

## OUR MASTER PLAN: STRENGTHENING THE VISION: Facebook posts between August 5, and December 13, 2013

Ref.	Topic	Date	Name	Post	Comments	Town's Response
1.	Purpose of Facebook Page	8/5/13	Town	OUR MASTER PLAN: STRENGTHENING THE VISION The Town of Flower Mound, TX started the process of reviewing the Land Use Portion of the Master Plan. This page will keep residents informed of important dates, information, and meetings. Social Media Terms: <a href="http://www.flower-mound.com/index.aspx?NID=97">http://www.flower-mound.com/index.aspx?NID=97</a>		
2.	Webpage	8/6/13	Town	Have you visited the Our Master Plan: Strengthening the Vision website yet? Any initial thoughts or questions?  <a href="http://www.flower-mound.com/ourmasterplan">http://www.flower-mound.com/ourmasterplan</a>		
3.	Vision	8/7/13	Town	Did you know the vision of Flower Mound is to preserve our unique country atmosphere, heritage, and quality of life while cultivating a dynamic economic environment and was established in 1997? The Master Plan furthers the established community-based vision to: (1) Preserve the country atmosphere and natural environment that makes Flower Mound a unique and desirable community; (2) Mitigate the ill effects of rapid and intense urbanization; (3) Create a balanced tax base to ensure the Town's long term-economic health and prosperity; and (4) Ensure all development is of enduring and exemplary quality and design. This process will examine how to best implement the vision in four planning areas. Remember to check our webpage, <a href="http://www.flower-mound.com/ourmasterplan">www.flower-mound.com/ourmasterplan</a> for updates. More information on the four planning areas is coming soon. <a href="http://www.flower-ound.com/index.aspx?NID=1174">http://www.flower-ound.com/index.aspx?NID=1174</a>		
4.	Vision	8/8/13	Town	Today, Town staff added the FAQ section of the "Our Master Plan: Strengthening the Vision" webpage. Additional questions and answers will be posted throughout the process. Do you have Master Plan-related question you'd like to see on this page? <a href="http://www.flower-mound.com/index.aspx?nid=1176">http://www.flower-mound.com/index.aspx?nid=1176</a>		
5.	Process	8/9/13	Town	Part of engaging Flower Mound residents during the land use Master Plan review will involve community meetings. Although dates and venues have not been determined at this time, we do know we will conduct audience polling during these meetings, through smart devices/cell phones (standard text message rates will apply), to measure opinions on a variety of issues. For those who do not have the ability to participate in the live audience polling, there will be an online survey available after the community-wide meetings. Don't want to take a survey? There will be other ways to share your great ideas. <a href="#">[Community Engagement Process Photo]</a>		
6.	Process	8/21/13	Kathryn Kelley		Careful. Community meetings should be well communicated that data and feedback are not finalized at this point in the process. When at the options phase who will be doing the voting? TC or Voting at polls. I think it would be helpful to establish rules for engagement of conversations.	
7.	Process	8/22/13	Town			Thank you so much for your feedback. The process map above is simplified, and more detail on the steps can be found at the link below (ground rules for Facebook are at the bottom of the page, and the Goals, Roles and Responsibilities, and Steps are linked on the left side of the page).  As this process progresses more detail on the steps will be added. In short, during the options phase illustrated above, the Town staff will propose ideas back to the community based on feedback through the various communication channels (Facebook, community meetings, email, phone, online survey, etc.) The community will have the opportunity to provide more feedback on those ideas via the same channels. All of that will be presented to the Town Council and Planning and Zoning Commission during a joint work session. No action will be taken at the joint work session, but we hope to get feedback and direction.

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						The formal process to consider any amendment to the Town's Master Plan or other regulations must be followed in accordance with State statutes, and Town ordinances. That formal process will involve public hearings in front of appropriate Town boards and the Town Council. The Town recognizes this process can take us many places, and we plan to stay flexible to accommodate the many turns. <a href="http://www.flower-mound.com/index.aspx?NID=1178">http://www.flower-mound.com/index.aspx?NID=1178</a>
8.	Four Focus Areas	8/14/13	Town	Good news - today, the Town posted information, historical background, documents, and discussions about the four focus areas of the land use Master Plan review! Let us know if you have any additional questions about these areas. We'd love to hear from you! <a href="http://www.flower-mound.com/index.aspx?NID=1188">http://www.flower-mound.com/index.aspx?NID=1188</a>		
9.	Denton Creek District	8/16/13	Town	Here are our first questions. Roads are being constructed as part of the Canyon Falls development along with water and sewer lines in the Denton Creek District (DCD). Once these public infrastructure pieces are completed, the Town expects development interests to grow rapidly. Q1: Is the vision for the DCD what you expected? Check the vision here - <a href="http://www.flower-mound.com/index.aspx?nid=1193">http://www.flower-mound.com/index.aspx?nid=1193</a> Q2: How should the Town prioritize goals for the DCD? 1. Jobs; 2. Tax Base; 3. Interstate 35 presence; 4. Regional commercial uses? We want to hear from you on this and have developed a few ground rules to guide discussion. Check out the ground rules at the link: <a href="http://www.flower-mound.com/index.aspx?nid=1178">http://www.flower-mound.com/index.aspx?nid=1178</a>		
10.	Denton Creek District	8/16/13	Tom Goss		#2 Tax Base. I'd forget about any goal related to jobs. These residents will be employed at the greater Alliance Airport complex and Ross Perot, Jr. has that employment situation well in hand. I suggest concentrating on getting the Canyon Falls/I-35 interchange built and functioning so commercial development (ie commercial tax base) can benefit Flower Mound.	
11.	Denton Creek District	8/20/13	Kendra Stephenson		Making sure we maximize the value in the I35 presence should be the first priority. The development of Canyon Falls including the county municipal building and other residential subdivisions in the area provide an opportunity to establish a retail presence that could serve this area.	
12.	Denton Creek District	8/20/13	Kendra Stephenson		I believe the vision of this area is appropriate.	
13.	Denton Creek District	8/22/13	Town		It sounds like the Town should focus on creating or capturing activity at the I-35 intersection. The Denton Creek Master Plan shows a multitude of uses at I-35, so the plan is flexible enough to capture that value. The Town would need to examine this opportunity further to see if any elements of the Denton Creek Plan need to be updated. Overall, Denton Creek will be a long-term focus, and laying the groundwork to capture that activity will be a multi-year process. Any suggestions on how the Town can proactively pursue creating or capturing the activity?	
14.	Denton Creek District	8/22/13	Kendra Stephenson		Maybe with basic services that can be successful with the traffic counts that are in the area now. Gas and basic grocery items? I know this isn't very exciting but retail like this could be the start of a retail footprint in the area.	
15.	Denton Creek District	8/27/13	Martha Dalton Littrell		Where will all the water come from that this new developing area come from? It seems like we should stop and think about that before planning for MORE building and MORE people to use the existing water supply!	
16.	Denton Creek District	8/28/13	Town		The Town currently pays for a surplus of water. Part of any community's master plan includes planning for adequate water supply, wastewater capacity, and roadways. The Town has a master	

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						water plan (link below) that accounts for demands based on the current land use plan, including the Denton Creek District. Flower Mound receives water from two sources, the Upper Trinity Regional Water District and Dallas Water Utilities. Currently the Town is contracted for a total water supply of 41 million gallons per day (MGD), and the Town is not using 10MGD. That 10 MGD was purchased to be delivered to the Western Pump Station located off of Stonecrest in the Denton Creek District. The Town expects the Western Pump Station to be under construction by the end of the year and built by early 2015. Based on current land use densities, it is estimated the Town will need an additional 17 MGD for build-out. The Town plans to take measures to lower that 17 MGD through conservation measures and reuse water (treated wastewater from the Town's and the Trinity River Authority's wastewater treatment plants) for irrigation. If, at build-out, the Town needs additional water supply, it will contract for the need at that time. View the Town's water master plan here: <a href="http://www.flower-mound.com/index.aspx?nid=329">http://www.flower-mound.com/index.aspx?nid=329</a>
17.	Denton Creek District	9/3/13	Mark Glover		I 35W offers a rare opportunity for growth. Tax Base and commercial development are the best uses and opportunities. Office uses need to be supported by sufficient residential and retail to be sustainable.	
18.	Process	8/21/13	Town		SAVE THE DATES: The dates for the Town-wide community meetings have been selected. Please follow the link below to RSVP to your preferred date (September 19 at 7 p.m., or September 21 at 10 a.m.). Attendance at both meetings is not required; although you are welcome to attend both if you can. The venue has not been chosen and is dependent upon the number of RSVPs received. It is important that you RSVP through the link below so we can secure the appropriate venue. We also created a downloadable flyer to share with others who are interested in engaging in this process. The flyer is located at <a href="http://www.flower-mound.com/DocumentCenter/View/5620">http://www.flower-mound.com/DocumentCenter/View/5620</a> .	
19.	Process	8/22/13	Town		Thank you to everyone who liked our page and is spreading the word to join the discussion. We have received a few suggestions via email (ourmasterplan@flower-mound.com). As we receive feedback through email, it will be posted online and Facebook, and identify the authors of the suggestions/ideas. This is done in order to spark discussion, for transparency, and to keep the integrity of the process. We will have that information posted soon.	
20.	Trees	8/24/13	Martha Dalton Littrell		[Facebook Message] "I would like a discussion of the destruction of so many beautiful trees just to build apartments, offices, etc. In the past we were a much more conservative city when it involved clear cutting land. What has changed?"	
21.	Trees	8/28/13	Town		Thank you for the private Facebook message and for engaging in this process. As we receive feedback through Facebook messages and email, they will be posted on the project's Facebook page, and identify the author of the suggestions/ideas. This is done in order to spark discussion, for transparency, and to keep the integrity of the process.  The message was "I would like a ...discussion of the destruction of so many beautiful trees just to build apartments, offices, etc. In the past we were a much more conservative city when it involved clear cutting land. What has changed?"  The Town has not changed ordinances to allow clear cutting; however, trees are removed as part of development and their loss is mitigated in most instances. Development is occurring in visible locations which raise awareness of development activity. Under the Town's ordinances, not all trees must be preserved. Removal of certain trees requires Tree Removal Permits that go before both the Environmental Conservation Commission and the Town Council for approval. The Town has a strong tree preservation ordinance, and the Town's SMARTGrowth Program requires	

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						environmental features, including trees, to be accounted for and considered when property is developed. The Town also has robust mitigation and landscaping requirements. Those requirements, along with preservation measures, are in place to protect, and replace trees lost to development.
22.	Trees / River Walk	8/29/13	Mark Glover		<p>Balancing trees and progress is a difficult issue and I have watched Flower Mound try to balance the two for decades. I have been here pretty much all my life and watched the trees fall for most of the neighborhoods in Flower Mound. Now I see a lot of the folks in these very neighborhoods wanting to stop any more trees from being removed (or stop more people or businesses from coming to Flower Mound).</p> <p>Totally stopping progress, closing the gate, and pulling up the ladder is not a reasonable position. It is sure not neighborly or what our founding fathers intended for Flower Mound. It does hurt to see land clear cut. I have always been an advocate of sustainable and responsible development, and trying to work around trees and natural elements. But you can't live a few miles north of one of the world's busiest airports, in a great economy, and expect nothing to develop.</p> <p>Trees are also a renewable resource and good healthy trees can be replanted, when they have to be taken down for a building or parking area. I believe the Town does about all it can legally do in most parts of town. You can't outlaw taking trees out without violating the constitutional rights of property owners. People that have invested in and paid taxes on property have the right to develop it. I learned a lot of this from my father-in-law who was the first mayor, a tree farmer, and a man of the dirt. He planted a lot of the trees around town that people are worried about losing now. The Town may be able to offer incentives (carrots) for saving trees, in addition to regulations (sticks) against clear cutting trees. These could be in the form of accelerated reviews, fee waivers, requirement waivers, etc for developers that go above and beyond in developing land in a sustainable manner.</p> <p>Some of better developers in Flower Mound really go above and beyond to save and work around trees. The Riverwalk developers are making great attempts to save trees and are keeping many trees they have to take down in a temporary tree farm to be replanted on site at the end of development. Southgate At Flower Mound (which I am involved with) is also planning a temporary tree farm, planning around many specimen trees, saving pecan groves, and minimizing the disturbance of cuts and fills around trees wherever possible. Southgate is also looking at the higher level Texas Smartscape plantings and practices, utilizing drought resistant plants, low water landscapes, and native plantings.</p> <p>Personally, I believe developments in Flower Mound should look like Texas, instead of emulating a landscape in California or Florida. Southgate is also looking at formalizing its sustainable commitment, through one of the nationally recognized certifications. Developing responsibly costs more up front and takes an investment in time, education, and planning. It pays big dividends over time with a better development, cost savings in maintenance, and cost savings in water usage. These elements are important to a growing number of us. If the Town would recognize and reward these efforts, maybe more developers would invest in developing more responsibly.</p>	
23.	Lakeside Business District	8/24/13	Town		<p>Thank you for the discussion about the Denton Creek District, and for the posts on transportation in the Lakeside Business District, and residential housing types. In addition to hearing more thoughts on these subjects, how would you prioritize the land use goals in the Lakeside Business District?</p> <p>For more information on the Lakeside Business District, please visit <a href="http://www.flower-mound.com/index.aspx?nid=1195">http://www.flower-mound.com/index.aspx?nid=1195</a>.</p>	
24.	Lakeside Business District	8/24/13	Tom Goss		<p>[This comment was copied from Tom Goss email and posted to Facebook by Town]</p> <p>We received some feedback from Tom Goss who suggested: "Specifically, I think we need to change the land use on the south side of FM 2499 to High Density Residential. This will continue the apartment trend originating in Grapevine and allow for upscale units or townhouses overlooking the Grapevine Golf Course. It would also</p>	

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					<p>supplement the residential components of Lakeside DFW.</p> <p>As far as the density opponents go, this area is so far south of the main area of FM that it should not be a problem. For the north side, I'd suggest Commercial with C-2 zoning for about 1/4 of the land area bordering FM 2499. That would allow commercial development to support the High Density housing and for service businesses to take advantage of the huge traffic counts on FM 2499. I don't think it is realistic any longer to hope for Campus Commercial to fill the space."</p>	
25.	Lakeside Business District	8/27/13	Kendra Stephenson		<p>A good piece of information to have to help with the decision process here might be an estimate of the total square footage of office/commercial space that could be built under the current zoning in Lakeside and estimates of the approximate time to absorb the space would be. Asking professionals from the commercial real estate community, would be valuable. Any estimates would of course just be educated guesses. However, it might be helpful to have a conversation about how long the build out with the current zoning could potentially take. We've already been waiting 20+ years. Realistically will we be waiting another 20 - 30 years or can we ever reach build out under the current zoning and master plan?</p> <p>Strategically including residential areas of Lakeside might be a valuable tool to increasing the rate of absorption or build out of the area. We know the trend in office is to have spaces available where employees can live in very close proximity to their place of employment. The golf course views we have at the southern end of Lakeside would seem to be a good place to explore. Are there other areas in Lakeside that have a scenic view that could be capitalized on? Before changes are made to include more residential, the impact on infrastructure should be assessed so the Town can be ready.</p>	
26.	Lakeside Business District	8/28/13	Town		<p>Thanks for the suggestions. The estimates you mention sound like a market study, and they would be beneficial; however, the Town does not have those available. It is something the Town could consider conducting. The Town encourages our local commercial real estate professionals to chime in on this subject. In fact, Mark Glover has posted some interesting information from reports and news media regarding office development which reflects the trend you mention.</p> <p>The Town routinely hears that the Lakeside Business District offers some of the best views in the metroplex, specifically properties adjacent to Grapevine Lake. As with any changes in land use, the Town evaluates impacts to ensure there is adequate capacity for water, wastewater, and roadways.</p> <p>The fact that the campus commercial area of the Lakeside Business District has not developed cannot be ignored which I think speaks to your points about waiting. The Town's Master Plan demands quality development regardless of market conditions. Do you think there has been a cost due to the lack of development in the Lakeside Business District over the past 20 years (i.e. failure to capture tax base)?</p> <p>Given the Town's standards demand quality development (aesthetics, enduring design, etc.), and if infrastructure is not an issue, what strategies would you recommend to balance residential with office and commercial development desired by the community, that furthers the Lakeside Business District's goal for economic development?</p>	
27.	Lakeside Business District	8/29/13	Kendra Stephenson		<p>I wasn't advocating for a huge market study. I was hoping that some rough estimates would be available like we had when Lakeside DFW came through. They knew that with the previous zoning they could have built 6 million sq ft. of office. Those kind of numbers help people understand the challenge reaching build out will be. Balancing the residential should start with reviewing the current master plan and looking to see if we have good transition zones in</p>	

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						<p>place currently. Going back to Lakeside DFW, the previous zoning would have allowed 40 story office buildings up against the existing neighborhoods, something most people in those neighborhoods would not have wanted. Do we have other areas like that? If so those areas may be a place to start building good residential transition areas. I'm curious what the landowners have to say. If they haven't weighed in aren't they indicating that they are happy with the zoning they have currently? If they're happy with the current zoning, is this an indication that the landowners perceive that the highest and best use for their land is the current zoning?</p>
28.	Lakeside Business District	9/3/13	Mark Glover			<p>Southgate at Flower Mound has engaged consultants to do market studies of the Lakeside Business District. This information will not be complete until October or after. Research of successful projects across the DFW Metroplex and other parts of the country do show clear trends.</p> <p>Campus commercial (corporate office by itself) has not been built in the DFW Metroplex, or anywhere in America, over the last couple of decades. Yet, this is the current Master Plan designation for much of the Lakeside Business District in Flower Mound. Lakeside is destined to become primarily an industrial district under the current Master Plan restrictions.</p> <p>Much of the Lakeside district in Flower Mound is vacant land now, even though it sits less than ten minutes from one of the world's busiest airports and is in high demand by office users who want to be close to the airport. What has developed in Lakeside is large warehouse buildings. Warehouses are in demand, easier to build, and fill up almost overnight with products.</p> <p>Office buildings are difficult to develop, more expensive, fill up slower, and slower to return a profit. Successful Class A Office Developments being built today require a complete live, work and play campus with retail, restaurants and residential components. These components have synergistic links that work together to attract office users. The current Flower Mound Master Plan does not allow the residential component and the foot traffic required for office, retail, and restaurant users to be successful.</p> <p>"Employers care about where their employees will shop, eat, and live. Office tenants can be enticed by retail and restaurant offerings and residential opportunities", according to Shifting Suburbs, Urban Land Institute.</p> <p>"..companies want to set up shop in an interactive, dense environment with a variety of apartments, retail and restaurants to support the employment base", according to Jim Manskey. Why there's a growing number of DFW Corporate Campuses, Dallas Business Journal.</p> <p>Attracting and retaining a quality workforce is the biggest issue going forward for major corporations in the DFW economy. And the workforce is highly elastic when it comes to wages and travel time to work. Workers in a good job market will change jobs for ten percent more in pay, or ten percent less in travel time.</p> <p>Younger generations of workers avoid long drive times, high gas prices and traffic congestion. "Generation Y resists working in isolated office-park campuses, which require a car for the commute", according to 2013 Emerging Trends in Real Estate, Urban Land Institute. Employers recognize this trend and locate where their employees can live, work, and play in close proximity.</p> <p>Good paying jobs and office growth in Lakeside will not occur without the synergy of retail, restaurant, and residential options for employees. Texas grew about 320,000 jobs in the last year. DFW is expected to grow by about 100,000 in the next few years, equating to a demand of about 18 million square foot of new office space. Flower Mound is poised to attract its fair share of corporate office tenants, if employees have live, work and play amenities. Without the critical "live" component, Flower Mound may miss the boat again for quality office development and end up with a warehouse district in Lakeside.</p>

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					<p>Flower Mound also has current need for balanced residential options. Much of our current employment base cannot live in Flower Mound and this affects our ability to retain quality employees and good citizens. Many of our critical employees like nurses, city workers, fireman, policeman, and service sector employees cannot afford to live in Flower Mound. Our grown children and people that want to downsize have to move out of Flower Mound after decades of living here as well. All of this is due to the lack of residential options.</p> <p>Existing homes coming on the market sell in days and new residential options coming on line start at \$350k plus. This is more than many of these individuals and families can or will pay. Not everyone is a buyer either, and some need to rent. The Lakeside Business District is the best location to rectify this shortfall and achieve some balanced residential options for Flower Mound.</p>	
29.	Lakeside Business District	9/5/13	Sam Swanson			<p>These comments are right on! In order to attract the office users the Town of Flower Mound would like to see, there needs to be an active LIVE WORK and PLAY environment for their employees. The competition for the young and experienced workforce is very stiff and corporate leadership understands that to compete for these people they NEED to be located in a 24-7 mixed use development. The key for Flower Mound to being on the radar with the corporate community is for the Town to build on what has been started in Lakeside. The retail and residential developments currently under construction is certainly a good start and Town Council and Staff should be commended for getting this moving forward. This process to entertain other ideas to create something special at Lakeside will go a long way to insure its success. The more vibrancy Lakeside has with various residential and retail/restaurant options, the better chance it has in landing corporate office users and hotels...then the Town will truly have a LIVE WORK PLAY mixed use development!</p>
30.	Lakeside Business District	9/13/13	Randall Curington		<p>I think the Town is correct to re-evaluate the current zoning restrictions in the Lakeside area along FM 2499, The current Campus Commercial zoning has proven to be an outdated zoning category, and there are several examples here in the Dallas-Ft.Worth that are great examples of this.</p> <p>Legacy Business Park – It had stagnated through the 1990's with no new office development and those offices that were there sat on large underutilized sites, leaving the tax base woefully short. When the decision was made between City and developer to go beyond the work only environment, the results have been nothing short of phenomenal. Today in Legacy Park you can truly “live, work and play”; with a property and sales tax base that would have never been realized under the original campus commercial zoning.</p> <p>Las Colinas - As with Legacy Business Park, Las Colinas had also stagnated. The residential portions were completely built out, retail was suffering, office buildings were empty and it was having an effect on their ability for economic growth. It began to turn with the success the La Vallita neighborhood, a mixed use residential neighborhood in the early 2000's. Its success led to the eventual conversion of over 400 acres of the remaining 600+ acres that was purchased in 2007. The success of this new mid to high density housing has helped their ability to attract new businesses, fill the empty buildings, and increase the retail sales tax base.</p> <p>What these two master planned developments had in common were the converted much of their land to high quality, highly restricted, higher density residential. This gave them the ability to attract the new business and retail opportunities they desired, because they were able to create a lifestyle that caters to the demands business and their employees are seeking.</p>	
31.	Lakeside Business District	9/17/13	Town			<p>Elmer C. Powell Jr., who owns 23.56 acres on the south side of Spinks Road and east of FM 2499, submitted a request via email. Mr. Powell would like his property's master plan designation changed from Campus Commercial to Campus Industrial. You can review the documents submitted at the link below. <a href="http://www.flower-mound.com/index.aspx?nid=1195">http://www.flower-mound.com/index.aspx?nid=1195</a></p>

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32.	Lakeside Business District	9/17/13	Mark Glover		<p>There are some big questions to consider for the Lakeside Business District. Do we allow it to become the Lakeside Warehouse District, like has been the major pattern so far? Or do we adjust the sails to assure we get some corporate office uses and good paying jobs in Flower Mound?</p> <p>Warehouse &amp; Industrial uses are of value, and we will certainly have more of this type of development coming for the Lakeside Business District. It is easier, cheaper, and quicker to develop warehouse and industrial uses than office development.</p> <p>Office and corporate campus development takes longer, is more difficult to attract, and requires a mix of other components (restaurants, retail &amp; residential) to provide a complete corporate campus. The missing component for corporate office development in Lakeside is the residential piece.</p> <p>Major corporations will move to Lakeside, with our close proximity to DFW Airport and community amenities. But corporations demand the live, work, and play type of campus that is being successfully developed all over the US and in the DFW market. Stand alone campus commercial has not worked for Lakeside as planned and is not working anywhere in the US.</p> <p>Workforce development and retention is the big issue for corporations and a live, work, and play environment is required to attract and retain quality employees. Employees demand this lifestyle, and major corporations make the location decision in developments that offer this complete package.</p> <p>Lakeside does not have to allow multifamily all over the district to achieve this. But the Master Plan should allow the broad brush option for residential components when a corporate office development comes forward.</p> <p>Office developments in today's economy bring higher tax base, restaurants, retail, entertainment venues, and residential options to create the live, work, and play environment. This is not only what office users want, but what citizens can enjoy and brings in tourism for neighboring communities. Also important, it brings high paying white collar jobs to Flower Mound, where existing citizens don't have to commute into the Metroplex.</p> <p>We need to trim the sails for Lakeside to allow residential components, when connected to office driven developments. Without it, we will get more of the same and miss the boat on quality office development.</p>	
33.	Cross Timbers Conservation Development District	8/28/13	Town		<p>Let's also begin the discussion about the Cross Timbers Conservation Development District (CTCDD). Is the vision for the district what you expected? With that vision in mind, which development pattern currently allowed by the Master Plan is best suited to protect open lands, natural land forms, agricultural landscapes, and scenic vistas: 1) conservation development, or 2) two-acre lots?</p> <p>For more information on the CTCDD, please visit <a href="http://www.flower-mound.com/index.aspx?NID=1194">http://www.flower-mound.com/index.aspx?NID=1194</a>. Also check out our FAQ page which addresses a question about development within the district at <a href="http://www.flower-mound.com/index.aspx?NID=1176">http://www.flower-mound.com/index.aspx?NID=1176</a>. Finally, in 2006, American Forests conducted an Urban Ecosystem Analysis of Flower Mound. Among other things, the project quantified the ecosystem benefits of the Town as a whole and also modeled the impact of two different land development approaches: conventional vs. conservation development. Although, this analysis was conducted in 2006, it is relevant to this discussion. View the full report here: <a href="http://www.flower-mound.com/index.aspx?NID=1194">http://www.flower-mound.com/index.aspx?NID=1194</a></p>	
34.	Cross Timbers Conservation Development District	8/29/13	Jack Dawson		<p>[This comment was copied from Jack Dawson email and posted to Facebook by Town]</p> <p>We received some feedback via email from Jack Dawson with Centurion American who emailed a letter suggesting</p>	

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					the Cross Timbers Conservation Development District allow for the "design of a cluster-like conservation development with varying residential lot densities that will preserve natural habitats, significant environmental features, and continue to meet the intent of the Master Plan." You can view the complete letter at the following link: <a href="http://www.flower-mound.com/index.aspx?nid=1207">http://www.flower-mound.com/index.aspx?nid=1207</a>	
35.	Cross Timbers Conservation Development District	8/29/13	Randi Rivera		<p>[This comment was copied from Randi Rivera email and posted to Facebook by Town]</p> <p>These thoughts were sent in via email by Randi Rivera regarding the letter submitted by Jack Dawson: "Currently, there are only 2 development options in the CTCDD – develop 2 acre lots or develop 1 acres lots with 50% of the land in a conservation easement. The CTCDD should allow for more flexibility in lot size and incentivize developers to provide more than 50% open space if they are seeking smaller lots. This would promote the preservation of significant environmental resources by increasing the amount of open space.</p> <p>Conservation easements should not be required because not every piece of a property is environmentally significant. Rather, the CTCDD should be revised to allow some open space areas to be used for passive or active recreational purposes to become part of the Town's parks system. This would benefit the Town by contributing to a community-wide network of park and open space areas and enhance the quality of life. These areas can either be maintained by the proposed HOA, the Town, or a joint-maintenance agreement.</p> <p>Developers could be responsible for extending the necessary sewer lines into the CTCDD to serve their developments. The Town may also participate in a limited capacity and/or establish pro-rata agreements for the sewer extensions. Centurion American is interested in developing the Smith Family property (450 acres) and they would like to be able to provide more open space and get smaller lots but still keep a 1-acre density. This property has several significant environmental features that would be preserved in a cluster-like development."</p>	
36.	Cross Timbers Conservation Development District	8/29/13	Tom Goss		I think the conservation easement approach is our best approach to preserve the "natural elements" of western Flower Mound. They are no requirements that it be a significant environmental area. Further, allowing HOAs to control these areas is not a good idea. They would see them as "park-like areas" with mowing and wildlife elimination. Our Master Plan intent is for them to remain natural with native plants, terrain and wildlife. We might consider establishing a Flower Mound public trust with local membership to control these lands. That trust might function similarly to The Mound Foundation and could receive funding from the Town, developers, and citizens. Once funding is established, the trust could even purchase significant areas or receive tax advantaged preservation rights from landowners.	
37.	Cross Timbers Conservation Development District	8/29/13	Randi Gravley Rivera		<p>I've had the pleasure of working on a couple of conservation developments (Montalcino and High Meadow) and the first thing we look at, from a design standpoint, is what needs to be preserved within the conservation easement and what areas can be developed. For example, on High Meadow, we placed the lots in areas that had little tree cover and put the riparian and prairie habitats into the conservation areas. Requiring a conservation easement on properties that have these types of habitats, floodplain, and extensive tree cover makes complete planning sense.</p> <p>But there are properties that fall within the CTCDD that do not have these types of features but are still required to have a conservation easement if the developer is seeking 1 acre lots. One example is the Cummings property behind Cristina's. It's a beautiful property with rolling plains but it's devoid of trees and environmental habitats. So a conservation easement on this property doesn't make sense.</p> <p>The Urban Ecosystem Analysis recommends that the Town "identify critical conservation protection areas as well as those best for development". Maybe it would be helpful to assess the larger properties to determine which should require a conservation easement and implement an open space requirement instead.</p>	
38.	Cross Timbers	8/29/13	Kendra		I just read the Urban Ecosystem Analysis and that study seems to say that 1/2 acre lot conservation easement	

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	Conservation Development District		Stephenson		<p>developments would better preserve open space, tree canopy and the environmental value of the area than 2 acre or 1 acre lots. We should be advocating for standards that best protect the open space, tree canopy and environmental value. If there are areas of special interest than the Town should identify them so landowners are aware.</p> <p>I'd also note that I live in a subdivision that was developed as a conservation easement. We don't consider and are prohibited from considering the easement a "park". We are required to maintain it in its natural state. We can't mow except in very limited areas around residents' property lines. We have an abundance of wildlife, if anything it has increased since we moved in 7 years ago.</p> <p>The Town does have the right to cut a trail through the easement (this has not happened) and LISD has the right to conduct outdoor classes in the easement even though neither of them pay anything to maintain the area. I would be sceptical of the Town taking on responsibility for any easement as what was done in my subdivision works great and costs the Town nothing. The Sanctuary does work with a non-profit to manage the easement and make sure it remains in its natural state.</p>	
39.	Cross Timbers Conservation Development District	8/30/13	Cassie Gibson		<p>I'd like to add that we should consider the water resources and cost associated with maintaining a 1- or 2-acre lot in a residential community. Perhaps by allowing a creative approach where a cluster concept was used and the environmentally sensitive areas were conserved, irrigation costs and water resources could be used more responsibly. A smaller lot does not necessarily equal lesser quality, it might actually create a more interesting and appealing neighborhood in this area when coupled with the required open space.</p>	
40.	Cross Timbers Conservation Development District	9/3/13	Mark Glover		<p>Cassie has a good point. It does not make a lot of sense to do a conservation development and then waste water on the homes built. Maybe the town requires Texas Smartscaapes in these developments with low water/drought resistant native plants. If the whole neighborhood does this and the HOAs do not require lush chem lawns, it works for everyone and saves water.</p>	
41.	Cross Timbers Conservation Development District	9/9/13	Sally Smith Mashburn		<p>[Direct Link to letter at <a href="http://www.flower-mound.com/DocumentCenter/View/5715">http://www.flower-mound.com/DocumentCenter/View/5715</a>]</p> <p>We received the letter, linked below, from Sally Smith Mashburn who discusses the Smith family property at the corner of FM 1171 and Shiloh Rd. This is the same property mentioned in Jack Dawson's letter linked above. In her letter, Ms. Smith indicates the 450+ acre property has been held by the Smith family for over 50 years. She also mentions they have been approached by several developers who have indicated interest in the property.</p> <p>The letter mentions the following -- the family "envision[s] a combination of residential and commercial development that services the future needs of the community. We would like to see an established developer come in with a well thought out plan that would include smaller lot sizes with preservation of open space that would include beautiful recreation areas and needed buffers, as to maintain a higher greener quality of life for the citizens of Flower Mound" –</p> <p>The letter also discusses cluster developments and extending sewer into the Cross Timbers Conservation Development District. <a href="http://www.flower-mound.com/index.aspx?nid=1207">http://www.flower-mound.com/index.aspx?nid=1207</a></p>	
42.	Cross Timbers Conservation Development District	9/9/13	Kendra Stephenson		<p>The conversations around cluster development do need to take place. If the clusters allow us to preserve open space and tree canopy this would seem to make sense. If we determine that cluster development is desirable then the issue of sewers must be dealt with. Septic tanks do not fit on a lot smaller than 1 acre. We should not let a lack of sewer force us by default into accepting a larger lot size that negatively impacts our ability to achieve the primary goals of open space and tree canopy preservation.</p> <p>Regardless of the lot size in the CTCCD, we should have an honest discussion about sewers and the impact they could have on Lake Grapevine if they are not maintained properly.</p> <p>One area of the CTCCD that already has commercial development are the four corners at 1171 and Shiloh Rd.</p>	

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					Existing development includes Fire Station #2, the strip center that includes the gas station and shopping area and the adjacent mobile home park.	
43.	Cross Timbers Conservation Development District	9/10/13	Tom Goss		I like the idea of cluster development and could even support a cluster of SF15 homes IF there was significant preservation of open space left in its natural state AND dedicated to the public. Also, we must face the sewer issue. It has been avoided for too long. We have to address the lines into the CTCDD plus the capacity to process the flow. Not sure how much capacity is left in the Town's current plant.	
44.	Cross Timbers Conservation Development District	9/10/13	Town			To aid the discussion on using conservation development to preserve open space within the Cross Timbers Conservation Development District, we posted simplified illustrations of two-acre total site development versus one-acre, and half-acre conservation development. The link is shared in a new Facebook post above. Check it out and let us know your thoughts. <a href="http://www.flower-mound.com/index.aspx?nid=1194">http://www.flower-mound.com/index.aspx?nid=1194</a>
45.	Cross Timbers Conservation Development District	9/11/13	Tom Goss		These are excellent examples. They illustrates we can protect the Cross Timbers while offering residents smaller lot sizes. I'm sorry we haven't had a more broad approach to conservation developments all along.	
46.	Cross Timbers Conservation Development District	9/11/13	Kendra Stephenson		I agree with Tom Goss. The illustrations really help build understanding of how conservation developments can be beneficial.	
47.	Cross Timbers Conservation Development District	9/12/13	Cassie Gibson		I would also like to express my agreement with Tom's comments. By only considering the change to 1/2 acre lots, I feel that we are missing a greater opportunity to foster something special in this area. The sewer discussion is an important one to have and I would be interested to know what the Town's position is related to the potential for a change in the philosophy currently in place. The few conservation developments that come to mind for me (Chimney Rock as an example) are wonderful in that they have set aside more open space, but that is not open space that Flower Mound residents as a whole can enjoy. Considering alternatives where the respective HOAs manage open space and set up agreements with the Town so that more of this area can be enjoyed by all Town residents is an idea I think worthy of further discussion as well.	
48.	Cross Timbers Conservation Development District	9/13/13	Town			<p>Thanks again for the comments. In regards to septic, State law allows septic systems on half-acre residential lots if served by a public water supply which is the case in the CTCDD. However, the Town's code is more restrictive (requiring 1-acre lots for lots developed within a conservation development and a minimum lot size of 2-acres is required otherwise), and would need to be amended to reflect the State's standard.</p> <p>The commercial property and mobile home park at the FM 1171/Shiloh intersection are served by a privately owned wastewater treatment package plant that is permitted by the Texas Commission on Environmental Quality. The Fire Station site is served by an on-site septic system. Other properties could be similarly served by these "package treatment plants," but the Town's current policy is to not allow such facilities.</p> <p>It is possible to provide sewer service to the District; however, the cost may be substantial to provide the necessary infrastructure. There is actually current capacity available within the existing wastewater collection system and the Town's current Wastewater Treatment Plant (WWTP) to serve approximately 240 residential lots within the CTCDD. The cost to upgrade the current infrastructure to take additional flows east to the Town's existing waste water treatment plant may be untenable. The other option to take flows to the west to the Trinity River Authority's WWTP in Roanoke is thought to be a more realistic option. This facility serves the Denton Creek District, Prairie Vista District, and Specific Plan Area 8, areas which are immediately west of the CTCDD.</p>

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						One of the questions regarding sewer in the CTCDD is if the existing homes and non-residential developments will also be served by this proposed sewer system.
49.	Cross Timbers Conservation Development District	9/15/13	Troy Mills		I moved "out west" in Flower Mound for a reason, open spaces and a country feel. I would not support any high density development on the Smith property. Nothing less than a one-acre minimum (2 acres preferred) should be considered. If people want to live in "McMansions" stacked on top of each other they should plan to do so east of Bruton Orand.	
50.	Cross Timbers Conservation Development District	8/30/13	Town		Based on the discussion this week, we would like to pose the following questions: Q1. First, should the use of conservation developments be mandated or remain as just a development option within the Cross Timbers Conservation Development District (CTCDD)? Q2. Second, should there be a limit to the size of a residential lot within the CTCDD area? Is it logical to believe the Urban Ecosystem Analysis study that a 1/2 acre size lot would maximize the benefits of clustering? (Find the study via the link: <a href="http://www.flower-mound.com/index.aspx?NID=1194">http://www.flower-mound.com/index.aspx?NID=1194</a> ).	
51.	Cross Timbers Conservation Development District	8/30/13	Kendra Stephenson		Conservation Developments should be strongly encouraged. I would ask the question if we should set a density per acre and let the piece of property being developed be a determining factor in the lot size. This would allow flexibility to preserve key areas of interest.	
52.	Cross Timbers Conservation Development District	9/3/13	Jim Hanking		Flower Mound needs at least one good soccer complex comparable to Railroad Park in Lewisville or one of the many in Plano.	
53.	Cross Timbers Conservation Development District	9/4/13	Kendra Stephenson		I do think we are a bit short on sports facilities. I wonder if they fit into the CTCDD. Before we start putting large parks and other large facilities in this area we need to make sure they meet the goals of the area and are in a place that will serve the population of Flower Mound. Putting a large park paid for by the Town in the CTCDD may not be a good fit due to its distance from the bulk of FM's population.	
54.	Cross Timbers Conservation Development District	9/4/13	Tim Runte		I'd prefer CTCDD to be left as it is.	
55.	Cross Timbers Conservation Development District	9/5/13	Tom Goss		I think the future population in the Canyon Falls area likely needs more recreation facilities than are currently planned. Look at the Campus Commercial area located south of FM 1171. As several have noted, campus commercial seems to be slowing significantly. This piece of land would have great access as a regional sports facility plus give some buffer to the Estate Residential proposed further to the south.	
56.	Cross Timbers Conservation Development District	9/5/13	Town			Thank you for the comments. The goal of this process is to confirm the vision of the four focus areas, and determine ways to best implement that vision. The Master Plan currently allows residential development in the CTCDD with a maximum density of one house per two acres. This can be met by developing 2-acre lots or with a conservation development which allows one acre lots with 50% of the land preserved as open space.  Further, the Master Plan and the Town's SMARTGrowth program encourages the use of conservation developments in the District. The vision of the CTCDD is to preserve open space and natural features, and going back to the original questions on this post: i. Should the use of conservation developments be mandated or remain as just a development option within the CTCDD? ii. Second, should there be a limit to the size of a residential lot within the CTCDD area? iii. Is it logical to believe the Urban Ecosystem Analysis study that a 1/2 acre size lot would maximize the benefits of conservation developments?

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Ref.	Topic	Date	Name	Post	Comments	Town's Response
57.	Cross Timbers Conservation Development District	9/5/13	Tim Runte		<p>i. One would think that the use of conservation developments should be mandated.</p> <p>ii. There is a size limit for a residential lot...2 acres.</p> <p>iii. The UEA study doesn't show that 1/2 acre lots would maximize all the benefits of conservation developments. It simply shows how it maximizes certain aspects of these developments. Let's cut to the chase. Who is benefitting from residential lots in the CTCDD going from 2 acre to 1 acre? The landowner (that's selling), the developer and the Town of Flower Mound. The current residents of the area do not benefit in any way. Residents of this area of FM chose to live there for a variety reasons; one being the low density of population. One proposal has the population density doubling. Is it all about NPV for the landowner, developer and Town of FM? What is the "real" motivation for the desire to change the Master Plan? It's not (or shouldn't be) about Net Present Value of the project in this case. I believe that the UEA study fails to identify that most folks on 2 acre lots are not interested in having non-permeable surfaces.</p>	
58.	Cross Timbers Conservation Development District	9/5/13	Kendra Stephenson		I thought what the UEA study demonstrated is that more tree canopy and open space is preserved using a smaller lot when density per acre is not allowed to increase. If the town can better preserve the forested areas, open space etc. and not increase density per acres it is worth looking at.	
59.	Cross Timbers Conservation Development District	9/5/13	Town			<p>Thank you for the comment and additional thoughts. The question is not to change the density, but how to preserve the ecological areas within the District as mentioned by Kendra Stephenson. Your concerns about density are well taken and this process does not suggest an increase in density; however, developers/landowners have historically requested consideration of smaller lots in the District. Again, this process is asking thoughts on how to best implement the vision for the district; preservation of natural open space, etc.</p> <p>Based on your comments about density, allow us to provide further clarification by introducing a new term "gross density." This term is broadly used to describe the total number of residential units divided by the total acreage of a development. In the CTCDD the gross density of any project is one unit per two acres. For example, a 100 acre project in the CTCDD can have a maximum of 50 residential units. This gross density can be accomplished by total site development of two-acre lots (50 units), or by a conservation development of one-acre lots (50 units) with 50% of the land preserved as open space. In each case the gross density has remained at one unit per two acres. Theoretically, developing half-acre lots at the same gross density would yield a 50 unit development with 75% of the 100 acres preserved as open space. This example produces the same gross density with 25% more open space. This is a different development pattern, but the gross density is the same.</p> <p>Would conservation development increase the Town's chances to preserve ecological areas within the District, and further, are half-acre lots (gross density being the same) a viable option toward capturing that vision?</p>
60.	Cross Timbers Conservation Development District	9/5/13	Tim Runte		The obvious question that would need to be answered regarding gross density is exactly how (and where) that density is concentrated. Is it in the best interest for residents of FM to have high density, close quarters residential projects with the lower density conservation areas outside their immediate living area? I think possibly not. I answered your questions as directly as I know how; may I ask that you address the other questions in my last post?	
61.	Cross Timbers Conservation Development District	9/10/13	Town			This is a great discussion. Where the density is concentrated, as you know, will depend on the property, as each is different. The policy question being asked is how to increase the Town's chances to preserve ecological areas within the District, as stated by the vision. The details on how

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						<p>and where are important and if there is agreement that clustering is the way to go, standards for it would include protecting the desirable areas as currently expressed by the District's vision.</p> <p>Your question about proximity is interesting, and we encourage others to chime in. Are you asking if it is in the best interest of FM residents to have clustered homes next to the open space, or clustered homes, with open space, adjacent to existing neighborhoods?</p> <p>Under the current master plan, the minimum lot size for a conservation development in the District is one acre. In fact, most of the residential lots in the District are less than two acres in size. Most of the zoning on those lots are Single-Family Estate (one acre), and in some cases less (Grapevine Lake shore properties). You can view the zoning map at the link below. Zoning map link: <a href="http://tx-flowermound.civicplus.com/DocumentView.aspx?DID=71">http://tx-flowermound.civicplus.com/DocumentView.aspx?DID=71</a></p> <p>In addition, several of the Single-Family Estate (SF-E) zoned lots do not meet the minimum one acre requirement. For example, there are properties on Raintree Dr., Frontier, Sunnyview, and Hillcrest Dr. zoned SF-E that are less than one acre (some more than others.) There are also properties on High Road zoned Agricultural (two acre) that are less than two acres in size. Arguably the dominate development pattern that exists in the district is not two acre lots. Conservation development on one acre lots would seem to fit the existing pattern, with the added benefit of conserving open space.</p> <p>As you know, once lots are sold, the Town cannot prevent the property owner from removing trees and habitat. The option of allowing half-acre lots with 75% open space preserves more land, keeps the same gross density, but introduces smaller lots than currently allowed to gain 25% more open space. It is a reasonable trade-off in order to gain more open space to meet the vision?</p> <p>Allow us to go over your previous questions to ensure we are addressing them. (Question 1) "Who is benefitting from residential lots in the CTCDD going from 2 acre to 1 acre?" You proposed an answer to this question which was: "The landowner (that's selling), the developer and the Town of Flower Mound. The current residents of the area do not benefit in any way. Residents of this area of FM chose to live there for a variety reasons; one being the low density of population." Therefore, this question was assumed rhetorical. However, the Town believes that residents benefit from implementing the Town's vision. The Town is not aware of what the benefits to a landowner or developer might be for selling a property since that is outside the scope of municipal land use planning. That said, the master plan currently allows one acre lots in a conservation development. The stated benefit of using conservation developments is the open space. Conservation developments are encouraged by the master plan and incentivized by the SMARTGrowth plan. The SMARTGrowth plan states the purpose of conservation development is "... is to mitigate the ill effects of rapid and intense urbanization in Flower Mound by protecting the open lands, natural land forms, agricultural landscapes and scenic vistas." In the scenarios being discussed, none of them propose an increase in gross density. As such, the population density does not change.</p> <p>(Question 2) "Is it all about NPV for the landowner, developer and Town of FM?" Again, you proposed an answer to this question which was: "It's not (or shouldn't be) about Net Present Value of the project in this case." This question was also assumed rhetorical. The focus of this process is to find ways to best implement the vision of the Four Focus Areas, not financial as mentioned above. There is an obvious finical impact to property owners and developers; however, it is beyond the scope of this process.</p>

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						<p>(Question 3) "What is the "real" motivation for the desire to change the Master Plan?"</p> <p>In our previous response we indicated "The goal of this process is to confirm the vision of the four focus areas, and determine ways to best implement that vision." You may also review the presentations to the Town Council, Planning and Zoning Commission, Transportation Commission, Parks, Arts, and Library Services Board, and the Environmental Conservation Commission, which also details why this process has been initiated.</p> <p>Presentation link: <a href="http://www.flower-mound.com/index.aspx?nid=1179">http://www.flower-mound.com/index.aspx?nid=1179</a></p> <p>As stated during those presentations, standard practice is to review a master plan every 5-10 years, and the Town has averaged six years between reviews. It has been seven years since the Town has reviewed the land use portion of the master plan. The purpose of this process is to confirm and strengthen the vision, determine the adequacy of Town regulations to implement that vision, and respond to a returning economic market (comprehensively). As you know, the CTCDD has development interest, and the Town is asking how we can implement its vision to preserve open space in response to that interest. In other words, if development is knocking, how does the Town maximize the CTCDD's vision in the interest of residents while respecting the interest of the property owner trying to develop?</p> <p>Thanks for the continued feedback and joining the discussion.</p>
62.	Cross Timbers Conservation Development District	9/11/13	Town			To aid the discussion on using conservation development to preserve open space within the Cross Timbers Conservation Development District, we posted simplified illustrations of two-acre total site development versus one-acre, and half-acre conservation development. The link is shared in a new Facebook post above. Check it out and let us know your thoughts.
63.	Cross Timbers Conservation Development District	9/9/13	Town		<p>Ron Stewart submitted these comments via email and the attachment he references can be viewed at the link <a href="http://www.flower-mound.com/index.aspx?nid=1207">http://www.flower-mound.com/index.aspx?nid=1207</a>. This is detailed information, and something the Town could look into.</p> <p>However, before details are analyzed we need to decide if clustering/conservation developments are the best approach to achieving the vision of the District. One option being discussed is using half-acre lots (gross density within the District being same) to achieve the vision. We would like to hear more thoughts on that option, or other aspects of the District?</p>	
64.	Cross Timbers Conservation Development District	9/9/13	Ron Stewart		<p>"After going to several seminars on Conservation Development with Town of Flower Mound, Upper Trinity Water District, North Texas Council of Governments and during the last 10 years at the Texas Chapter of the American Society of Landscape Architects, I think it would be worthwhile to study the North Texas Council of Governments "Integrated Storm Water Management Design Manual for Site Development". In particular Chapter 1, Storm Water Management System Planning and Design, is a very helpful tool.</p> <p>For the residential component of the CTCDD, the guidelines for "Cluster Development" would be very applicable and easy to apply. The guidelines end up with the same goals as the current TOFM code, but allow for more flexibility and a wider market appeal. Instead of "reinventing the wheel" with hours of staff investment, I think a strong reference to the NTCOG manual would be helpful. I have attached a few pages from the ISWM DDMSD as an example of what I am talking about." <a href="http://www.flower-mound.com/index.aspx?nid=1207">http://www.flower-mound.com/index.aspx?nid=1207</a></p>	
65.	Four Focus Areas	9/5/13	Town		<p>Descriptions and maps of the Four Focus areas are on the Our Master Plan project webpage. However, we thought you might like to see the locations on a Town-wide map (linked below). <a href="http://www.flower-mound.com/index.aspx?nid=1207">http://www.flower-mound.com/index.aspx?nid=1207</a></p>	
66.	Cross Timbers Conservation	9/5/13	Kendra Stephenson		<p>Thank you so much for posting this. Interesting that there are a lot of houses already in the CTCDD and many of them are on lots that are much smaller than 2 acres and that significant portions don't have many trees.</p>	

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	Development District					
67.	Cross Timbers Conservation Development District	9/11/13	Town	<p>To aid the discussion on using conservation development to preserve open space within the Cross Timbers Conservation Development District, we have provided simplified illustrations of two-acre total site development versus one-acre, and half-acre conservation development.</p> <p>The Town's Master Plan currently allows residential development within the District under two options:            1) Two-acre total site development (building houses on two-acre lots for an entire site); or            2) Conservation development which allows one acre lots with 50% of the land preserved as open space.</p> <p>The illustrations can be found on our webpage (linked below) under the "documents" section. Take a look and let us know what you think. <a href="http://www.flower-mound.com/index.aspx?nid=1194">http://www.flower-mound.com/index.aspx?nid=1194</a></p> <p>For each example, the illustrated property is 100 acres. The residential density for each example is expressed as "gross density." This term is broadly used to describe the total number of residential units divided by the total acreage of a development.</p> <p>In the District, the gross density of any project is one unit per two acres. For example, a 100 acre project in the District can have a maximum of 50 residential units. This gross density can be accomplished by total site development of two-acre lots (50 units), or by a conservation development of one-acre lots (50 units) with 50% of the land preserved as open space.</p>		
68.	Long Prairie Rd Commercial Corridor	9/11/13	Town	<p>Let's discuss Long Prairie Road (FM 2499) between Cross Timbers Road (FM 1171) and Justin Road (FM 407). This corridor is separated into four Specific Planning Areas (SPA), SPA 4, 5, 6, and 10</p> <p>Question 1: Is the Vision for this corridor what you expected?</p> <p>Question 2: Are there opportunities the Town should pursue in this area other than retail, office, and residential?</p> <p>Question 3: Should this area be reevaluated in response to the development of the Hospital and The River Walk at Central Park?</p> <p>Check out the map linked below to locate this area, and more information is provided on the project's webpage (also linked below).            Overall Map: <a href="http://www.flower-mound.com/DocumentCenter/View/5692">http://www.flower-mound.com/DocumentCenter/View/5692</a>            Information on the Focus Area: <a href="http://www.flower-mound.com/index.aspx?nid=1196">http://www.flower-mound.com/index.aspx?nid=1196</a></p>		
69.	Long Prairie Rd Commercial Corridor	9/11/13	Beth Bedell		<p>Generally speaking, I don't think the Town needs more professional office space. I'm glad there are a few different types of retail in the plan, but I'm always disappointed when I see new office space being built because it seems the Town is already flooded with these spaces (which often appear to be vacant). I think there is a much greater need and desire for more neighborhood and/or village retail.</p>	
70.	Long Prairie Rd Commercial Corridor	9/15/13	Kendra Stephenson		<p>This area is challenging and we need to resist changes to fit only out current needs or concerns. The Master Plan currently allows for a wide variety of development. Existing development has left many pockets of infill (pockets of undeveloped land in an area that is largely developed, I hope I am using that term correctly). If this infill were developed appropriately it would serve to create a more cohesive whole that would benefit the Town in this area. Are the mishmash of SPAs creating requirements that are not beneficial? Tom Goss has touched on potential issues related to partially built out SPAs. Is this an issue that must be addressed here?</p>	
71.	Long Prairie Rd Commercial Corridor	9/16/13	Cindy Spilberg		<p>As a board member of the Pecan Meadows HOA I am greatly concerned with any changes to the Rippy Rd proposed developments. There are lots of rumors flying and many panicked neighbors. The main reason the majority of us moved here was for the quiet country setting and now that is being strongly threatened. We would like to see all land east of Rippy as a modified estate/low density residential - keeping with the current 1/2 acre residential lots. We are strongly opposed to any retail development on this land. Many drivers already use Rippy as a shortcut to avoid Chinn Chapel &amp; Waketon traffic. Add in school buses, children playing outdoors, bicyclists, and a large number of outdoor enthusiasts that utilize the trail system here, it's a recipe for disaster.</p>	
72.	Long Prairie Rd	9/17/13	Alan Ernst		<p>We received these comments from Alan Ernst:</p>	

## OUR MASTER PLAN: STRENGTHENING THE VISION: Facebook posts between August 5, and December 13, 2013

Ref.	Topic	Date	Name	Post	Comments	Town's Response
	Commercial Corridor				"Are there plans for more assisted living facilities, in the 2499 corridor, or elsewhere? Medical facilities around the new hospital seem to be booming. So, as the town grows and ages, it seems like more resources for the elderly would be a good idea."	
73.	Long Prairie Rd Commercial Corridor	9/17/13	Town			<p>The Town continues to receive interest in assisted living facilities. In fact, one is under construction across FM 2499 from the Hospital which includes assisted living and memory care. This facility is under construction immediately south of the Rosewood Assisted Living facility.</p> <p>As we receive feedback via email on the FM 2499 commercial corridor between FM 1171 and FM 407 we will post it online at the link: <a href="http://www.flower-mound.com/index.aspx?NID=1213">http://www.flower-mound.com/index.aspx?NID=1213</a></p>
74.	Long Prairie Rd Commercial Corridor	9/17/13	Town			<p>Residential is planned north of FM 1171 in this Focus Area (SPA 5), and it is planned for low density (15,000 square foot lot minimums). The other residential parcels in this Focus Area have been developed. SPA 5, adjacent to Cindy Spilberg's neighborhood, currently allows professional office and retail along FM 2499 within 500 feet of FM 2499. The rest of the property between Rippy Road and FM 2499 is planned for Low Density residential. You can see the SPA 5 plan at the link below (page 9 of 14 of the PDF document). The Town has seen varied development interests in this area, and 15,000 square foot residential lots have not been proposed along FM 2499.</p> <p>Rippy Road is designated as an urban collector on the Town's Master Thoroughfare Plan which means it will eventually be improved to a 36-inch wide concrete road with curb, gutters, and sidewalks. This is the same road section as West Windsor Drive. College Parkway is also planned to connect to Rippy Road. A link to the Town's Thoroughfare Plan is posted below.</p> <p>The Town has heard mixed opinions about the amount of office and retail in Flower Mound, and continues to receive interest in developing new space for both. There is still much property Master Planned for professional office and neighborhood/village retail along the entire stretch of FM 2499 from FM 407 to FM 3040. In addition, there is a 90+ acre tract adjacent to Valley Creek Church north of Waketon Road extending north of Dixon Lane that is master planned for professional office. Should the Town expect this much office and retail to develop? If not, what other uses should be consider?</p> <p>The question on the lifecycle of Specific Planning Areas is interesting, and the cohesiveness of developing infill pieces is important. Knowing how SPAs may impact remaining infill pieces is difficult, but if flexibility in a SPA should be added, what should the focus be? (i.e. transitional uses, mixture of uses, other...)</p> <p>SPA 5: <a href="http://www.flower-mound.com/index.aspx?NID=1196">http://www.flower-mound.com/index.aspx?NID=1196</a> – Click on "Specific Plans 4, 5, 6, and 10" under the Documents section</p> <p>Thoroughfare Plan: <a href="http://www.flower-mound.com/index.aspx?nid=329">http://www.flower-mound.com/index.aspx?nid=329</a> - Link to the actual plan is at the bottom of the page</p>
75.	Long Prairie Rd Commercial Corridor	10/2/13	Cindy Barnett			Looks like the future for many of the future developments is "stack and pack" developments.
76.	Long Prairie Rd Commercial Corridor	10/3/13	Jerry & Beverly Meador			<p>We received this comment from Jerry and Beverly Meador via email on September 28:</p> <p>"I wanted to express our concern of changing current status of SPA5 area within the FM2499 Commercial Corridor. May I start by stating our Mission Statement – 'The vision of Flower Mound is to preserve our unique country atmosphere, heritage, and quality of life while cultivating a dynamic economic environment.'</p>

## OUR MASTER PLAN: STRENGTHENING THE VISION: Facebook posts between August 5, and December 13, 2013

Ref.	Topic	Date	Name	Post	Comments	Town's Response
					Economic environment has been achieved, retail stores, restaurants, hospital, medical offices, medical offices, medical offices, and medical offices. Keeping SPA5 area for low density residential makes sense. No need to change. Adding single family homes with a vision of unique country atmosphere would be a value to the community. Pecan Acres is an example of Flower Mound mission statement. At recent meetings there was discussion around ½ acre lots. We feel SPA5 area would be ideal for this type of residential living. We oppose changing SPA5 to commercial/retail."	
77.	Process	9/13/13	Town	Great News - The location is set for BOTH meetings! Community-Wide Meeting Location: Town Library, 3030 Broadmoor Ln., Flower Mound, TX 75022 Sept. 19 @ 7pm and Sept 21 @ 10am. We still encourage RSVPs at the link below. <a href="http://www.flower-mound.com/index.aspx?NID=1212">http://www.flower-mound.com/index.aspx?NID=1212</a>		
78.	Process	9/18/13	Town	Mark your calendars! Tomorrow is the first of two community-wide meetings regarding the "Our Master Plan" project which will both be held at the Flower Mound Public Library, 3030 Broadmoor Lane. The meetings, which will be held September 19... at 7 p.m. and September 21 at 10 a.m., are intended to engage the community through the review the Town's Master Plan, specifically the land use portion, through a community engagement process. The purpose of the review is not to change the document, but rather to determine how to implement the existing vision. It's not too late to RSVP or learn more about the "Our Master Plan" project by visiting <a href="http://www.flower-mound.com/ourmasterplan">www.flower-mound.com/ourmasterplan</a> . For additional ways to provide your opinions throughout the process, residents are also encouraged to "like" the project Facebook page at <a href="http://www.facebook.com/ourmasterplan2013">www.facebook.com/ourmasterplan2013</a> .		
79.	Process	9/19/13	Town	Hope to see you tonight at the "Our Master Plan" community-wide meetings @ 7 p.m. @ the Library, 3030 Broadmoor Lane. Don't forget to bring your smart phones and devices. There will be live text polling throughout the meeting, which will help guide discussion. For more info, please visit <a href="http://www.flower-mound.com/ourmasterplan">www.flower-mound.com/ourmasterplan</a> .		
80.		9/19/13	Tim Runte		Seems like the Town's representatives support higher density residential and commercial. Why have discussions if the direction has already been determined?	
81.		9/19/13	Tim Runte		I encourage all residents of "West" Flower Mound attend Saturday's meeting. Our side of Flower Mound as we know it is quickly going to disappear. If you like Frisco, you'll like the future Flower Mound.	
82.		9/19/13	Tim Runte		Landowners can currently petition the Town to alter the land use requirements. (And Town Council approves without the consent of the residents). Why change the Master Plan?	
83.	Process	9/19/13	Town		Thank you for attending the meeting, we are sorry you did not stay for your concerns to be addressed or participate in the question and answer sessions. We would like to reiterate that the video of the meeting will be posted online as soon as possible along with the presentation. Further, individuals can express opinions online at the Facebook page or project email address. We also would like to clarify that the Town support of higher residential density was not discussed, though participant interests were. This effort is to engage the community in a public discussion on policy issue related to land use. It is not a decision making process at this point, as we have continually stated in describing the engagement process. As such we welcome additional residents to join this discussion.	
84.		9/20/13	Tim Runte		No need to be sorry for me but thank you for your concern. Idiocracy was on display at its finest. Fact- You cannot "preserve the unique country atmosphere" with skate parks, city parks with 12' wide concrete paths nor multi use athletic/sports complexes. Idiocracy. Fact- You can't have residents of east Flower Mound objectively decide what's best for west Flower Mound. Idiocracy.	

## OUR MASTER PLAN: STRENGTHENING THE VISION: Facebook posts between August 5, and December 13, 2013

Ref.	Topic	Date	Name	Post	Comments	Town's Response
					<p>2 P&amp;Z guys trying to be objective regarding preserving a country atmosphere...idiocracy.</p> <p>Meeting starting 10 minutes late in order to accommodate those that can't make it on time. Idiocracy.</p> <p>The Town of Flower Mound has already made up their mind as to the direction of the Cross Timbers area. They will go through the formalities and move forward with reducing the size of residential lots to an acre or less and build unneeded and unwanted high use or active use sports complexes that have not one iota of preservation qualities. Make no mistake, Flower Mound will be the next Frisco. Concrete jungles, poor/cookie cutter commercial development and very little country like atmosphere.</p> <p>Has anyone seen the (I think most recent) Town park down from Liberty Elem? Idiocracy.</p> <p>Massive tree removal to put in massive Areas of concrete. Anyone seen the empty ballparks around town that can't be used by all residents of Flower Mound? How about Twin Coves...I can count the # of people that use it on one hand.</p> <p>Anyone try to park at the trailhead at the end of High Road to access the trails? I will stay involved throughout this process. Primarily for the comedic value it offers and the grand display of idiocracy.</p>	
85.	Process	9/20/13	Kendra Stephenson		<p>Thank you for putting on a great meeting that gave everyone a chance to give input. I do hope that residents continue to stay engaged throughout the process.</p> <p>Just a few things to note though. Post Oak Park, one of the Town's latest parks at Skillern and Flower Mound Rd, has been planned for over 15 years. Much of what was presented by the Town last night has been in place for just as long or longer. Other than what is currently in the Master Plan, the Town's staff was presenting options that may improve what is already in place, that had been brought up by residents, for discussion. I did not get the feeling that the "Town" has decided on anything at this point. Its important for residents to stay involved and gain an understanding of what is currently acceptable in the areas being reviewed. Its easy to become angry about decisions that were made 20 years ago. If there is something that needs improving lets work together to get it done.</p>	
86.		10/2/13	Cindy Barnett		Smart Growth/Sustainability	
87.	Process	9/20/13	Town		<p>Thank you for everyone who came out to the first "Our Master Plan" community-wide meeting last night at the library. It was a great turnout with valuable input and excellent questions. Don't forget, the second "Our Master Plan" meeting is scheduled for tomorrow at 10 a.m. at the Library, 3030 Broadmoor Lane. Hope to see you there! As always, for more information about the "Our Master Plan" project, please visit <a href="http://www.flower-mound.com/ourmasterplan">www.flower-mound.com/ourmasterplan</a>.</p>	
88.	Process	9/21/13	Town		<p>Please join us this morning at 10 a.m. at the Library (3030 Broadmoor Lane) for the second "Our Master Plan" community-wide meeting. Don't forget to bring your smart phones/devices to participate in the live audience polling. All four focus areas will be discussed. For more info, please visit <a href="http://www.flower-mound.com/ourmasterplan">www.flower-mound.com/ourmasterplan</a>.</p>	
89.	Process	9/23/13	Town		<p>Thank you to everyone who was able to attend the community meetings and participate in the live audience polling. The presentations from both meetings are available on the Town's webpage which include the live polling results from each meeting. You may view the presentations at the link at the bottom of the page <a href="http://www.flower-mound.com/index.aspx?NID=1179">http://www.flower-mound.com/index.aspx?NID=1179</a>.</p> <p>The community meetings were conducted on September 19 and 21 at the Flower Mound Public Library and were part of a larger input process that initially began on August 5. Both meetings were well attended and there was active participation during the live polling. The Town will be posting videos of both meetings in their entirety online for public view. The Town will also post an online survey of the questions asked throughout the meetings to allow those who did not attend, or participate in live polling, an opportunity to provide their responses.</p> <p>The questions asked during the meetings were in context with the discussion of each focus area and many were based on the feedback the Town received via the Master Plan project Facebook page, email, and through conversation with the public. The Town encourages those who did not attend the meeting to view the videos prior to taking the online survey.</p>	

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Ref.	Topic	Date	Name	Post	Comments	Town's Response
				<p>The discussion on the Town's Master Plan continues and residents are encouraged to stay involved. The Town will accept comments, questions, and feedback on Facebook at <a href="http://www.facebook.com/ourmasterplan2013">www.facebook.com/ourmasterplan2013</a>, through email (<a href="mailto:ourmasterplan@flower-mound.com">ourmasterplan@flower-mound.com</a>), by phone (972.874.6079) or in person at 2121 Cross Timbers Road.</p> <p>All comments received will be presented during a joint Town Council and Planning and Zoning Commission work session on October 17, 2013. No action will be taken during the work session; however, direction and feedback will be discussed.</p>		
90.	Process	9/26/13	Town	<p>The Sept. 19 and 21 "Our Master Plan" community-wide meetings are available for online streaming at <a href="http://www.flower-mound.com/index.aspx?NID=969">http://www.flower-mound.com/index.aspx?NID=969</a>. They are located under the "Other Meetings" tab and are labeled by date.</p> <p>Although the live poll conducted during the meeting is closed, those who view the videos may take an online survey that will be posted at a later date at <a href="http://www.flower-mound.com/ourmasterplan">www.flower-mound.com/ourmasterplan</a>.</p> <p>The presentations with live polling results are posted on the Timeline page of the "Our Master Plan" informational website according to meeting date, located at <a href="http://www.flower-mound.com/index.aspx?NID=1179">http://www.flower-mound.com/index.aspx?NID=1179</a>.</p>		
91.	Process	9/27/13	Town	<p>Thank you to everyone who participated in the ongoing public engagement process by attending one of the community meetings on the master plan last week. Next week, the online survey will be online for those of you who could not attend. The presentations from both meetings were posted online on Monday and the videos were uploaded yesterday. Below is the link. We strongly encourage those of you who were unable to attend, and want to take the survey, to watch one of the meetings first.</p> <p><a href="http://www.flower-mound.com/index.aspx?NID=1179">http://www.flower-mound.com/index.aspx?NID=1179</a> - The presentations with live polling results, and links to the videos are posted at this link according to meeting date.</p> <p>We have also added additional feedback received, most of which was in regards to the FM 2499 discussion: <a href="http://www.flower-mound.com/index.aspx?NID=1213">http://www.flower-mound.com/index.aspx?NID=1213</a></p> <p>We received some general comments about the process and development in general: <a href="http://www.flower-mound.com/index.aspx?NID=1215">http://www.flower-mound.com/index.aspx?NID=1215</a></p> <p>The project's Facebook page "posts by others" have been updated. As a reminder, these are the posts that you need a Facebook account to view, and we have been posting those online for those who do not have an account. <a href="http://www.flower-mound.com/index.aspx?NID=1209">http://www.flower-mound.com/index.aspx?NID=1209</a></p> <p>The next major step in this process is a joint Town Council and Planning and Zoning Commission worksession on October 17 to discuss the project. As early as next week we hope to post options to serve as a basis of the worksession discussion that is based on the feedback received to date. Further, we will ask for your suggestions on each focus area to add to the discussion at the worksession.</p>		
92.	Process	9/30/13	Town	<p>The Town has posted an online survey for those who were unable to make it to the Sept. 19 and 21 "Our Master Plan" community-wide meetings and/or participate in the live audience polling at <a href="http://www.flower-mound.com/index.aspx?NID=1216">http://www.flower-mound.com/index.aspx?NID=1216</a>.</p> <p>The survey contains the same questions posed to attendees of the community-wide meetings, which gauge interest on a variety of large-policy issues the Town is facing. If you did not attend the meetings, we strongly encourage survey participants to watch one of the community meetings posted at <a href="http://www.flower-mound.com/fmtv">www.flower-mound.com/fmtv</a> under the "Other Meetings" tab. If you'd like more information about the "Our Master Plan" project, please visit <a href="http://www.flower-mound.com/ourmasterplan">www.flower-mound.com/ourmasterplan</a> and "like" the project Facebook page at</p>		

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Ref.	Topic	Date	Name	Post	Comments	Town's Response
						<a href="http://www.facebook.com/ourmasterplan2013">http://www.facebook.com/ourmasterplan2013</a> .
93.		9/30/13	Ken King		<p>We received the following email from Ken King, and a response follows:            "I just took the online survey. However, it did not provide for two issues that are paramount to me.            (1) Whatever is done about density, and I recommend do nothing because we have a good plan in place, there should be NOTHING done that in any way increases the number of apartment units built in this town. Enough already! They destroy communities.            (2) At one time we had strict rules that prevented the wholesale destruction of our beautiful Cross Timbers oak forest. Somehow that went away as our council seemed to become more interested in what developers wanted than in preserving the character of the town.            The "Riverwalk" developers have been allowed to do a truly disgraceful thing in clear cutting/bull dozing many acres of mature trees. Some could easily have been saved. Reinstate the rules of leaving the maximum number of trees in the future. I plan to vote against and campaign against incentives for the Riverwalk area because of what they did to the trees."</p>	
94.		9/30/13	Town			<p>The Town has received similar comments on open space and trees. Although the specifics on tree preservation and planting are not within the scope of the Town's master plan, it is covered by the Town's zoning and development standards. The Town does have an Open Space Plan and we already received a suggestion to review that component of the Town's Master Plan from another resident (Tom Goss).            You may review the Open Space Plan at <a href="http://www.flower-mound.com/index.aspx?nid=329">http://www.flower-mound.com/index.aspx?nid=329</a>.</p> <p>Another resident, Martha Dalton Littrell, asked what changed that prompted tree removal around Town. The Town has not changed any ordinances, or rules, to allow more tree removal; however, trees are allowed to be removed as part of development and their loss is mitigated in most instances. Development is occurring in visible locations which raise awareness of development activity. Under the Town's ordinances, not all trees must be preserved. Removal of certain trees requires Tree Removal Permits that go before both the Environmental Conservation Commission and the Town Council for approval. The Town has a strong tree preservation ordinance, and the Town's SMARTGrowth Program requires environmental features, including trees, to be accounted for and considered when property is developed. The Town also has tree mitigation and landscaping requirements. Those requirements, along with preservation measures, are in place to protect, and replace trees lost to development.</p> <p>The River Walk Development was approved in 2008, and the impact to trees was a major discussion point. The developer has not asked for, nor has the Town approved, any changes in how the trees would be handled since the approval in 2008. The zoning ordinance governing the development of the River Walk has extensive tree mitigation requirements to which the intent is to replace the canopy lost to the development. A large component of that replacement will occur directly within the river walk amenity area and the parks. Unfortunately, the trees were removed due to the grading requirements to create the central water feature and for development of the project.</p> <p>As you may know, prior to the approval of the River Walk development, the area was planned for typical retail, office, single-family and multifamily uses which would have resulted in similar tree removal.            More info on the River Walk can be found at <a href="http://www.flower-mound.com/index.aspx?nid=1143">http://www.flower-mound.com/index.aspx?nid=1143</a></p>
95.		10/14/13	Ken King			[Received via email in response to the above] "Thank you for your response. However, I have to laugh at your excuses for tree removal. "Mitigation" does not take place when native oaks over 100 years old are replaced by non-native

**OUR MASTER PLAN: STRENGTHENING THE VISION: Facebook posts between August 5, and December 13, 2013**

Ref.	Topic	Date	Name	Post	Comments	Town's Response
					trash tree sticks in the ground. I don't buy it."	
96.		10/14/13	Town		<p>Mr. King responded (below) and we have provided the reply: Mr. King: "Thank you for your response. However, I have to laugh at your excuses for tree removal. "Mitigation" does not take place when native oaks over 100 years old are replaced by non-native trash tree sticks in the ground. I don't buy it."</p> <p>Mr. King, You are welcome. We assure you the Town's landscape and mitigation requirements are separate requirements, and not excuses for tree removal. It is true that once a large tree is removed, it is not replaced with another large tree. We provide an example of replacement below.</p> <p>A majority of the trees listed on the Town's required Tree Planting list are "native" to our region, but we do have a few exceptions, like Pines, Chinese pistache and Leyland cypress, which have adapted well to this area. The Town's list does not include certain tree species which some refer to as "Trash" trees, but we do permit the preservation and planting of those types of trees. However, trees not on the Town's list cannot count towards meeting mitigation or la Trees included on the tree species lists were selected on the basis of one or more of the following criteria or factors: hardiness, resistance to disease, suitability relative to local climate and soil conditions, adaptability for transplantation, longevity, adaptability to various landscape conditions, resistance to drought, aesthetic qualities, shade provision, windbreak provision, and screening qualities.</p> <p>In regards to mitigation requirements specifically, the Town's tree ordinance requires that specimen trees removed from a site be replaced at a rate of two times their caliper inches. For example, a 30-inch Post Oak would require one of the following:</p> <ol style="list-style-type: none"> <li>1) Planting twenty-four 2.5" caliper trees</li> <li>2) Planting twenty 3" caliper trees</li> <li>3) Fees in lieu of (in this case 30" X 2 X \$125/inch = \$7,500)</li> <li>4) or, a combination of planting and fees in lieu of</li> </ol> <p>The plantings can be accomplished onsite or donated to the Town's tree farm. We certainly understand your concerns about tree removal and wanted to give you a few more specifics about the Town's requirements.</p>	
97.	Process	10/2/13	Town		<p>We are still collecting input as part of the ongoing community engagement effort. The public meetings last week were a milestone, and you can still get involved. We encourage everyone to watch the videos of the meetings (one or both) and review the PowerPoint presentations. The topics are interesting and will help provide background for joining the discussion. And of course, all of the discussion is on our Facebook page, or on our webpage, and people are still making new comments. So try it out.</p> <p>One of the follow-ups to the public meetings is a new document that attempts to put the various options that have been discussed down on paper (or the web). This information, along with all of the comments received and any new ideas, will be the basis of our next meeting; a work session with the Town Council and Planning and Zoning Commission on October 17. To review the draft options to consider, please click on the link <a href="http://www.flower-mound.com/index.aspx?NID=1219">http://www.flower-mound.com/index.aspx?NID=1219</a></p>	
98.		10/3/13	Todd Schreiber		<p>We received this comment from Todd Schreiber via email today - "As I mentioned, I've reviewed the videos of the recent MP Update meetings and until now, the discussion during this process regarding the Infill areas along the FM 2499 corridor has been limited to the areas north of Cross Timbers. I suggest that SPA 2 and area directly to the west of it between the Calloway's development on the south and Sagebrush Drive on the north, and FM 2499 on the east and Old Settlers on the west, also be included in this review. "</p>	

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Ref.	Topic	Date	Name	Post	Comments	Town's Response
					<p><i>TOWN RESPONSE:</i> Although this area has not been part of this review we can add it to the list for direction during the Joint Worksession on October 17. Other review topics that have been mentioned is reviewing the Town's Open Space Plan, the Town's Transportation plan as it relates to shuttle services in the Lakeside Business District, and water conservation among others.</p>	
99.		10/6/13	Cindy Spilberg		<p>In the Master Plan Review, could you please clarify the following statement with regards to the FM 2499 Commercial Corridor; "The vision of the current Master Plan for the area arguably does not need to be amended, but an awareness of development pressure should be acknowledged."</p>	
100.		10/7/13	Town		<p>Based on the feedback we have received there does not appear to be a need for immediate changes to this focus area. We drafted two options to discuss during the worksession on October 17. The first option is no change, and the second involves a more in-depth study in the future. That study could come in one or two years, and in the meantime, we expect there to be development interest in the focus area. The statement above reflects that there will be development pressure in the time between now and when future planning of this area may occur. We hope that helps, and let us know if you have any other suggestions for this focus area.</p>	
101.	Process	10/8/13	Town	<p>As a reminder, the online survey closes tomorrow at 5:00 pm. We posted the draft options for each focus area last Wednesday and have received a couple comments, which have been posted at <a href="http://www.flower-mound.com/index.aspx?NID=1220">http://www.flower-mound.com/index.aspx?NID=1220</a>.</p> <p>Please review the options and provide your suggestions on our Facebook page or via email. Remember that any options you provide will be added to the list for discussion during the October 17 joint Town Council and Planning and Zoning Commission work session.</p>		
102.	Process	10/14/13	Town	<p>Thank you to everyone who participated in the online survey. We received 66 responses and not everyone answered each question. As a comparison, for the September 19 community meeting the average participation rate was 35, the highest was 45, and the median was 37. For the September 21 meeting the average participation rate was 30, the highest was 38, and the median was 29.</p> <p>A summary of the live audience polling and the online survey is located at the bottom of the page linked below.  <a href="http://www.flower-mound.com/index.aspx?NID=1216">http://www.flower-mound.com/index.aspx?NID=1216</a></p>		
103.	Process (Joint Work Session)	10/14/13	Town	<p>The agenda and packet for the October 17 worksession are posted online at the link below.  <a href="http://www.flower-mound.com/AgendaCenter">http://www.flower-mound.com/AgendaCenter</a></p>		
104.	Process (Joint Work Session)	10/23/13	Town	<p>We hope everyone had the opportunity to view the Joint Town Council and Planning &amp; Zoning Commission work session conducted on October 17. If not, we have provided a link to all of the information presented and a link to watch the meeting at <a href="http://www.flower-mound.com/index.aspx?nid=1179">http://www.flower-mound.com/index.aspx?nid=1179</a>.</p> <p>We have created a new "Updates" page and provided a summary of the joint work session that generally outlines the direction received. Please take a look at the page linked below.</p> <p>The public engagement process continues through the formal meetings with the P&amp;Z and the Town Council. We still encourage your feedback and will have more information posted soon regarding the details of the text changes to be discussed by P&amp;Z during their October 28 work session.</p> <p><a href="http://www.flower-mound.com/index.aspx?NID=1231">http://www.flower-mound.com/index.aspx?NID=1231</a></p>		
105.	Process (P&Z)	10/23/13	Town	<p>The draft text amendments for the Lakeside Business District have been posted (linked below), and we would like your comments. A draft for the Cross Timbers Conservation Development District is coming soon.</p>		

## OUR MASTER PLAN: STRENGTHENING THE VISION: Facebook posts between August 5, and December 13, 2013

Ref.	Topic	Date	Name	Post	Comments	Town's Response
						<a href="http://www.flower-mound.com/index.aspx?NID=1232">http://www.flower-mound.com/index.aspx?NID=1232</a>
106.	Process (P&Z)	10/24/13	Town		Yesterday we posted the draft text amendments for the Lakeside Business District. By 5:00 pm today, the agenda packet for the Planning and Zoning Commission Work Session will be posted that contains the draft text amendments (Lakeside and Cross Timbers) that will serve as a basis of discussion for the meeting. Please be sure to take a look, and let us know your thoughts.	<a href="http://www.flower-mound.com/index.aspx?NID=1232">http://www.flower-mound.com/index.aspx?NID=1232</a>
107.	Process (P&Z)	10/25/13	Town		As an update: The draft text amendments to the Land Development Regulations are now contained in the Planning and Zoning Commission work session item (linked below). There will be three major topics discussed during the work session: 1) text amendments to the Lakeside Business District, 2) text amendments to the Cross Timbers Conservation Development District, and 3) text amendments to the Town's Land Development Regulations for Planned Development Districts.	<a href="http://www.flower-mound.com/index.aspx?nid=1232">http://www.flower-mound.com/index.aspx?nid=1232</a>
108.		10/27/13	Kendra Stephenson		Before we grant residential in Lakeside Business, developers should demonstrate that it is being specifically built to support the overall development of Lakeside Business specifically the establishment of the desired commercial business. Questions the developer should be required to answer include: what types of residential units and environment are desired by the anticipated employees, are the residential types needed available in close proximity, what is the anticipated impact on overall housing costs in Flower Mound and other municipalities close to Lakeside Business.	I also do not want to see the density increased in the CTCDD. Flexibility in lot size can be granted without increasing overall density. If density is not increased, I see no reason to set a 1/2 acre minimum lot size.
109.		10/28/13	Mike Wallace		I am surprised with the Draft Text Amendments being proposed for the Cross Timbers Conservation Development District (CTCDD), especially Sewer being mentioned in #8 (Develop the property as a cluster development). We discussed the concept of "clustering" during the 2006 Master Plan Update meetings but allowing Sewer and one-half acre (21,780 square feet) lots is new. While times have changed in Flower Mound over the past 7 years, allowing Sewer in the CTCDD would be a tipping point. We should take a balanced approach by considering one-half acre lots on a case-by-case basis so long as Septic systems are required and the smaller lots are part of a much larger cluster development that includes a sizable amount of open space.	
110.		10/28/13	Kendra Stephenson		If the open space and or conservation land in a cluster development is permanently put in an irrevocable trust so that can't be developed in the future, I think sewer can be considered as long as the density is not allowed to go over the current density.	
111.		10/28/13	Mike Wallace		You raise a good point! We could allow 2 new options: (1) Sewer with a conservation development and no net increase in density, or (2) Septic only with the ability to go down to one-half acre lots in a cluster development and no requirement for conservation easement.	
112.		10/30/13	Town			Thank you for the comments. In regards to allowing residential in Lakeside, we agree that any residential must support the overall goals of the district (economic development) that is why six criteria for development were included in the draft text amendment. Number three, the market factors, should address the types of residential units and environment desired by employees, need for the residential product proposed, and impacts to housing costs. The definition for a mixture of uses, as drafted, includes office and commercial uses, and residential may be appropriate if it furthers the economic development goals of the District.  In regards to Cross Timbers, sewer, as well as smaller lots entered the discussion early in the process. They were also specific topics addressed during the community meetings and in the online survey. Both have been discussed as incentives to encourage the preservation of more open space in the District. The half-acre lot limit was drafted based on feedback received during the joint work session on October 17. Sewer is a tool and the land use plan sets the density. The clustering option is the flexible option, and as drafted, density is commensurate with the quality and character of the

## OUR MASTER PLAN: STRENGTHENING THE VISION: Facebook posts between August 5, and December 13, 2013

Ref.	Topic	Date	Name	Post	Comments	Town's Response
						<p>open space preserved. One discussion point in the Cross Timbers for encouraging open space preservation, consistent with the goals of the District, was allowing for marginal increases in density. The thought is marginal increases, as an incentive, will further the vision of the District by yielding greater than 50% land preservation. Smaller lots may come with a marginal increase in density, but not automatically given that each development proposal will be considered on a case-by-case basis. If the clustering option is used, the proposal must meet the four criteria under the cluster option, in addition to addressing the preservation of Scenic Corridors and Vistas.</p> <p>The cluster option includes flexibility for who owns/maintains the open space. As part of the entitlement process dedication language would be required for the open space that precludes it from being developed in the future regardless of ownership. Another topic discussed about the open space is how it should be used. Part of that discussion includes allowing public access to the area so they can be enjoyed by the community at large.</p> <p>Thanks again for the continued discussion. The next step will be a public hearing at the Planning and Zoning Commission on November 11.</p>
113.	Process (P&Z)	10/30/13	Town			The Master Plan was discussed during a Planning and Zoning Commission work session on October 28. We received a few comments and a revised draft of the amendments will be posted as soon as possible. The next step is a P&Z public hearing on November 11. We are still accepting your comments via Facebook and email (ourmasterplan@flower-mound.com.) Any comments received will be provided to P&Z and ultimately the Town Council.
114.	Process (P&Z)	11/4/13	Town			The draft text amendments prepared for the November 11 Planning and Zoning Commission public hearing are posted online at the link below. The drafts include the feedback received during the P&Z work session on October 28. Let us know your thoughts on Facebook or via email at ourmasterplan@flower-mound.com. The text will be the focus of the public hearing, and the agenda item will include the public feedback (Facebook and email) received to date. That information will be very similar to the information provided during the joint work session on October 17. <a href="http://www.flower-mound.com/index.aspx?NID=1231">http://www.flower-mound.com/index.aspx?NID=1231</a>
115.	Process (P&Z)	11/8/13	Town			The packet for the Planning and Zoning Commission meeting on November 11 is posted and may be accessed on our Timeline page linked below. The text that will be considered was posted this past Monday at <a href="http://www.flower-mound.com/index.aspx?NID=1231">http://www.flower-mound.com/index.aspx?NID=1231</a> .
116.	Process (Town Council)	11/15/13	Town			<p>The next step in the process is to present the project to the Town Council on December 2. The Planning and Zoning Commission did not make any changes to the proposed amendments. What was presented to the Planning and Zoning Commission can be viewed at <a href="http://www.flower-mound.com/index.aspx?NID=1252">http://www.flower-mound.com/index.aspx?NID=1252</a>.</p> <p>Several concerns were raised during the meeting and we created a new FAQ document that addresses the reoccurring questions/concerns expressed. We also received several emails over the weekend prior to the meeting which the vast majority of the emails expressed concerns and opposition. Based on the comments in the emails they seem to have been based on misinformation. We did receive a few comments during the meeting that the presentation was helpful in understanding the issues. We believe the presentation and discussion provided during the meeting along with FAQ document help to clarify the proposed amendments. The FAQ document and the emails can be viewed online at <a href="http://www.flower-mound.com/index.aspx?NID=1252">http://www.flower-mound.com/index.aspx?NID=1252</a>.</p>
117.	Process	11/20/13	Mike Redenbaugh			It is requested that more time be provided for Public input on this matter. Clustering and improved flexibility are sound ideas, however, the Cross Timbers Conservation District is a vast area with respect to the influence on achieving the Vision of the Town of Flower Mound..... Please allow some further work to refine the MP revision.

## OUR MASTER PLAN: STRENGTHENING THE VISION: Facebook posts between August 5, and December 13, 2013

Ref.	Topic	Date	Name	Post	Comments	Town's Response
118.	Process (Town Council)	11/26/13	Town		<p>During the Planning and Zoning Commission meeting on November 4 several comments were made and emails received prior to and after the meeting that appear to raise two prominent themes: 1) notice/input, and 2) content of the proposed amendments. You may view a response to those concerns online at <a href="http://www.flower-mound.com/index.aspx?nid=1231">http://www.flower-mound.com/index.aspx?nid=1231</a>.</p> <p>You will also see the options discussed in the response listed in the agenda item for the Council Meeting on December 2, which can be accessed on the Town's Agenda Center at <a href="http://www.flower-mound.com/AgendaCenter">http://www.flower-mound.com/AgendaCenter</a>, when it is posted.</p> <p>Finally, we received a letter of support from the Connemara Conservancy and a link to that letter is provided on the webpage above.</p>	
119.	Process	11/26/13	Kendra Stephenson		<p>The proposed changes seem reasonable. I do have some questions about the recreation change however. Aren't golf courses and other uses already acceptable uses? Would preventing active recreation also prevent equestrian trails? It may be helpful to see a definition of active recreation. I'm glad Connemara has weighed in on this important issue.</p> <p>The Town went above and beyond in letting the community know the review was happening. Interesting that a few of the residents who asked why they weren't invited to participate were actually present at meetings when the review was being discussed. It would be a misuse of taxpayer money to send individual invitations.</p>	
120.	Process (Town Council)	12/2/13	Town		<p>After community-wide meetings, assembling options for the four focus areas, and combining all resident feedback regarding the "Our Master Plan" project, the Town will conduct a final public hearing on the proposed options and amendments tonight, December 2 at 6 p.m. Town staff presented the options to the Planning and Zoning Commission during the November 11 public hearing, which is available for viewing on the Town's website at <a href="http://www.flower-mound.com/fmtv">www.flower-mound.com/fmtv</a>. The Town Council approved a resolution on August 5 to begin the process of reviewing the current land use portion of the Master Plan, with the goal of implementing the existing vision alongside the current economic market within the Town. For more information about the "Our Master Plan" project, please visit <a href="http://www.flower-mound.com/ourmasterplan">www.flower-mound.com/ourmasterplan</a>.</p>	
121.	Process (Town Council)	12/5/13	Town		<p>On December 2, the Town Council decided to continue the discussion of the Master Plan at the December 16 meeting. To provide residents the opportunity to ask questions and gain a better understanding of the proposed changes, a Town Hall meeting is scheduled on Tuesday, December 10 beginning promptly at 6 p.m. The meeting will take place at Town Hall (2121 Cross Timbers Road) and will be broadcast live on FMTV (Grande Cable Channel 12, Time Warner Cable Channel 16, and Verizon FIOS Channel 42) and through the Town's website at <a href="http://www.flower-mound.com/fmtv">www.flower-mound.com/fmtv</a>. Residents are encouraged to arrive on-time in order to benefit from the responses to all of the questions.</p> <p>For residents whose schedules are more flexible during the daytime, staff will also be available at Town Hall on Wednesday, December 11, from 10 a.m. to 3 p.m. to answer questions in a come-and-go format.</p> <p>Based on the direction from the Town Council the following are the informational topics:</p> <ul style="list-style-type: none"> <li>• Proposed density standard/cap</li> <li>• Removing or explicitly defining active recreation</li> <li>• Detailing the enhanced zoning process</li> <li>• Sewer</li> </ul> <p>For more information on the Master Plan review project please visit <a href="http://www.flower-mound.com/ourmasterplan">www.flower-mound.com/ourmasterplan</a>.</p>	
122.	Process (Town Council)	12/13/13	Town		<p>You can find the Agenda packet for the December 16 meeting online at <a href="http://www.flower-mound.com/AgendaCenter">http://www.flower-mound.com/AgendaCenter</a>. The agenda reflects a revised caption for the Master Plan item that separates the three sections being considered (Lakeside Business District, Cross Timbers Conservation Development District, and the Wastewater Plan). The agenda item (staff report) also separates the motion into three sections.</p>	

**OUR MASTER PLAN: STRENGTHENING THE VISION: Facebook posts between August 5, and December 13, 2013**

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Ref.	Topic	Date	Name	Post	Comments	Town's Response
						We received two additional proposals from the community which are attached to the agenda item.



**Doris Zacco:** I think I just passed a sign on 2499 announcing a masterplanning website and mtg but I couldnt read it fast enough. Can someone post the details? Thanks

December 1, 2013 at 5:19pm



**Beth Lockwood:** I seem to recall that Morris Road/Gerault would be expanded to six lanes between 1171 & 3040 upon the completion of Phase II of the Riverwalk Development. Can you please provide an update/clarification of the road expansion plans and the target date for same? As a resident of the Villages of Cross Timbers, this expansion is something that will have a direct impact on our neighborhood, our families and the children that attend the surrounding schools. Thanks very much.

October 28 at 11:25am



**Our Master Plan: Strengthening the Vision** Beth Lockwood - Thank you for the questions regarding the Morriss/Gerault Road expansion. Although it is an important question, it is beyond the scope of the Master Plan review. However, to respond to your questions, the expansion to the roadway is not tied to a phase of the River Walk, meaning it is not automatic. Phase 3 requires the developer to evaluate the traffic impact, and from that study the Town will have a better understanding of the impact to the roadway and any necessary improvements. That being said, the road is still designated as a major arterial (six lanes) on the Town's Thoroughfare Plan. If you have further questions, please contact Doug Powell at 972.874.6351 or at [doug.powell@flower-mound.com](mailto:doug.powell@flower-mound.com).

October 28 at 2:35pm



**Beth Lockwood** Thank you very much for your response. I will visit with Mr. Powell for specifics relating to the future road expansion.

October 28 at 2:38pm



**Tammy Kockler Lilly:** Where can we find the results of the survey we took at the meeting and that was available online?

October 23 at 4:51pm



**Our Master Plan: Strengthening the Vision:** Tammy Kockler Lilly - We were updating the website yesterday and access to the results was temporarily unavailable. You may view a summary of the results for both meetings at <http://www.flower-mound.com/index.aspx?NID=1216>. The results for the community wide meetings may also be viewed individually at <http://www.flower-mound.com/index.aspx?NID=1212>.

October 24 at 8:02am

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**Cal Lacasse:** I am for maintaining the 2 acre min, per each lot, for the Cross Timbers section of flower Mound. Out west in the flat lands, you can pack in as many houses as you want, but keeping the middle part of FM rural is a treasure we should protect.

October 17 at 5:30pm



**Kim Stevens:** How about not "packing them in" to the west either. Or, Flower Mound can look like Plano in 10 years.

Does anyone want that mess?

December 6, 2013 at 1:51pm

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**Cal Lacasse:** I would like to see a plan to provide sewer to all of Flower Mound, including old neighborhoods and a plan to connect the current part of Flower Mound, with the new developments and the old neighborhoods with safe bike paths and sidewalks.

October 17 at 5:22pm



**Kristi Swanbeck Hassett:** I agree with Pamela Glynn's statement about ag land. You asked her what she would suggest the Town consider doing in the district that is in keeping with the current vision? My hope is the town maintains the ideals the Master Plan was intended for by going with more of an Option 2 in the CTD Review. I understand developers have not jumped for joy of the incentives offered under this option but that does not mean they cannot sell those homes. What the developers have asked for is "additional flexibility" and "reasonable amendments to the current standards." Let's call a spade a spade. It means they can make more money by adding more homes with options 3-4. I agree with the desire for land owners to sell their land. I would like to see FM keep its atmosphere over ensuring a larger financial gain to the developers.

October 16 at 2:38pm



**Tammy Kockler Lilly** I agree with the above comment. I attended the Master Plan meeting on September 21st. The master plan for the Cross Timbers Conservation District should not be changed to accommodate developers. Lots less than 1 acre should not be allowed in this area. Of course developers want to be allowed to develop lot sizes that are smaller than that, but the ability to buy larger lots in Flower Mound is what makes it attractive for many people who want to live here. My husband and I moved back here a little over two years ago (we grew up in this area) because of the opportunity to live on a larger lot. We increased my husband's commute, but the trade-off is worth it because we would not have had the opportunity to buy a lot like ours in any other suburb that we considered. I have had people knock on my door asking if I am planning on moving, because they are interested in having a larger lot. Keeping the CCCD the way it is currently stated in the master plan makes Flower Mound more desirable for residents and future residents.

October 16 at 8:52pm



**Elizabeth Carles:** I think the overall theme that i hear from my friends and family is that they want to preserve as much open, green, original, TREED space as possible. It has been disheartening to see the loss of trees and shrubs around every single new development and road. They plant new ones, but they are small and sparsely separated. Instead of tons of new retail in Lakeside, Southgate, and Riverwalk, why don't we focus on filling up the retail areas we already started? Utilize the remaining space along 2499 (in the SPA's) and don't make all of it medical office space. We seem to have an abundance of that already, many of which appear empty. We cant forget the Town's proximity to Grapevine, Southlake, and especially Highland Village, which already provide us with many retail options. When we think about land use, we should consider that some land should be left alone. That is a legitimate use as well.

October 6 at 12:08pm



**Mark Glover:** Flower Mound is in a great location, in a great economy, and only about 5 miles North of DFW Airport, which is the economic engine of the region. The economy has rebounded from the Great Recession and more of us have jobs and better lifestyles because of the improved economy.

Progress and growth comes with living in a great economic area. People in rural Oklahoma, West Texas, and other areas don't enjoy our standard of living and growth, and they don't have to worry with losing too many trees. It's not possible to have a stagnant/no growth community when you live so near the eye of the hurricane.

To tell a property owner they can't develop or sell their land to development equates to the taking of that land, which is prohibited by Article 5 of the US Constitution. It is like telling a homeowner they can't use their home for the purpose they bought it, or can't sell their home. People have property rights in America.

The local economy is booming and retail occupancy is over 95%. The inventory of residential homes is also at a 20 year low. This is why we see development moving forward. It is also why we enjoy a great lifestyle with low taxes in Flower Mound.

Flower Mound has a lot of parks, trails and open space. I hope we get more and that developers maintain as much of the natural beauty as possible. It is not a reasonable position, however, to expect the Town to deny property owner rights, or expect the Town to buy up mass amounts of land for our viewing pleasure. It would quickly bankrupt the Town - both from loss of increased tax value and the outlay of cash.

The best we can work toward is to steer development in a quality and sustainable manner, which will improve the community lifestyle, bring good paying jobs to Flower Mound, and lower the residential tax burden.

I believe we can both preserve trees and have a vibrant local economy. It takes good planning, dense development in nodes around town, encouraging sustainable development, and lower density development in the areas that need to be preserved.

October 9 at 11:17pm



**Kia Zaf:** I wish there had been a way to present new or differing opinions (like Elizabeth's above) during the Master Plan Review process. I got the sense that the resident input meetings were just a formality to execute the pre-determined goal of increasing density in certain parts of town. A quick look at this Dallas Morning News article from August of this year seems to confirm this ... [http://www.dallasnews.com/...](http://www.dallasnews.com/)

October 10 at 9:34am



**Our Master Plan: Strengthening the Vision:** Kia Zaf and Elizabeth Carles - We have received similar concerns which have been addressed on this Facebook page and on the project's webpage. The Town has solicited feedback including proposed suggestions/ideas/alternatives throughout this process. Elizabeth's thoughts above, and now yours, by definition of this process, are now recorded and will be part of the public record and considered while moving forward. In fact, we are soliciting resident thoughts right now on Facebook, and via email ([ourmasterplan@flower-mound.com](mailto:ourmasterplan@flower-mound.com)) on the topics that were covered during the resident input meetings. These are part of the options to be considered at the October 17 worksession. These draft options were posted last Wednesday (October 2) for resident feedback and will be the bases of discussion during the worksession. Please visit <http://www.flower-mound.com/index.aspx?nid=1219>. We want resident feedback on the focus areas and there is still time to provide it. In regards to resident opinions, there are many on this Facebook page and posted online. All of those comments, including ones not related to the Focus Areas, will be part of the discussion at the worksession. The Community Engagement process will continue even after the worksession. This effort to engage the public by use of social media will continue; new information will be posted, individuals can post comments and opinions and even make suggestions as this process continues.



**Flower Mound, TX - Official Website - Options to Consider**

[www.flower-mound.com](http://www.flower-mound.com)

October 10 at 12:38pm



**Our Master Plan: Strengthening the Vision:** Elizabeth Carles - Thank you for Joining the Discussion and for the comments. The Town has received similar comments on open space and trees. Although the specifics on tree preservation and planting are not within the scope of the Town’s master plan, it is covered by the Town’s zoning and development standards. The Town does have an Open Space Plan and we already received a suggestion to review that component of the Town’s Master Plan from another resident. You may review the Open Space Plan at <http://www.flower-mound.com/index.aspx?nid=329>.

Martha Dalton Littrell asked what changed that prompted tree removal around Town. The Town has not changed any ordinances to allow more tree removal; however, trees are allowed to be removed as part of development and their loss is mitigated in most instances. Development is occurring in visible locations which raise awareness of development activity. Under the Town’s ordinances, not all trees must be preserved. Removal of certain trees requires Tree Removal Permits that go before both the Environmental Conservation Commission and the Town Council for approval. The Town has a strong tree preservation ordinance, and the Town’s SMARTGrowth Program requires environmental features, including trees, to be accounted for and considered when property is developed. The Town also has tree mitigation and landscaping requirements. Those requirements, along with preservation measures, are in place to protect, and replace trees lost to development.

We understand your comment about new plantings being small and spaced apart. As you know, every tree is different, and Town regulations require newly planted trees to be a minimum of 2.5 – 3 caliber inches. There are developments that plant larger trees, and generally speaking, the larger the tree is, the longer it takes to establish roots and begin canopy growth. New landscape trees are also spaced 15 to 25 feet apart (depending on the tree) to meet industry spacing recommendations. The spacing allows trees to reach a mature canopy without impeding its growth, or the growth of other trees (if spaced too close). The intent of the spacing is to encourage trees to reach a mature canopy which ultimately produces larger trees with larger canopies. We would like to hear more ideas. What do you suggest the Town evaluate in regards to landscaping, tree preservation, and mitigation standards?

How and where development occurs, is largely dictated by the private market. The Town cannot prevent new retail or office from being built in conformance with the Town’s Master Plan and zoning regulations. For example, the areas along FM 2499 are planned for retail and office uses, and the Town cannot pick and choose where specific uses go. However, through the Town’s zoning regulations, the Town can dictate the types of uses allowed in office zoning (professional and medical office among others), the location and size of buildings (setbacks and lot coverage), and building heights. Through the Town’s development standards it can dictate the parking and landscape requirements, setbacks from residential neighborhoods, and the architectural quality (design, materials, and color). So there are many things the Town can control; however, exactly where the end user goes is not one of them, since that is controlled by the private market.

That being said, balancing retail land uses is important and providing retail and restaurant opportunities in Flower Mound helps fund essential local government functions and provides additional dollars for police, fire, street maintenance, and parks. The Town assists in the recruitment of desirable tenants so that residents can keep their sales tax dollars in their own

community to provide services that they will directly benefit from, but also so that people from other communities will spend money in Flower Mound, helping to fund Town operations.

Sales tax represents approximately 19 percent of the Town’s General Fund revenue, and is the second largest General Fund revenue stream next to property tax which represents approximately 51 percent. We have included a graphic that shows how the Town ranks among its 15 survey cities. As you will notice, Flower Mound ranks in the bottom three for General Fund sales tax revenue per capita. The data in the graphic is based on their Fiscal Year 2011-2012 Comprehensive Annual Financial Report. Sales tax is not limited to residents of Flower Mound. The other cities you mention benefit from visitor sales which contribute revenue to those cities to provide services to their residents. Essentially, Flower Mound residents who shop in other communities help to pay for parks, roads, water, police, and fire services, and municipal operations, etc. in those neighboring communities. The Town works diligently to expand retail options and keep sales tax dollars inside Flower Mound, so that visitors help pay for Town services thus reducing the residential tax burden. The Town also uses dedicated sales taxes that help fund park improvements, street maintenance, crime control, and fire prevention. Every dollar spent outside of Town is a dollar not invested back in the community.

With that in mind, are you suggesting the Town should focus only on retail/commercial opportunities along FM 2499? The River Walk at Central Park was approved in 2008, and the Lakeside DFW Mixed-Use development was approved last year. Since those are approved developments, the Town cannot prevent development there. The Southgate project has not filed a formal application with the Town. If the Town should focus on retail/commercial land uses along FM 2499, what do you suggest the Town consider in the Lakeside Business District if not commercial? You can get more information on the Lakeside Business District at <http://www.flower-mound.com/index.aspx?nid=1195>

The Town recognizes the desire to leave open spaces and adopted an Open Space Plan in 2001 as part of the Town’s overall Master Plan. However, the entire Town has some sort of land use designation for development. Those areas are allowed to development under the current master plan and zoning regulations. The Town also heard a similar comment about the Cross Timbers Conservation Development District prohibiting development. That comment was among the first addressed in our frequently asked questions (linked below). Open spaces are an important part in any community; however, the Town cannot preclude development without compensating property owners. In other words, if the community wants property owner’s to leave some of their land alone, then the Town will have to buy the property, or it would have to be donated by the property owner to the Town. What do you suggest the Town do to acquire open space?

Find FAQs here: <http://www.flower-mound.com/index.aspx?NID=1176>

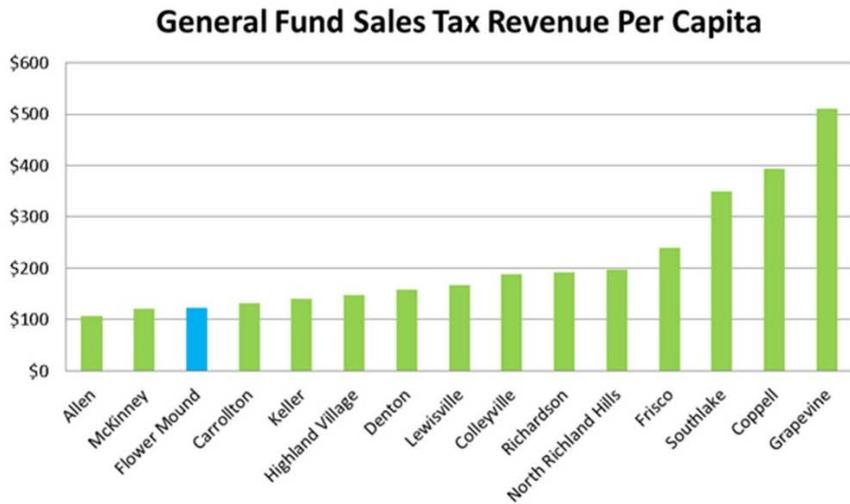
If you have any questions or would like additional information, please let us know.

October 10 at 12:39 p.m.



**Our Master Plan: Strengthening the Vision:** Elizabeth Carles - We noticed we forgot to attached the sales tax graphic. Here it is for your information.

City	FY 11-12 GF Sales Tax Revenue Per Capita
Allen	\$ 106
McKinney	\$ 122
Flower Mound	\$ 123
Carrollton	\$ 132
Keller	\$ 141
Highland Village	\$ 148
Denton	\$ 157
Lewisville	\$ 167
Colleyville	\$ 189
Richardson	\$ 191
North Richland Hills	\$ 196
Frisco	\$ 240
Southlake	\$ 349
Coppell	\$ 394
Grapevine	\$ 510



October 14, 2013 at 10:36



**Kim Stevens:** In the decade we have been here, we have seen Flower Mound do some good and some awful development. Forcing long term land owners out by raising the taxes on the land is usury. So, land owners want to sell to developers so they don't go bankrupt.

Does FM want to look like Frisco and Plano? Where residents have such small lots, they can deck the entire yard?

Very sad to hear that FM has become so greedy in their tax base desires that they simply want to destroy a refuge from the Metro-Mess.

Guess it's time to start looking further out - at least Krum isn't destroyed yet. Good luck with postage stamp sized lots. You're driving down the value of the town.

December 6, 2013 at 1:56pm



**Rob Paul:** I would like some consideration given to establishing transition zones in the Cross Timbers where land use can evolve from the current built housing towards the two-acre uses. To have a hard line drawn where 8000 square foot lots are across the street from a required two-acre lot is too abrupt to look well planned. Moving in a logical pattern from smaller lots to medium density residential, half-acre lots, one-acre lots and then the two-acre lots will allow for a more planned feel and look as you move through the Town. Adding this question to the online survey and work session agenda would be a great way to learn how others feel about this technique. In the spirit of full disclosure I am an active Home Builder and twelve-year Flower Mound resident.

October 2 at 5:23pm



**Our Master Plan: Strengthening the Vision:** Rob Paul - We have added your comments to the list of suggestions submitted that can be viewed at <http://www.flower-mound.com/index.aspx?NID=1220>



Flower Mound, TX - Official Website - Submitted Suggestions

[www.flower-mound.com](http://www.flower-mound.com)

Submitted Suggestions

October 8, 2013 at 2:26pm



**Pamela Glynn:** Thoughts on conservation developments in the cross timbers area... while the preservation of open space is noble, by developing 1 acre (+conservation) properties, the character of the west side of Flower Mound is being changed from rural to McMansion. Need to keep options open for small ag lots for horses, llamas, goats, and other small livestock. Comment in recent P&Z meeting "If they want that kind of property they can move to Bartonville" is the wrong attitude.

September 30 at 5:26



**Our Master Plan: Strengthening the Vision:** Pamela Glynn - – Thank you for the comments. If you have reviewed the draft options for the Cross Timbers Conservation Development District at <http://www.flower-mound.com/index.aspx?NID=1219>, I hope you noticed one of the options includes small agricultural lots as you mention. This is a current option today as well. Let us know if you have any other suggestions you would like discussed at the October 17 worksession. You can see what others have suggested here: <http://www.flower-mound.com/index.aspx?NID=1220>



## Flower Mound, TX - Official Website - Options to Consider

[www.flower-mound.com](http://www.flower-mound.com)

October 8 at 2:31pm



**Pamela Glynn:** Thanks for the response. The problem is that there is plenty of land zoned 2-acre ag, but the Town keeps approving master plan amendments to change these to 1-acre+conservation. So, the Master Plan can be chock full of 2-acre ag lots, but the reality is that western FloMo will wind up being something completely different than rural. It's put forth as "preserving open space" but the reality is the developers want it this way because the lots are "easier" to sell. Well - do we want what's easy, or do we want what's right?

October 8 at 2:39pm



**Our Master Plan: Strengthening the Vision:** Pamela Glynn - The Master Plan has not been amended to allow for the Conservation Developments you list. Conservation Developments are a current development option under the Town's Master Plan. Only three have been approved since that option was made available in 2001 (Chimney Rock, Montalcino Estates, and High Meadow). The Sanctuary is another conservation development; however, it is not located in the Cross Timbers Conservation Development District. Again, none of these developments required a master plan amendment since they are allowed under the regulations, actually characterized as the preferred development option in the Master Plan and even incentivized under the Town's SMARTGrowth Program.

The Cross Timbers is currently described as follows in the Town's Master Plan "The Cross Timbers Conservation District and Prairie Vista District preserve the integrity of the largely intact Cross Timbers ecological area in central Flower Mound, which provides the Town with its unique country atmosphere and natural environment, while allowing environmentally sensitive development to occur." The aim for providing the unique country atmosphere and natural environment seems to be the preservation of open space, and you are right, not everyone agrees. It also seems that based on some of the comments we heard, some do not agree with the vision that was established for this district in 2001, specifically with what "provides the Town with its unique country atmosphere and natural environment," open space or 2-acre+ lots.

The Master Plan and SMARTGrowth program point to conservation of open space, but some have said it is two acre+ lots, which have the following impacts on the open space: 1) the ecological areas intended for preservation are subdivided into lots, 2) any trees kept in the lots

can be removed by the lot owner at any time, and 3) total site development at 2-acre+ minimums requires more infrastructure (roads, water lines, phone lines, gas lines, electrical lines, septic tanks) that necessitate tree removal over the entire project. Conservation, by definition, minimizes those infrastructure needs.

If we understand your comments, do you think that minimum 2-acre+ lots better “provides the Town with its unique country atmosphere and natural environment”? If so, do you think the overarching vision should be revisited to clearly articulate that?

The Master Plan allows development in the district under the two options mentioned above. The Master Plan and SMARTGrowth program indicate conservation is the right way to obtain the vision for the district, which is an allowed, and currently incentivized, option. There is current development interest and most are a conservation design. What would you suggest the Town consider doing in the district that is in keeping with the current vision?

October 10 at 12:40pm



**Pamela Glynn** Thank you for the response! I understand the infrastructure requirements of 2+ acre lots, which is why the developers don't want to do them. Again, doing what is easy versus doing what is right.

As far as the ecology, let's take Immel Estates as an example of 2+ acre ag lots, which is probably the most recently developed 2-acre ag neighborhood. Folks who own 2 or more acres generally don't clear and landscape "fence post to fence post" as 1 acre owners do. Most of them don't even put up fences, except around their pool. Look at an aerial view of Immel Estates, and you will see that there has been minimal tree removal, I'd say less than 1 acre per lot, thereby preserving MORE than 1 acre of trees, habitat and critter right-of-way. Less than 25% of Immel has fenced their entire property, those that have use livestock fencing which is "critter-friendly" and doesn't impede right-of-way. Compare that with the heavy hardscaping and landscaping that has been done over in Chimney Rock. Beautiful, but certainly not a "rural" environment by any means.

Isn't part of the mission of the master plan to "protect the unique rural environment" of Flower Mound? Well, just take a drive through the Cross Timbers Conservation District and get a feel for it. Then, go park in the middle of a Conservation Development such as Chimney Rock and see if you get the same feeling.

There is room in our Town for open space AND larger acreage for those that want to live among horses or goats, or just want a bit of space between themselves and their neighbors. I understand that smaller acre lots sell much more quickly, but Flower Mound has the space and the topography to be many things to many people and let's just be careful!

October 10 at 1:26pm



**Our Master Plan: Strengthening the Vision:** Pamela Glynn - Thank you for participating, and we appreciate your comments and thoughts on development within the district. Your comments will be included with the information provided for discussion at the October 17, 2013 worksession.

October 14, 2013 at 10:14am



**Kim Stevens:** I agree with Pamela. You development people are more interested in money grubbing than in keeping FM's rural areas. By all means, tell us to move to Bartonville or Krum - we will while taking the tax dollars and shopping dollars with us.

We don't want to live in Frisco or Las Colinas - where neighborhoods that were nice, are now becoming rent homes or low- income. That - or repopulating FM with more "Wellington" type crammed lots is what you are inviting.

December 6, 2013 at 2:02pm



**Pamela Glynn:** Kim, it's getting even WORSE. Now they want to do HALF ACRE lots, which will COMPLETELY RUIN any rural flavor the town still has left. Keeping open space in conservation is nice, but it will still be a bunch of clustered McMansions instead of 2-acre properties where people have the option of having barns, horses or other small livestock. I spoke to a developer who WANTED to do 2 acre properties, and he told me the Town HIGHLY ENCOURAGED him to do 1-acre + conservation. I'm sure there are benefits to the Town for placing all this land in Conservation, and they can still say there is no net increase in DENSITY, but long-term it will obliterate any rural opportunities in Flower Mound.

December 6, 2013 at 2:12pm



**Mark Glover:** Trails and parks have always been important to Flower Mound and one of the things that make us unique. Larger developments should have an incentive or policy to tie-in to the trail network if their development is remote or not adjacent to nearby trails. Many developers may consider partnering on a temporary or permanent tie-in if a policy was in place.

September 26 at 4:45pm





**Renee Mani-Doyle:** Mixed feelings on the Master Plan Review Meeting I attend on Saturday. While I applaud the effort made by the town on trying to get the word out to the residents, I think we can do more. I also think it needs to be televised live. As for the meeting it's self, I think that Mr. Dalton speaks well and gives a nice presentation but the information material was lacking and skewed in the direction the town wanted you to go rather than presenting you with all the information needed to make an informed/educated decision. I also believe it was developer driven rather than the Master Plan Vision which states. "The Town of Flower Mound Master Plan furthers the established community based vision to:

- Preserve the country atmosphere and natural environment that makes Flower Mound a unique and desirable community;
- Mitigate the ill effects of rapid and intense urbanization
- Create a balanced tax base to ensure the Town's long term-economic health and prosperity; and
- Ensure all development is of enduring and exemplary quality and design."

September 24 at 3:04pm



**Our Master Plan: Strengthening the Vision** Renee Mani-Doyle - Thank you for applauding our efforts and for joining the discussion. As stated during the meetings, they are now available for online streaming at <http://www.flower-mound.com/index.aspx?NID=969>. They are located under the "Other Meetings" tab and are labeled by date. Although the live poll conducted during the meeting is closed, those who view the videos may take an online survey that will be posted at a later date at [www.flower-mound.com/ourmasterplan](http://www.flower-mound.com/ourmasterplan). The presentations with live polling results are posted on the Timeline page of the "Our Master Plan" informational website according to meeting date, located at <http://www.flower-mound.com/index.aspx?NID=1179>. We are doing more, and based on feedback received to date, we will post options to present at the joint Town Council and Planning and Zoning Commission meeting on October 17 for public view, comment, and suggestion. Those comments and suggestions will also be part of what is presented. So please check back for that. We understand your concern about the presentation, and please recognize this is a community engagement process and the time for decisions has not passed. This process provides a framework for people to get involved and offers several avenues (email, Facebook, phone, in-person, and community meetings). We are still taking comments and suggestions as we step forward in the process. The questions we asked during the meetings gauged participant interest on a variety of large policy issues the Town is facing. The results reflect that interest.

There were three types of questions asked at both meetings: demographic, background (i.e. what is the vision for the districts), and level of interest questions. The level of interest questions are based on comments already received from the public that are posted on Facebook and online. As stated during the meeting, there were very few questions asked on the Denton Creek District and the FM 2499 corridor because there has been less discussion on those areas. As we showed

during the meeting, there is development interest in all the Focus Areas. We did not set out to update the vision. Instead, we are gauging the public’s interest in discussing the important policy issues the Town is facing (density, sewer, commercial, parks, etc.). This process is designed to reach out to the public first to help understand opinions on those issues prior to the Town spending a large amount of time and energy on them.

In regards to your comment about the process being development driven, we were upfront about the development interest in the Town, and most of the issues being discussed have been large policy topics the Town has dealt with since the 1994 master plan. As you may be aware, most of the Town’s master plans were adopted to address large land use policy issues, and in all of those cases, development and growth was a component. If there is no growth or development (internal or external) there is little need for a comprehensive plan dealing with land use. This review process’ starting point and goal is to keep the vision for the Focus Areas, and if development is knocking on the door, how does the Town maximize the vision of these Districts in the interest of residents while respecting the interest of the property owner trying to develop? We engaged the community first to help respond to that question, and the discussion continues. In that respect, this process is community driven with development interest being transparent. We are happy to meet with you to discuss any of your questions or concerns. Please email us at ourmasterplan@flower-mound.com or call 972.874.6079 to set up a meeting.

<http://www.flower-mound.com/index.aspx?NID=969>

September 26 at 2:57pm



**Kim Stevens:** They don't want more people to attend, they want to keep this crap hushed up until the ink is dry. Ourmasterplan is just another greedy fat cat wanna be. Hopefully, you will get exposed before we end up looking like Oak Cliff. It was once a nice place to live too.

December 6, 2013 at 2:04pm



**Chris Muzzy Henry:** I appreciate the town reaching out to residents. I would like to see the Cross Timbers Conservation area remain as rural as possible. I MUCH prefer not to have less than 1 acre homesites.

In addition, it is especially upsetting to hear homesites being developed 500 feet or less to gas wells. Having less than 1 acre homesites will allow more residents to be packed around gas wells. Not for the benefit of the community, public, children, conservation but for the benefit of developers. I don't think any of that is a good idea.

Thank you.

September 24 at 2:50pm



**Our Master Plan: Strengthening the Vision** Chris Muzzy Henry - Thank you for your feedback and comments. In regards to gas wells, as you may be aware, the exploration, development, and production of oil and gas in the town is governed by the Town's Oil and Natural Gas Well Drilling and Operations ordinance, and is not regulated by the Town's Master Plan. We certainly understand your concern, but we wanted to be clear that this process is not reviewing the Town's regulations in regards to gas wells.

September 26 at 3:04



**Mark Glover:** Great first Master Plan Review Meeting. The process was efficient and calm. Logical and informed input was given by the audience. I just hope their is a good turnout Saturday.

September 20 at 8:08am near Flower Mound



**Aaron Butler:** Is there a live stream of tonight's meeting?

September 19 at 3:56pm near Flower Mound



**Our Master Plan: Strengthening the Vision:** Aaron Butler - No, however we are recording the meetings and will post online. Unfortunately, the Town is not equipped to broadcast on remote.

September 19 at 4:02pm



**Aaron Butler:** Thanks for the info.

September 19 at 4:03pm



**Alan L Powdermaker:** I am a business owner on Cross Timbers and rely on the rural flavor of FM to perpetuate our business model. Also as a long time land owner in Western Flower Mound, I am aware that development will surely take place as the new highway brings more population pressure to our area. I believe that this development can be done in such a way as to maximize the open space and provide public recreation opportunities. We will in the end analysis provide quality development that is more in keeping with the market demands and at the same time maintain a rural flavor with maximum attention to tree preservation and open space.

September 18 at 1:31pm



**Brad Ruthrauff:** I read that people are looking for more apartments, smaller homes, while wanting better options for shopping, higher end retail and restaurants, and more services. Flower Mound cannot be all things to all people if we want it to maintain certain distinctive attributes. I would like to live on the beaches of Malibu but I can't because I don't have the income to do so. It also is not right for me to expect Malibu to change because I want the housing to fit my needs. If they did, it would cease to exist as it does. I have to learn to live within my means and work to achieve the ability to live in that community. Building more apartments, or senior living communities is going to change the town for the worse. More apartments means more people that will not have the means to support the types of businesses most of us want. It also means more kids going to our schools and no tax base (which comes mostly from single family homeowners) to support the population. We wanted more medical which brought in higher wage earners who also want homes that are larger and cost more. That means more tax dollars for our schools, better medical choices close by, and more consumers to support the desired retail our community is looking for. If people want more apartments, there are plenty in Lewisville which is close enough to Flower Mound for anyone who works here to commute. By the way, who wants Flower Mound to become more like Lewisville?

September 18 at 12:47pm near Flower Mound



**Mark Glover:** There are many misconceptions about multifamily, town homes, detached senior living, etc. There is a way to do anything poorly, including single family detached housing.

Here is a study that dispels some of the myths and misperceptions about multi-family housing.  
<http://www.nmhc.org/.../Overcoming%20Opposition.pdf>

September 20 at 2:44pm



**Brad Ruthrauff:** Mark, your study is quite biased, but it makes sense you would use "White Papers" as a source to try and convince homeowners that multifamily dwellings are needed since you are a Commercial Real Estate Advisor. For those who read the link that Mark has provided

be aware that, since the early 1990s, the term "white paper" has been applied to documents used as marketing or sales tools in business. These "white papers" are long-form content designed to promote the products or services from a specific company. As a marketing tool, these papers use selected facts and arguments to build a case favorable to the company sponsoring the document. B2B white papers are often used to generate sales leads, establish, make a business case, or inform and persuade prospective customers, channel partners, journalists, analysts, or investors. In digital marketing, "white papers" are often referred to as a form of content marketing. I doubt anybody would have a misconception of living next door to an apartment complex or to have one directly behind their home. Mark, I would assume you don't live in a house that has a multi-unit dwellings that you can view from your windows? There been recommendations that these types of dwellings be located next door or directly across the street from single family communities. It is a fact that prospective home buyers prefer that their community is adjacent to other single family homes over multifamily dwellings and that home values remain higher when they are located away from multifamily dwellings.

September 20 at 6:13pm



**Mark Glover:** Thanks Brad, This study was published by the Joint Center for Housing Studies of Harvard University. A whitepaper introduced the study if you will look closer.

I was just trying to present a valid study, instead of just my opinion. I do agree we don't need multi-family all over Flower Mound. We do need a balance of housing options for our children that grow up, teachers, fireman, and employees. We also need residential options for people to downsize to when the kids fly the coop.

I am a commercial real estate advisor and hold a brokerage licence. However, I have never collected a commission on any type of multi-family transaction, and don't anticipate I will in my career.

September 20 at 10:59pm



**Mark Glover:** Here is the direct Harvard Study, if you prefer to go to the source. <http://www.jchs.harvard.edu/...>

September 20 at 11:40pm



**Kia Zaf:** I'm in total agreement, Brad Ruthrauff. I was concerned when I attended the Friday night Master Plan meeting and there were no options that increased residential but limited multi-family dwellings. I did feel like the questions were asked in such a way so as to steer participants towards a pre-desired result. Most Flower Mound residents (at least those without any financial interests other than the value of their home and the desire for the continued strength of area schools) would like to develop Flower Mound with continued regard to quality over quantity. Whether you appreciate Flower Mound for it's "country-charm" or want Flower Mound to be "like Southlake" -- the stance towards apartments should be the same -- limit them. A quick call to the City of Southlake asking them how many apartments they have in town will yield the following result ... zero apartments. (I called a few days ago and asked). It is my understanding that our current Master Plan has roughly 8,000 apartments in it (and that is before all of the proposed increases in density that most developers are pushing). How many apartments do we need? We keep reducing the amount of property that could bring jobs into Flower Mound and replacing it

with high-density residential that will only strain our infrastructure. I hope that the town does a more detailed analysis of what Flower Mound residents would really like to see with regards to multi-family housing.

September 23 at 6:43pm



**Our Master Plan: Strengthening the Vision: Kia Zaf** - Thank you for attending the meeting on Saturday and for joining the discussion. There were three types of questions asked at both meetings, demographic, background (i.e. what is the vision for the districts), and level of interest questions. The level of interest questions are based on comments already received from the public that are posted on Facebook and online. As stated during the meeting, there were very few questions asked on the Denton Creek District and the FM 2499 corridor because there has been less discussion on those areas. Although apartments have been suggested in the Lakeside Business District, our question did not ask if participants on Thursday and Saturday were interested in apartments, we asked if they were interested in residential, because the current text prohibits any residential. We were asked a similar question on Saturday about the type of residential, quality, and the details. As stated on Saturday, the question is simply to gauge interest in residential options, not to design it. If, from a policy perspective, there is no interest, the Town wants to know that before working on any details (i.e. should the residential be single-family, multifamily, townhomes, what is an appropriate number of units, buffering, location, what are the impacts to water, sewer, parks, roads, schools, what is the level of architectural detail, height, color, etc.). We also mentioned we are still early in the process of reviewing the Master Plan and the discussion with the public is to gauge interest on a variety of topics submitted by residents and stakeholders in Flower Mound.

September 24 at 11:47am



**Kia Zaf:** Thank you for getting back to me. I would love to see some polling done of the residents to determine how they feel about the various types of residential (with some pre-education of how much of that residential type already exists in the town's current master plan), as well as the infrastructure needs (and costs) associated with increasing the town's population density. Everything comes with a price tag, and the residents may not want to foot the bill for residential that burdens our infrastructure. Most residents have no clue that thousands of apartments are already accounted for in the town's existing Master Plan. With that type of knowledge, residents might want to reduce the # of proposed multi-family housing options (rather than increase them). The current survey given at both the Friday and Saturday Master Plan meetings did not allow for any choices where you could be interested in increasing certain types of residential, but not others. There are many residents like myself that wouldn't be averse to increasing some residential housing, so long as the housing was not in the form of high-density rental apartments and so long as our taxes or water bills did not substantially increase to support that growth. While apartments are profitable for developers, they never increase the value of homes in the area (and we already have over 8000 apartments allocated in our current Master Plan). Again, thank you for getting back to me.

September 24 at 1:26pm



**Our Master Plan: Strengthening the Vision: Kia Zaf** - Your comment on the Town's Master Plan allocating over 8,000 apartments is interesting. The current Master Plan does not reflect that number, so we would be interested in knowing how that number was derived. If you can provide

more specifics on how you derived the number we are happy to run it through the Land Use Plan and identify where the apartments are located.

As background, since 2001 every development application is measured against its impact on Town infrastructure (water, sewer, and roads), services (police and fire), facilities (parks, trails, and schools), environmental quality (floodplain, habitat, etc.) and community character (architectural standards, Urban Design, ect.). This type of review is not unique to Flower Mound, but it is unique that the Town has embodied this type of review within a set of prescribed standards; the SMARTGrowth Program. Any future development will continue to be reviewed for impact which occurs when the Town is in receipt of a development application that provides details on the proposal (i.e. site plan, plat, etc.).

September 25 at 10:15am



**Kia Zaf:** How many apartments does our current Master Plan allow for? I got the 8000 # from several past town officials so the number may not be to-date. If you could let us all know how many apartments our current Master Plan allows for, that would be fantastic! Thank you!

September 25 at 10:18am



**Our Master Plan: Strengthening the Vision:** As you may be aware, the Master Plan does not have an independent designation for "apartments." It does allow for high density residential; which includes any residential uses greater than 5 dwelling units per net acre or greater. The following is how "high density" is defined in the Town's Master Plan. "Residential development with 5 dwelling units per net acre or greater. Single family detached residential development with 5,000 to 8,000 square foot lots falls within this category, as do zero-lot line houses, duplexes, townhouses and garden apartments."

The only property designated as high density within the Town, that is not developed, is an approximate 3.2 acre tract on the northwest corner of Firewheel Drive and Milford Drive (behind the gas station on FM 1171 and Firewheel, and the office building facing Firewheel). The Town has not seen any real development interest in this tract due to its size limitations. In addition to the current apartments within the Town, there are two mixed-use developments currently under construction that will contain "apartments." Both The River Walk at Central Park (<http://www.flower-mound.com/index.aspx?nid=1143>) and Lakeside DFW (<http://www.flower-mound.com/index.aspx?nid=1035>) developments will have high density residential. However, the number of those units is estimated to be 1,100 and 1,952 respectfully. Again, this is the number of units that are approved through the Master Plan and zoning for those developments. There are four existing apartment complexes in Town; Park Central Apartments (307 units), Archstone-Lexington Apartments (222 units), The Park at Flower Mound (352 units) (formally Timber Ridge Apartments), and the Marquis at Lantana Apartments (248 units). Together, the existing complexes comprise 1,129 units, and if you add in the maximum allowed in the River Walk and Lakeside DFW, the total number is 4,181 units.

As stated during the meeting, we are happy to meet with anyone and step them through each focus area and address any questions or concerns. Please send us an email at [ourmasterplan@flower-mound.com](mailto:ourmasterplan@flower-mound.com) or call 972.874.6079 to let us know when you would like to meet.



**Flower Mound, TX - Official Website - River Walk at Central Park**

[www.flower-mound.com](http://www.flower-mound.com)

The River Walk at Central Park, River Walk

September 26 at 11:35am



**Our Master Plan: Strengthening the Vision: Kia Zaf** - We did not tag you in the response above about the number of apartments, and we also wanted to clarify the total number of units. We double counted the 307 units for the Park Central Apartments in the total left in the River Walk (1,100). Therefore there are 793 units approved in the River Walk that are undeveloped (1,100 minus 307) which brings the total number of multi-family units built or approved to 3,874. Further, Specific Plan Area 8 (intersection of FM 1171 and US 377) is master planned for a mixed-use development and would have to comply with the Town's Mixed-Use ordinance. We would expect to see multi-family/apartment uses as part of a mixed-use development proposal and the ultimate number of residential units (single-family, multi-family, townhomes, zero lot-line, etc.) would be part of the application details.

As before, we are happy to meet with you any time to step you though this.

September 26 at 2:48am



**Kia Zaf:** Thank you for getting back to me! I did find a source for that apartment # that I noted. It was from a 4/23/12 Town Planning and Zoning meeting. There is a presentation in that meeting's agenda (I'm attaching the link here: <http://www.flower-mound.com/ArchiveCenter/ViewFile/Item/294>) that notes a breakdown of Non Single-Family Residential Developments -- Attachment 4, page 79. The apartment total was 5,938 (before the addition of the 1952 Lakeside high density residential you mention above). Also, in the video of that meeting, link here: <http://flowermoundtx.swagit.com/play/08112013-826>, in Item I, Part 2 beginning at the 14:00 minute mark, it's noted that 7,217 total Non-Single Family Residential (apartments, townhouses and condos) had been approved with only 1209 built. One of the Planning and Zoning Board members even remarked that only 16% of that type of housing had been built (and that most residents didn't know that total number). I guess my concern is that residents are being asked to vote for MORE high-density residential without knowledge of how much has ALREADY been approved (and which is coming in the future). I would have loved to have seen counts like these given to residents so that we could make informed decisions during the Master Plan meeting. Perhaps we would have even had residents interested in reducing the # of high density residential ... Thank you again. I'll be contacting the # you provided to reach you.

September 26 at 3:42



**Our Master Plan: Strengthening the Vision: Kia Zaf** - Thank you for providing the source. The information posted earlier matches the information presented to the Planning and Zoning Commission last year. In the information from 2012 the total number of approved apartments is 1,938; an additional 4,000 units is listed the SPA 8 area. The status for these units state that the

area is only designated as mixed-use in the Master Plan; the concept plan referenced has not been approved by the Town and is used for illustrative purposes only. Therefore, this number was not included in the total as these units are neither approved nor is the development of SPA 8 far enough along to estimate a realistic number (as the number, type, and location depends on various factors). It was indicated apartments would be constructed within the SPA 8 area, but the 4,000 number was not used as it is too speculative. SPA 8 is master planned for Mixed-used, and must follow the Town’s mixed-used regulations. When the Town receives a zoning application for the property, we will have more certainty on the number of residential units, types, and location within SPA 8. The commissioner was incorrect to include those units in his statement. Taking the 1,938 constructed and approved units from the 2012 data and adding the 1,952 maximum apartments from the Lakeside DFW development approved in late 2012 gives a total of 3,890 units. That can be contrasted with the 3,874 apartments estimated in the post earlier. Again, that is taking out the number of units within SPA 8 which are not approved. In regards to “voting” on high density residential, let’s be clear, no one has been asked to vote. We have however asked for people to become engaged in a discussion as part of the ongoing public engagement process. The Town Council if they move forward with changes to the Master Plan will ultimately vote, as will the Planning and Zoning Commission, but that is not what is currently being requested. For example, during the meetings, participants were asked to respond to their interest on allowing residential options in the Lakeside Business district, not high density residential, or apartments specifically. Further, this was based on the understanding the goal of the district (jobs and tax base) is the primary focus. As such, the responses to the live audience polling do not indicate a preference in the type of residential housing; instead, they indicate a preference to consider residential uses, so long as they further the goals of the district (jobs and tax base). The type of residential (single-family detached, apartments, townhomes, zero lot-line, etc.) where it is located, and the impacts are site specific details. Those details are usually provided with a zoning application. That was one of the points discussed during the meeting. However, apartments could be a component of a development proposal that includes retail, commercial, restaurant, and office uses, if a residential option is allowed in the district. If this option is allowed, the developer would have to demonstrate how the entire development furthered the goals of providing jobs and increasing non-residential tax base and the impacts to the Town’s infrastructure would be analyzed.

The discussion in 2012 brings up a great point about the demand to have a mixture of housing types. Allow us to provide some background to the item you linked. It was a Planning and Zoning Commission worksession to discuss topics presented to the Town Council during the January 20 and 21, 2012 Strategic Planning Session, and was informational in nature, which means no action was taken by the Town. One of the strategic goals identified in the attachment linked is Flower Mound Flavor (page 30), and one of the long term objectives is “Promote a mixture of housing and development types.” The breakdown, or table, you mention was used to discuss the current and future housing types, and their status with the Council in 2012. What the table does not include are dates the developments were built. The Park at Flower Mound (formally Timber Ridge Apartments) was built in 1984, Archstone-Lexington Apartments was built in 1998, Marquis at Lantana Apartments was built in 1999, and Park Central Apartments was built in 2010. The townhomes in the John Ct. and Gayle Ct. area were built in the early 1980s (1983-1985) and would not be considered the level of high-quality that has been asked for by residents who want to downsize, and the same can be said for the older apartment complexes. In short, alternative housing types beyond single-family detached have not been built in Flower Mound since 1999, until the approval of the Park Central Apartments in 2010. The Lakeside Resort & Residences are approved, but as you may know, the hotel pulled off of the construction site shortly after they started in February 2007 and have not indicated when they will restart. Promoting a mixture of housing and development types has long been a discussion, and is not limited to just apartments, and what may or may not happen in SPA 8 (FM 1171 and US 377) will have minimal impact, if any, on the demand for housing types in the Lakeside Business District.

Thank you again for providing the source and we look forward to meeting with you.

September 27 at 1:49pm



**Renee Mani-Doyle:** After reading these posts by Brad and Kia it just confirms what I stated at Saturday's meeting. We need the history of why something was zoned the way it was originally first before we can make educated and informed decisions. We also need to look at the whole master plan and not just parts, because some parts might affect others. There is a cause and affect issue. In my opinion it appears that town staff is only looking out for the benefit of the developer rather than the residents. For example, at the Sept. 21st meeting, we (the residents) were asked how interested are we in allowing residential options in the Lakeside District. Town Staff did not give any history as to why it was zoned Campus Commercial in the first place, only that a developer was seeking possible rezoning. Only after a resident mentioned at the Sept 21st meeting, that when Lakeside was originally zoned Campus Commercial, that it was advised that no residential be zoned their due to the fact of it proximity to the country's 3rd busiest airport. One reason was the noise and flight patterns of the planes would be a problem for the residents that lived there. (Start listening around the 44:50 mark- through the 47:00 minute mark) Now Doug Powell says, while that is TRUE, those same things COULD change because of the new types of aircrafts being built today. However, something Doug might be missing, airlines rarely replace planes in their fleet. They can last 20-25 years. Here is an article on just that. <http://www.cnn.com/.../01/planes.age.dreamliner/index.html>

In my opinion Doug Powell, will say whatever the developer at the time needs him to say to pass the zoning and he does not look out for the residents. Here is another example. At the P&Z meeting of 1-26-04 Pg 33 Resident Perfecto Solis asked, "Good evening, Mr. Chairman, Commissioners, thank you for having us here this evening. My name is Perfecto Solis and I live at 1909 Ring Teal Lane. That would be up in the northeast quadrant that you see on your map up there. Doug, this question is directed to you. If you could further expand on items B through F, which I believe are the modifications that we are proposing in this process to modify to SPA 9. To further that, I have an addition question. I believe part of those items incorporates changes to increase the building footprint to 25,000 to allow for greater capacity or greater square footage. Is that a viable option, especially for the northeast corner up there? Thank you." Mr. Powells response: " Mr. Chairman, again, those additional items, I will go through them again, if you would like. But, I do think they are, in essence, additional restrictions, most of them are restatements of existing zoning ordinance or existing development standards contained in the land development code. However, they do represent new development standards on those two north corners. The issue of the 25,000 square feet, again, the land development code requires any single tenant use in R2 zone to have an SUP. What I didn't talk about tonight, but I have previously, is the acreage contained in all of these sites. The southwest corner is 18 acres, by and large the largest track. The northeast corner, because of the setbacks and even because of that concept plan; you could not put a store approaching 25,000 square feet. It would not meet the concept plan. It would need an SUP and I think it would be physically impossible to put it on that site. "

Now let's jump to March 18th, 2013 Where Mr. Powell gives a presentation to Town Council to consider a request for a Specific Use Permit (SUP/SP 412-12 -Children's Learning Adventure) to permit a 25,000+ sq ft day care center with a 35,000 sq ft playground, with an exception to Section 82-302, Compatibility buffer of the Code of Ordinances, and to consider adopting an ordinance providing for said amendment. The property is generally located at or about the northeast corner of Flower Mound Road and Morriss Road. (SPA 9) Thank goodness the residents were paying attention and did their research.

October 2 at 1:13am



**Our Master Plan: Strengthening the Vision: Renee Mani-Doyle** - As stated during the meeting on September 21, the history of why property is zoned ends with the Master Plan's Land Use Plan. Also discussed was pursuant to the Town's codes, property that is zoned must be in conformance with the Town's Land Use Plan. To find history of why property has certain land uses, all of the Town's historical master plans are posted online for public view, which was also discussed during the meeting. In regards to Lakeside, it has been planned as some form of commercial and/or industrial uses since 1981, predominantly due to location to the airport and access to SH 121.

A municipality's Land Use Plan drives all others (transportation, water, wastewater, etc.). If there are any changes to the Town's Land Use Plan as a result of this process, all other plans that may be impacted by those changes will be evaluated.

In regards to the Lakeside Business District, and its proximity to the airport, we have posted the Avigation Easement map for the Town, along with the companion ordinance online under the Lakeside Business District focus area. Here is Section 4 of the ordinance approved in 1984, “Any party desiring to construct any improvements which require the obtaining of a building permit and/or a certificate of occupancy on any property which is located within the area delineated as Zone "B" and/or Zone "C" on the map shall execute an Avigation Easement and Release in the form described in Section 5 of this Ordinance as a condition precedent to the obtaining of a building permit and/or a certificate of occupancy. The Avigation Easement and Release shall be filed for record in the Deed Records of Denton County, Texas, and shall constitute a covenant running with the land.”

The easement does not prevent development, but does put landowners and potential buyers on notice that planes will be flying over. For example, as you will see from the map, a substantial portion of Town between Morriss/Geauralt Road to the eastern limits of the Town and south of FM 1171 are in Zone B which requires this easement. The neighborhood behind the northeast corner of Morriss Road and Flower Mound Road, which includes Tealwood Oaks, was platted in September 1992; eight years after the Town adopted the ordinance requiring the easement. In fact, many of the residential neighborhoods in Zone B were developed after the Town adopted the ordinance. Let's be clear, this easement does not impact a landowner's ability to develop.

In fact, the City of Irving recently approved a housing development 600 yards from one of the airport's runways. Fortunately, this situation does not exist in Flower Mound. However, the story further demonstrates that development is not precluded by proximity to an airport. <http://www.dallasnews.com/...>

Finally, Avigation Easements were most recently addressed in the 1994 Comprehensive Master Plan (page 39 and 40 of the PDF). This section states, in part, “Current Ldn forecasts for DFW indicate no measurable adverse impact in Flower Mound. These forecasts are based on projections of the future mix of aircraft types anticipated to be operating out of DFW, including a higher proportion of Stage III aircraft, which are considerably quieter than many aircraft still in operation.

The section continues with “The Town is waiting for issues of noise measurements and DFW aircraft operating procedures to be clarified to its satisfaction. Meanwhile, it is desirable to limit the types of land uses in the southeastern part of Flower Mound to those which would be least adversely affect by noise from aircraft operations, unless property owners or developers can demonstrate to the satisfaction of the Planning and Zoning Commission and the Town Council that their proposed development would not be adversely affected by aircraft noise.”

Airport noise was also addressed in the 1981 Master Plan (pages 18 and 19 of the PDF). Both the 1981 plan and the 1994 plan provide historical information as mentioned above.

In the same way that aircraft technology has changed over the past 19 years, so have building codes. Building technologies have progressed in the past 19 years and one result of the State mandated energy codes is that today's homes are better insulated (doors, windows, walls), and along with newer construction requirements, work to reduce outdoor ambient noise within homes and businesses.

The supposition of a staff member is unwarranted, off topic, and does not contribute in any way to the discussion about residential land uses within the Lakeside Business District or topics discussed in this thread. If you have concerns, or a desire to further your understanding of the situation described, please directly contact the staff member(s) involved.



## **Irving City Council approves neighborhood 600 yards from D/FW Airport runway** [www.dallasnews.com](http://www.dallasnews.com)

Some say the development sounds like a terrible place to live, while others say people will move there despite its location.

October 2 at 2:42pm



**Mark Glover:** Is there, or can the Town obtain, data on the occupancy rates of the different multifamily and higher density residential options in Flower Mound? Also, how does Flower Mound compare to similar cities with the various housing types? Both would be good to understand.

October 2 at 11:17pm



**Kendra Stephenson:** These conversations should not be turned in to personal attacks. The previous poster has one view. It does not consider the rights potential business owners have to bring forward requests. In the situation above, the process worked exactly as intended. An SUP was request and an SUP was denied.

October 3 at 4:54pm via mobile



**Our Master Plan: Strengthening the Vision:** Mark Glover - The Town currently has four existing apartment complexes; Park Central Apartments (307 units), Archstone-Lexington Apartments (222 units), The Park at Flower Mound (352 units) (formally Timber Ridge Apartments), and the Marquis at Lantana Apartments (248 units).

Since there are only four apartment complexes in Town we called each complex about their occupancy: Park Central Apartments (90% - current / 95% pre-lease), Archstone-Lexington

Apartments (95.5% / 95.5%), The Park at Flower Mound (95% / 97%), and the Marquis at Lantana Apartments (96% / 89%).

More information can be obtained through Census Data; however, their website is currently shut down.

The Town has not conducted a benchmark survey in regard to housing types. Is there specific information you are looking for? For example, is the stock of housing products enough, or should it include the proportion to population, or other demographics? It would seem professionals in the residential real estate community may have data on housing options in the area. Generally, the Town has a majority of single-family detached housing. There are townhome type products in the Timber Creek area that were built in 1983-1985. The Town has four apartment complexes described above, and future housing stock will be built in Canyon Falls (predominately single-family detached), and in SPA 8 (FM 1171-US 377) which could be a variety of housing types. Projects that have been approved include: the River Walk which will have additional residential units in addition to the Park Central Apartments, the new Lakeside DFW development that will provide for various housing types, and the condominium building that was approved with the hotel project that stopped in 2008. That being said, each community's housing needs are different, and it would be difficult to draw a comparison between the Town's neighboring cities or other cities in the metroplex area. We hope this helps, please let us know if you have any more specifics.

October 8, at 2:22



**Mark Glover:** I found current data on multi-family in Flower Mound also and have essentially the same answer, that Flower Mound has about a 97% occupancy rate for apartments. This means we are essentially fully leased, with the vacancies being the time between tenants moving out and in. I suspect there is a waiting list on most complexes too. The average rent for a one bedroom apartment in Flower is \$923.

Grapevine, which has many times the number of apartments as Flower Mound, has a 95.6% occupancy rate. Their average one bedroom leases for \$892. Again, essentially full occupancy.

All the projections I read say multifamily demand will remain very high. This is due to both migration of the work force to DFW and personal preference. Home ownership is no longer the American Dream, especially with younger generations. Many that can afford to own, prefer to rent. If the Town were to do a market study, I believe it would conclude that there is much greater demand for multifamily than what is in the pipeline.

I don't have the single family numbers for other residential products, but know there is significant demand in many types of housing. An affordable downsize residential product is in high demand for Flower Mound, as stated in other posts on this site. Many that have lived in Flower Mound for decades are having to move away to downsize, once they become empty nesters.

The inventory of homes in DFW is at a 20 year low, according to an article in the Dallas Business Journal today. I suspect Flower Mound's inventory is much lower due to the desirability of our community.

Previously, I have asked, "Where do our teachers, fireman, policeman, employees, grown children, and retirees get to live in Flower Mound". There are no residential options being built below the \$350 to \$500K level. Just as important, "Where do new companies house employees in Flower Mound". Not all make this kind of money and, if they do, they may not want to buy a home immediately.

The point is that Flower Mound needs a balance of residential options to grow in a quality manner. Trends and the economy have changed since the early days of Flower Mound, when we were a bedroom community with cheap gas prices and not that much traffic congestion.

If we really want Fortune 500 Corporations, high paying jobs, and high tax base in Flower Mound, we have to adapt to current trends, work to entice these companies, and offer residential options. A young college graduate going to work for a major corporation is not going to buy a home, even if they can afford it. Mid and high level employees may not either. In fact, the trends and research shows they may not take a job with a company at all if there are not residential options very close to the office. Gen Y workers actually prefer to be within walking distance of work, restaurants and entertainment.

Corporations know this, and choose to locate where they can provide all the live, work and play requirements for their employees. Attracting and retaining a quality workforce is the big issue in this growing economy.

We don't have to put multi-family, townhomes, and active senior housing all over town. We can maintain our rural flavor and have lower density in most of Flower Mound. But if we are going to attract quality office users, lower the tax burden on residential, and have a vibrant Flower Mound, we have to have residential development near major office development.

The most successful office developments have residential, retail, restaurant, and entertainment (live, work, play) all within walking distance. Residential provides foot traffic for the restaurants, retail and office. It is a synergistic relationship and taking away one of these components breaks the synergy.

The Vision Statement for Flower Mound is a good one: The vision of Flower Mound is to preserve our unique country atmosphere, heritage, and quality of life while cultivating a dynamic economic environment. We can maintain our rural heritage, increase quality of life and attract quality economic development if we focus density to where it belongs, with office and retail development.

October 9, 2013 at 10:17pm



**Brad Ruthrauff:** Mark, what statistical proof can you provide that people who live in Flower Mound that "Home ownership is no longer the American Dream, especially with younger generations?" That is a personal opinion with no evidence to back it up. The main reason some people don't buy a home is because of credit problems, not because they don't want or "dream" to own one. Your comment that "the inventory of homes in DFW is at a 20 year low, according to an article in the Dallas Business Journal today. I suspect Flower Mound's inventory is much lower due to the desirability of our community" is misleading. If you were to complete that article facts, you would admit that the information was in relation to single family homes. To make it sound like it was about apartments is disingenuous. You also said, "Previously, I have asked, "Where do our teachers, fireman, policeman, employees, grown children, and retirees get to live in Flower Mound". There are no residential options being built below the \$350 to \$500K level. First off, the average fireman's pay is \$43,000 in Flower Mound. Second off, how do you know what people in these professions can or can't afford? I find it distasteful that you would mock these professionals by assuming they are incapable of affording a home in Flower Mound. Do you have evidence that all of the people that work in these jobs in Flower Mound do not live in a single family home? This statement, "The most successful office developments have residential, retail, restaurant, and entertainment (live, work, play) all within walking distance. Residential provides foot traffic for the restaurants, retail and office. It is a synergistic relationship and taking away one of these components breaks the synergy." If that is true, how has any of the businesses succeeded in the

Town of Flower Mound since that is not the way our town is laid out? What percentage of our towns residents walk to the retail, restaurant, and entertainment in our town? If the residents of Flower Mound wanted to live in a town surrounded by apartments that cause intense traffic delays, higher crime rates, and less tax dollars for our schools, I suspect they would have moved to those communities. But as someone who is a commercial real estate advisor who earns a living off these types of developments, it makes sense that your true concern about our community comes in 2nd to your pocket book.

October 9, 2013 at 11:04pm



**Mark Glover:** Brad, Thanks for your questions. We don't know each other or you would know that I've lived here all my life and care deeply about Flower Mound. You would also know that I research these issues daily and contribute significantly to the betterment of our community.

I would be glad to sit down with you to answer all your questions and provide sound research about all my comments. I would like to understand your perspective better as well. Please private message me and I will provide my phone number so we can set up a time to meet.

October 9, 2013 at 11:40pm



**Ken Haumschilt:** You are gonna hate me...I once lived in Malibu for free. I was a house sitter for a TV news producer when she went out of town for assignments. She was in embedded with the Army in Iraq!! I felt like my own little time share and all I had to do was feed the cat, empty the litter box, and water the plants :)

October 10, 2013 at 12:19am



**Amy Wallace:** Wow Renee Doyle...I wish I had that kind of time on my hands to find something from 2004 and on page 33 no less!!

October 10, 2013 at 3:52am



**Mark Glover:** Here are some numbers on residential housing <http://www.dallasnews.com/business/columnists/steve-brown/20131010-lower-construction-volumes-and-more-affluent-buyers-are-the-story-in-dallas-homebuilding-market.ece>

October 11, 2013 at 6:33pm



**Tom Goss:** Re: Lifecycle of our SPAs. It seems to me that we have several SPAs which are 75-80% complete with the remaining undeveloped land sitting dormant. Would it make sense make a decision that once a SPA reaches that level of completion that the SPA be abolished to allow a more creative completion of the final portion of undeveloped land. The Town will still have its Land Use Regs and Zoning to control undesirable uses but it might give more options to the development community to build out the SPA area.

September 14 at 9:38am



**Mark Glover** An acquaintance has a property in SPA 1. It has been for sale for about twenty years and has not sold. With the SPA requirements, I suspect it will sit for much longer, although I can think of some great uses that would be good for the Town and increase the tax base. I agree that some of the SPA requirements no longer make sense for a lot of the infill properties.

October 9, 2013 at 8:25pm



**Kendra Stephenson:** I've talked with residents who want the Cross Timbers and Denton Creek areas to stay in their current states. My understanding is this means no development other than what is already there. Since these areas are currently master planned and/or zoned for residential and commercial development, is this possible?

September 5 at 2:46



**Our Master Plan: Strengthening the Vision:** Kendra Stephenson - You are correct that those areas are allowed to development under the current master plan and zoning regulations. The Town has also heard a similar comment about the Cross Timbers Conservation Development District prohibiting development. That comment was among the first addressed in our frequently asked questions (linked below). The Town cannot preclude development in these areas without compensating the property owners. Obviously, there are many more implications to purchasing that much land by the Town, not least of which is losing viable commercial tax base in the Denton Creek District. Find FAQs here: <http://www.flower-mound.com/index.aspx?NID=1176>

Flower Mound, TX - Official Website - FAQs <http://www.flower-mound.com/index.aspx?NID=1176>

September 6 at 4:20pm



**Lydia Bristol:** We just moved to Flower Mound from Seattle, WA. We are in our early 30's and didn't want to buy a house right away. The apartment situation in flower mound is very strange. There are only 3 complexes from which to choose. They are also mostly at full capacity as well. Those complexes aren't located near grocery stores, parks, restaurants or even sidewalks either! It makes living here difficult. We find ourselves in Dallas most weekends. We would rather spend our money locally but there are no major shopping areas.

Also, there aren't sidewalks in most places. Coming from Seattle where walkability is key to business growth and population, Flower Mound is really lacking in this. I realize there are 30 something miles of trails, but its almost impossible to find trail maps or even find signs for where the trails begin and end and their lengths. This seems like an easy fix and low hanging fruit. Also perhaps bringing in a farmers market to somewhere like Parker Square on the weekends might really help!

I think Mark Glover has been hitting the mark with the questions he is posing on this page. I agree with his sentiments

September 3 at 10:42am



**Carol Langdon Kohankie:** Lidia,

September 4 at 12:32am



**Our Master Plan: Strengthening the Vision:** Lydia Bristol - Welcome to Flower Mound, and thank you for engaging in this process. The Town works diligently to provide residents with high-quality shopping and dining opportunities. Our major shopping centers (Highlands Ranch, Highlands of Flower Mound, Highlands Plaza, Roberston's Creek, River Walk Market) contain many of the top national brands, and we are actively recruiting other desirable retailers and restaurants. As an example, Market Street, Academy, and La Madeleine will open for business this fall. Both Lakeside DFW and the River Walk at Central Park currently under construction will also provide excellent retail and dining. We welcome your input in the retail and restaurant survey being conducted through Sept. 13 - [www.flower-mound.com/survey](http://www.flower-mound.com/survey). For a complete listing of every retailer and restaurant in Flower Mound, visit [www.livinglocalfm.com](http://www.livinglocalfm.com).

In Flower Mound, new sidewalks are installed with development projects (residential or commercial). For that reason, there are gaps in the sidewalk system on arterial and collector streets where development has not yet occurred. If the sidewalks are built prior to development, they have to be removed, and then reinstalled with the development. That said, there are gaps in the sidewalk system on arterial and collector streets adjacent to existing residential and commercial developments built prior to the current sidewalk requirements. The estimated cost of completing the sidewalk gaps adjacent to existing residential and commercial developments on arterial and collector streets is \$ 1.3M. With support from the Town’s Transportation Commission, funding to address these gaps was part of the Town’s Fiscal Year 12/13 and the proposed Fiscal Year 13/14 Budget in the amounts of \$150K and \$100K, respectively. The Transportation Commission is committed to obtaining future funding to eliminate the gaps in the sidewalk system. In short, the Town is working diligently to fill in the gaps adjacent to existing developments along major roadways.

We hope you find this information helpful, and we look forward to your thoughts on the Master Plan.

2013 Resident Retail/Restaurant Preference Survey

[www.surveymonkey.com](http://www.surveymonkey.com)

Flower Mound’s Economic Development Department is conducting a survey to determine resident shopping and dining preferences to assist with recruiting restaurants and retailers to Flower Mound. The deadline to submit your response is September 13.

September 5 at 1:15pm



**Our Master Plan: Strengthening the Vision:** Lydia Bristol - To address your statement on trails, you can find information online at the link below. The Town is currently working on an overall map that identifies the Town’s named trails (Purple Coneflower, Indian Blanket, Pink Evening Primrose, etc.) which should be ready this fall. The Town is also creating trail specific maps. In regards to markers, the Town is currently installing trail markers and has completed the Purple Coneflower Trail. In addition to markers, the Town is adding amenities such as benches, trash receptacles, pet waste stations, trail heads, and way-finding kiosks. As you can imagine all of these additions will take time to complete. If you would like additional information, please contact the Town’s Parks, Trails & Landscape Specialist, Kari Biddix at 972.874.6278.

<http://www.flower-mound.com/index.aspx?nid=795>

Flower Mound, TX - Official Website - Parks and Trails

[www.flower-mound.com](http://www.flower-mound.com)

Parks and Trails

September 6 at 11:19am



**Tom Goss:** Anyone have any ideas to put life back into Parker Square. Getting NCTC to locate a campus there was an excellent idea. What else can be done? Especially on the east side where a lot a vacant lands and parking exists. Would it be suitable for some smaller zero lot line residential?

September 2 at 2:39pm



**Kendra Stephenson:**One thing that is tough about Parker Square is the lack of night time traffic that could be helped by some type of residential component. Flower Mound has long been hesitant to implement residential that could fit into Parker Square. The type of residential that could fit into Parker Square is exactly the type of residential we need to address young professionals, empty nesters, seniors and the growing trend for residential that does not include large yards and a desire for walkability.

September 4 at 11:29am



**Mark Glover:** Parker Square was fundamentally flawed from inception. It is not in a good location, does not have adequate foot traffic with disposable income, and does not have anchor users to draw in destination traffic. Not easy problems to fix. The location part can never be fixed.

NCTC has helped, but brings problems too with all the parking requirements of students, who really don't spend a lot of money at Parker Square. This is not a real campus for NCTC, and NCTC has about maxed out in the only building they have at Parker Square. The Parker Square buildings are not well suited or cost effective to retrofit to the needs of today's college classroom and NCTC needs a real campus, like every other successful Community College District has (Collin, Tarrant, Dallas, etc).

The new private high school may have some positive impact, but is just getting started in the building they purchased. They could possibly expand to another building in time.

I agree that building dense residential (multifamily or town homes) may help, but I'm not sure there is enough land to build the quantity of residential traffic needed to support Parker Square.

The problems with Parker Square are significant and more than the Town of Flower Mound can be expected to address with taxpayer money. The market may have to sort this one out and determine what Parker Square will ultimately be.

There are lessons to be learned for the Master Plan Revisions from Parker Square. These type of projects need to be in high traffic locations, have residential components to provide foot traffic, and have anchor tenants to draw in traffic with disposable income.

September 5 at 8:01am



**Rubyann Darnell:** Without visibly signs, I've never known what kind of stores are there, although from time to time I have driven through just to see. After doing that a few times I gave up.

October 17, 2013 at 4:42pm



**Mark Glover:** The Lakeside Business District was Master Planned as campus commercial, which has not occurred in the US or DFW Metroplex in over twenty years. The vision was that south 2499 area would fill in like Legacy in Plano did with corporations like Frito Lay, JC Penney, and EDS decades ago. For the most part, what has developed is a warehouse and industrial district, along with a lot of vacant land.

Fortune 500 office users require a complete development with high end office space, retail, restaurants, entertainment, and residential options within walking distance. Successful office developments that have been built and are being built have the live, work and play elements that employees require. Corporations recognize that they need to provide these amenities to attract and retain a quality workforce.

If Flower Mound is to compete for Class A Office Developments in the Lakeside Business District, it has to allow for complete developments with retail..., restaurant and residential components - all within the same development. Currently, the residential component is not allowed for in the Master Plan.

Here are some excerpts from reports and news media that support this requirement:

- Generation Y resists working in isolated office-park campuses, which require a car for the commute. 2013 Emerging Trends in Real Estate, Urban Land Institute
- Companies making decisions about where to locate today are focused on where talented young workers want to be instead of—as in the past—where CEOs want to live. Shifting Suburbs, Urban Land Institute, 2012
- Employers care about where their employees will shop, eat, and live. Office tenants can be enticed by retail and restaurant offerings and residential opportunities. Shifting Suburbs, City Centre, Houston, Urban Land Institute, 2012

- Office tenants want to see the amenities, such as retail, the trails and the lake, in an office campus," Lucy Billingsley said. "They want a quality environment for their associates." Dallas Business Journal, Why there's a growing number of DFW Corporate Campuses
- "...companies want to set up shop in an interactive, dense environment with a variety of apartments, retail and restaurants to support the employment base", according to Jim Manskey. Dallas Business Journal, Why there's a growing number of DFW Corporate Campuses

August 27 at 8:46am



**Paul Stone:** I agree with Mark Glover and have, in fact, submitted information directly to staff regarding the resurrection of the concept of a Lakeside Shuttle as proposed by the 2008 Transportation Commission during the MP Thoroughfare Plan update. As Tim Trotter stated, "The time is just not right". Well, I offer with the way the TXRail project is moving, NOW may be the right time.

August 20 at 5:17pm



**Tim Trotter:** Yes, Paul Stone, many things have changed since that last review in 2008. We now have residential going into Lakeside. We have Dart just a little over a year away from rail service into DFW Airport. We have the TRE planning a station in Grapevine. A shuttle from Lakeside and south Flower Mound into the DFW Dart station and the Grapevine TRE station makes alot more sense now. Good things do come to those of us who wait for plans to come into play. This is definitely worth looking into with these changes that have taken place over the last few years.

August 20 at 8:17pm



**Our Master Plan: Strengthening the Vision:** Paul Stone and Tim Trotter - Thank you for the comments. We posted information online for the 2009 Master Transportation Plan Update. We would like to hear more thoghts on this topic. Please visit the Our Master Plan project page at <http://www.flower-mound.com/index.aspx?NID=1200>.

Flower Mound, TX - Official Website - 2009 Transportation Plan Update

[www.flower-mound.com](http://www.flower-mound.com)

2009 Transportation Plan Update

August 22 at 12:10pm



**Mark Glover:** I heard at one of the recent Town meetings that there are not any residential products that have been permitted or are planned below the \$350K price level. I have also heard that Flower Mound needs balance from several leaders in Flower Mound, which I agree with. My questions are: Where do our 20 something year old kids, teachers, fireman, policeman, nurses, and others live if they can't afford a \$350 - \$550K home or town home? We need them in this community too. Also, where are the people that will work in the developments coming online going to live? Where do the Baby Boomer move if they want to downsize to eliminate yard work, maintenance, and that home that is too large for them now?

August 20 at 5:00pm near Flower Mound



**Becky Pearce:** I completely agree Mark. We love living in FM but we have neither the means nor the desire to live in a \$350k house. I certainly don't want to see a lot of apartment complexes dropped into town, but I think it's reasonable to expect there will at least be some homes in the \$225+ range.

August 21 at 9:23am



**Kim Schoen Wall :**Interesting discussion to have. It would be interesting to see a complete breakdown of homes in Flower Mound by size and price. Because while I see your point, I also can't help but wonder what would happen to the prices of existing homes in those price ranges. Like, why would someone want to buy an existing \$200,000 home when they can get a brand new one and pick out all their "new stuff"? I would wonder what would happen to those older existing homes, the ones we would want fresh new blood to come into and pour into their new starter home all their creativity and sweat LOL. It seems like people would still want those homes even though they might take more work, to get into our great city with its great schools, but I'm not sure what would happen to those starter homes when there are homes out there for the same price that don't require any work? Again, just trying to think out loud LOL. I know people who are currently in that downsizing mode and have moved from an over \$300,000 home to smaller but they didn't have any problems finding anything, but time may play that out differently....again, would be a good discussion!

August 21 at 9:24am



**Our Master Plan: Strengthening the Vision:** Mark Glover, Becky Pearce, and Kim Schoen Wall - This is a great discussion and thank you for participating. One of the purposes of a Master Plan is to balance land uses (industrial, retail, office, residential, etc.) and the Town is preempted by federal law from considering home pricing in land use decisions. Price points for homes, and how

new and existing homes are bought and sold, is determined by the market. Again, a master plan aims to provide balance among land uses in order to diversify value. Addressing needs for empty nesters, and seniors was a topic of the 2006 Master Plan Update Steering Committee, and you can review their report at <http://www.flower-mound.com/index.aspx?NID=1177>. The link is at the end of paragraph five.

Examining the Town’s residential products is important. How diverse should the Town be, and how would you suggest prioritizing the housing types, and their location in Town?



Flower Mound, TX - Official Website - Historical Master Plans

[www.flower-mound.com](http://www.flower-mound.com)

Historical Master Plans

August 22 at 12:14pm



**Kim Schoen Wall:** Being close to an empty nester situation myself, one area I see more deficiencies in is not so much in price, but home types. We do not have many one story homes. I recently had a friend looking to downsize into a one story home and they literally could not find anything that didnt require a lot of work (older home) here in Flo Mo. They ended up building up in Prosper. People are willing to do that kind of work for their starter homes, but it's different once you get up there in age and need to downsize for economic or health reasons where you definately need a one story. Just a thought.

August 22 at 12:47pm



**Our Master Plan: Strengthening the Vision:** Kim Schoen Wall - That is an interesting thought. Like home pricing, the development of single-story vs. two-story homes are market driven. That in mind, is this a large enough issue to address with this review of the Master Plan? If so, since the land use plan dictates density through minimum lot sizes (i.e. 10,000 square foot lots = Medium Density), how should the Town capture this market in addition to what Mark Glover and Becky Pearce describe?

August 22 at 4:22pm



**Kim Schoen Wall:** Wish I knew the answer :-). I only know that we are losing residents because of this issue. I live near that Villa Maura (sp?) subdivision going in on Simmons. We were led to believe those homes were more geared towards older folks who didn't want to keep up yards. But

the houses going in all look like more two stories which makes no sense. I can pay someone to keep up my lawn, I can't pay someone to carry me up and down stairs LOL. We have a few years left before we are ready for our downsize, but when it happens, I recently saw a great subdivision in High

August 22 at 4:37pm



**Kim Schoen Wall:** land Village with almost all one story homes. We will probably have to head north when the time comes as there isn't many options here :-)

August 22 at 4:38pm



**Mark Glover:** I have sat down with over thirty residents in the last month to discuss a variety of issues and needs in Flower Mound. We are collecting citizen input for Southgate At Flower Mound.

I keep hearing the same story, Flower Mound needs a residential product for Baby Boomers to down size. It needs to cost 250K or below, be low maintenance, one story, and could be zero lot line.

An old Flower Mound friend of mine just bought a similar type home up on 380 near Prosper and had to move out of the area because Flower Mound does not have this option.

I also hear that we need residential options for young professionals a lot. They want more of a live, work and play development, but the residential piece needs to fit their budget.

Younger to middle aged families will probably continue to gravitate to our existing housing inventory and the products that are coming on line. There are plenty of buyers in this group as well, and this is why many homes are closing within days of going on the market.

We are doing market studies by the best consultants we can find to validate what we are hearing. But we definitely believe that the Master Plan should allow residential options in the Lakeside Business District. Successful office, retail, and restaurant development will not occur without the "live" component of the live, work and play developments that the market demands.

I can't think of a better location in Flower Mound for this type of residential option.

August 30 at 8:48am



**Kim Schoen Wall:** I have friends that had to go to Prosper as well to find what they were looking for in a one story home when they downsized. I've always said that Flower Mound is an incredible

place to raise a family. We just need some focus on also making it a great place to continue to live AFTER you have raised your family :-)

August 30 at 8:58am



**Debbie McClour Osborne:** Mark, I so agree. My husband and I want to downsize from our 3,000 sq. ft. home, but we haven't been able to find a size we like in a decent neighborhood.

August 30 at 12:20pm



**Kristina Smith-Payne:** There are plenty of homes in Flower Mound (not new construction) available below \$350k. Stone Hill Farms is a wonderful neighborhood with over 500 homes, most valued below \$350,000.

September 13 at 5:50pm



**Renee Mani-Doyle:** <http://realestate.msn.com/massive-rent-increases-to-continue>



### Massive rent increases to continue - MSN Real Estate

realestate.msn.com

The average annual increase of 3.9% is outpacing inflation and income growth. Will renters be priced out of many cities?

October 10 at 9:48am



**Mark Glover:** An article in the Dallas Morning News this week reinforces the point about the shortage of housing options, especially below the \$350K mark. This includes existing home inventory which is at a 20 year low, by another article in the DMN. [http://www.dallasnews.com/...](http://www.dallasnews.com/)



**Lower construction volumes and more affluent buyers are the story in Dallas' homebuilding market**

[www.dallasnews.com](http://www.dallasnews.com)

New home construction in North Texas is still running less than half of what it was before the recession.

October 11 at 6:26pm



**David Magee:** Lewisville ,carrolton , Denton grapevine.

October 11 at 7:52pm



**Mark Glover:** Gas prices and traffic congestion are changing lifestyle preferences. Younger generations and Baby-Boomers alike prefer complete developments that offer live, work and play amenities. Large corporations recognize this trend, and are selecting office locations where employees can avoid long car commutes. Availability of a transit system is also on the checklist of corporations when selecting office locations. Flower Mounds southern border will be approximately three miles from the DFW Airport TEXrail Station scheduled to open in 2016. <http://www.texrail.com/>.

The previous Master Plan considered a loop around the Lakeside Business District where commercial developments like Lakeside DFW and Southgate At Flower Mound could move employees to and from the transit stations at DFW. This would be an asset to bringing corporate office users to Flower and lower traffic in the business district. This transit loop should be considered with this Master Plan revision. It would also be an amenity for citizens that want to ride the rail to Maverick games, The State Fair, and other events in the Metroplex.

[TEX Rail | Home](#)

[www.texrail.com](http://www.texrail.com)

August 17 at 12:19pm near Flower Mound



**Tom Goss:** Good idea Mark. I would suggest also extending the loop thru Lakeside DFW

August 20 at 3:23pm



**Mark Glover:** Tom, I recommend running it throughout the Lakeside Business District. There was a loop exhibit in the previous Master Plan Review, but it did not make that Master Plan Update. I have a PDF copy of it, but not sure how to post here.

August 20 at 5:07pm



**Kendra Stephenson:** Mark, I'd love to see that. Not sure how to post it though.

August 21 at 9:11am



**Our Master Plan: Strengthening the Vision:** Tom Goss, Mark Glover, and Kendra Stephenson - Thank you for the comments. Information on the 2009 Master Transportation Plan is posted online at the link below. The loop though the Lakeside Business District is in the staff presentation. Paul Stone has also commented on this and we would like to hear more. <http://www.flower-mound.com/index.aspx?NID=1200>



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2009 Transportation Plan Update

August 22 at 12:18pm



**Kendra Stephenson:** Thanks for posting the presentation. It is certainly worth looking at this. It should be a potential benefit for major businesses that are looking a relocating to FM. Easy airport access might help overcome the advantage Grapevine has built with the hotels and shopping adjacent to the airport.

I've also heard of a few FM residents that utilize the Carrolton DART station for part of their downtown commute.

August 22 at 12:48pm via mobile