for Meeting Video (subject to change)

The Town Council met in a work session with the following members present:

Tom Hayden	Mayor
Don McDaniel	Mayor Pro Tem
Kevin Bryant	Deputy Mayor Pro Tem
Jason Webb	Councilmember Place 1
Bryan Webb	Councilmember Place 2
Claudio Forest	Councilmember Place 5

constituting a quorum with the following members of the Planning & Zoning Commission present:

Perfecto Solis	Chair
Mike McCall	Vice Chair
Brad Ruthrauff	Place 1
Laile Neal	Place 2
David Johnson	Place 4
Laura Dillon	Place 6
Heath Kendrick	Place 8, Alternate
Albert Picardi	Place 9, Alternate

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

Theresa Scott	Town Secretary
Jimmy Stathatos	Town Manager
Tommy Dalton	Assistant Town Manager
Doug Powell	Executive Director of Development Services
Andrea Roy	Economic Development Director
Tiffany Bruce	Engineering Manager
Robert Pegg	Senior Project Engineer

**A. CALL WORK SESSION TO ORDER**

Mayor Hayden called the work session to order at 7:38 p.m.

**B./C. INVOCATION/PLEDGE OF ALLEGIANCE TO THE AMERICAN FLAG AND THE TEXAS FLAG**

Mayor Hayden expressed condolences for the passing of Danny Hartz, Building Official for the Town, who had served the Town for 24 years.

Councilmember Jason Webb gave the invocation and led the pledges.

**D. WORK SESSION ITEM**

1. Presentation and discussion involving the Lakeside Business District.

Mr. Dalton gave a presentation identifying or noting:

- Background information regarding the purpose of the joint work session, noting the topics for discussion will involve:
  - Current policy adopted in 2013
  - Review undeveloped areas
  - Discuss application interest
  - Discuss the policy
- Lakeside Business District area plan map
- Current Master Plan policy (the want, the carrot)
- Undeveloped areas within the Lakeside Business District
- Policy discussion summary that led to design and use intent
- Summary of discussion at the strategic planning session

*Administrative note: Due to technical difficulties approximately 18 minutes of the video from this meeting is unavailable (Item D – starting at minute marker 03:20). See below for the audio portion of this same segment of the meeting.*

Ms. Roy provided her perspective regarding economic development efforts in the district and what is happening in the DFW area in general. She also indicated being in support of the current language in the master plan policy.

Mr. Dalton, Mr. Stathatos, or Ms. Roy responded to questions from Council or P & Z members as follows:

- How many residential units are going in at Southgate, and is there a commercial or retail element as well
- Clarification regarding the pedestrian orientation as it relates to Silveron

There was discussion by Council and P & Z member as follows:

- How the discussion is about the 250 acres of remaining undeveloped land in the district
- Multi-family should be the carrot to attract commercial
- Right type of mix to get the type of development desired on a broader approach than just the Lakeside district
- Definition of limited residential, and whether or not parameters should be set
- Obstacles in recruiting the types of office space desired, given we're not located near a tollway and there is a lake and golf courses creating the break
- Whether or not Flower Mound is a destination location for office
- Objective for the work session is to gain knowledge from the development community as to whether or not the Council vision for this area will sell to get the nice commercial projects desired
- What do the residents of Flower Mound want in the Lakeside area, and how the Master Plan is in essence what the residents want
- Available land is shrinking in the metroplex

- Is there an appetite for residential and if there is a difference between rental and ownership
- Whether a Tax Increment District should be considered, and later noting that discussion should take place at a time when legal is represented
- Importance of alignment on key issues to create the clear vision with a holistic approach
- Whether there is value in having a preliminary workshop on big projects
- How the vision exist but there is an opportunity to look at the language because there is difficulty in articulating the vision
- How the vision is clear when you take into account the successes, such as Lakeside Crossing (let the past results indicate the future returns)
- Importance of creating a way to make the pieces fit look together and use real words people are talking about
- Put a plan together and tell the developers what is desired before they spend a lot of money, and create something that has a central theme to it, and don't rush into it
- No one falls in love with a plan but they fall in love with an idea, and interest in trying to understand what the big idea for the district is so that can be conveyed to the rest of the community
- Recruitment options and opportunities
- Interest in getting input from the people who actually build things, and the potential of having a summit to hear what they have to say and get their feedback
- Timing as it relates reacting to what is happening in the market (sense of urgency)
- How the joint work session has been beneficial because it shows the community the Town is ready to have the discussions
- How incentives would be needed to truly get things going and everyone would need to have an open mind to discuss those options

Representatives from the development community were asked to share their thoughts regarding current market trends and demands. The following individuals spoke and responded to questions from Council and P & Z members based on their comments, with emphasis on what could work in the Lakeside district and the associated pros and cons involved in getting the types of users the Town would like to attract:

1. Doug Carignan, JLL
2. Nathan Durham, Transwestern
3. Richard Myers, Realty Capital
4. Scott Tarwater, Newstream Commercial
5. Kendra Stephenson, Portmanteau Consulting

**E. ADJOURN WORK SESSION**

Mayor Hayden adjourned the work session at 10:48 p.m. on Monday, September 25, 2017, and all were in favor.

**TOWN OF FLOWER MOUND, TEXAS**

---

**THOMAS E. HAYDEN, MAYOR**

**ATTEST:**

---

**THERESA SCOTT, TOWN SECRETARY**