

# **The Wilson District**

**March 07, 2017**

**City Council Hearing**

# Our Objectives for this Project

- Rezone from AG to a Planned Development (PD) in the form of a **Form Based Code**
- Set the stage for future development using an urban grid of streets that encourages logical incremental growth through multiple develop opportunities over time

# Property Map



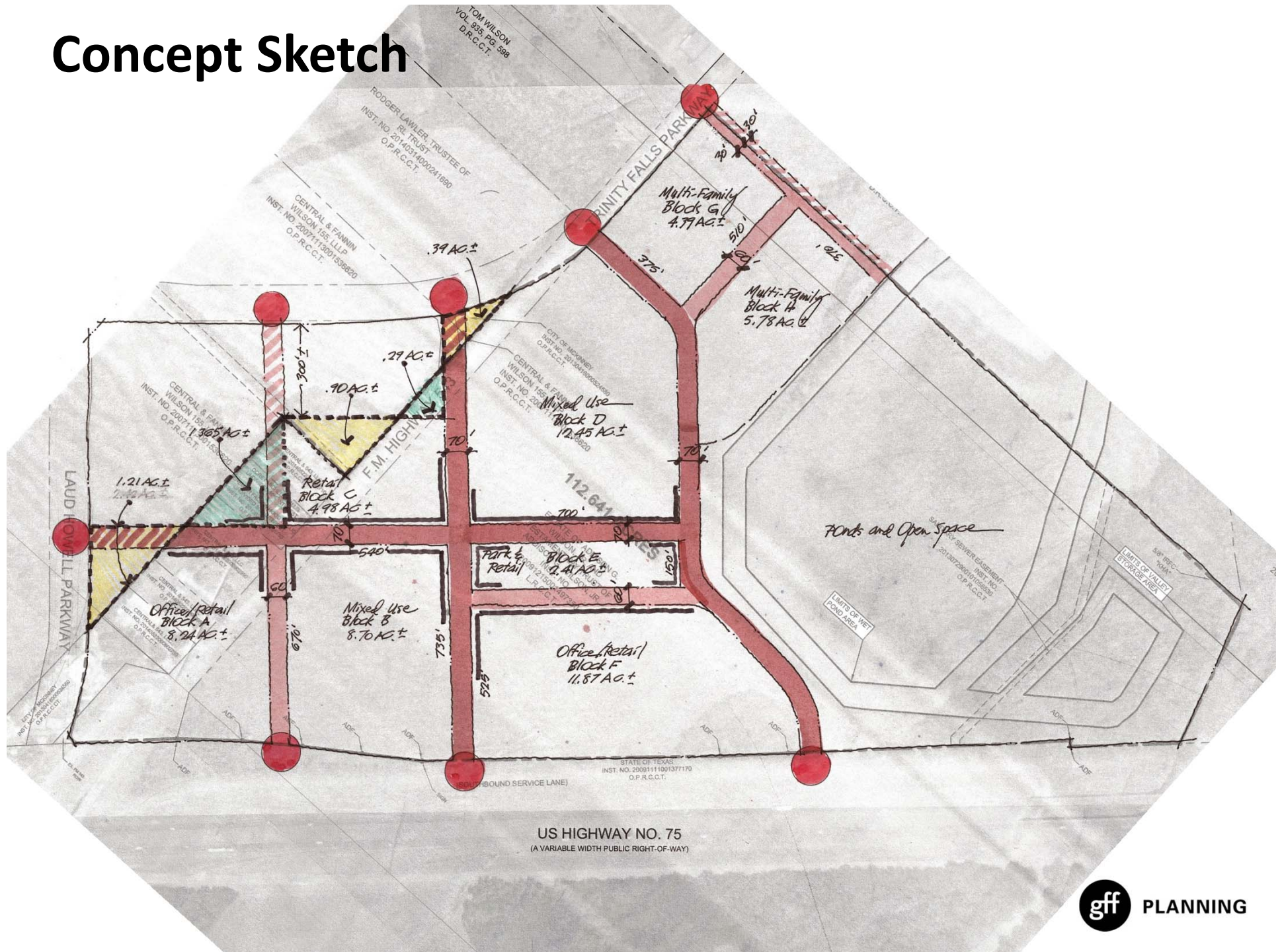
# Median Breaks/Curb Cuts



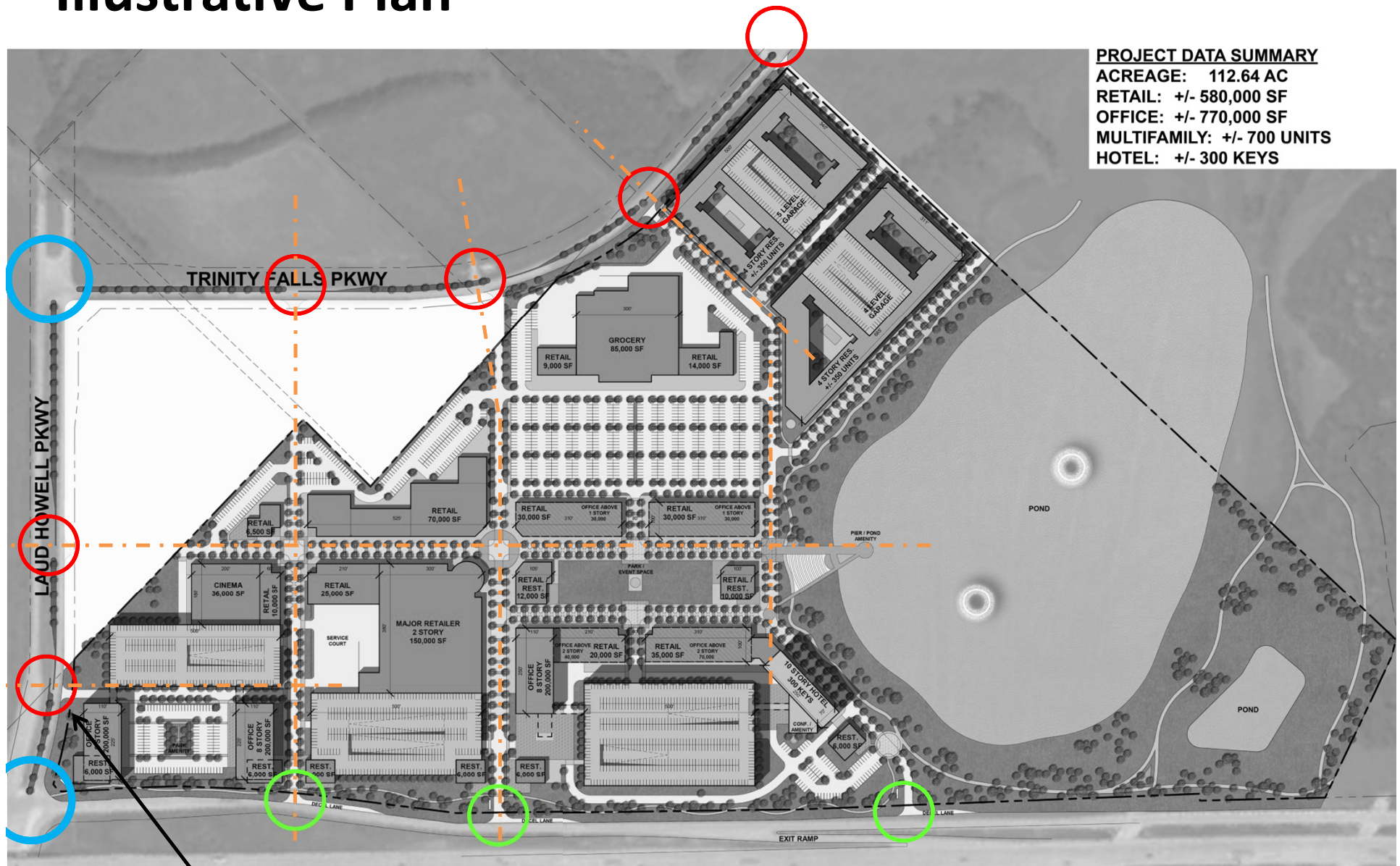
# Providing an Urban Grid



# Concept Sketch



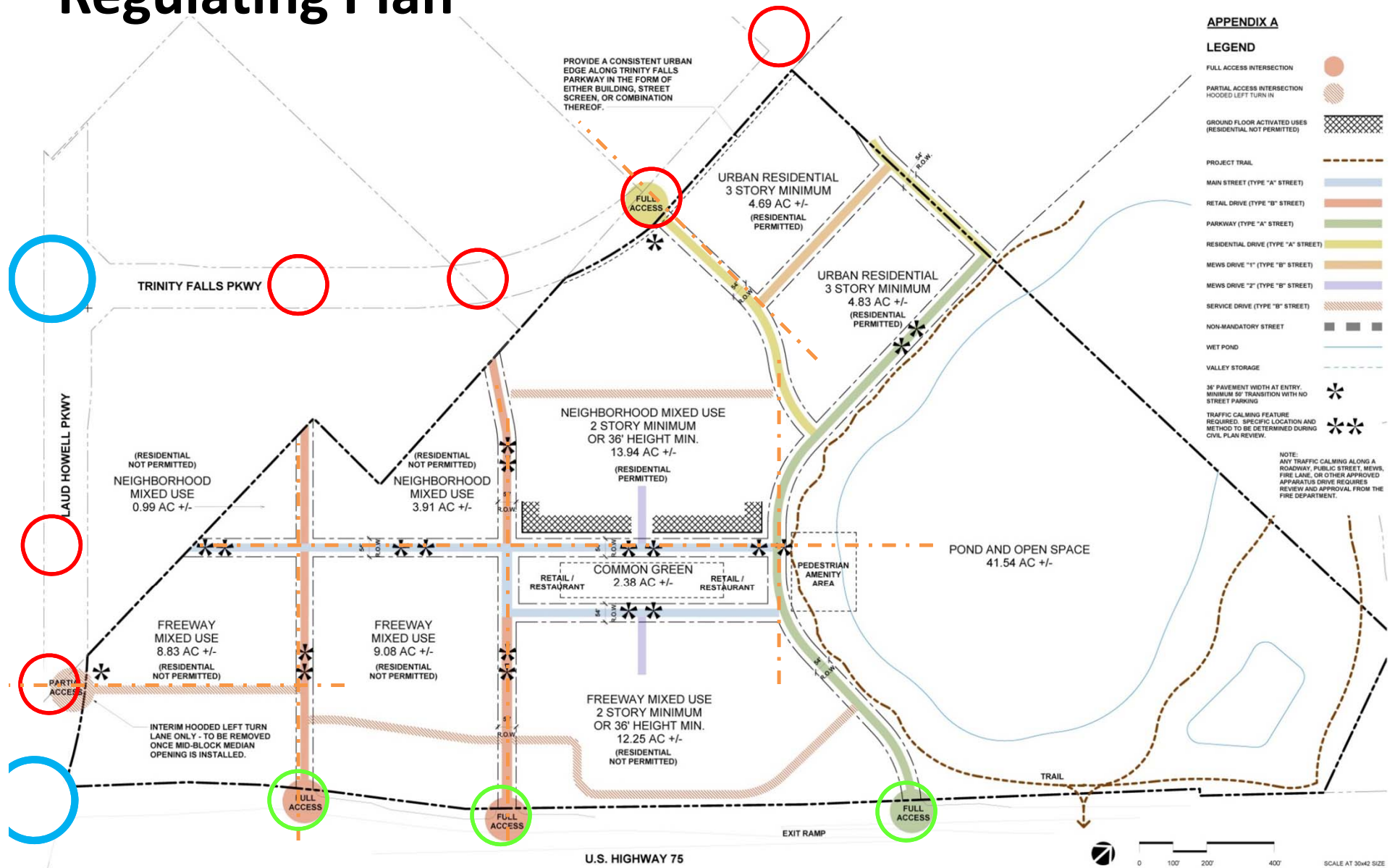
# Illustrative Plan



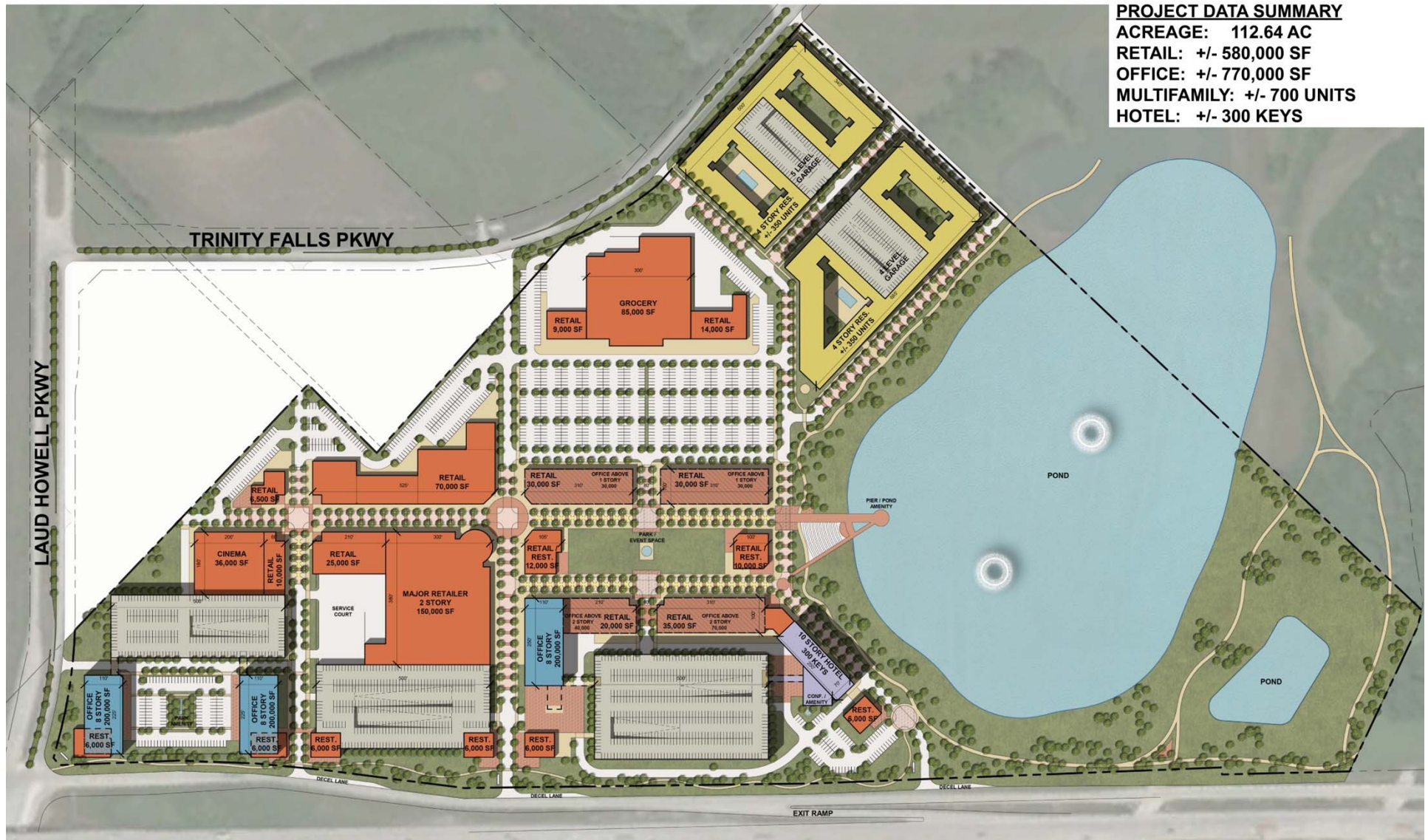
**PROJECT DATA SUMMARY**  
ACREAGE: 112.64 AC  
RETAIL: +/- 580,000 SF  
OFFICE: +/- 770,000 SF  
MULTIFAMILY: +/- 700 UNITS  
HOTEL: +/- 300 KEYS

**Interim Hooded  
Left Turn**

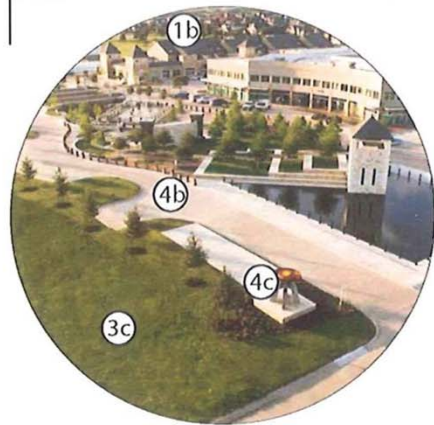
# Regulating Plan



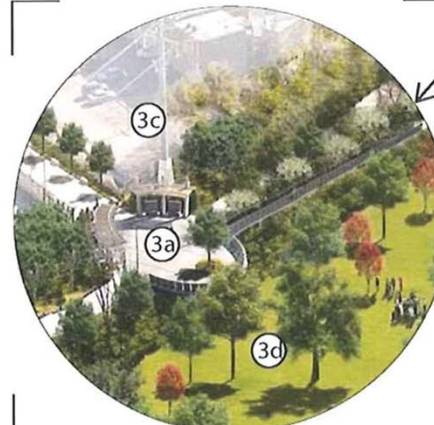
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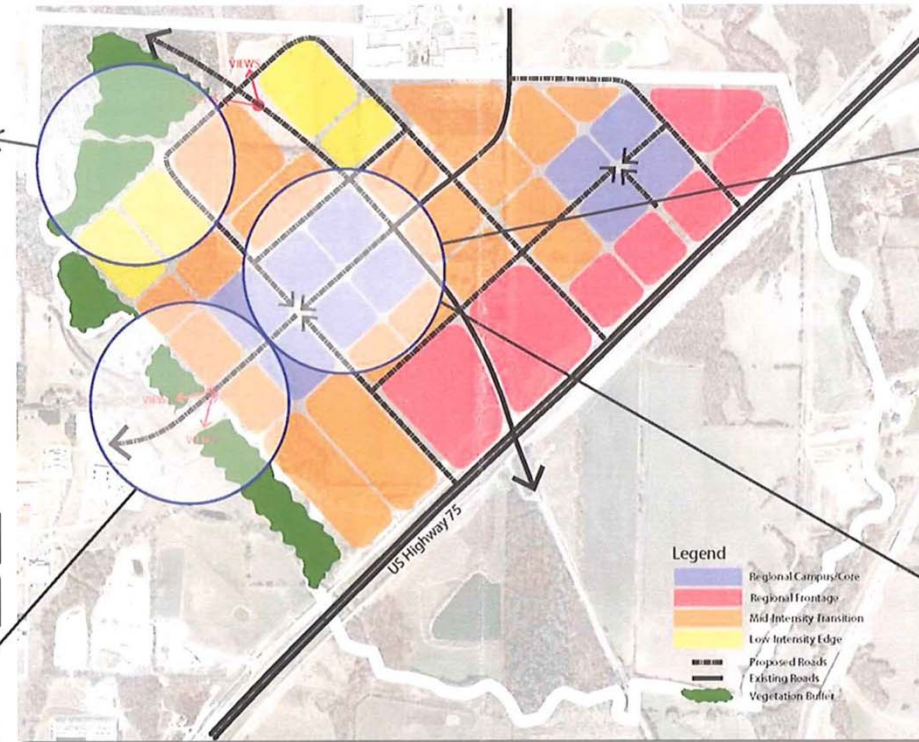
# Place Type Planning Principles: Regional Commercial



**Principle Illustration: Principle 1 | Principle 3 | Principle 4**  
The regional commercial character plan illustrates the need for appropriate transitions from the activity center core to future adjacent residential uses. Building heights, massing, juxtaposition, public spaces and view corridors should be used to help break up the intensity of development and functionally disperse the level of activity from the commercial center to surrounding, lower-impact developments. The image above/below provides an example of this concept (Principle 4b) by using public space and building heights. As well, rooflines along the periphery of the development are pitched in nature, which helps to provide continuity from the residential uses to the commercial uses.  
Image Information: Castle Hills, Lewisville, TX.



## Regional Commercial Character Plan



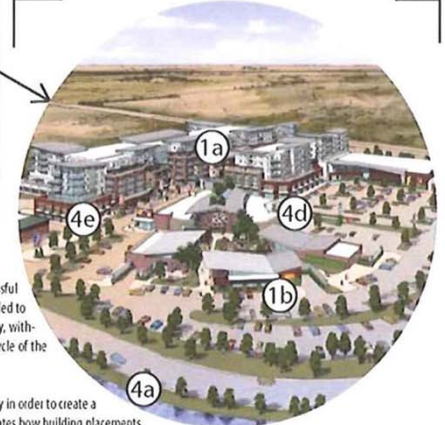
**Principle Illustration: Principle 3**  
Given the unique environment of the Northwest Sector, important natural features should not only be retained, but maximized to promote the appeal of the area. In particular, any future regional commercial campus should utilize natural features to create a regional amenity that leverages the natural heritage of the area to attract commercial activity (Principle 3a, Principle 3d). Specifically for the regional commercial focus area, open space amenities should seamlessly interact with and create synergy between the City's Hike and Bike Trails Master Plan, the neighboring mixed use opportunity (focus area), and the regional veloweb. The image above/below provides an example of this concept for which a regional natural feature serves as an extension of the commercial footprint and thus encourages activity rather than an inaccessible, yet preserved natural feature.  
Image Information: Lee Park – Snyder's Union Connector at the Katy Trail, Dallas, TX

**Principle Illustration: Principle 1 | Principle 4**  
Establishing a regional presence and supporting critical mass is crucial for realizing a successful regional commercial development. Without critical mass, the necessary residential activity needed to support a rich mix of retail, employment, civic, and service users cannot be achieved. Conversely, without commercial variety, the campus cannot cater to different user groups throughout the lifecycle of the day; something that can be detrimental to success.

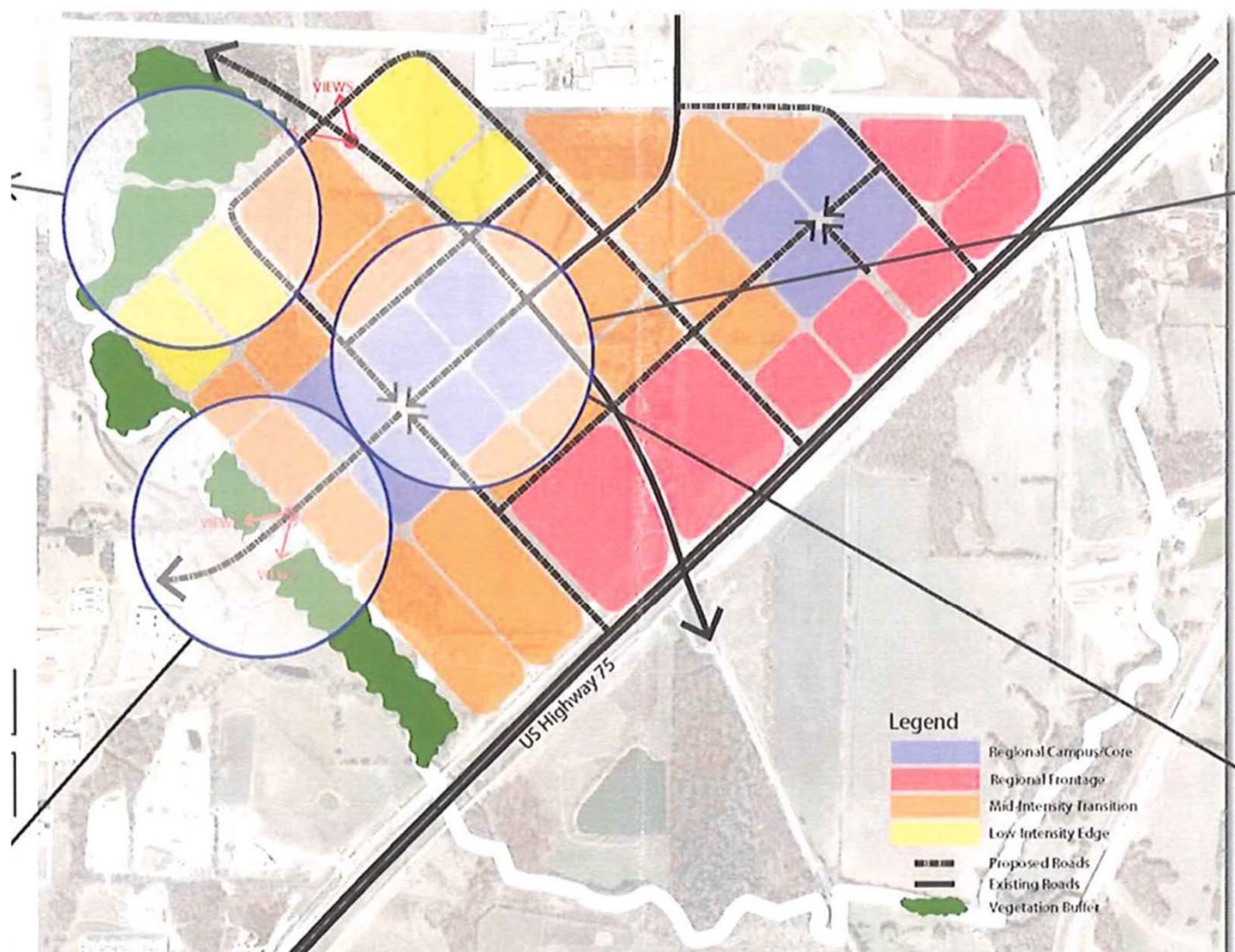
The frontage of the commercial campus should address the regional visibility of a major highway in order to create a distinct entryway and identity for the area (Principle 1b). The image shown above/below illustrates how building placements and massing along the campus frontage appeals more to vehicular movements, but functionally transitions to the internal commercial development in order to address multiple users and scales. Given the size of the regional commercial focus area, the development footprint should seek to establish complementary campus cores that work in synergy with each other and seek to create an active pedestrian environment.  
Image Information: Kingwood Parc City Center, Kingwood, TX



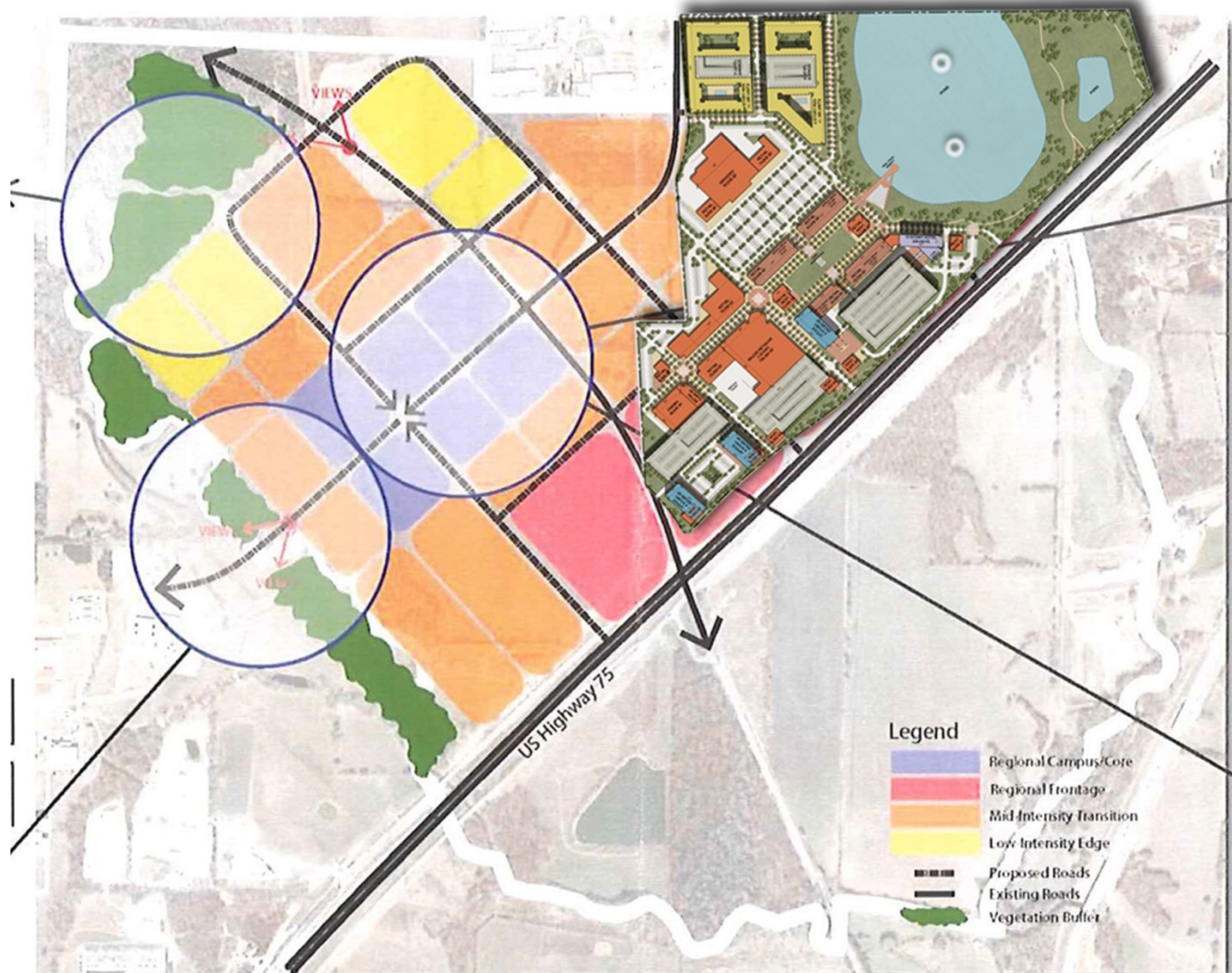
**Principle Illustration: Principle 2 | Principle 4**  
As the commercial campus transitions from the regional frontage to the center of the campus, the placement and relationship of the buildings should seek to address pedestrian movements and activity. In this regard, urban design elements should be thoughtfully integrated into the development at the street level in order to create character and a quality sense of place. The images above/below illustrates enhanced pedestrian crosswalks, buffered sidewalks, and parallel parking to separate pedestrians from vehicular movements. Buildings are pulled up to the street and include transparency at the street level for visual appeal.  
Image Information: Victoria Gardens, Rancho Cucamonga, CA



## Regional Commercial Character Plan



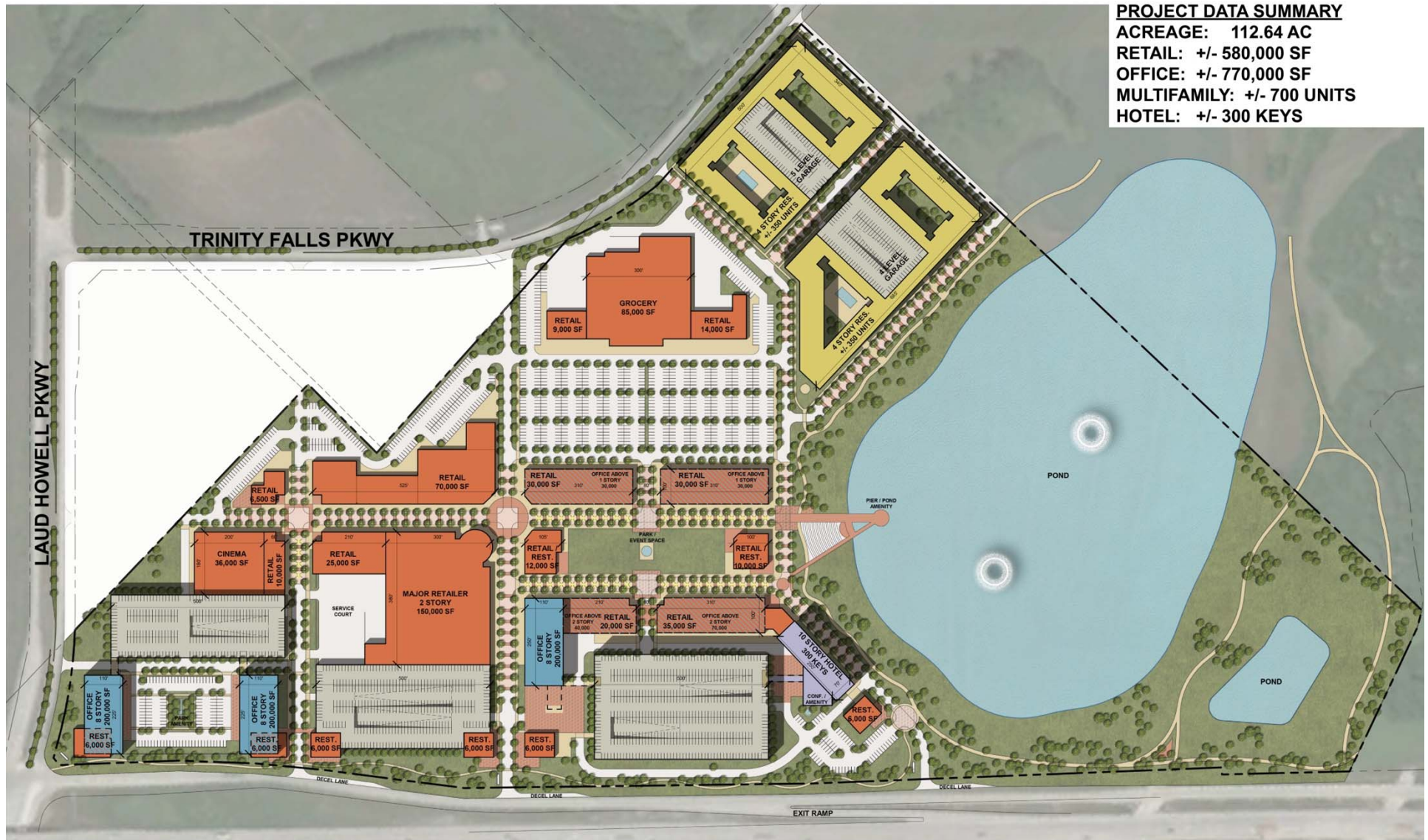
## Regional Commercial Character Plan



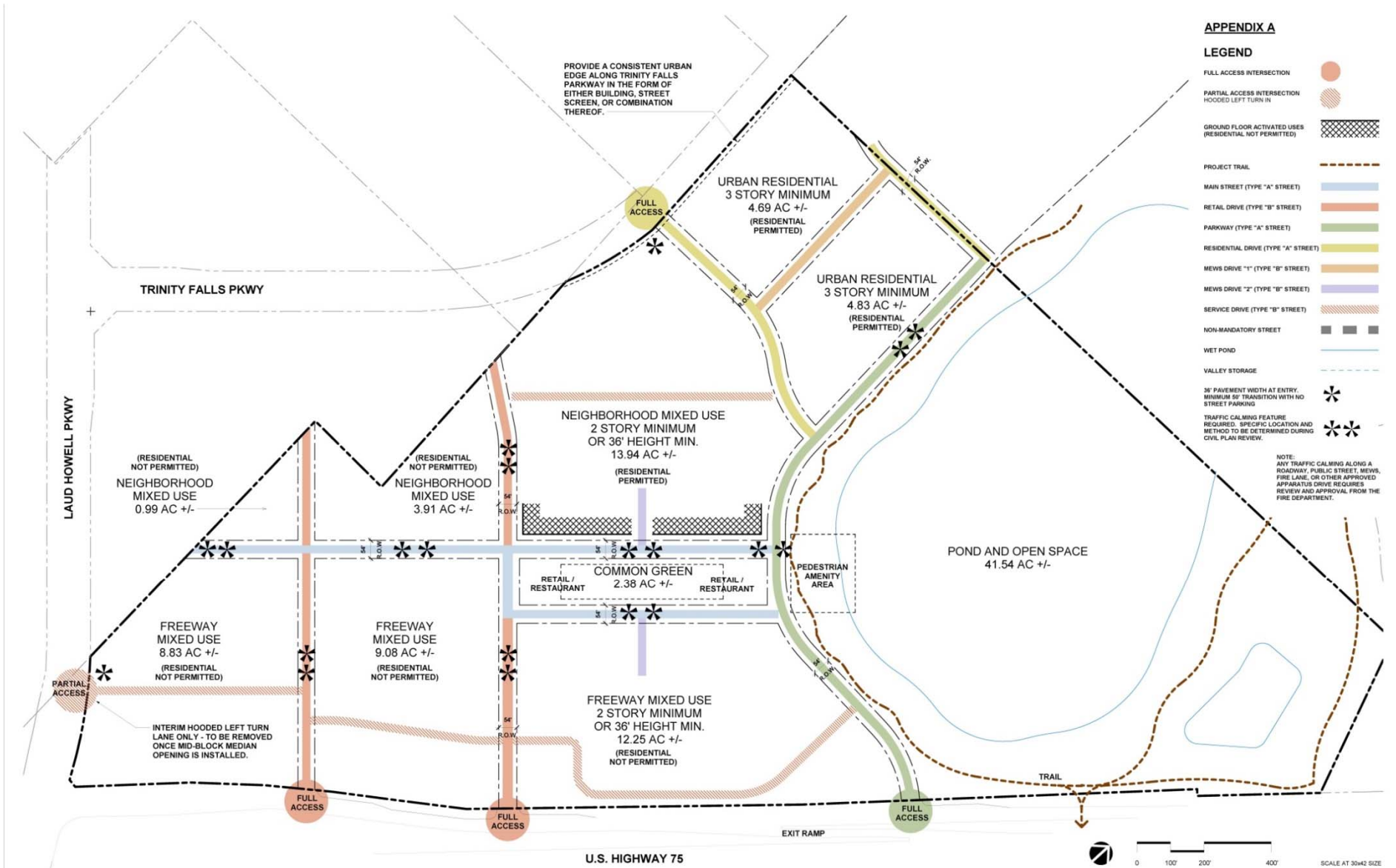




# Illustrative Plan



# Regulating Plan



# **The Wilson District**

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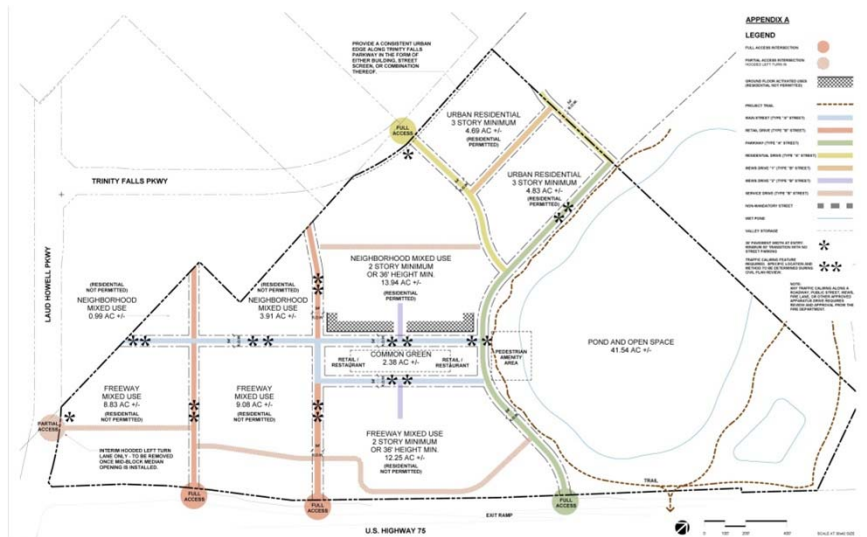
# Wilson District Code –

## Page 4

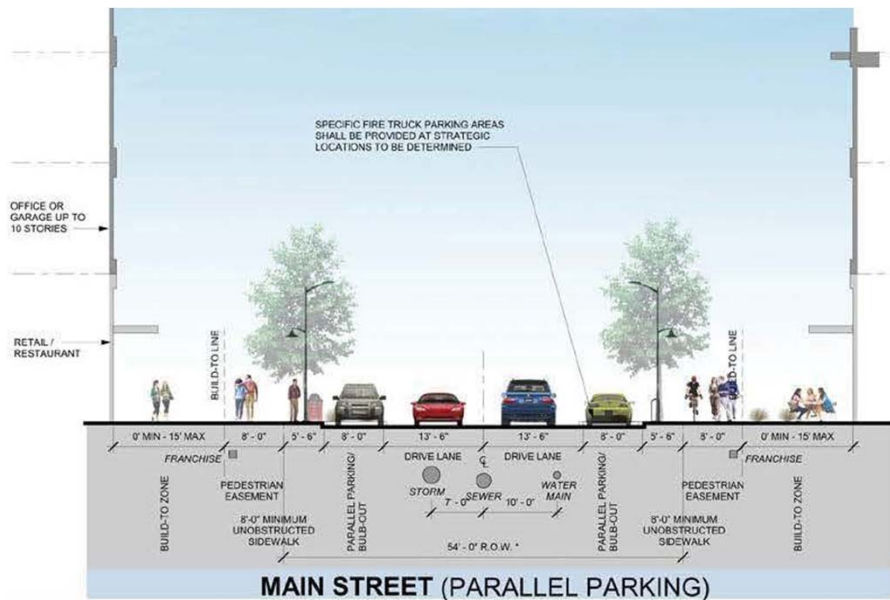
Table 3.1 Minor Modification Thresholds

<i>Standard</i>	<i>Minor Modification Threshold</i>	<i>Comments</i>
Area/boundary of Sub-District (including any Mandatory Civic/Open Spaces)	No more than a 20% change (increase or decrease) in the area of any Sub-District, within the Wilson District (aggregate or per block). *  *Based on current District boundary	<ul style="list-style-type: none"> <li>• Shall not eliminate any Sub-District</li> <li>• 20% measurement shall be based on the total area of that specific Sub-District within the entire Wilson District</li> </ul>
Location of any street depicted on the Regulating Plan	Location shall not move more than 150' in any direction.	<ul style="list-style-type: none"> <li>• Shall maintain the connectivity intended by the Regulating Plan</li> </ul>
Building Form and Development Standards		
<ul style="list-style-type: none"> <li>• Build to zones/setbacks</li> </ul>	No more than a 20% change in the maximum or minimum build to zone or setback.	
<ul style="list-style-type: none"> <li>• Building Frontage</li> </ul>	No more than a 15% reduction in the required building frontage along each block of a Type 'A' Street	
<ul style="list-style-type: none"> <li>• Street Cross Sections</li> </ul>	Cross sections of new streets may be adjusted with respect to number of lanes, lane widths (while still maintaining the Fire Code minimums), on-street parking configuration, pedestrian accommodation, and street tree planting	<ul style="list-style-type: none"> <li>• Any changes in the street cross sections shall be based on specific development context as approved by the City such as vegetation, natural features, drainage, and fire access and is subject to approval by the City.</li> </ul>
<ul style="list-style-type: none"> <li>• Street Sections</li> </ul>	No more than 5 feet in height	

# What makes a quality project?

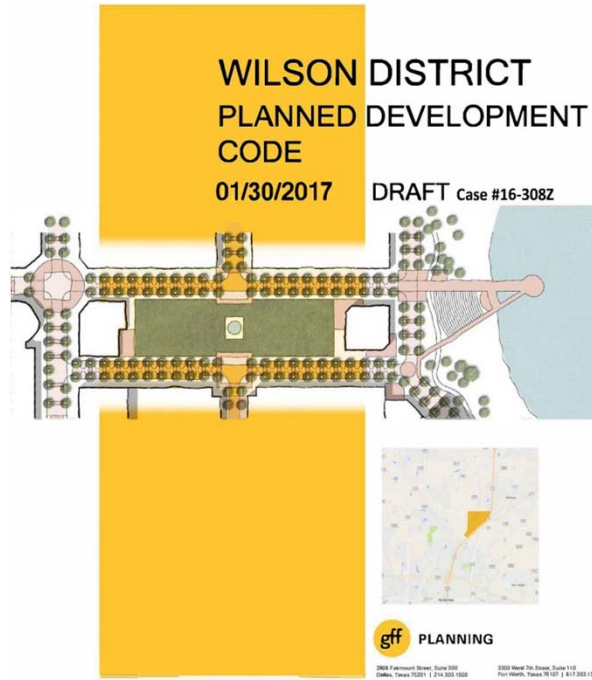


- Regulating Plan
  - **Flexibility** of use and site development to respond to the market



- Design of the Public Realm
  - Predictability** of public space and infrastructure

# What makes a quality project?

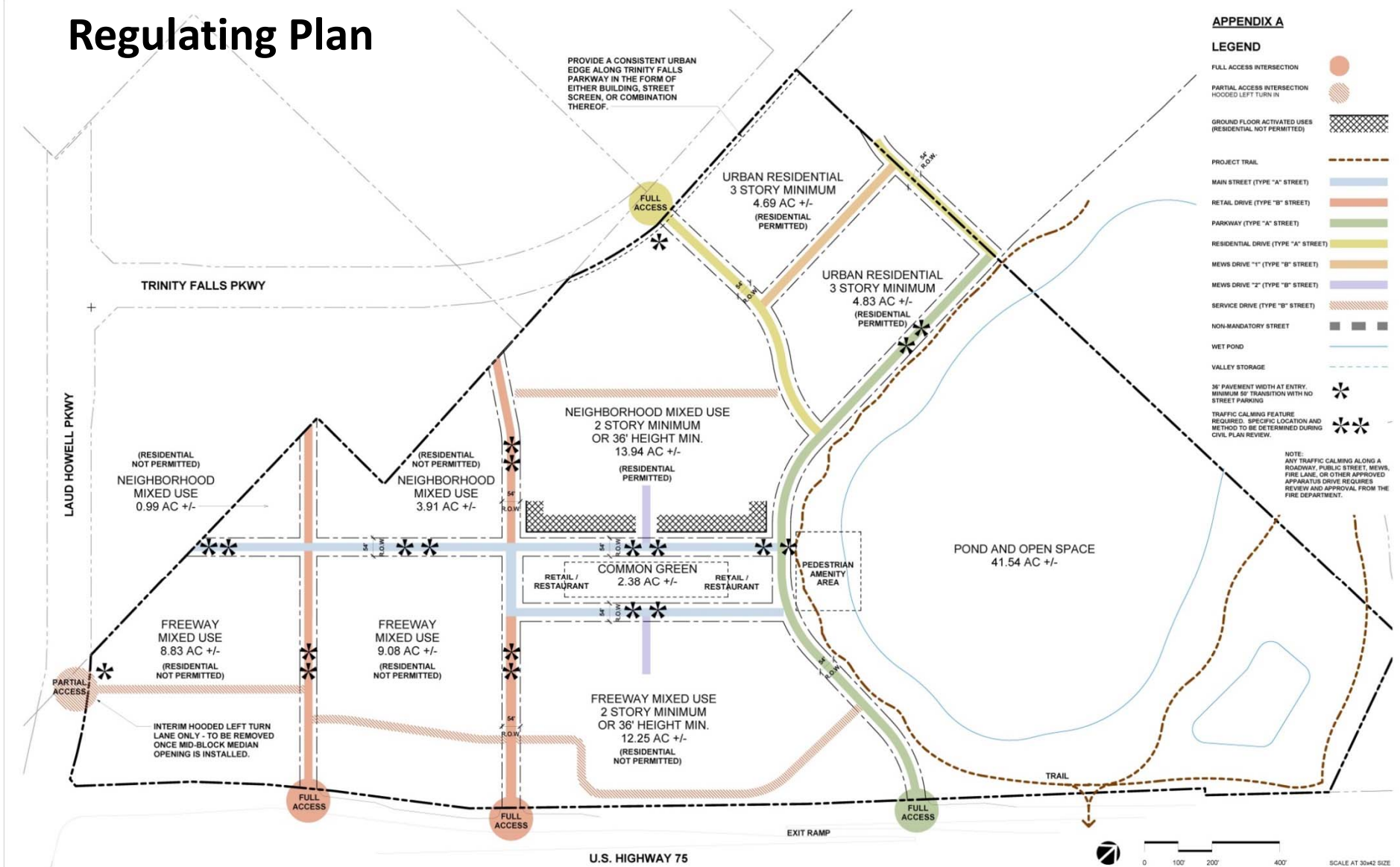


- Code (Form Based)
  - Establishes how buildings address site and relate to each other
  - Establishes matters of form and quality
- MTC Zoning “First Cousin”



# What makes a quality project?

## Regulating Plan



- **Design of the Public Realm**



## Roadway width and Parking

- Building position on site

# What makes a quality project?

## • Design of the Public Realm

### Section 10. Civic/Open Space Standards

10.1 The design of Civic/Open Space shall be regulated by the Civic/Open Space standards herein which shall create a network of open spaces that recognizes the natural qualities of the area while providing a range of both passive and active recreational opportunities. These opportunities may be accommodated in a variety of spaces ranging from large regional parks to neighborhood-scaled plazas. The open space network will be serviced by an interconnected network of trails and paths for pedestrians and bicyclists alike.

Open Space requirements

### 10.2 Open Space Standards – Common Green



Ancillary Building Location & Compatibility

How it is used

The required open space, Common Green, as designated on the Regulating Plan, will create an important public space that connects the community within the Wilson District and allows for active and passive recreation. Common Green shall primarily be urban landscaped with many places to sit on benches or low walls. Appropriate civic elements, café tables, water features, arbors, amphitheater space or open shelters may be included. No more than 25,000 sf of building area is permitted.

#### Typical Characteristics

##### General Character

Large, open space

Spatially defined by landscaping and building frontages

Paths, trails, open shelters, lawns, trees and shrubs

##### Location and Size

Location and size shall be as shown on the Regulating Plan (Appendix A).

##### Typical Uses

Passive, and unstructured active recreation

Casual seating/picnicking

# What makes a quality project?

- **Wilson District Code (Form Based) – Schedule of Uses**

## 6.2 Schedule of Uses:

Table 6.1 – Schedule of Uses

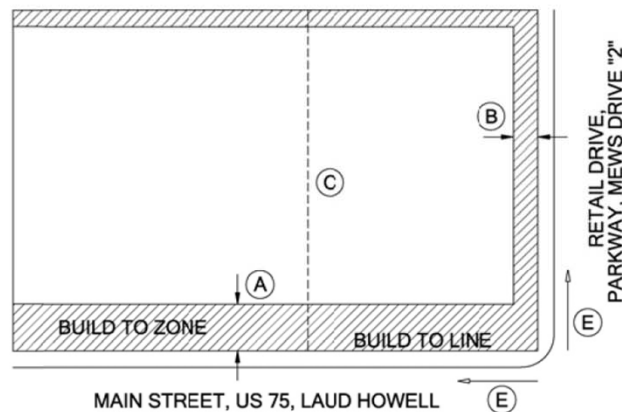
	Sub-District	Urban Residential Mixed Use	Neighborhood Mixed Use	Common Green	Freeway Mixed Use
<b>Land Use</b>					
<b>Commercial Type, Retail, &amp; Service Uses</b>					
Bait shop					
Bakery or confectionery (retail)	P	P	P	P	P
Bakeries (wholesale)					
Banks and financial institutions		P			P
Barber or beauty shops	P	P			P
Building materials sales or monument sales					
Carpentry or sign shop					
Cleaning plant (laundry)					
Cleaning shop and pressing (small shop and pickup)	P	P			P
Department or discount store		P			P
Drug-store or pharmacy		P			P
Exterminator					
Farmers Market		P	P		
Florist or garden shop	P	P			P
Field Office or real estate sales office	T	T	T	T	T
Food stores, groceries		P			P
Frozen food lockers					
Funeral homes and mortuaries					
Furniture sales			P		P
Greenhouse or plant nursery			P		
Hardware store (paint, plumbing and related sales)			P		
Heavy machinery sales and storage					

# What makes a quality project?

## • Wilson District Code (Form Based) – Building Placement Standards

### Freeway Mixed Use

#### 7.1.1 Building Placement



REFER TO SECTION 9 ROAD SECTION FOR BTZ LOCATION

<b>Build-To Zone (BTZ)</b>		
Front (Main Street)	0 – 10 feet	(A)
Front (Retail Drive)	0-10 feet	(B)
Front (US 75)	10-100 Feet	(A)
Front (Laud Howell)	10-60 feet	(A)
Front (Intersection of US 75 and Howell)	20-60 feet	(A)
Front (Parkway)	0-10 Feet	(B)
<b>Setback</b>		
Side (from property line)	0 feet (see #1)	(C)
<b>Building Frontage</b>		
Building Frontage required along all street BTL	50% Main Street, 50% along Retail Drive, Parkway	(E)
Building Frontage required along US 75, Laud Howell	0%	(E)

#### 7.1.2 Building Height

##### Principal Building Standards

Building height	Max height 20 stories/270 feet
First floor to floor height	14 feet min. for ground floor Retail Ready as depicted in the Regulating Plan. 10 feet min. for garages and other uses
Upper floor(s) height (floor-to-ceiling)	10 feet min. (excluding bathrooms, hallways, closets and areas common to furr downs)

#### 7.1.3 Ground Floor Activated Uses

As depicted on the Regulating Plan, ground floors of all buildings fronting on Main Street shall be built to Retail Ready standards including first floor-to-floor height, ingress and egress, handicap access, and first floor elevation flush with the sidewalk.

##### Building Placement Notes

#1 – Side setbacks shall be based on minimum fire separation required between buildings, if applicable.

#2 – Ground and roof mounted mechanical equipment shall be screened from direct ground level view from adjoining property lines. In addition to a parapet wall no lower than 36 inches, the perimeter of any visible roof mounted mechanical equipment shall be circumscribed by a wall or permanent screen made of non-corrugated metal that is at least as tall as the equipment itself.

#3 – Setbacks and build-to lines for recessed entry and arcade buildings shall be measured from the building façade line which contains the recessed entry or arcade.

#4 – Required parking for commercial and office may be provided within 500 linear feet of the building frontage.

#5 – First floor heights shall not apply to parking structures.

# What makes a quality project?

- **Wilson District Code (Form Based) – Building Design Standards**



*Images showing appropriate window designs and proportions.*

## 8.2.4 Building Materials

- At least 50% of each building's façade (excluding doors and windows) shall be finished in one of the following materials:
  - Masonry (brick, stone, or cast stone)
- No more than 50% of each façade along any street shall use accent materials such as stucco, fiber cement siding, pre-cast concrete panels, wood, architectural metal panel, split-face concrete block, tile or Exterior Insulating Finishing System (EIFS). EIFS may only be used 8 feet above the ground floor and is prohibited on all building elevations with the exception of its use for exterior trim and moulding features.



*Images showing appropriate building materials within the district.*

- Roofing materials visible from any street shall be copper, factory finished standing seam metal, slate, synthetic slate, or similar materials.

## 8.2.5 Ground floor activated uses

- Portions of the ground floor that are designated for ground floor activated uses on the Regulating Plan shall be constructed as a concrete podium and shall comply with the retail ready standards. As defined in Section 4, Retail-Ready means space constructed at a minimum interior height of 14 feet floor to floor which may be used for non-commercial uses and can be converted into retail/commercial use. Prior to the issuance of a certificate of occupancy for a retail/commercial use in a Retail-Ready space, the space must comply with all adopted international building, fire and locally adopted amendments for that use. In addition, the space must comply with all requirements for HVAC/Plumbing for both residential and commercial uses. The intent of Retail-Ready space is to provide the flexibility of occupying a space in accordance with market demand and allowing the use in such space to change to retail/commercial uses accordingly. Portions not designated as ground floor activated uses are not required for this type of construction.

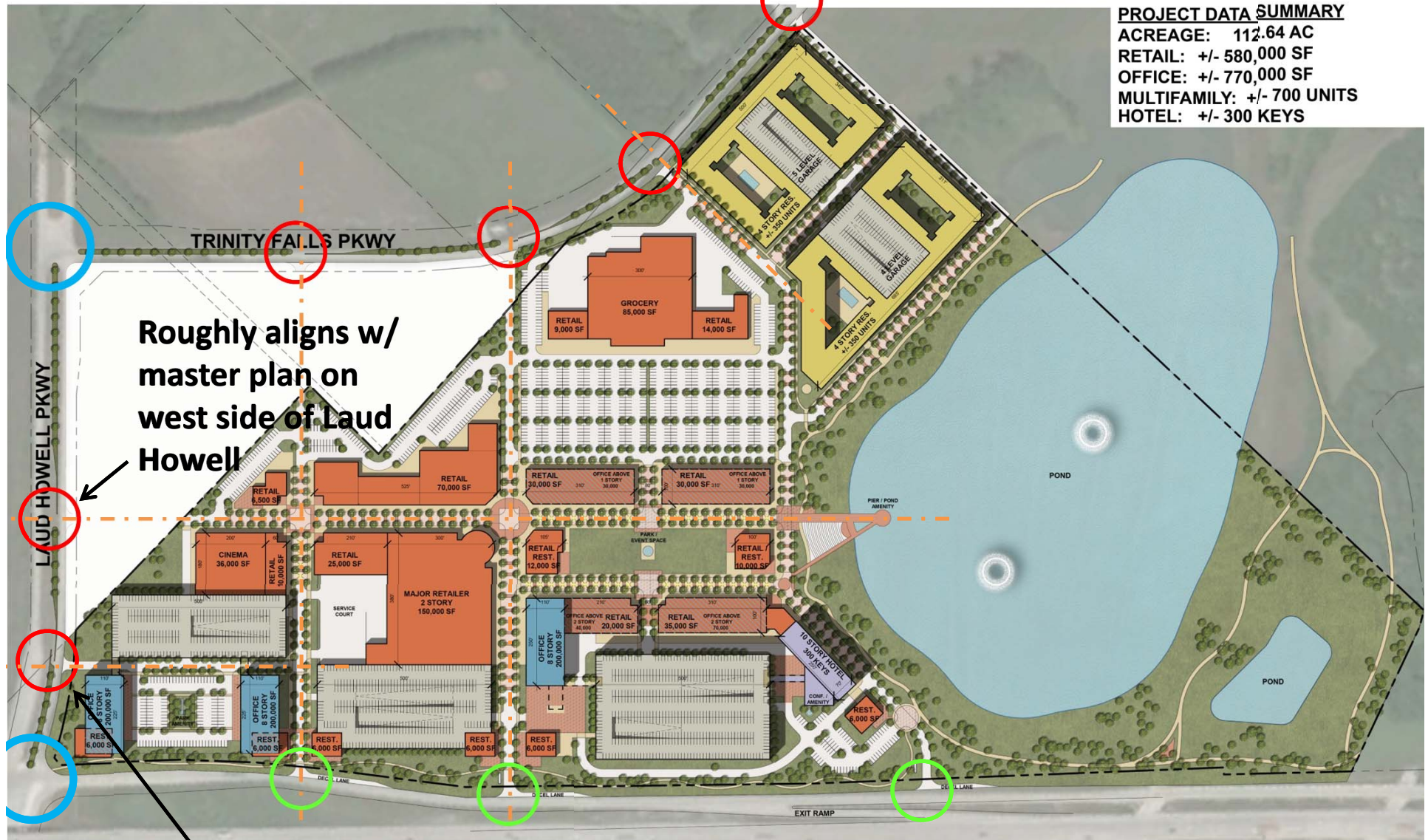
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# Illustrative Plan

Connection to  
future FM 543

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MULTIFAMILY: +/- 700 UNITS  
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Roughly aligns w/  
master plan on  
west side of Laud  
Howell

Interim Hooded  
Left Turn