

LAKE DALLAS

VISION 2030 COMPREHENSIVE PLAN

JULY 2018



**CITY OF LAKE DALLAS, TEXAS
ORDINANCE NO. 2018-26**

**AN ORDINANCE ADOPTING THE CITY OF LAKE DALLAS' VISION LAKE DALLAS
2030 COMPREHENSIVE PLAN; PROVIDING MAPS DESCRIBING PROPOSED
FUTURE LAND USES; ESTABLISHING GOALS AND RECOMMENDED POLICIES;
PROVIDING A SEVERABILITY CLAUSE; AND PROVIDING AN EFFECTIVE DATE.**

WHEREAS, Chapter 213 of the Texas Local Government Code authorizes the governing body of a municipality to adopt a comprehensive long-range plan for orderly development of the municipality, and

WHEREAS, the 2030 Comprehensive Plan ("the Plan") is the City of Lake Dallas' general guide for making decisions about growth and development; and

WHEREAS, the Plan includes, but is not limited to, provisions on land use and urban design, mobility, park trails and open space, housing, and downtown; and

WHEREAS, it is the City Council's intent to update the Plan on a regular basis;

WHEREAS, the Planning and Zoning Commission of the City of Lake Dallas has reviewed the Plan, and, following a public hearing and several public meetings at which comment from the public about the Plan was sought and received, recommends the City Council adopt the Plan;

WHEREAS, having received and reviewed the Plan, conducted a public hearing at which interested parties were given the opportunity to provide testimony and present written evidence, and considering the recommendation of the Planning and Zoning Commission, the City Council finds adoption of the Plan will promote sound development of the City of Lake Dallas and, further, will promote public health, safety, and welfare within the City.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF LAKE DALLAS, TEXAS, THAT;

SECTION 1. The 2030 Comprehensive Plan of the City of Lake Dallas is adopted as set out in Exhibit A attached and incorporated as if contained herein, specifically including existing plans and studies described in the Appendix to the Plan which are incorporated by reference

SECTION 2. The City of Lake Dallas 2030 Comprehensive Plan supersedes and replaces the 2000 Comprehensive Plan and previously adopted sector plans.

SECTION 3. If any section, subsection, paragraph, sentence, clause, phrase or word in this Ordinance or application thereof to any person or circumstance is held invalid or unconstitutional by a court of competent jurisdiction, such holding shall not affect the validity of the remaining portions of this Ordinance; and the City Council hereby declares it would have passed such remaining portions of this Ordinance despite such invalidity, which remaining portions shall remain in full force and effect, and to this end, the provisions of this Ordinance are declared severable.

SECTION 4. This Ordinance shall take effect immediately from and after its passage and publication as required by charter and state law.

PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF LAKE DALLAS, TEXAS ON, THIS THE 12TH DAY OF JULY, 2018.

APPROVED:



Michael Barnhart, Mayor

ATTEST:



Codi Delcambre, TRMC, City Secretary

APPROVED AS TO FORM AND LEGALITY:



City Attorney



ACKNOWLEDGMENTS

CITY COUNCIL

Michael Barnhart
Mayor

Megan Ray
Councilmember Place 1

Kathy Brownlee
Councilmember Place 2

Cheryl McClain
Councilmember Place 3

Charlie Price
Councilmember Place 4

Andi Nolan
Councilmember Place 5

CITY STAFF

John Cabrales
City Manager

Jeremy Tennant
Director of Development Services

Kevin Lasher
Immediate Past Director of Development Services

Daniel Carolla
Chief of Police

Codi Delcambre
City Secretary

Devin Shields
Public Works Manager

PLANNING AND ZONING COMMISSION

Ben Gilbert
Chair

Melody Parlett
Member

James Bragg
Member

Raymond Daniels
Member

Michelle Weikum
Member

Peggy Shelton
Alternate Member

Clyde Fisher
Alternate Member

CONSULTANT TEAM

HALFF Associates

Matt Bucchin, AICP
Director of Planning

Kendall Howard, AICP
Planner

Lauren Patterson
Planner/Landscape Designer

Brian Haynes, PE
Vice President

TABLE OF CONTENTS

INTRODUCTION

- 3 | Lake Dallas Context
- 3 | Comprehensive Plan Background
- 5 | Planning Process
- 6 | How to Use this Plan

COMMUNITY PROFILE

- 9 | Introduction
- 9 | Relationship To DFW Metroplex
- 11 | Lake Dallas History
- 11 | Demographics
- 17 | Natural And Cultural Resources
- 19 | Existing Plans And Studies

VISION AND GOALS

- 23 | Introduction
- 23 | Public Engagement
- 23 | Stakeholder Interviews
- 25 | Public Workshops
- 31 | Other Stakeholder Meetings
- 32 | Community Survey
- 33 | Plan Vision & Goals

LAND USE AND URBAN DESIGN

- 38 | Land Use Framework
- 38 | Relevant Plan Goals
- 39 | Pertinent Input
- 41 | Existing Land Use Statistics
- 43 | Scenario Development
- 51 | Development Of Preferred Scenario
- 53 | Future Land Use Map
- 61 | Urban Design And Character
- 64 | Land Use & Urban Design Action Items

MOBILITY

- 68 | Mobility Framework
- 69 | Pertinent Input
- 71 | Existing Transportation System
- 71 | Roadways
- 75 | Transit
- 76 | Active Transportation
- 76 | Aviation

- 77 | Multimodal Transportation Recommendations
- 82 | Mobility Action Items

PARKS, TRAILS, AND OPEN SPACE

- 86 | Parks Framework
- 86 | Relevant Plan Goals
- 87 | Pertinent Input
- 89 | Existing Parks System
- 89 | Parks
- 93 | Trails And Bikeways
- 94 | Lewisville Lake
- 95 | Parks And Trails Recommendations
- 98 | Parks, Trails & Open Space Action Items

HOUSING

- 102 | Housing Framework
- 102 | Relevant Plan Goals
- 103 | Pertinent Input
- 105 | Existing Housing Analysis
- 109 | Housing Recommendations
- 114 | Housing Action Items

DOWNTOWN

- 118 | Downtown Framework
- 118 | Relevant Plan Goals
- 119 | Pertinent Input
- 121 | Existing Context
- 123 | Downtown Scenarios
- 125 | Downtown Recommendations
- 128 | Downtown Action Items

IMPLEMENTATION AND MONITORING

- 131 | Introduction
- 131 | Action Plan
- 135 | Implementation Types
- 137 | Partnerships
- 138 | Funding Mechanisms
- 139 | Plan Updates

APPENDIX

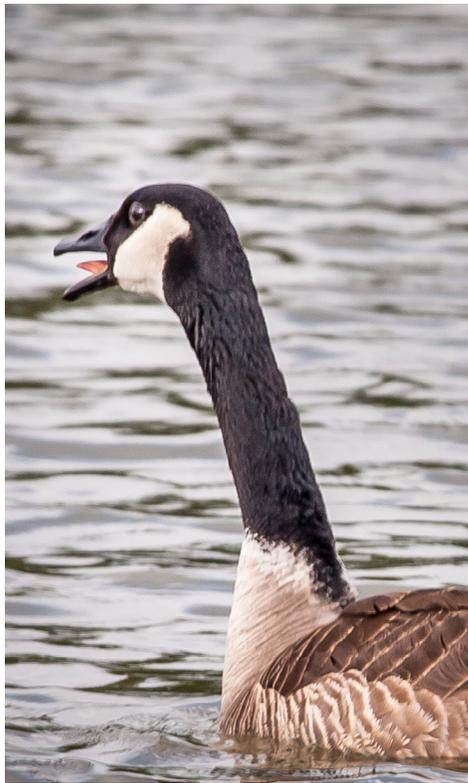
LIST OF FIGURES

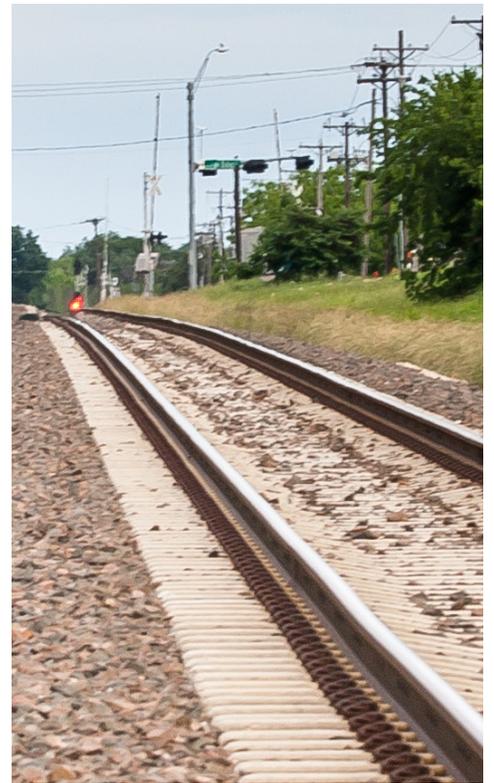
Figure 2.1 Lake Dallas Context Map	9
Figure 2.2 Map of Lake Dallas	10
Figure 2.3 Lake Dallas Population Growth 1970-2015	11
Figure 2.4 Lake Dallas Age and Gender Characteristics	12
Figure 2.7 Natural Resource Map of Lake Dallas	18
Figure 3.2 Public Meeting Visioning Goals	24
Figure 3.1 Public Meeting Existing Conditions Value	24
Figure 3.3 Initial Analysis Maps from Public Meeting #1	25
Figure 3.4 Public Meeting #2 Scenario Boards	29
Figure 4.1 Input Analysis Map	39
Figure 4.2 Existing Land Use Map	42
Figure 4.3 Opportunities and Constraints Analysis	44
Figure 4.4 Neighborhood Connections Scenario	46
Figure 4.5 Economic Development Scenario	48
Figure 4.6 Tourism/Entertainment Scenario	50
Figure 4.7 Future Land Use Map	53
Figure 5.1 Input Analysis Map	69
Figure 5.2 Existing Transportation System	72
Figure 5.3 Mobility Plan Recommendations	77
Figure 5.4 Hundley Drive Complete Street Section	78
Figure 5.5 Connector Street Example Section	79
Figure 6.1 Input Analysis Map	87
Figure 6.2 Existing Parks System	90
Figure 6.3 U.S. Army Corps Lake Lewisville Plan	94
Figure 6.4 Parks, Trails, and Open Space Recommendations	95
Figure 7.1 Input Analysis Map	103
Figure 7.2 Housing Character Area Recommendations	110
Figure 8.1 Input Analysis Map	119
Figure 8.2 Downtown Existing Context	121
Figure 8.3 Downtown Concept Plan	125

LIST OF TABLES

Table 2.1 Lake Dallas Race and Ethnic Trends	13
Table 2.2 Lake Dallas Housing Characteristics	13
Figure 2.5 Lake Dallas Household Income	13
Table 2.3 Lake Dallas Education Attainment	14
Figure 2.6 ESRI Tapestry Segments	16
Table 4.1 Existing Land Use Statistics	41
Table 6.1 Existing Park Amenities	89
Table 7.1 Household Characteristic Trends	105
Table 7.2 Household Income	105
Table 7.3 Housing Stock Breakdown	106
Table 7.4 Age of Housing Stock	106
Table 7.5 Housing Cost Characteristics	107
Table 7.6 Housing and Transportation Costs	108
Table 9.1 Implementation Action Table	131

1 INTRODUCTION





LAKE DALLAS CONTEXT

The City of Lake Dallas is a small community uniquely situated between Lewisville Lake and Interstate 35E in Denton County, Texas. The city is known for its unique lakeside living and small-town feel within the heart of the expansive Dallas-Fort Worth Metroplex. As of 2016, the population of Lake Dallas was 7,881 people and the city limits encompassed 2.7 square miles.¹ Despite the community's small size, there are a variety of assets that are often found in larger cities such as a lake, marina, private airport, commuter rail line, and interstate highway. As the City of Lake Dallas continues to mature, community leaders recognized that they needed a singular vision to provide direction for the future success of the community. Consequently, city leaders initiated a comprehensive plan process in mid-2017 called Lake Dallas Vision 2030 to serve as a road map for future development and redevelopment in the city.

COMPREHENSIVE PLAN BACKGROUND

Comprehensive plans are multi-purpose: they define a stakeholder-driven vision for where and how the community should grow; they serve as a policy document to guide future changes to municipal regulatory tools; and they are used to inform future development decisions. A comprehensive plan process should answer questions such as 'what do we want the future to look like' and 'how can we get to that future.' Additionally, a comprehensive plan should serve as the basis for the preparation of municipal tools such as the zoning map, subdivision regulations, budget, or capital improvement plan and does NOT serve as a regulatory tool itself.

The primary component of a comprehensive plan is the future land use map that defines the type of development that would be most appropriate in different areas of the city in the future. Once the comprehensive plan and future land use map are adopted, the city can then update the zoning regulations to reflect the future land use plan so over time that development pattern is realized. Comprehensive plans also provide direction for community elements other than land use. The Lake Dallas Vision 2030 plan includes recommendations for mobility, parks and trails, housing and neighborhoods, economic vitality, community services, urban design, downtown, and community health.

The Texas Local Government Code is the authority for communities in Texas to do comprehensive planning, which states that communities may develop comprehensive plans for the "purpose of promoting sound development."² While comprehensive plans are not required in the state, the majority of communities develop them to use as a legal foundation for updating the zoning or subdivision regulations.

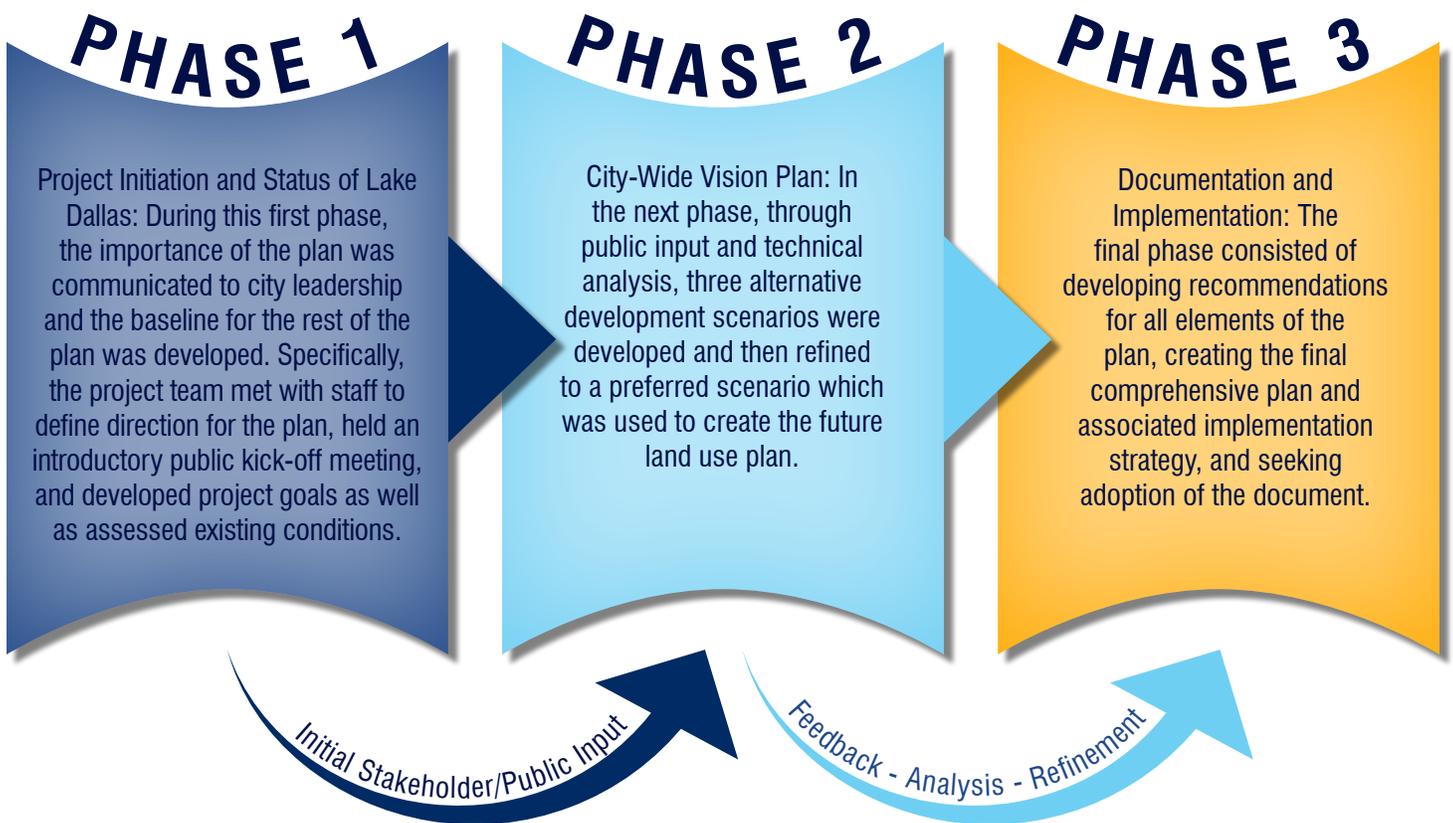
¹ U.S. Census: American Community Survey 2016 Estimates. www.census.gov.

² State of Texas. Texas Local Government Code: Title 7: Regulation of Land Use, Structures, Businesses, and Related Activities, Chapter 213 - Municipal Comprehensive Plans. <http://www.statutes.legis.state.tx.us/?link=LG>.



PLANNING PROCESS

The Vision 2030 plan was the result of a nine-month process to work with stakeholders, community members, and staff to develop a plan that addressed their concerns and desires for the future of Lake Dallas. The city contracted with Halff Associates, a planning and engineering consulting firm, to lead the development of the plan. The process contained three major phases: Phase 1- the Project Initiation and Status of Lake Dallas; Phase 2 - City-Wide Vision Plan; and, Phase 3 - Documentation and Implementation.





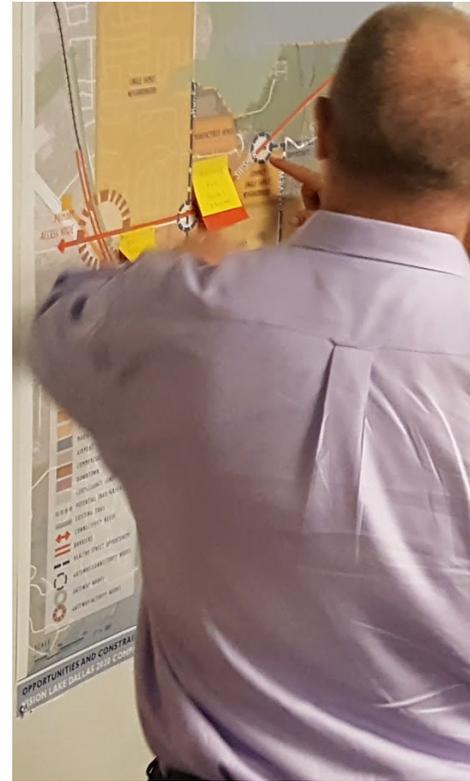
HOW TO USE THIS PLAN

This plan document is made up of nine chapters briefly described below. Key themes that are discussed throughout the document are listed under the chapter descriptions.

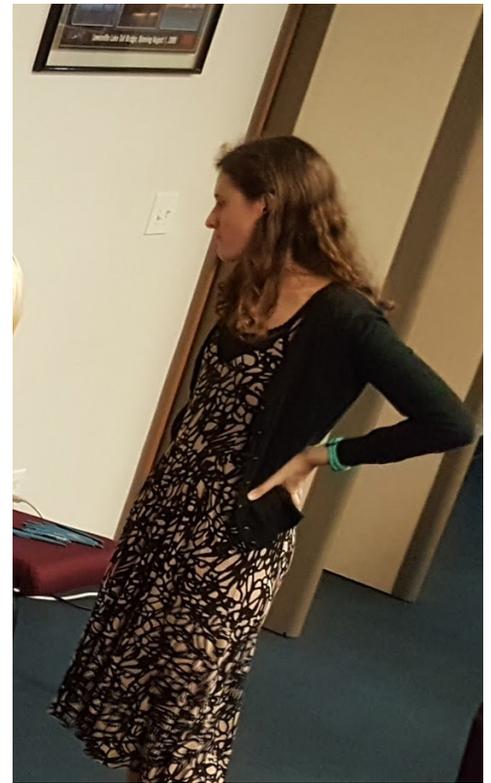
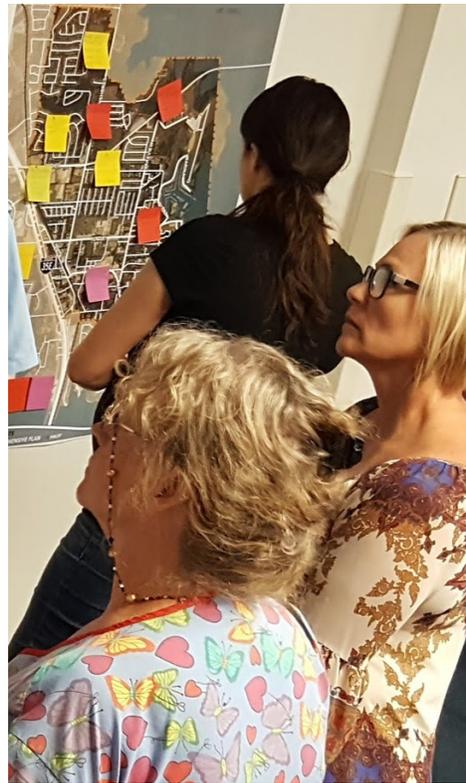
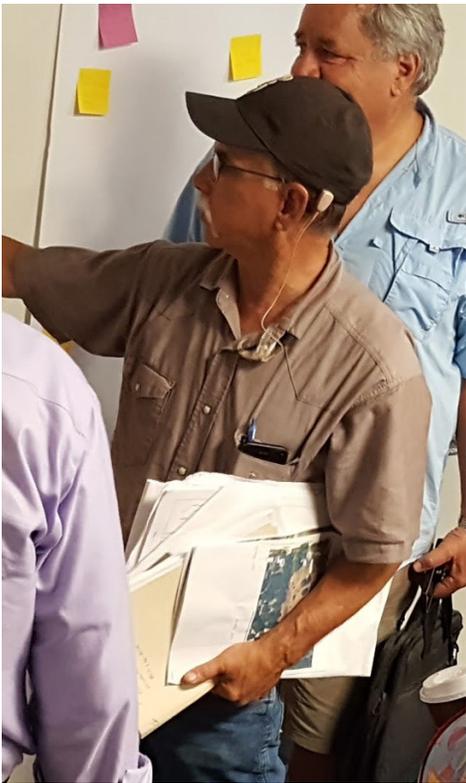
- 1 Chapter 1: Introduction** – provides the context and purpose of this plan.
- 2 Chapter 2: Community Profile** – describes the existing conditions of the community including history, demographics, and natural and cultural resources, and reviews existing plans and studies to form a baseline for the comprehensive plan.
- 3 Chapter 3: Vision and Goals** – describes the results of the public engagement efforts and defines the vision and goals for the plan.
- 4 Chapter 4: Land Use and Urban Design** – presents the existing land use, alternative development scenarios, and established future land use map as well as makes recommendations to improve community character and design.
 - Economic Vitality
 - Community Character
 - Community Facilities
- 5 Chapter 5: Mobility** – describes the existing transportation system and makes recommendations to improve multi-modal mobility.
 - Healthy Community
 - Infrastructure
- 6 Chapter 6: Parks, Trails, and Open Space** – describes the existing parks and trails system and makes recommendations for improvements and expansion.
 - Healthy Community
 - Economic Vitality
- 7 Chapter 7: Housing** – presents the existing housing framework and makes recommendations for enhancing neighborhoods.
 - Community Character
- 8 Chapter 8: Downtown** – gives context about the current downtown and makes recommendations to enhance the area.
 - Economic Vitality
 - Community Facilities
 - Culture
 - Healthy Community
- 9 Chapter 9: Implementation and Monitoring** – presents a detailed implementation action plan to help achieve the recommendations identified in previous chapters.

2

COMMUNITY



PROFILE



INTRODUCTION

This chapter presents the regional context, history, demographics, natural resources, and built environment of Lake Dallas as well as analyzes past planning studies. This information is important to develop a comprehensive snapshot of the existing community before recommending changes.

RELATIONSHIP TO DFW METROPLEX

Lake Dallas is located in the heart of the Dallas-Fort Worth Metroplex north of Lewisville and south of Denton. As shown in **Figures 2.1 and 2.2**, the city is bordered by Interstate Highway 35E (IH 35) to the west and Lewisville Lake to the east and is roughly 2.7 square miles with limited opportunity to grow. The city is roughly 10 miles south of Denton, 30 miles northwest of downtown Dallas, 38 miles northeast of downtown Fort Worth, and 18 miles from the Dallas-Fort Worth International Airport. It is the 11th largest city in Denton County with a 2016 estimated population of 7,881 people. Denton County as a whole is expected to grow by 54 percent by 2040, which will have an impact on all existing communities, including Lake Dallas.¹

As a relatively small city, Lake Dallas takes advantage of mutual cooperation by participating in the Lake Cities Municipal Utility Authority, which provides water and wastewater services for the Lake Cities area, including Lake Dallas, Shady Shores, and Hickory Creek. The Lake Dallas Independent School District serves students in Lake Dallas, Corinth, Hickory Creek, and Shady Shores. The Lake Dallas Library also serves residents in Lake Dallas and Shady Shores. Finally, the Lake Cities Fire Department serves the four Lake Cities communities.



Figure 2.1 | Lake Dallas Context Map

¹ NCTCOG. 2040 Population Forecasts. www.nctcog.org/mobility2040.

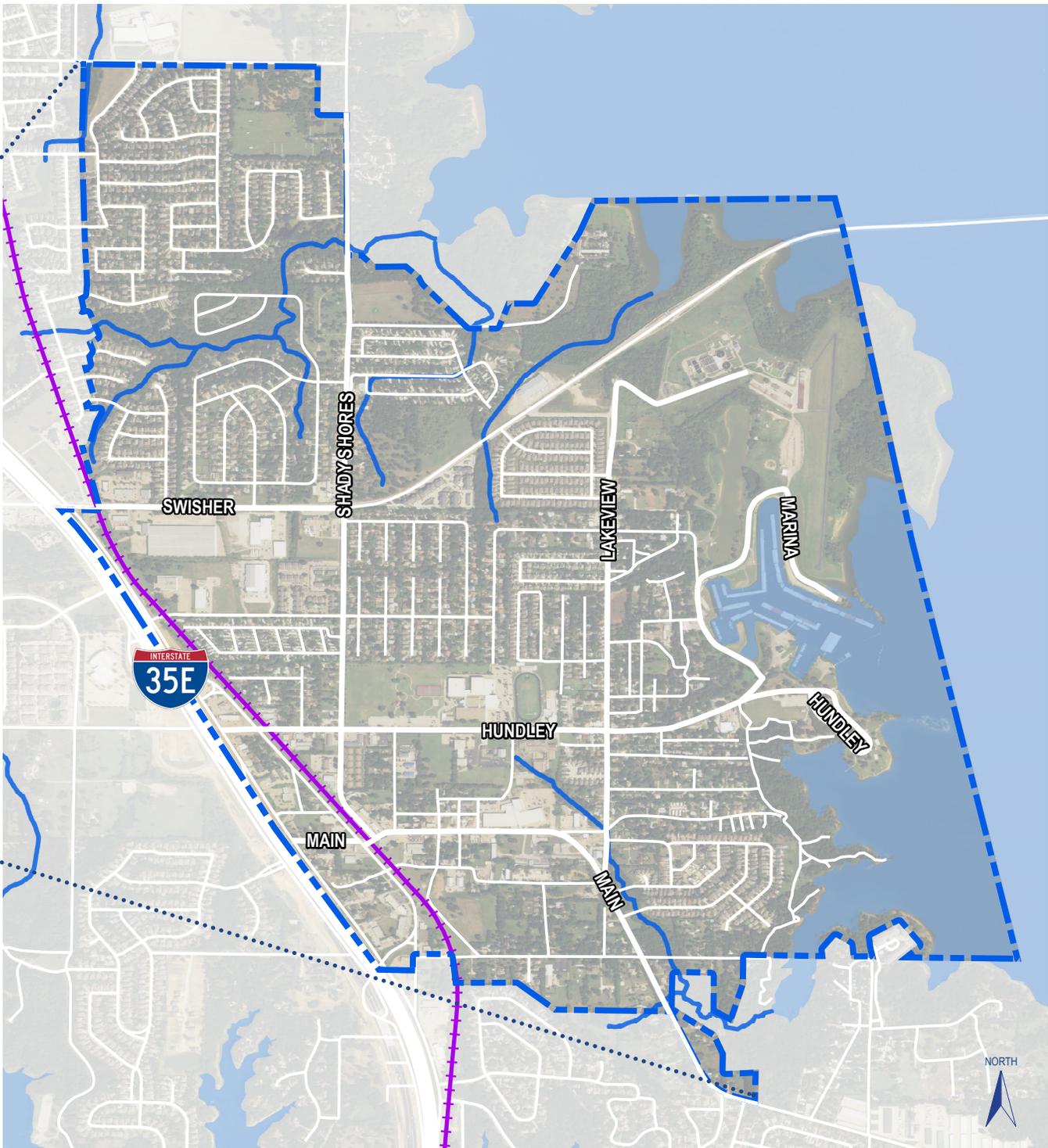


Figure 2.2 | Map of Lake Dallas

HISTORY

The first modern settlers to inhabit the area that is now Lake Dallas were French and arrived in the area around 1852. The site was attractive to early settlers due to the availability of water, timber, and farmland. In 1881 settlers in the area adopted the name Garza, likely named after a prominent figure that helped lay the track for the Dallas and Wichita Railway.

In the late 1920s, impoundment for a lake began adjacent to the Garza community. The Garza Dam was completed in 1927, forming a reservoir called Lake Dallas. The lake served as the principal water source for the City of Dallas for about 30 years. Once the Lake Dallas waterbody was created, citizens of Garza renamed their community Lake Dallas. In the 1950s, an additional dam was built called the Garza-Little Elm Dam; after construction of this dam, the Lake Dallas waterbody was incorporated into the larger reservoir and was eventually renamed Lewisville Lake.

The City of Lake Dallas didn't officially incorporate until 1965 after almost a decade-long struggle. As a city on the lake, many residents were not permanent, but rather had second homes in Lake Dallas. As the Dallas-Fort Worth area continued to grow around Lewisville Lake, Lake Dallas became less of a second-home community and more of a primary residence.

DEMOGRAPHICS

The demographic information in this section represent various characteristics of individuals and households for Lake Dallas. At the time this report was developed, the most recent available data was from the 2011-2015 American Community Survey 5-Year Estimates. Additional information was used from the 2010 and 2000 Decennial Census, the 2006-2010 American Community Survey 5-Year Estimates, and ESRI. Age, gender, race, ethnicity, and household characteristics were evaluated by analyzing trends over time within Lake Dallas.

Historical Growth: Lake Dallas has grown fairly steadily since 1970, adding the most people between 1990 and 2000. According to the 2010 decennial population, the population was 7,105 people. The most recent Census population estimates in 2016 was 7,881 people, indicating that the city is growing faster than previous decades. Lake Dallas is the 11th largest city in Denton County and is located within the Dallas-Fort Worth metropolitan area. **Figure 2.3** shows the historical population growth in Lake Dallas.

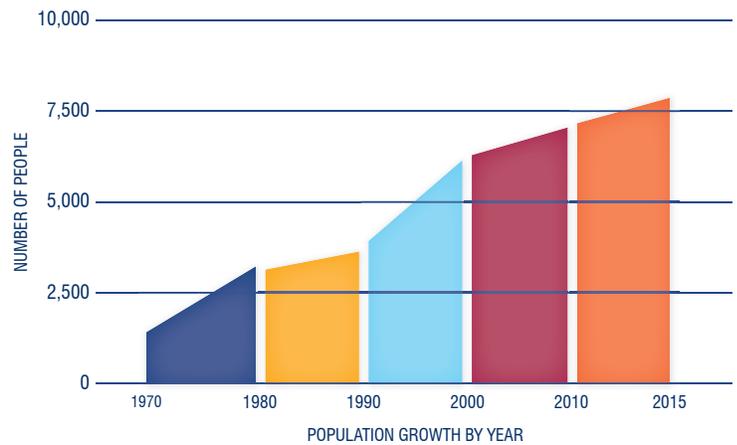


Figure 2.3 | Lake Dallas Population Growth 1970-2015

Source: National Historic Geographic Information System. www.nhgis.org.

Future Growth Projections: According to the Texas Water Development Board, the projected population of Lake Dallas in the year 2030 will be 8,603 people. The TWDB develops these projections to determine future water needs in the agency’s service area.

Age and Gender Characteristics: Evaluating population by age and gender is important to ensure that a community has an appropriate mix of housing and community services. As shown in **Figure 2.4**, the population pyramid of Lake Dallas does not follow the traditional pyramid pattern. Instead, the largest population cohort in Lake Dallas is made up of 50 to 54 year olds, followed by under 5 year olds. A large population group is under five, indicating that the city is growing.

When compared to neighboring communities, Lake Dallas has one of the lowest percentage of 60-79 year olds but one of the highest percentages of 20-39 year olds. The median age in 2015 was 37.1, which is about in the middle of the other communities that were compared.

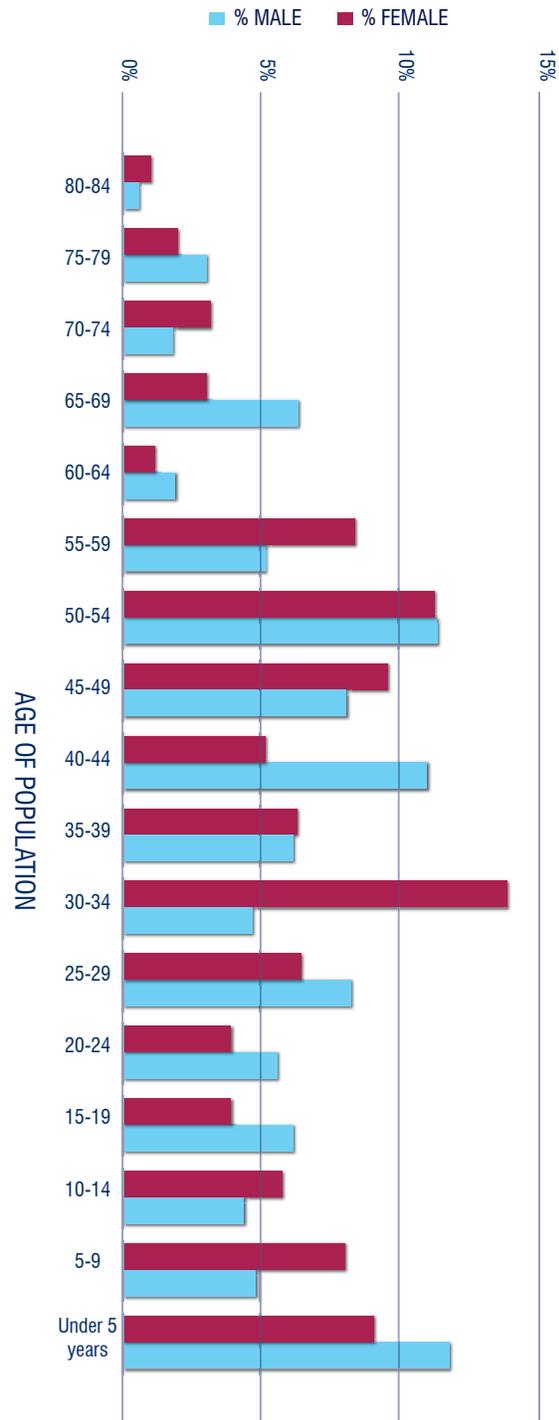


Figure 2.4 | Lake Dallas Age and Gender Characteristics
 Source: 2011-2015 American Community Survey Estimates. www.census.gov.

Racial and Ethnic Characteristics: Evaluating racial and ethnic characteristics is also important to establish an existing profile of a community. Lake Dallas is nearly 92 percent white, but when those of Hispanic ethnicity are factored in, the city is roughly 20 percent minority, 80 percent white, non-Hispanic. The total number of minorities increased from 15.6 percent since 2000. **Table 2.1** shows recent race and ethnicity trends in the city.

Year	2000	2010	2015
Total Population	6,166	7,105	7,465
% White	89.5%	83.1%	91.7%
% Black	3.3%	4.9%	5.1%
% Asian	0.9%	1.7%	1.4%
% American Indian	0.6%	1.1%	0.1%
% Pacific Islander	0.0%	0.1%	0.0%
% Other	3.8%	6.6%	0.6%
% Multiple Races	1.7%	2.5%	1.1%
% Hispanic or Latino Ethnicity	9.8%	20.5%	13.7%
Total Minority	15.6%	29.4%	20.3%

Table 2.1 | Lake Dallas Race and Ethnic Trends

Source: 2011-2015 American Community Survey Estimates; 2000 and 2010 Decennial Census. www.census.gov.

Household Characteristics: Characteristics of households such as median household income, occupancy characteristics, and household size can indicate what the future housing mix may look like based on demand. The percentage of vacant households in Lake Dallas was 9.6 percent in 2015, which has increased since 2010. The median household income is \$68,933, which is higher than the state median. The average household size was 2.62 people in 2015, which has decreased since 2010 indicating that the types of households are becoming more diverse. **Table 2.2** and **Figure 2.5** depicts key housing characteristics over time.

Year	2000	2010	2015
Total Housing Units	2338	2695	3138
% Occupied	96.7%	94.7%	90.4%
% Owner Occupied	73.1%	71.4%	65.7%
% Renter Occupied	26.9%	28.6%	34.3%
% Vacant	3.3%	5.3%	9.6%
Average Household Size	272.0%	278.0%	262.0%
Single-Person Households	20.4%	20.2%	20.8%
Median Home Value	\$102,000	\$141,900	\$149,800
Median Rent	\$ 536.00	\$ 713.00	\$ 745.00
Median Household Income	\$ 50,409.00	\$ 62,980.00	\$ 68,933.00

Table 2.2 | Lake Dallas Housing Characteristics

Source: 2011-2015 American Community Survey Estimates; 2000 and 2010 Decennial Census. www.census.gov.

Compared to other cities, Lake Dallas has one of the higher vacancy rates and lower median home value. Rents are also more affordable than other communities.

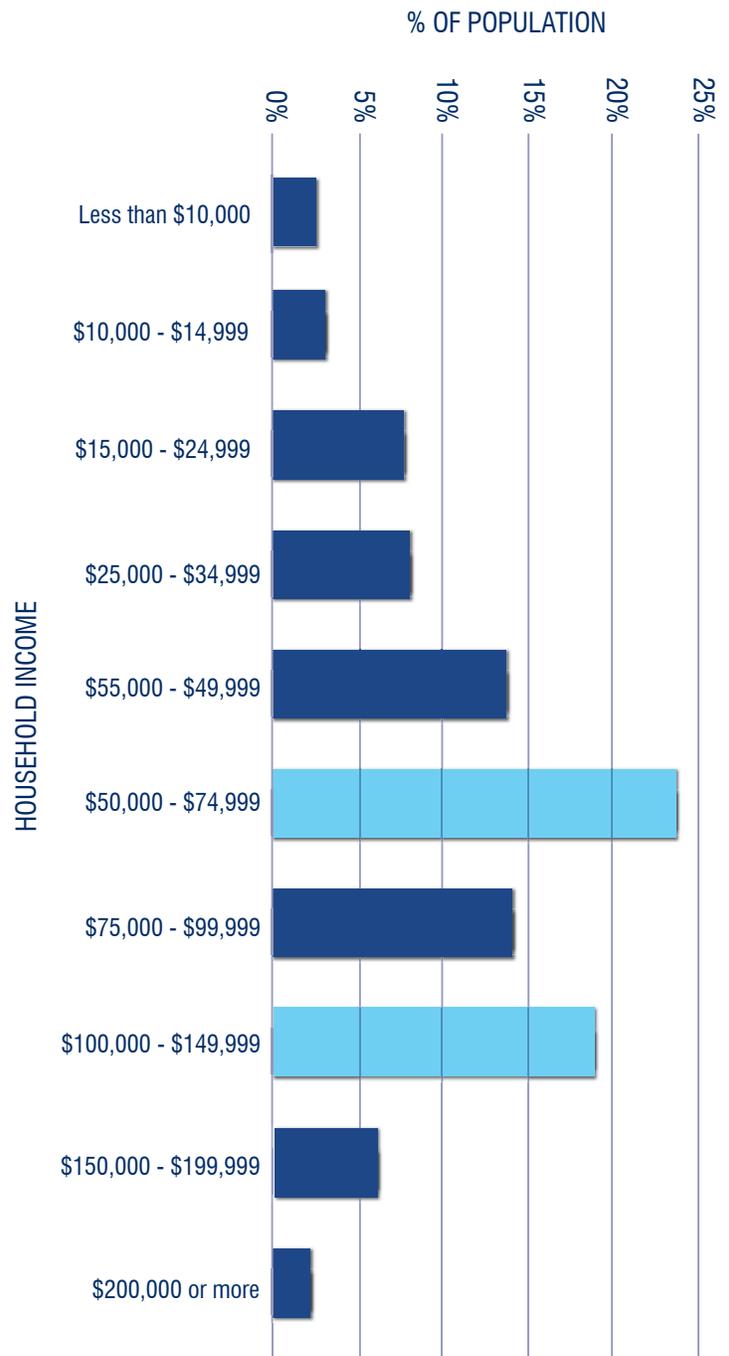


Figure 2.5 | Lake Dallas Household Income

Source: 2011-2015 American Community Survey Estimates. www.census.gov.

Other Population Considerations: As communities become more diverse, there are additional population characteristics that a community should consider, including individuals living below the poverty line, zero-car households, educational attainment, and Limited English Proficiency (LEP). The following section describes these populations that are important to consider to ensure that recommendations in the comprehensive plan are equitable.

- **Poverty:** The percentage of individuals living in poverty in 2015 was 6.0 percent, which is a slight decrease from 6.6% in 2000. The poverty level is determined by the U.S. Department of Health and Human Services each year.
- **Educational Attainment:** In Lake Dallas, 95.6 percent of residents 25 and older have at least a high school diploma, which is higher than state and national averages. Since 2000, the percentage of people that do not have a high school degree has decreased significantly, which indicates that residents in Lake Dallas are more educated. Table 2.3 depicts educational attainment trends in recent years.
- **Limited English Proficiency:** Residents that have a limited ability to speak, read, write, or understand English are referred to as Limited English Proficient, or LEP. The percentage of LEP individuals in Lake Dallas in 2015 was 6.4 percent, which is about double what it was in the year 2000.
- **Zero-Car:** The percentage of households that don't have access to a car was less than 1 percent in 2015, which is a decrease from 2.3 percent in 2000.

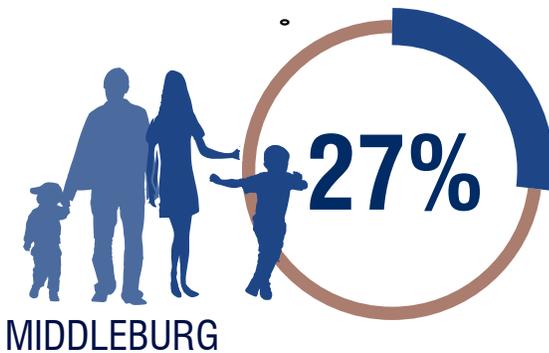
Highest Grade Achieved	2000	2010	2015
Less than High School Degree	16.8%	9.1%	4.4%
High School Graduate	26.8%	32.9%	30.8%
Some College or Associates Degree	36.8%	36.8%	33.7%
Bachelor's Degree or Higher	19.6%	21.1%	31.1%

Table 2.3 | Lake Dallas Education Attainment

Source: 2011-2015 American Community Survey Estimates. www.census.gov.



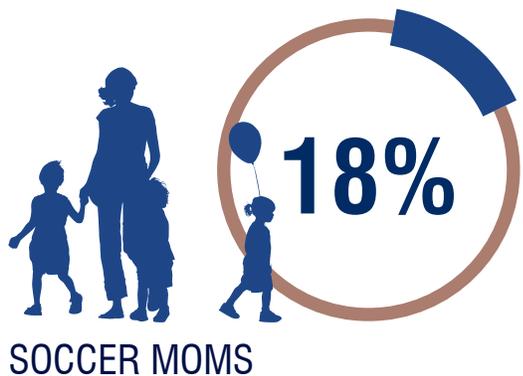
Tapestry Segments: ESRI has developed a market segmentation system called Tapestry Segmentation to help identify consumer markets. Using Tapestry Segmentation, residential areas in the U.S. are divided into segments based on socioeconomic and demographic composition. Analyzing the tapestry segments of Lake Dallas can give further insight about residential characteristics and potentially the needs and demands of residents. The top three tapestry segments in Lake Dallas are described below. ²



Middleburg: Approximately 27% of Lake Dallas fits into this segment, which is composed of residents who are conservative and family-oriented and live in semirural parts of metropolitan areas. The majority of residents are white and the unemployment rate is slightly lower than the national average.



Bright Young Professionals: Approximately 23% of Lake Dallas fits into this segment, which is composed of residents who are young, educated working professionals that live primarily in the urban outskirts of metropolitan areas. Median household income, median home values, and average rent are close to the national average.



Soccer Moms: Approximately 18% of Lake Dallas fits into this segment, which is composed of residents who are affluent and family-oriented in suburban settings. The majority of residents own their homes and are white.

The remaining 32% of the population do not fit into a certain Tapestry segments.

Figure 2.6 | ESRI Tapestry Segments
 © 2016. ESRI. Tapestry Segmentation. www.esri.com.

NATURAL AND CULTURAL RESOURCES

The primary natural feature in the city is Lewisville Lake, which functions as flood control, serves as a water source, and is a recreational amenity. Portions of the city around the lake and surrounding creeks are in the floodplain. Willow Grove Park is the largest park in the city located along the Lewisville Lake shoreline. The city leases the parkland from the U.S. Army Corps of Engineers. Other parks within the city include City Park, Community Park, River Oaks Park, and Thousand Oaks Park as shown in figure 2.6.

From a historical perspective, there is a state historical marker at Swisher Cemetery located in the northern part of the city off of Shady Shores Road. According to the Texas Historical Commission, the oldest burial in the cemetery dates back to 1867. Today, there are over 1,100 graves located on the site. Additionally, a Jesuit Retreat House is located on the Lewisville

Lake shoreline in the northern part of the city; the 30-acre retreat was established in 1959 and serves as a place for silent prayer. Visitors must schedule their appointment ahead of time to visit the center.

Lake Dallas residents and visitors also participate in annual events like the Mardi Gras event and Lake Cities 4th of July event. These are signature events that are held on Main Street in downtown. Other special events held throughout the year include Kids 'N Cops, Mighty Thomas Carnival, Trunk or Treat, and Lighting Up the Season.



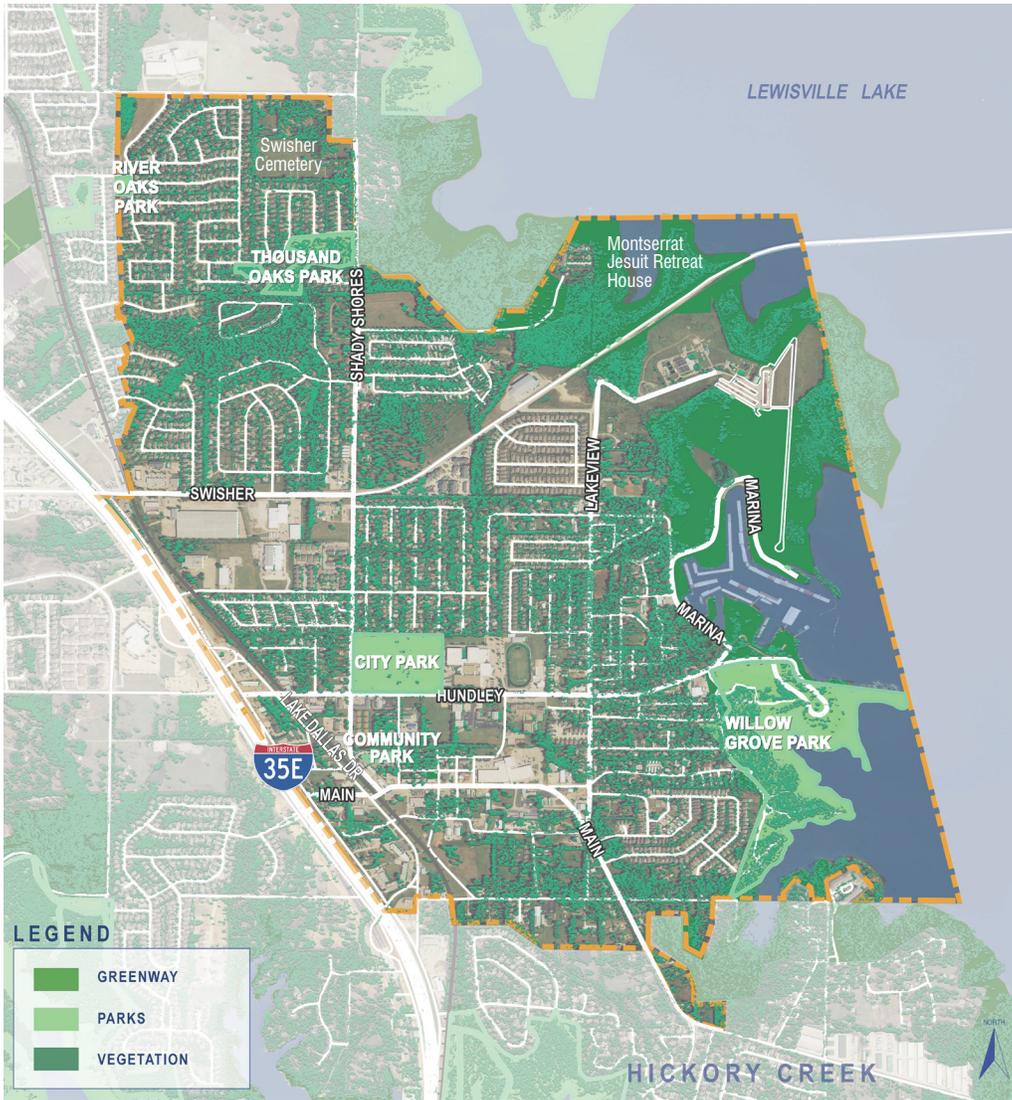


Figure 2.7 | Natural Resource Map of Lake Dallas



EXISTING PLANS AND STUDIES

A brief review of existing plans is important to establish community context and identify how existing plans/development play into the future of Lake Dallas.

Comprehensive Plan

The previous comprehensive plan, adopted in 2000, established an existing profile of the community and identified a series of goals for the future. These goals included:

- Expand the tax base through development and redevelopment of commercial areas.
- Provide parks, open space, facilities, and recreation programs for the health and well-being of residents and visitors.
- To provide government facilities that will enhance the aesthetics of the area, increase coordination of city departments, provide a one-stop shop for residents and others.
- To preserve and enhance residential neighborhoods in order to maintain or increase property value.
- To provide a high level of public safety to the citizens and visitors of Lake Dallas.
- The streets and roads of Lake Dallas should be developed and maintained in a fashion that allows citizens and visitors alike to travel through the city in a safe and efficient manner, and to enhance commerce within the city.
- The city should provide for the collection, transport, and discharge of storm water in order to protect people and property from flooding.
- The city will work with the utility companies in providing for all utility demands of its residents and commercial users.
- Recognize and minimize the effects of human activities on the environment (air quality, water quality, habitat preservation, ecosystem management, hazardous waste, noise pollution, etc.).
- Maintain and protect air quality at acceptable levels as defined by state and federal standards.
- Protect the water quality and quantity for the community.
- Protect the city from harmful and annoying effects of noise pollution.
- Ensure that solid and hazardous waste services will meet the needs of residents and protect the environment.

Many of the same elements found in the 2000 comprehensive plan have been identified as themes in the Vision 2030 plan too. The similar themes of high quality parks and multi-functional open space, aesthetics, enhanced residential neighborhoods, quality road infrastructure, and public safety are still strong components of the Vision 2030 Plan and should be prioritized.



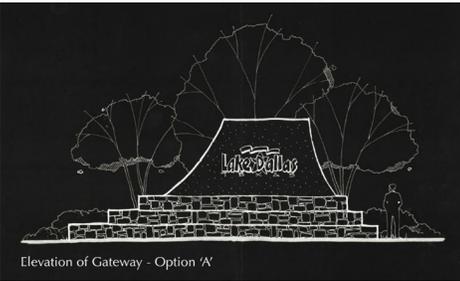
Parks, Recreation, and Open Space Master Plan

In 2003, the city completed a Parks, Recreation, and Open Space Master Plan to guide future park and recreation capital outlays. The plan identified a total of \$1.2 million in improvements and included recommendations for environmental preservation and an open space plan.



Land & Thoroughfare Planning Study

The city conducted a study in 2005 to analyze how vacant and underutilized property could be reimagined. Recommendations included improvements to downtown (e.g.: streetscape, entry features, and walkability) as well as transportation considerations such as developing a thoroughfare plan, access management plan, and traffic count program.



Swisher Road Streetscape Master Plan

In 2009, the city worked with a consultant to propose streetscape sections and gateway features for Swisher Road. The cost options ranged from \$2 million to \$2.5 million.

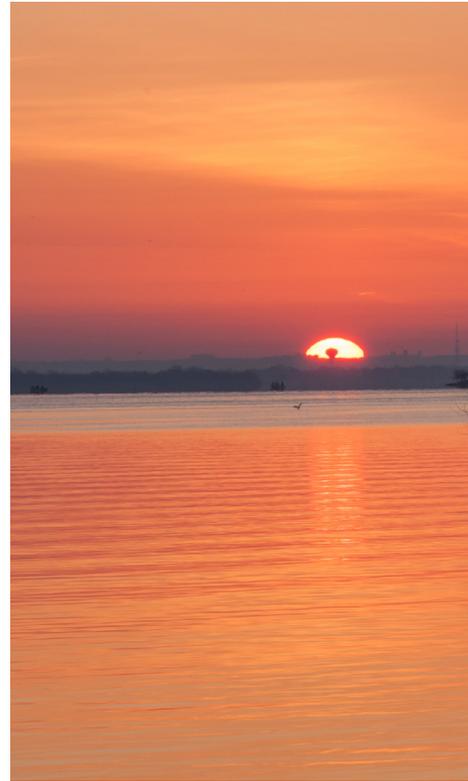
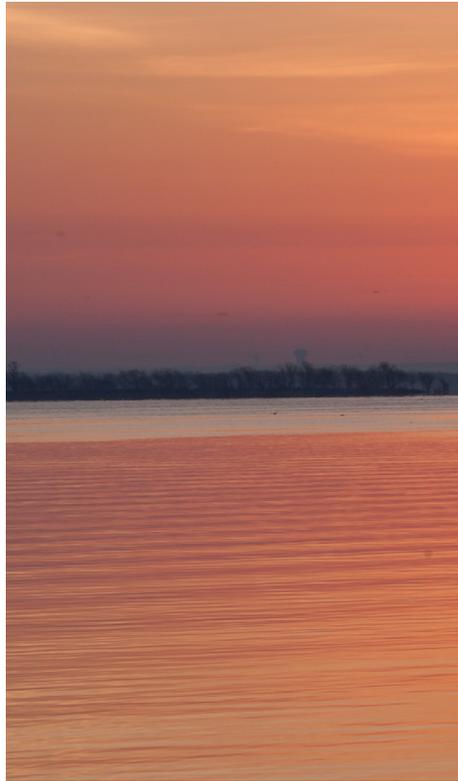


Lake Cities Station Town Center Study

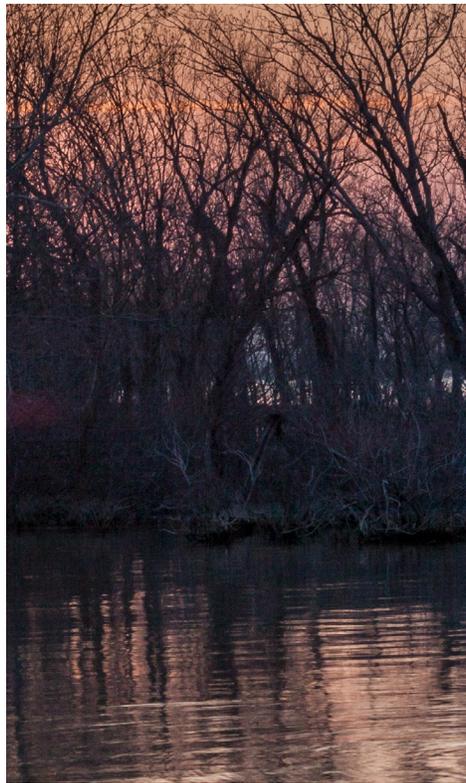
This mixed-use redevelopment district study conducted in 2010 developed a concept centered around a Denton County Transportation Authority (DCTA) A-Train stop on Swisher Road. The study created three design concepts: following the existing parcel patterns along Interstate 35E, maximizing Interstate 35E frontage, and redevelopment independent of the station.

3

VISION AND



GOALS



INTRODUCTION

This chapter discusses the various methods to solicit input from stakeholders and the public, describes the major findings, and presents the overall plan vision and goals.

PUBLIC ENGAGEMENT

A variety of methods were used to solicit input throughout the comprehensive plan development process including stakeholder interviews, public workshops, stakeholder meetings, and a community survey.

Stakeholder Interviews

In order to kick off the engagement efforts, approximately 15 stakeholders were identified by city staff and interviewed by the consultant team. Questions were related to how stakeholders view the community today and what they envision Lake Dallas to look like in the future. The entire list of stakeholder interview questions are included in the Appendix.





WHAT DO YOU VALUE MOST ABOUT LAKE DALLAS?



Figure 3.1 | Public Meeting Existing Conditions Value



WHAT DO YOU WANT LAKE DALLAS TO BECOME?



Figure 3.2 | Public Meeting Visioning Goals



Public Workshops

Three public workshops were held to present major milestones throughout the development of the plan and seek feedback on the direction the plan.

Meeting #1, June 15, 2017: The first public workshop was held immediately following a Planning & Zoning Commission meeting to introduce the public and P&Z Commissioners to the Vision Lake Dallas plan process. The project team described the three main phases of the planning process and explained what the next steps are.

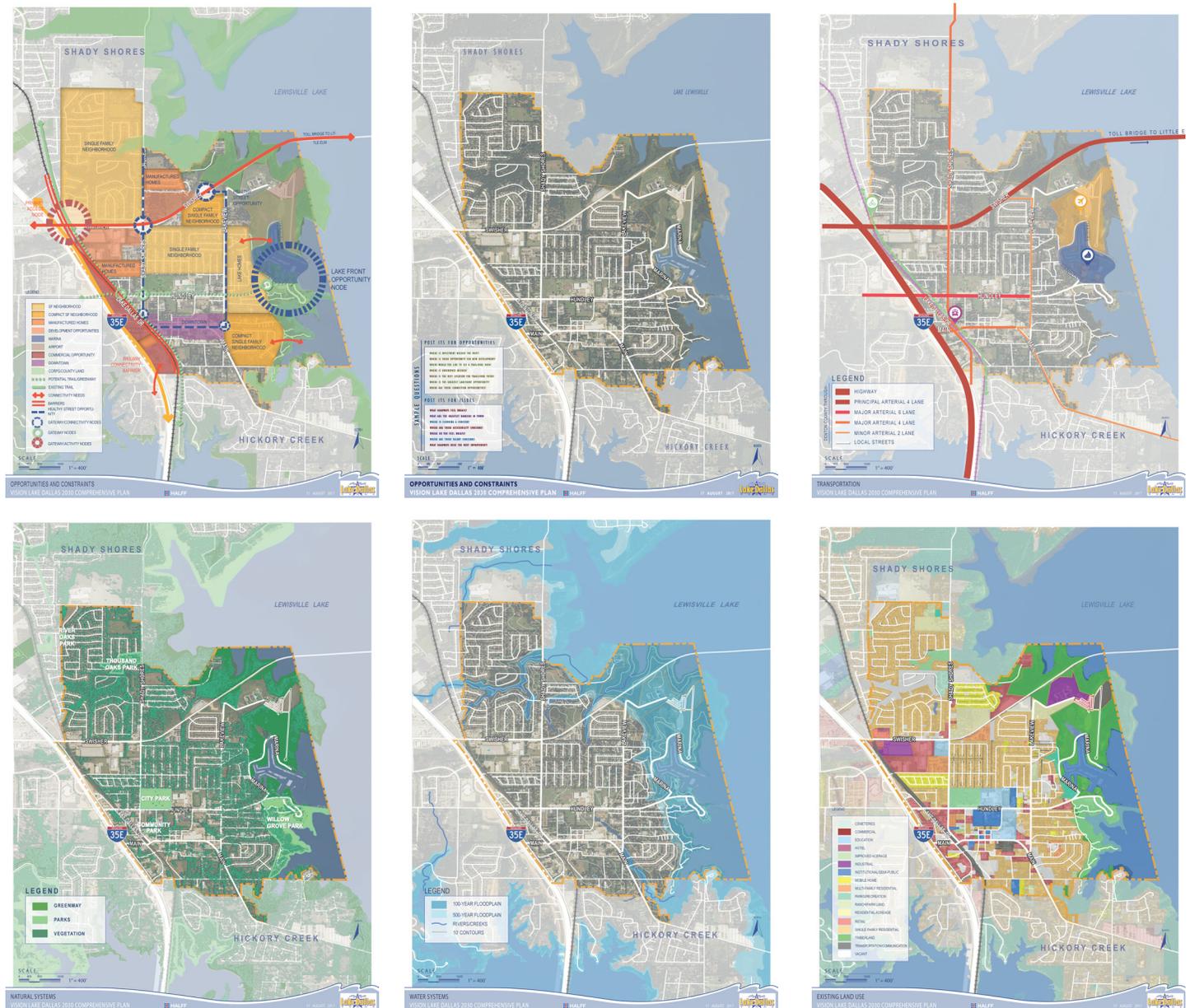


Figure 3.3 | Initial Analysis Maps from Public Meeting #1



Meeting #2, August 17, 2017: At the second public workshop, the project team presented the existing conditions assessment as well as issues and opportunities that exist in the city. Noted strengths in the assessment were schools and parks while noted issues were first impressions of the community, pedestrian access and safety, as well as urban design and aesthetics. During the presentation, there were a series of keypad polling questions asked related to community values, preferences for types of new development or redevelopment, and priorities for improving quality of life. Major feedback from the keypad polling included:

- Redevelopment priorities: IH 35E corridor, downtown
- Priorities for improving quality of life: economic development, aesthetics/beautification
- Community values: small-town feel, proximity to lake
- Lakefront development potential: restaurants, lake-oriented businesses
- Strong support for: role of code enforcement, more sales tax revenue to streets and infrastructure, more single-family housing, sidewalks and trail connectivity, neighborhood-serving retail

Keypad polling was also used to seek input on the draft comprehensive plan goals. After the presentation, meeting attendees were given the opportunity to interact with a series of posters to give input on what they thought were the opportunities and constraints in the city. Opportunities that meeting attendees noted during the interactive exercise included:

- Lakefront development (e.g., house boats, small water park)
- Gateways into city (IH 35E, Swisher Road)
- Pedestrian/cyclist connectivity
- Activities in parks
- Attract businesses
- Road improvements



SINGLE FAMILY NEIGHBORHOOD

SHADY SHORES

MANUFACTURED HOMES

Water Park 2

Check out this app

Make a small park

Flowering post-resident

Provide water treatment

Music Theater in park (up...)

Free Hiking Paths

REZUNE for Retail zones

Convert Neighborhood to trails

Open Greenway for Bikes, Etc

Open Greenway for Bikes, Etc

ADD bike path

Train Stop??

More for Commuters

Property owned by Hazardous Stop

Rest area/garden

PRIMARY ACCESS NODE

LEGEND

- SF NEIGHBORHOOD
- COMPACT SF NEIGHBORHOOD
- MANUFACTURED HOMES
- DEVELOPMENT OPPORTUNITIES
- MARINA
- AIRPORT
- COMMERCIAL OPPORTUNITY

RAILWAY CONNECTIVITY BARRIER

GREENWAY OPPORTUNITY HUNDLEY

DOWNTOWN

COMPACT SINGLE FAMILY NEIGHBORHOOD

LAKE HOMES

LAKE FRONT OPPORTUNITY NODE

LAKEVIEW

HEALTHY STREET OPPORTUNITY

WISHER

COMPACT FAMILY

LAKE LEWISVILLE

TOLL BRIDGE TO LITTLE ELM

SAMPLE QUESTIONS

POST IT! FOR COMMENTS

WHAT WOULD YOU LIKE TO SEE IN THE PLAN?

WHAT SHOULD WE REMOVE FROM THE PLAN?

WHAT SHOULD WE ADD TO THE PLAN?

WHAT DO YOU THINK WE SHOULD DO TO IMPROVE THE PLAN?

WHAT DO YOU THINK WE SHOULD NOT DO TO IMPROVE THE PLAN?

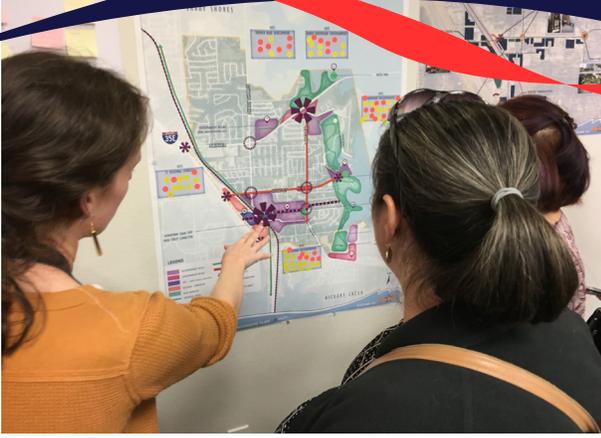
PUBLIC COMMENTS

VISION LAKE DALLAS 2010 COMPREHENSIVE PLAN

Meeting #3, October 24, 2017: During the third public workshop, citizen input from the previous workshop was presented, the draft goals were discussed, and the three alternative development scenarios were introduced. After the introductory presentation, meeting attendees used sticky dots and post-it notes to indicate their preference for the elements of the three scenarios they liked the most. A description of the three alternative development scenarios and resulting input is discussed in Chapter 4, but generally there was interest in components of all three scenarios. The input boards from each of the public meetings are included in the Appendix.



Figure 3.4 | Public Meeting #2 Scenario Boards





Other Stakeholder Meetings

Joint City Council and Planning & Zoning Commission Workshop, January 17, 2018:

At this joint meeting, the project team presented an overview of the plan process, public input results, goals, alternative development scenarios, and the draft future land use plan. Members of both the City Council and Planning and Zoning Commission gave feedback on the draft future land use plan, as well as other plan components such as transportation, parks and trails, downtown, and housing character. This joint meeting was also open to the public.

The Planning and Zoning Commission recommended approval of the document in May of 2018 and the City Council formally approved the plan in June of 2018.

Community Survey

In order to gather more input from residents, including those who weren't able to make it to the community workshops, an online community survey was developed to gauge preferences on elements addressed in the plan. The survey was open for four weeks and was announced at the October public workshop; the link was also posted on the city's website. Over the course of the four weeks, nearly 200 respondents took the survey. Major takeaways from the survey are listed below and the full survey results can be viewed in the Appendix.

Community Survey Major Takeaways:

- **28%** have lived in Lake Dallas for more than 20 years.
- The overwhelming majority of respondents said that Lewisville Lake was the first mental image they have of the community.
- Quality of public institutions and infrastructure as well as safe, clean, and well-maintained residential neighborhoods were rated most important in terms of quality of life factors.
- Retail development was rated as the most important issue for Lake Dallas to address in order to become one of the leading communities in Denton County.
- Downtown, followed by Swisher Road were noted as the parts of Lake Dallas that should be prioritized for redevelopment.
- Respondents were most supportive of restaurants, lake-oriented businesses, and active parkland for potential development around the lakefront.
- **74%** thought it was either very important or important for Lake Dallas to have a vibrant downtown.
- Commercial development was listed as the most needed amenity in downtown to make it a vibrant destination.
- When asked what type of housing was needed in Lake Dallas, **78%** said single family homes, **23%** said townhomes, and **21%** said tiny homes.
- **87%** thought that walkability and making trail connections in the city was either very important or important.
- When asked what type of active transportation options respondents would use if they were available in the city, sidewalks connecting to city facilities, sidewalks in residential neighborhoods, trails along the lakefront, and sidewalks connecting to and within downtown were all very highly rated.
- **67%** would support A-Train stop if it were possible to develop in the future.
- **56%** said they would like to see retail around a potential train stop.
- The initiative respondents thought was the most important for the city to pursue in the next five years was implementing improvements to streets and infrastructure.
- Economic development and infrastructure improvements were both highly rated in terms of interest in directing sales tax in the future.

VISION & GOALS

Based on the input gathered throughout the planning process, an overarching vision statement for the plan was created. The vision has three corresponding guiding principles for the city and nine goals that support the vision statement, while describing specific desires for detailed components of the plan. These goals are referenced throughout the document at the beginning of each subsequent chapter and in the implementation action table in the final chapter.

The City of Lake Dallas adopted the below vision statement in early 2018. This statement complements the overall plan vision. *“Lake Dallas is a welcoming community filled with exciting lakeside recreation, a vibrant downtown, and thriving neighborhoods while retaining its unique, small-town charm.”*

PLAN VISION

To make Lake Dallas a unique destination city in the DFW Metroplex while focusing on creating a diverse, high quality community for residents and capitalizing on locational and natural amenities.

GUIDING PRINCIPLES

- 1** Create a recreation destination intertwined with lakefront amenities to draw people in from around the Metroplex and provide a high quality of life for residents.
- 2** Create a highly connected city with strong economic drivers along major roads.
- 3** Create an inviting, visually pleasing city with a destination downtown that contains a variety of eclectic shops and neighborhood serving retail opportunities.

PLAN GOALS



THEME 1: Community Character

CC1 – Promote quality new development and revitalization of older commercial areas for the successful enjoyment of all in Lake Dallas.

CC2 – Look for opportunities to better define Lake Dallas as an active lakeside community.

CC3 – Incorporate gateways and entry features that have a distinctive feel and brand.



THEME 2: Mobility

M1 – Move people across and through Lake Dallas with a variety of modal types on a comprehensive transportation network (automobiles, bicycles, pedestrians, etc.).

M2 – Create a transportation network that establishes a network of multi-modal street types with defined cross sections and functional capacity.

M3 – Explore options with partners to incorporate a future A-Train stop in Lake Dallas.



THEME 3: Economic Development

ED1 – Promote and support professional business opportunities which will advance new economic development.

ED2 – Pursue both local-serving and regional-serving retail development to serve existing residents and to increase the sales tax base.

ED3 – Capitalize on the proximity to Lewisville Lake by pursuing lake-oriented development to establish tourism and provide recreation amenities for residents.



THEME 4: Environmental

E1 – Connect Lake Dallas through a framework of parks, pedestrian trails, and open space that respond to community needs and reflect population demographics.

E2 – Coordinate with the U.S. Army Corps of Engineers to preserve the shores of Lewisville Lake.

E3 – Promote a network of open space encompassing private and public development within Lake Dallas.



THEME 5: City Government

CG1 – Ensure the long-term financial stability of Lake Dallas with fiscally responsible policies and actions.

CG2 – Establish and maintain a fiscally responsible revenue and expenditure balance.

CG3 – Aim for transparency in all local government decisions.



THEME 6: Community Health

CH1 – Provide high-quality Police, Fire and emergency EMS services to keep the citizens of Lake Dallas safe and healthy.

CH2 – Encourage the Lake Cities Municipal Utility Authority to promote initiatives for clear air, water, and storm water.

CH3 – Promote the distribution of locally grown and produced food by establishing a Downtown Farmers Market.



THEME 7: Design & Aesthetics

DA1 – Improve first impressions of the community along IH 35 and Swisher Road.

DA2 – Implement sidewalk and streetscape improvements in downtown and along Shady Shores, Hundley, and Swisher Road.

DA3 - Design future housing developments with quality materials and standard guidelines.



THEME 8: Downtown

D1 – Establish a quality pedestrian environment in downtown with streetscape amenities such as benches, shade trees, wayfinding signage, bike racks, trash receptacles, lighting, and greenspace which creates energy towards revitalization.

D2 – Establish downtown as a neighborhood and encourage residential development to support the existing and future retail.

D3 – Create a business incubator in downtown that offers resources for small businesses.



THEME 9: Residential Neighborhood

RN1 – Establish Neighborhood Improvement Plans for neighborhoods to create a comprehensive set of recommendations for enhancement and preservation.

RN2 – Maintain safe and attractive residential neighborhoods.

RN3 – Consider diversifying housing types in Lake Dallas to enhance the unique identity, such as tiny homes or townhomes.

4

LAND USE &



URBAN DESIGN





INTRODUCTION

The primary component of a comprehensive plan is the future land use plan that reflects the community vision developed during the stakeholder and public input process. This chapter reviews the existing land uses within the city, assesses the opportunities and constraints, presents three scenarios for future development, and makes recommendations for future land use as well as urban design strategies.

LAND USE FRAMEWORK

Create economic development opportunities along I-35 and focus on neighborhood-serving retail, unique eclectic tourism districts, and local business opportunities east of the rail road. Create quality, healthy neighborhoods and integrate natural systems by enhancing recreation opportunities.

RELEVANT PLAN GOALS



CC1 - Promote quality new development and revitalization of older commercial areas for the successful enjoyment of all in Lake Dallas.



CC2 - Look for opportunities to better define Lake Dallas as an active lakeside community.



CC3 - Incorporate gateways and entry features that have a distinctive feel and brand.



ED2 - Pursue both local-serving and regional-serving retail development to serve existing residents and to increase the sales tax base.



ED3 - Capitalize on the proximity to Lewisville Lake by pursuing lake-oriented development to establish tourism and provide recreation amenities for residents.



D1 - Establish a quality pedestrian environment in downtown with streetscape amenities such as benches, shade trees, wayfinding signage, bike racks, trash receptacles, lighting, and greenspace which creates energy towards revitalization.



DA1 - Improve first impressions of the community along IH 35 and Swisher Road.



DA2 - Implement sidewalk and streetscape improvements in Downtown and along Shady Shores, Hundley, and Swisher Road.

PERTINENT INPUT

The input related to land use, development, and urban design listed here is from the comments received during the three public workshops, the keypad polling exercise during the second workshop, and the online community survey.

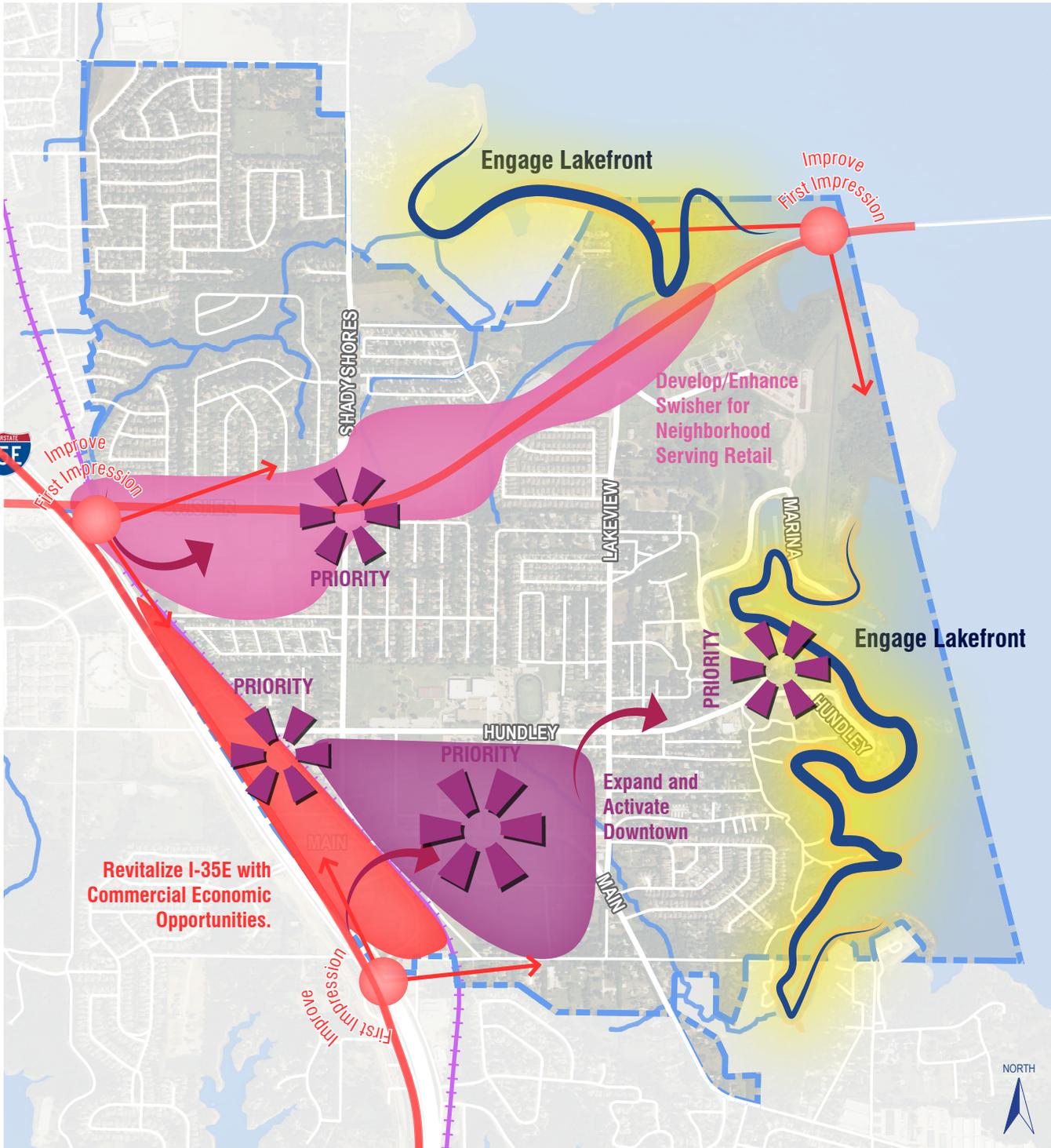


Figure 4.1 | Input Analysis Map

Physical Input Characteristics

This describes input received from the mapping exercises during the public workshops.

- First impressions of the city on IH 35E and Swisher Road are not good.
- Focus on cleaning up Swisher Road and bringing better quality retail.
- Keypad polling respondents thought the IH 35E corridor, downtown, and Swisher Road should be prioritized for redevelopment.

Input Statistics

This describes key input from the keypad polling and online survey responses.

73% of keypad polling respondents thought aesthetics/beautification and economic development opportunities were the highest priority for improving quality of life and the long term future of Lake Dallas.

Creating the 'lake community' and engaging the lakefront front more was a common theme throughout every meeting. **77%** of online survey respondents would support a lakefront restaurant.

67% of keypad polling respondents and over **80%** of online survey respondents support the city pursuing the development of neighborhood-serving retail.

34% of online survey respondents thought retail development was the most important issue that Lake Dallas must address to become a leading community in Denton County.

39% of online survey respondents would be in favor of directing more sales tax revenue to economic development in the future.

EXISTING LAND USE STATISTICS

While Lake Dallas is only 2.7 square miles, there are a variety of land uses packed into the community that is approximately 87.5% built-out. **Table 4.1** shows the percentage of existing land uses and **Figure 4.2** maps the existing land use. The majority of commercial uses are found along IH 35E, on the south side of Swisher Road, or along Main Street and Hundley Drive in the downtown area. Residential uses are primarily single-family, but there are a few multi-family apartment complexes, duplex units, and manufactured home parks. The institutional uses (schools, civic buildings) are well concentrated along Main Street and Hundley Drive in the downtown area. Finally, most of the parks and open space are located along the shoreline and in the floodplain areas.

LAND USE	ACRES	PERCENT
Residential Acreage	52.42	4.1%
Single Family Residential	475.74	37.1%
Multi-Family Residential	27.72	2.2%
Mobile Home	51.48	4.0%
Improved Acreage/ Commercial	3.17	0.2%
Retail	121.34	9.5%
Hotel	3.63	0.3%
Education	1.28	0.1%
Institutional/Semi-Public	56.27	4.4%
Industrial	24.31	1.9%
Parks/Recreation/Open Space/Timberland	12.45	1.0%
Cemeteries	230.13	17.9%
Transportation/Communication/Railroad	8.46	0.7%
Utilities	33	2.6%
Vacant	21.18	1.7%
TOTAL	1283.62 ACRES	

Table 4.1 | Existing Land Use Statistics

Source: NCTCOG 2015 Land Use. www.nctcog.org.

Note: Parks/Recreation/Open Space include U.S. Army Corps of Engineers Land

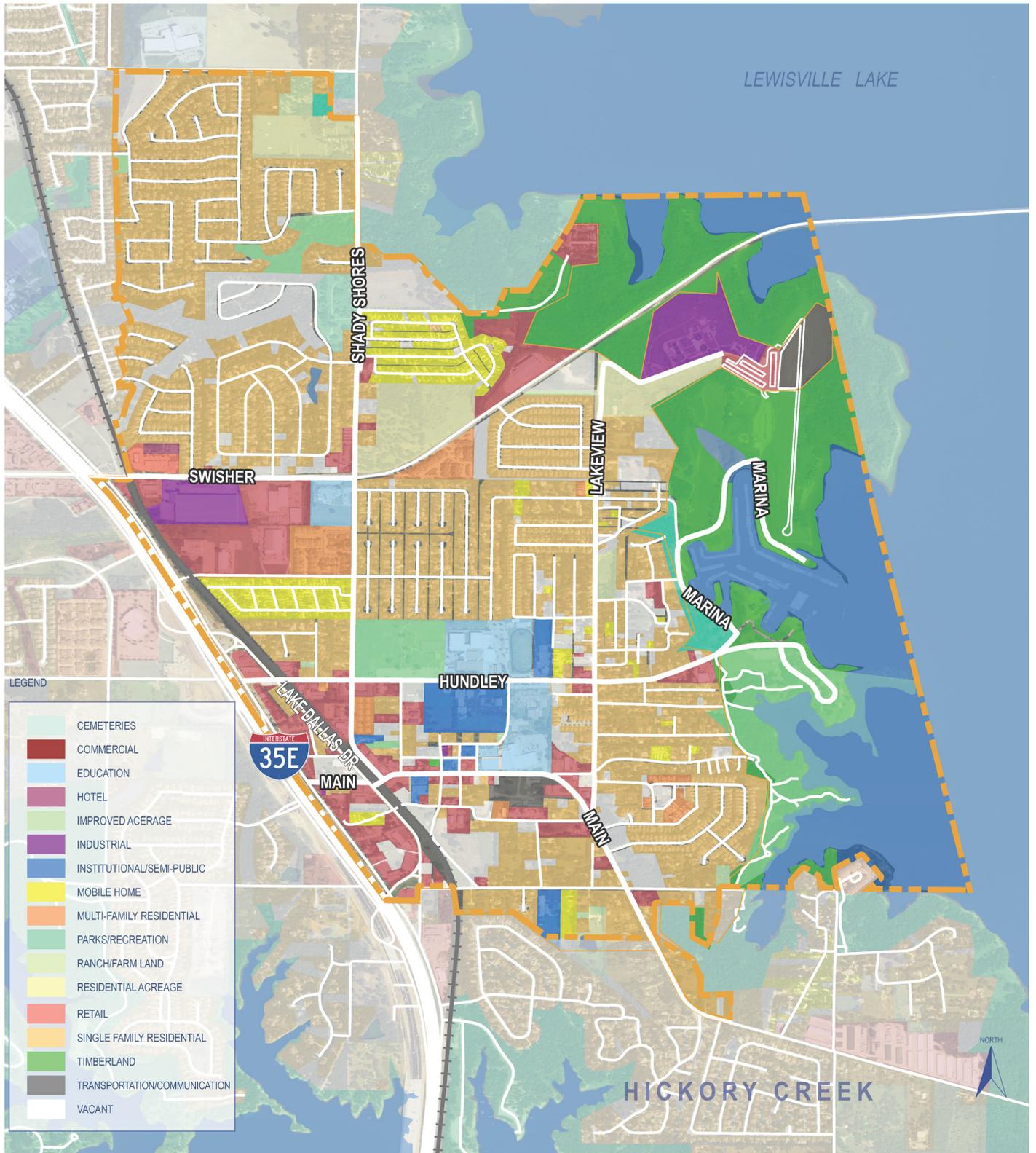


Figure 4.2 | Existing Land Use Map

As part of the existing land use analysis, the project team identified both opportunities and constraints impacting new development and redevelopment in Lake Dallas. During the second public meeting, attendees commented on the identified opportunities and constraints and provided additional insight.

The major opportunities in the city include:

- Potential to develop gateways and aesthetic improvements along IH 35E and Swisher Road to improve first impressions of the community.
- Opportunity to build on the current momentum for redevelopment in downtown.
- Potential to capitalize on lakefront opportunities by enhancing neighborhood connections, increasing recreation opportunities, and incorporating neighborhood and tourism-serving retail.
- Opportunity to make additional trail and bikeway connections to connect the Denton County Transit Authority (DCTA) Rail Trail, Willow Grove Park, downtown, and neighborhoods.
- Potential to transform select roadways into complete or healthy streets.

The main constraints in the city include:

- Lack of room to grow since the community is landlocked by other communities and the lake.
- High percentage of undevelopable land that is in the floodplain.
- Underutilized or vacant commercial buildings that detract from the overall character of the community.
- Many roadways lack curb and gutter and are unsafe for non-motorized users.
- Development occurring just outside the city limits in other communities that limits appeal for similar development within Lake Dallas.

SCENARIO DEVELOPMENT

The identified opportunities and constraints were used to develop three alternative scenarios for how the community could look in the future. The three resulting scenarios each focus on a different theme: neighborhood connections, economic development, and tourism/entertainment. There are similarities between each of the three scenarios as described in this section.

Neighborhood Connections Scenario

The first scenario focuses on making the city more livable for current and future residents by enhancing connectivity throughout Lake Dallas. Elements included in this scenario to enhance quality of life include introducing more neighborhood-serving retail, making pedestrian/cyclist connections, and adding more housing types. **Figure 4.4** is the Neighborhood Connections scenario.

- **Enhanced Main Street:** Within the immediate area around Main Street, strategies to promote infill and enhance pedestrian amenities are recommended in this scenario. This would build from the existing progress that has been made in downtown Lake Dallas to repave Main Street, add sidewalks and landscaping, and encourage mixed use.
- **Neighborhood Retail Centers:** In the area south of Swisher Road and west of Shady Shores Road, this scenario recommends a retail center to attract neighborhood-serving retail such as grocery stores, sit-down restaurants, or small retail shops. This recommendation is in response to many stakeholder and public comments about having to travel outside of Lake Dallas for these types of amenities.
- **Healthy Corridors:** In this scenario, Hundley Drive, Shady Shores Road, Lakeview Drive, and parts of Main Street are designated as Healthy Corridors, which are multi-modal corridors that are safe for pedestrians and cyclists. These improvements would serve as a needed connection between the DCTA Rail Trail currently under construction on the western edge of the city and Willow Grove Park on the eastern side as well as connecting existing neighborhoods throughout the city. This scenario also presents a shoreline trail that follows the eastern and northern boundaries of the city.
- **Pocket Neighborhood Parks:** Due to the small size of Lake Dallas, there are only a few areas in the city that are not within ¼ mile of a park or greenspace. This scenario proposes the addition of small green spaces, or pocket parks, in the remaining areas of the city that are not within ¼ mile of an existing park or greenspace. Amenities at these pocket parks depend on the location but could include seating, small playgrounds, and open areas for free play.
- **Neighborhood District:** Since this scenario is focused on neighborhoods, it includes a consideration to make improvements to older neighborhoods, particularly in the manufactured home parks and in the older neighborhoods near the lake. Improvements could include neighborhood gateways, sidewalk connectivity, and repaving of streets.
- **New Housing Types:** In order to take advantage of the unique location of Lake Dallas, this scenario proposes introducing new housing types to the city including tiny homes and lakefront townhomes that capitalize on the lakefront opportunity. Standards for tiny homes were recently approved by the City Council.



Figure 4.4 | Neighborhood Connections Scenario

Economic Development Scenario

The second scenario focuses on attracting appropriate economic development to the city in order to grow the sales tax base and enhance quality of life. Elements included in this scenario include improving the city's existing assets - lakefront, downtown, Interstate 35 corridor, and Swisher Road - to make them more attractive for development. **Figure 4.5** is the Economic Development Scenario.

- **Regional Commercial:** Now that the reconstruction of Interstate 35E is complete, the highway frontage in Lake Dallas is ripe for redevelopment. This scenario proposes that the city seek out regional-serving retail along the IH 35E corridor such as big-box retailers to provide a sales tax boost and to serve more than just Lake Dallas residents.
- **Entertainment Retail:** This scenario promotes capitalizing on the lakefront asset by developing lake-oriented retail, such as waterfront restaurants or bait/tackle shops. The existing marina has only one small shop and there is enough traffic in the area with the weekend boaters to warrant additional retail development.
- **Gateways:** Lake Dallas currently lacks defined gateways, or landmark features, that signify entrance into the community or an important area. This scenario proposes gateways at each of the primary entrances into the city off the Interstate.
- **Downtown Enhancement:** Similar to the Neighborhood Connections scenario, this scenario promotes enhancing downtown by adding gateways, pedestrian amenities, and promoting infill development where feasible.
- **Train Stop:** If a DCTA A-Train stop is possible in the future, this scenario proposes that it be placed near the rail line's intersection with Swisher Road. There is great potential for transit-oriented development to the south and east of this potential stop.

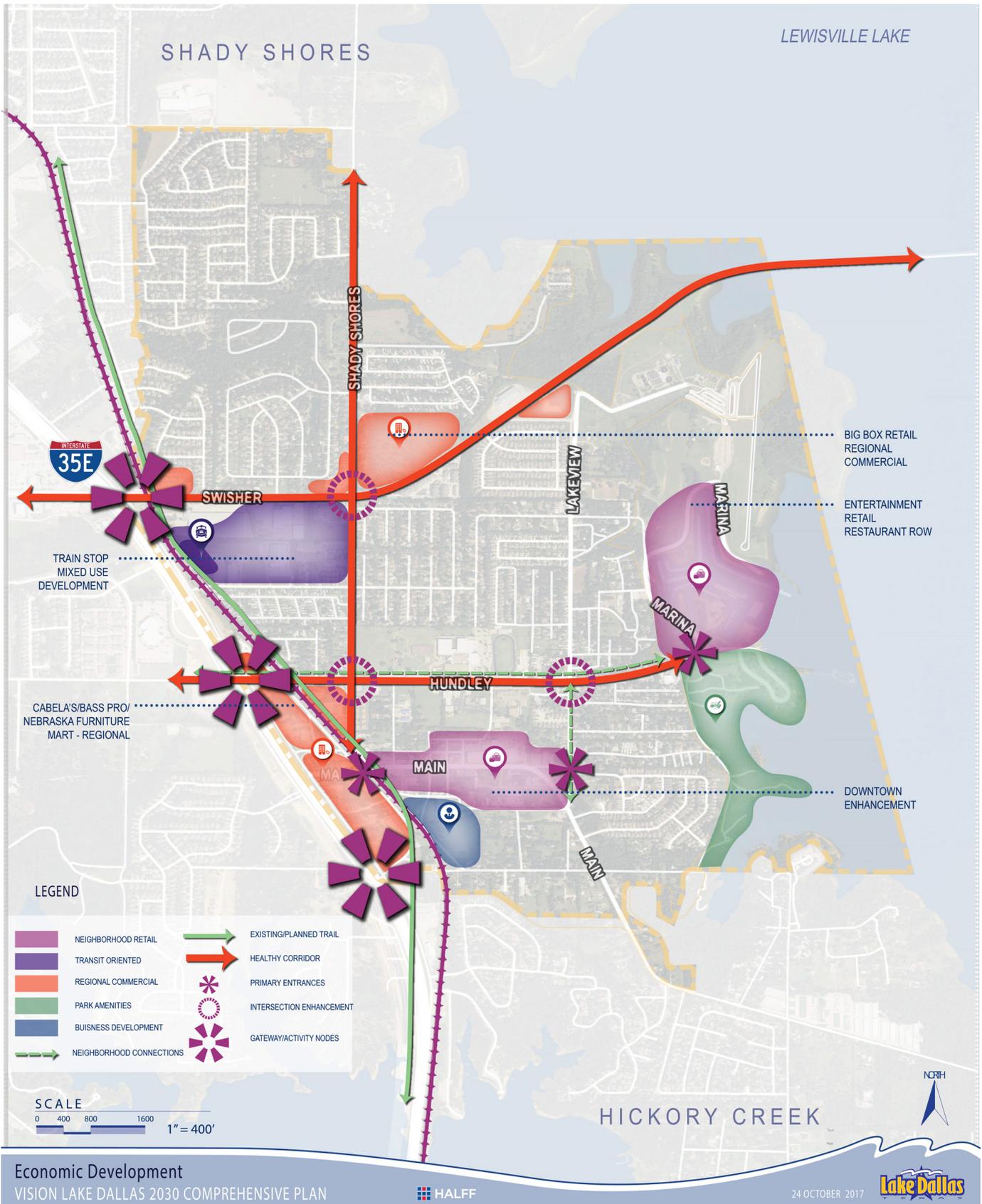


Figure 4.5 | Economic Development Scenario

Tourism/Entertainment Scenario

The third scenario focuses on bringing activity-oriented development to the city to activate downtown and the lakefront. Elements included in this scenario are an entertainment village along Swisher Road, a waterpark along the lakefront, and a shoreline bicycle/pedestrian trail. **Figure 4.6** is the Tourism/Entertainment Scenario.

- **Water Park:** This scenario proposes the idea of an appropriately-scaled water park along the lakefront to introduce a family-oriented entertainment activity in the city. The beach at Little Elm Park could be used as an example for development of such a waterpark.
- **Entertainment Village:** In the vacant land located northeast of the Swisher Road and Shady Shores Road intersection, the city could attract entertainment uses such as a movie theatre or bowling alley. The core entertainment use would be surrounded by supporting uses such as retail and restaurants.
- **Expanded Downtown:** In this scenario, the downtown area would expand to include a future A-Train stop at the Main Street intersection. Like the other scenarios, elements such as gateways, pedestrian amenities, and infill development would occur in the downtown area.
- **Focal Features:** In order to transform Lake Dallas into more of a destination, adding focal features that are unique and interactive will be important. These features could include large gateways, public art, or interactive water gardens.
- **Paddle Launch:** Paddle sports are growing in popularity; Lake Dallas could capitalize on the lakefront access and develop a designated launch and rental area for kayaks, canoes, and paddle boats. In this scenario, the launch area is shown in the very southeastern portion of the city.
- **Proposed Trails:** A shoreline trail is also proposed for this scenario with connections to the entertainment village at Swisher Road and Shady Shores Road. Main Street is also designated as a 'Festival Street' which would entail enhanced pedestrian amenities and the opportunity to close the street to vehicular traffic during special events.

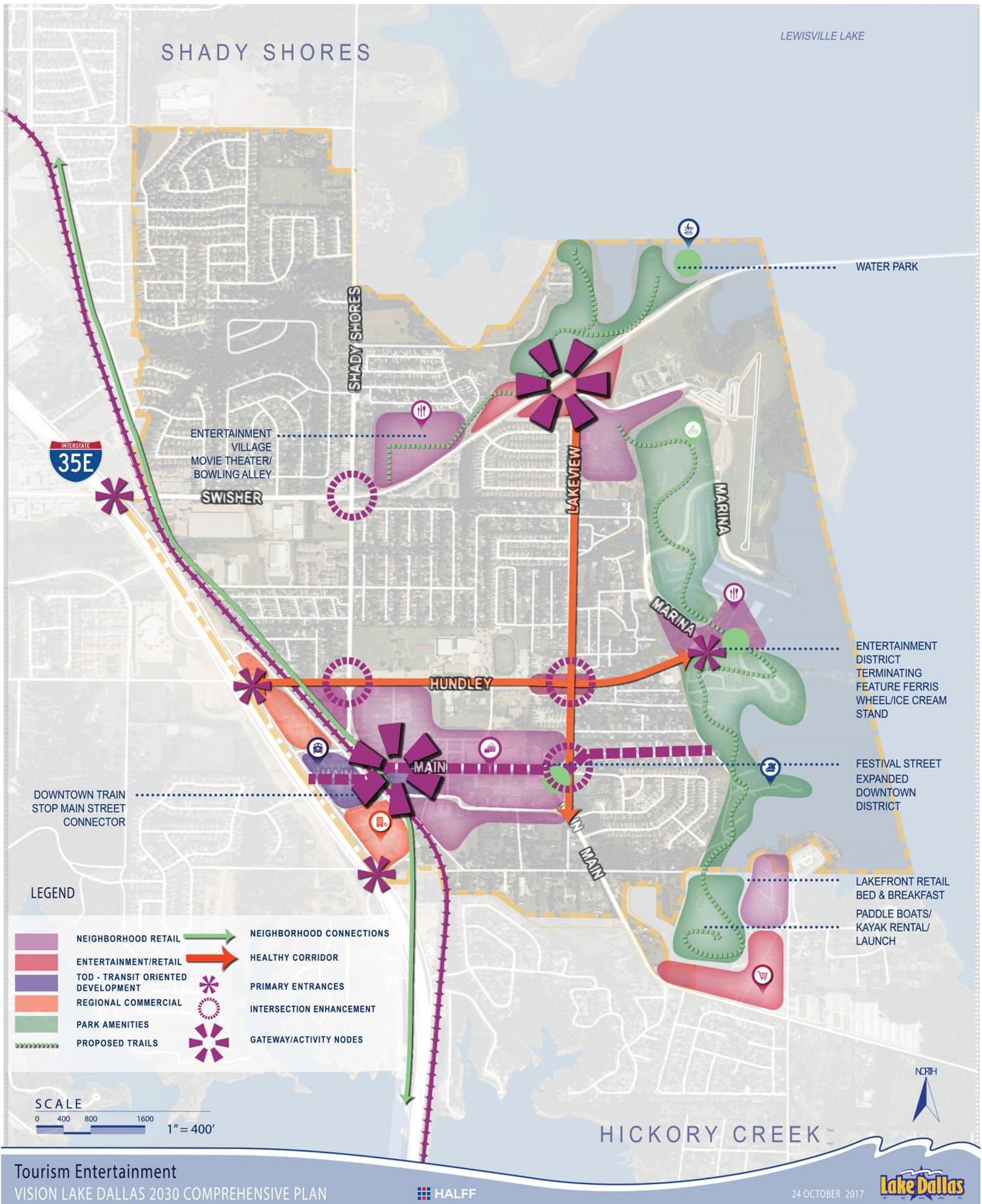
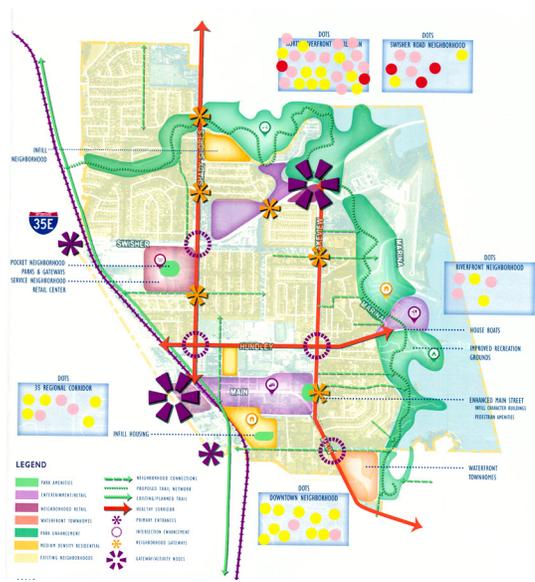


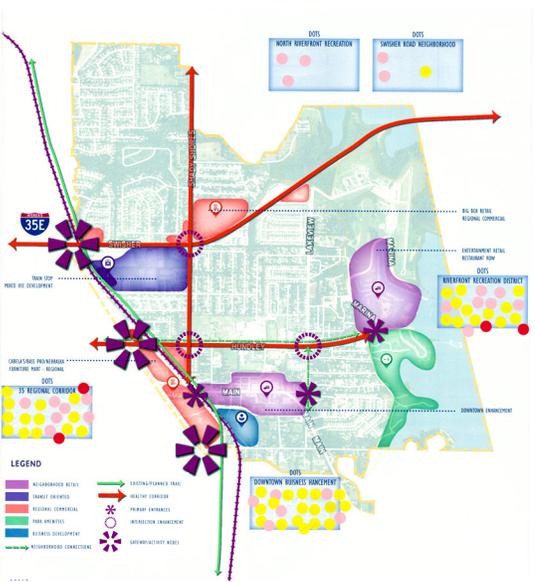
Figure 4.6 | Tourism/Entertainment Scenario

DEVELOPMENT OF PREFERRED SCENARIO

Input on the three scenarios was solicited at the third public meeting held in October 2017. After an introductory presentation, meeting participants interacted with the three scenarios on large posters displayed around the room. Each participant was given five sticky dots to place on elements they preferred across the three scenarios. There were also blank posters for participants to write comments.



Neighborhood Connections: Most frequently mentioned comments on the Neighborhood Connections scenario included the desire for no new multi-family, need for safe roadway crossings for non-motorized users along Swisher Road, desire for more bike trails, need for sidewalk and drainage repairs within neighborhoods, desire for a dog park, and desire for Swisher Road to be cleaned up. Of the three scenarios, meeting attendees liked the north lakefront development ideas from the Neighborhood Connections scenario the most. This scenario proposed a shoreline trail to connect different parts of the community and recreation in the northern part of the city.



Economic Development: Most frequently mentioned comments on the Economic Development scenario included support for a train stop, focus on growing the number of small businesses, aversion to high-density housing, support for renovation of old or abandoned businesses along the interstate, and desire for enough space for the public library. Of the three scenarios, meeting attendees liked the Interstate 35E development ideas from the Economic Development scenario the most. This scenario proposed regional retail surrounded by additional commercial uses.

Future Land Use Map

The resulting future land use plan is shown in **Figure 4.7**. For each of the twelve future land use categories, a description is provided of the intent and characteristics of the category, proposed primary and secondary uses which should be allowed, and proposed relationship to the zoning districts.

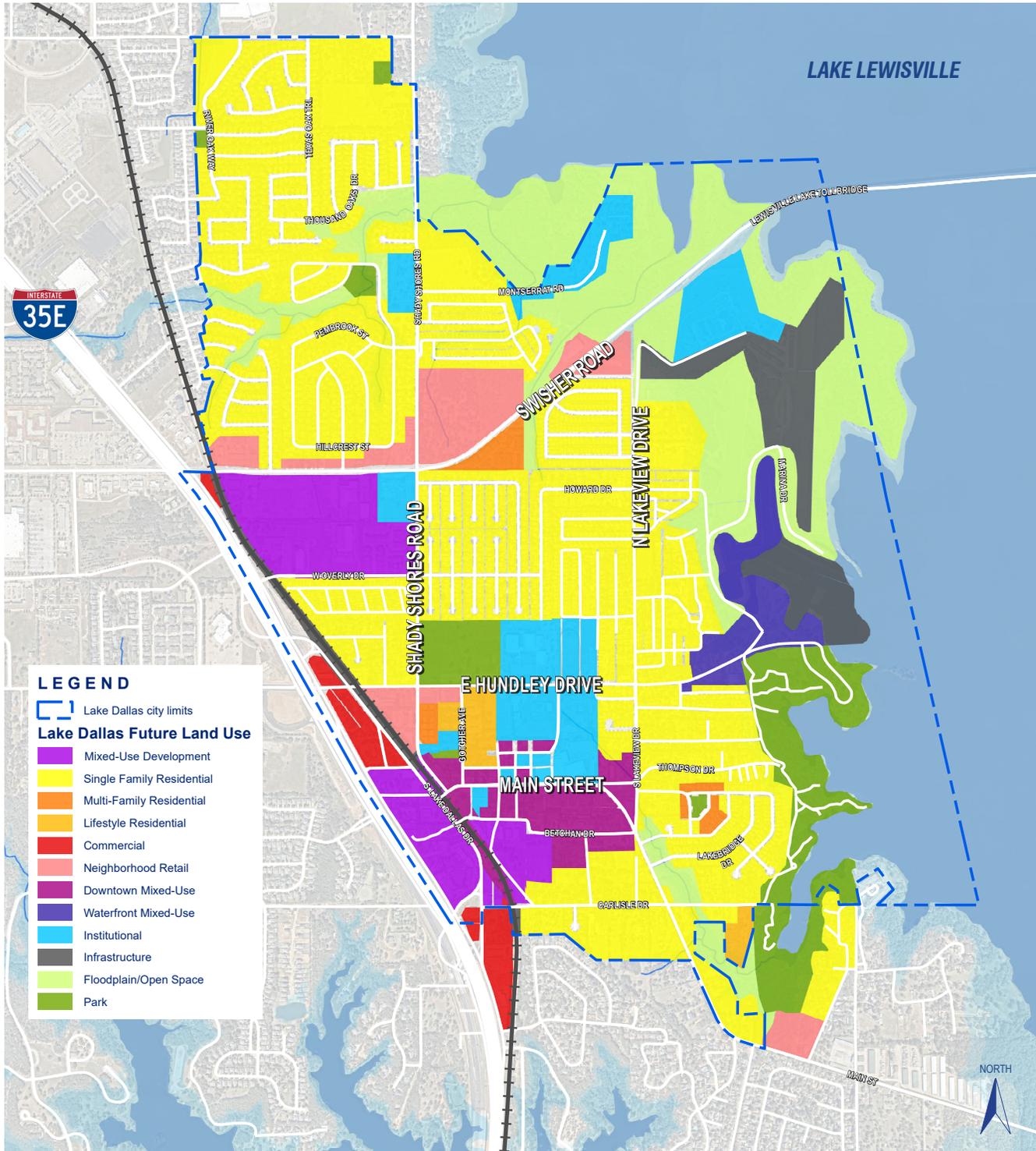


Figure 4.7 | Future Land Use Map

Note: A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries.



SINGLE FAMILY RESIDENTIAL

Intent and Characteristics: Residential detached developments that generally range between 0.5 to 7 dwelling units per acre. Residential uses in this category range from small lot to large lot single-family homes and the character of neighborhoods should be preserved by enforcing appropriate building standards for new development and code enforcement for existing development. As shown in the future land use plan, existing neighborhoods are included in the single family residential category as well as existing manufactured home areas. As ownership of the manufactured homes change over time, the areas could be transitioned to single-family residential.

Proposed Primary and Secondary Uses: Primary uses are single-family detached residential and secondary uses are supporting amenities including parks, trails, open space, and schools.

Zoning Districts: Current zoning districts that are appropriate to implement the single family residential classification include R-1-6000 Single-family Dwelling District, R-1-7200 Single-family Dwelling District, and R-1-10000 Single-family Dwelling District.



MULTI-FAMILY RESIDENTIAL

Intent and Characteristics: Residential attached developments including duplexes and apartment complexes that are generally 18 dwelling units per acre or fewer. As shown in the future land use map, this category generally includes existing multi-family uses within the city.

Proposed Primary and Secondary Uses: Primary uses are multi-family attached residential and secondary uses are supporting amenities including parks, trails, open space, and schools. Neighborhood-serving non-residential could also be allowed as a secondary use.

Zoning Districts: Current zoning districts that are appropriate to implement the multi-family residential classification include R-2 Two-family Dwelling District and R-3 Multifamily Residence District.



Source: Shutterstock

LIFESTYLE RESIDENTIAL

Intent and Characteristics: This category is new for the Vision 2030 plan. In addition to single-family and multi-family residential, there are additional housing options that residents and developers have shown interest in within the community. This includes quality tiny homes and townhomes that may be part of a larger planned development. The category is called 'lifestyle' residential because people choose to live in these types of development instead of having to out of necessity.

Proposed Primary and Secondary Uses: Primary uses are attached and detached residential development that is part of a planned development and secondary uses are supporting amenities including parks, trails, open space, schools, and neighborhood-serving commercial uses.

Zoning Districts: Current zoning districts that are appropriate to implement the lifestyle residential classification include PD - Planned Development Districts.



NEIGHBORHOOD RETAIL

Intent and Characteristics: Neighborhood serving retail and office land uses located adjacent to neighborhoods. These developments typically are smaller than buildings in the commercial category, have smaller signage, landscaping, and screen parking. As shown in the future land use plan, areas for neighborhood commercial include along Swisher Road and south of Hundley Drive just east of the rail line.

Proposed Primary and Secondary Uses: Primary uses are professional office, food sales, convenience stores (not including gas stations), general retail sales, personal services, medical facilities, or restaurants. Secondary uses are institutional uses.

Zoning Districts: Current zoning districts that are appropriate to implement the neighborhood retail classification include C-1 Retail District, with modifications.



COMMERCIAL

Intent and Characteristics: Regional serving retail and office land uses located adjacent to a regional highway or major arterial. This type of commercial development is more reliant on passing traffic and visibility. While accommodating automobile access is vital to the success of commercial development, bicycle and pedestrian accommodations should be included in any new developments.

Proposed Primary and Secondary Uses: Primary uses are commercial and office uses that serve local and regional commercial needs. Secondary uses are light industrial uses.

Zoning Districts: Current zoning districts that are appropriate to implement the commercial classification include C-2 Commercial District, C-3 Commercial District, and IH-35E Business Corridor District.



INSTITUTIONAL

Intent and Characteristics: Current public and semi-public uses such as educational, municipal, medical, professional, and religious uses. Depending on the time of day or week, these uses can generate a high amount of traffic.

Proposed Primary and Secondary Uses: Primary uses are schools, municipal facilities, community centers, and hospitals.

Zoning Districts: The institutional future land use classification is not meant to be associated with a specific zoning district, rather in whatever zoning district an institutional use is built in, it should meet or exceed the building standards of that zoning district.



PARKS

Intent and Characteristics: Current public park land and trails that have been designated as municipal facilities as well as private parkland. This includes both active (i.e., sports fields) and passive (i.e., open fields or trails) recreation areas. Areas classified as parks in the future land use plan include existing parks as well as the area in the northeastern part of the city that is identified as potential new parkland.

Proposed Primary and Secondary Uses: Primary uses are parks and trails that are currently designated as public or private parkland. Secondary uses should be discouraged as to maintain the public enjoyment and recreational aspects of parks.

Zoning Districts: The parks future land use classification is not meant to be associated with a specific zoning district, rather it should be specified in other zoning districts that parks are allowed. Since Lake Dallas is landlocked, it is not likely that substantial residential construction will occur that requires land dedication for parks.



FLOODPLAIN/OPEN SPACE

Intent and Characteristics: Land that is included in FEMA's 100-year floodplain and general open space land near floodplains that should remain as open space for purposes of flood protection and natural resource preservation. As shown in the future land use map, this designation is mostly located along the lake shoreline and surrounding the creeks that run through the city.

Proposed Primary and Secondary Uses: Primary uses are open space and potentially passive recreation opportunities. No other development is recommended.

Zoning Districts: This future land use classification is not meant to be associated with a specific zoning district.



INFRASTRUCTURE

Intent and Characteristics: This future land use category represents existing major infrastructure such as the airport, marina boat storage, and railroad.

Proposed Primary and Secondary Uses: Primary uses are airport and marina boat storage.

Zoning Districts: Current zoning districts that are appropriate to implement the infrastructure classification include MA – Marina District.



WATERFRONT MIXED-USE

Intent and Characteristics: This is another new land use category for the future land use plan. These areas are meant to include a mixture of uses including retail and entertainment uses with additional architectural standards to create a waterfront theme. If Lake Dallas is to capitalize on their lakefront opportunity, then different type of development is needed near the existing marina. Uses in this category could include a themed restaurant or recreation area.

Proposed Primary and Secondary Uses: Primary uses are neighborhood retail, restaurants, and parks. Secondary uses are lifestyle residential (if allowable by the USACE).

Zoning Districts: Current zoning districts that are appropriate to implement the waterfront mixed-use classification include MA – Marina District or PD - Planned Development District.



DOWNTOWN MIXED-USE

Intent and Characteristics: This is a new land use category for the future land use plan. These areas are meant to include a mixture of uses (vertically or horizontally) including residential, retail, and office with additional architectural standards to create a cohesive, walkable, and urban character in downtown. As the downtown area continues to redevelop, it is envisioned that the downtown area would include higher density residential uses, grand civic buildings, public spaces, and more variety in commercial buildings.

Proposed Primary and Secondary Uses: Primary uses are attached residential, neighborhood retail, institutional, and parks. Secondary uses are lifestyle residential and associated supporting uses.

Zoning Districts: Current zoning districts that are appropriate to implement the downtown mixed-use classification include PD - Planned Development District.



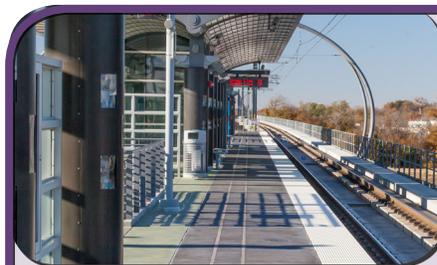
MIXED-USE

Intent and Characteristics: This is a new land use category for the future land use plan. These areas are meant to include a mixture of uses (vertically or horizontally) including residential, retail, commercial, and office in a walkable setting. As shown in the future land use plan, there are two areas designated as mixed-use: to the south of Swisher Road and along Main Street just east of IH 35E in downtown. If a train stop is possible in Lake Dallas in the future, it is recommended that transit-oriented development occur and these two designated mixed-use areas to allow for such development.

Proposed Primary and Secondary Uses: Primary uses are attached residential, neighborhood retail, and office. Secondary uses are parks, commercial, lifestyle residential, and associated supporting uses. Commercial or light industrial uses will be allowed where these uses are currently or adjacent to existing commercial or light industrial uses.

Zoning Districts: Current zoning districts that are appropriate to implement the transit-oriented development classification include PD – Planned Development District.

TRANSIT-ORIENTED DEVELOPMENT



Many communities in the Dallas-Fort Worth Metroplex have successfully created transit-oriented development (TOD) around rail transit stations. This involves a mixture of uses such as residential, retail, office, and public space in a walkable setting.

Examples of successful TODs in the region are Mockingbird Station in Dallas, 15th Street Station in downtown Plano, and Downtown Garland. A primary strategy to achieve successful TOD is to implement a Tax-Increment Financing (TIF) District.

In Lake Dallas, TOD could be focused on the western edge of downtown or near IH 35E and Swisher Road, depending on if and where an A-Train stop could be constructed. Concepts from the Lake Cities Station Town Center Study could be reviewed and updated.

URBAN DESIGN AND CHARACTER

Community character is a critical component to a comprehensive plan. Through the public input process, it was discovered that citizens seek to both preserve the small-town feel and also improve the aesthetics of the community. This section describes strategies to improve urban design in Lake Dallas to match the desired community character.



Streetscaping

With the exception of Main Street, most streets in Lake Dallas are not attractive and detract from the overall character of the community. Streetscaping enhancements can be both infrastructure and aesthetic in nature. Infrastructure streetscape enhancements include constructing sidewalks, adjusting driveways, and installing traffic calming devices. Aesthetic streetscape enhancements include site furniture, landscaping, lighting, and unique pavement treatment. Complete Streets, a concept discussed in Chapter 5: Transportation, often have streetscaping elements integrated into the design of the roadway. As roads are reconstructed in Lake Dallas in the future, the city should require that both infrastructure and aesthetic streetscape features should be incorporated into the design.



PLACEmaking

Quality community design helps to create a sense of place in a community. There are two areas in Lake Dallas that could be enhanced to create a distinctive sense of place; those two areas are downtown and the lakefront. Through infill development and revitalization efforts, downtown Lake Dallas can become a more desirable destination in the community. Elements to consider in downtown to create a sense of place include grand civic spaces, cohesive architectural standards and signage, and public art. Placemaking in downtown is discussed more fully in Chapter 8: Downtown.

As for creating a sense of place in the lakefront area, the opportunity exists to create a destination near the marina. People from around the Metroplex travel through Lake Dallas on the weekend to get to their boat, but there is currently no attraction to keep them in Lake Dallas to spend money on food or shopping. Other communities in the area have been successful at sustaining lakefront development such as a restaurant or lake-oriented retail (e.g., bait and tackle shops and paddle sport rentals). Lake Dallas should begin discussions with the USACE and the marina to look at options for feasible land to be developed as restaurant and retail. If development does occur on and around the marina or USACE property, infrastructure improvements to roads and utilities should be the responsibility of the developer to improve.



Community Gateways

Gateways can signify entrances to a community, special area, or neighborhood as well as highlight significant community features or landmarks. There are few gateway features in Lake Dallas today and as noted by stakeholders, the first impressions of the community are poor. The city should prioritize placing gateway features on Swisher Road and on major roads intersecting IH 35E. Coordination with TxDOT will be required on the roadways they operate. New gateways should incorporate a distinctive brand that is recognizable as Lake Dallas.

LAND USE & URBAN DESIGN ACTION ITEMS

The following action items will help realize the future land use vision as well as enhanced urban design and character of Lake Dallas. A description of each of the action items are included in this section and associated priorities and responsible parties are included in Chapter 9: Implementation.

Action 4.1: Use the future land use plan to guide development decisions. The plan should be used with corresponding regulatory tools to influence future new development and redevelopment decisions as well as to inform recommendations for capital improvements, planned developments, and small area plans.

Action 4.2: Update the zoning ordinance to reflect the new future land use classifications. An update to the existing zoning district map and associated regulations is needed to reflect the intent, characteristics, and primary and secondary uses for each of the future land use categories outlined in this comprehensive plan.

Action 4.3: Conduct a retail market analysis. To determine exactly what type of retail to pursue in downtown, along IH 35E, and on Swisher Road, the city should consider conducting a retail market analysis. This will define the trade area and determine which types of retail could have the potential to be the most successful.

Action 4.4: Encourage infill development along the Interstate 35E corridor and in downtown. Based on the results of the retail market analysis, the city should target retailers to fill in vacant or underutilized lots along IH 35E and in downtown to create a commercial core to bring in property tax and sales tax.

Action 4.5: Develop and implement gateway structures at major entrances to the city. The city should consider retaining professional services to come up with a cohesive brand and design for the gateway features. Gateways at entrances to the city along Swisher Road and at intersections with IH 35E frontage road should be prioritized.

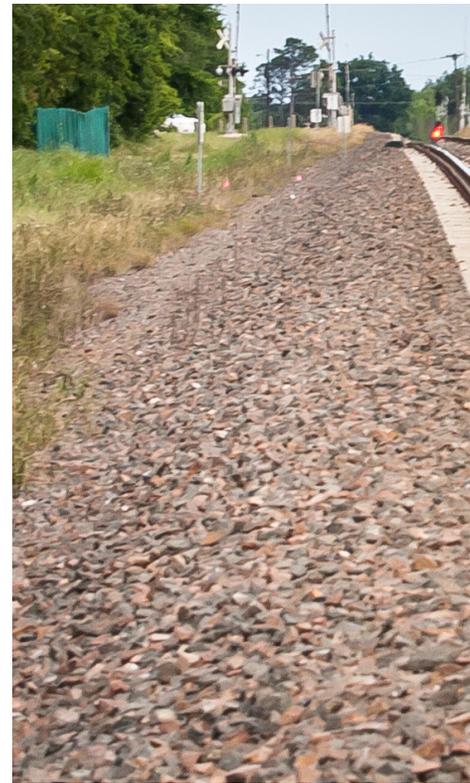
Action 4.6: Require streetscape features for roadways that are reconstructed. At a minimum, this should include a six feet wide sidewalk, landscaping, and lighting. Other features to consider include traffic calming devices, site furniture, and unique pavement treatment. This is applicable to principal, major, and minor arterials as defined by the Denton County Thoroughfare Plan.

Action 4.7: Consider annexing unincorporated county land to the south of the city. Since Lake Dallas is landlocked, there is limited new development that can occur. The city should consider annexing the property that is currently unincorporated to the south of Lake Dallas. This could serve as additional residential or neighborhood retail. Discussions with Denton County would be the initial step in a potential annexation process.

Action 4.8: Consider a comprehensive plan amendment to analyze Lake Dallas' long-term community resilience regarding future man-made or natural disaster events. Many communities are integrating resiliency elements into comprehensive plans to be better prepared for natural and man-made disasters such as flooding, tornadoes, and other extreme weather events. As a future update to this document, the City should incorporate an assessment of existing vulnerabilities and identify strategies to be more resilient.

5

MOBILITY





A photograph of the Lake Dallas Water Tower, a white cylindrical structure supported by four legs. The words "LAKE DALLAS" are painted in large, dark blue letters on the upper part of the tower. A tall antenna mast is visible on top. The tower is partially obscured by the branches of a large green pine tree on the right side. The sky is a pale, overcast blue. A dark blue decorative wave graphic is at the top of the page.

LAKE
DALLAS



INTRODUCTION

The transportation system in a community is vital to current and future economic development, growth, and quality of life. This chapter assess the current transportation system in Lake Dallas today and makes recommendations for how the system can become safer, more efficient, and multi-modal.

MOBILITY FRAMEWORK

Improve visibility and access into the city while focusing on internal road quality and connections between neighborhoods and major points of interest such as the lake, parks, schools, downtown, retail centers, and public/civic centers.

RELEVANT PLAN GOALS



M1 – Move people across and through Lake Dallas with a variety of modal types on a comprehensive transportation network (automobiles, bicycles, pedestrians, etc.).



M2 – Create a transportation network that establishes a network of multi-modal street types with defined cross sections and functional capacity.



M3 – Explore options with partners to incorporate a future A-Train stop in Lake Dallas.



E1 – Connect Lake Dallas through a framework of parks, pedestrian trails, and open space that respond to community needs and reflect population demographics.



DA2 – Implement sidewalk and streetscape improvements in Downtown and along Shady Shores, Hundley, and Swisher Road.



D1 – Establish a quality pedestrian environment in downtown with streetscape amenities such as benches, shade trees, wayfinding signage, bike racks, trash receptacles, lighting, and greenspace which creates energy towards revitalization.

PERTINENT INPUT

The following input on transportation issues and opportunities was received during the three public workshops, the keypad polling exercise during the second workshop, and the online community survey.

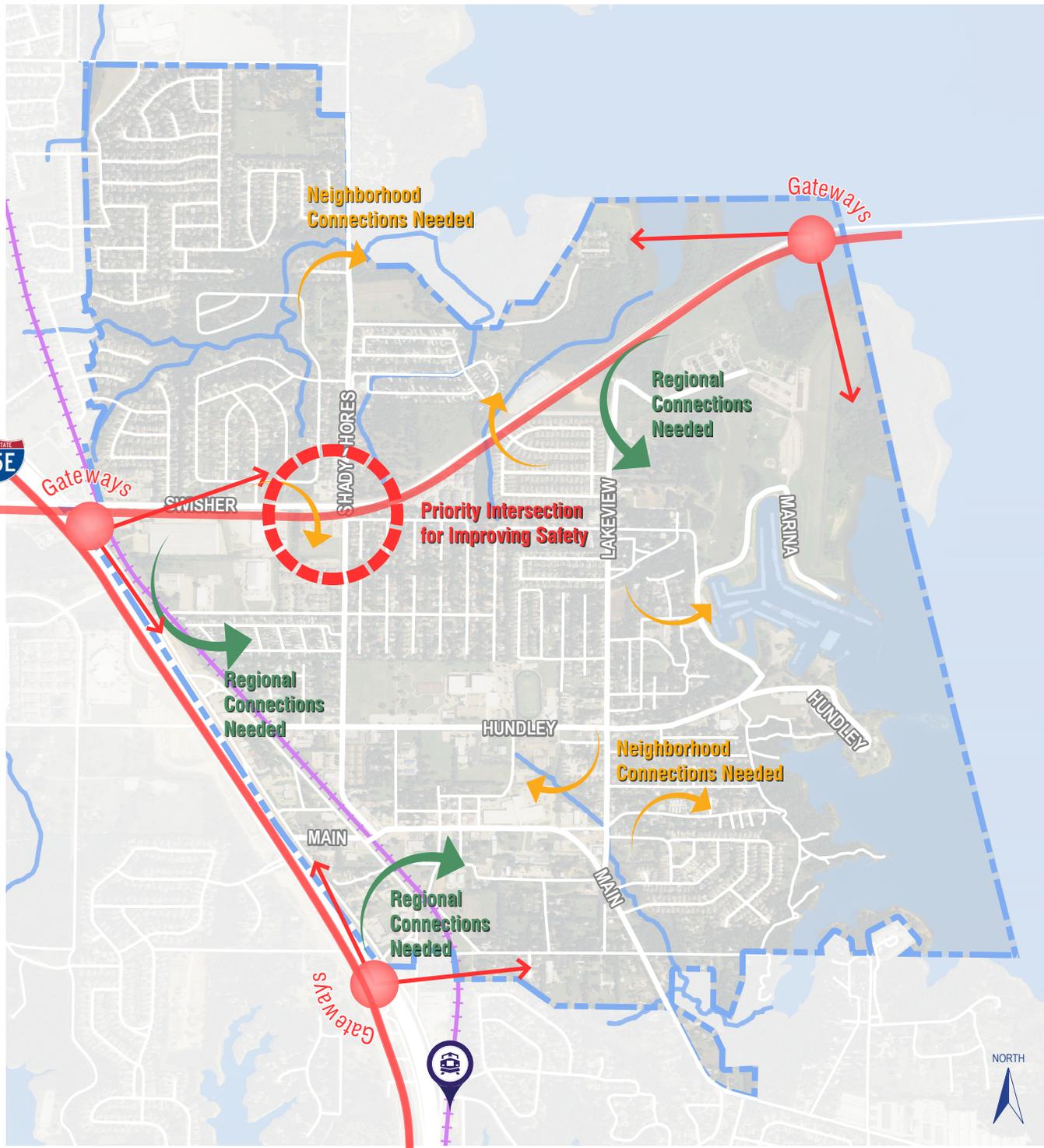


Figure 5.1 | Input Analysis Map

Physical Input Characteristics

This describes input received from the mapping exercises during the public workshops.

First Priority: Quality of Roads/Infrastructure

- Most roads are in poor condition.
- Need wider and improved roads especially in neighborhoods near the lake.

Second Priority: Safety/Connectivity

- More sidewalks are needed throughout the city. Especially safe roadway design needed to connect residences to schools, recreation areas, and retail centers.
- Need a safer roadway crossing and better signalization at Swisher Road.

Third Priority: Multi-Modal Options

- Public transportation is needed.
- According to the online survey, if an A-Train stop were possible, the most highly rated amenities that respondents want to see surrounding the station were retail, parking, sidewalks/trails, and variety of uses.
- Nearly 100% of online survey respondents said implementing improvements to streets and infrastructure was very important or important.

Input Statistics

This describes key input from the keypad polling and online survey responses.

98% of online survey respondents believe that improving streets/infrastructure was a top priority for Lake Dallas in the next 1-5 years; Was the #1 category chosen.

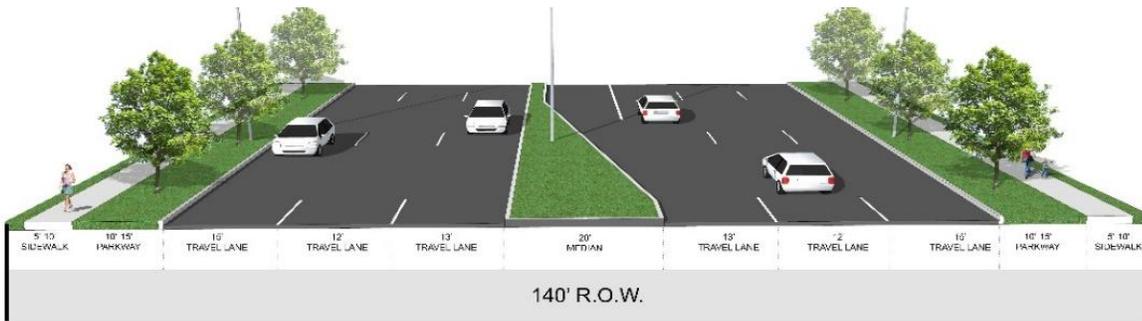
67% of online survey respondents would support an A-Train stop if it were possible in the future.

LAKE DALLAS TRANSPORTATION SYSTEM

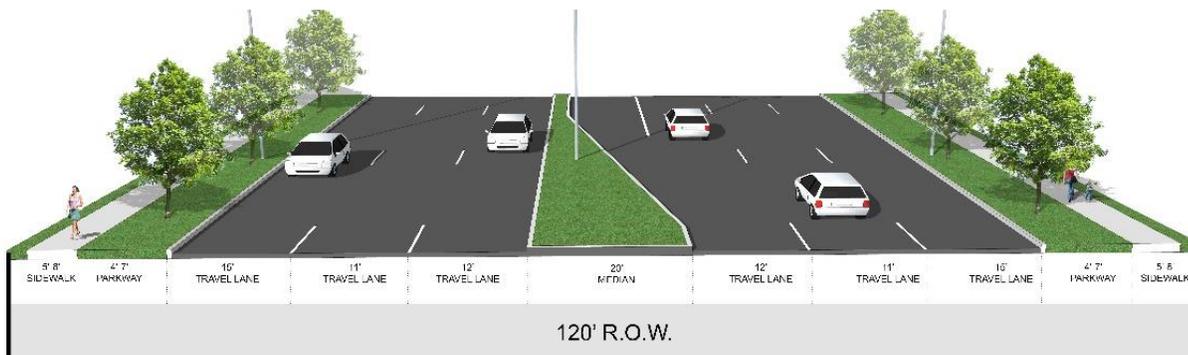
Within the small community of Lake Dallas, there is an interstate highway, private airport, marina, and commuter rail line, which amounts to a unique transportation system. This section describes the opportunities and constraints of the existing transportation system and **Figure 5.2** shows the existing thoroughfare system in Lake Dallas.

Roadway

The recently approved Denton County Thoroughfare Plan classified each of the roadways using the system shown in **Figure 5.2**. The typical sections for each roadway as part of the thoroughfare plan are shown below.



PRINCIPAL ARTERIAL



MAJOR ARTERIAL



MINOR ARTERIAL

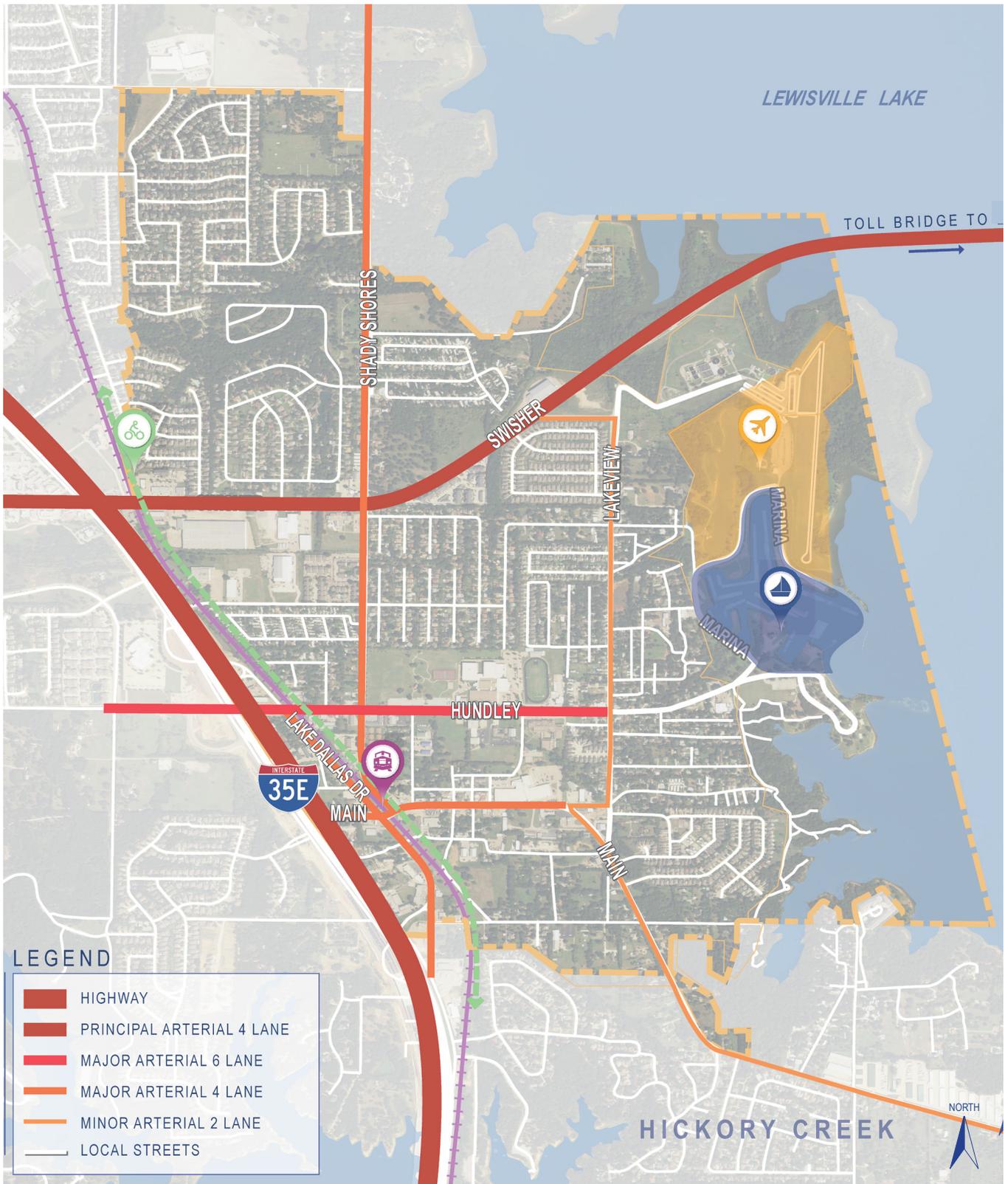


Figure 5.2 | Existing Transportation System

There are five street typologies in Lake Dallas that are a part of the Denton County Thoroughfare Plan. They are highway, four lane principal arterial, six lane major arterial, four lane major arterial, and two lane minor arterial. All other roads within Lake Dallas are local streets primarily used for residential access.



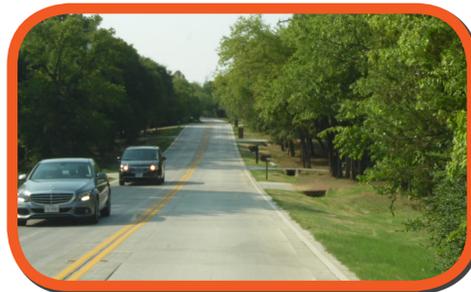
Highway: Limited access roadways that carry large traffic volumes at relatively high rates of speed. Interstate highways, tollways, and some US and State highways are included in this category. In Lake Dallas, Interstate 35E is the only roadway designated as highway which was recently completely reconstructed with north and southbound express lanes. There are two exits for Lake Dallas from the main lanes of IH 35E (Lake Dallas Drive and Swisher Road) and one exit from the IH 35E Express Lane (Swisher Road).



Principal Arterial: Roadways that are designed for large volumes of traffic with a high level of mobility to provide access to major activity centers. The only principal arterial in Lake Dallas is Swisher Road which turns into the Lewisville Lake Toll Bridge to connect to Little Elm to the east. Swisher is primarily designed to bring people across the lake to I 35E.



Major Arterial: Roadways that are similar to principal arterials in terms of the volumes they carry. According to the Denton County Thoroughfare Plan, Hundley Drive is planned to be a six-lane major arterial and the planned four-lane major arterials are Shady Shores Road, Lake Dallas Drive, and Main Street.



Minor Arterial: Roadways that connect traffic from arterials to collector streets. These roadways carry moderate traffic volumes at lower speeds. In Lake Dallas, Lakeview Drive and the southern portion of Main Street are classified as minor arterials.



Local Streets: Streets within neighborhoods are classified as local streets and are designed for low traffic volumes and low speeds primarily for the safety of residents.

The Lake Dallas comprehensive plan uses the Denton County Thoroughfare Plan as a guideline for mobility options. With rapid growth in the DFW region, the North Central Texas Council of Governments model shows the I-35E corridor and Swisher Road as an 'F' rating in terms of congestion during peak hours. Ratings are determined by the Level of Service (LOS) on an 'A' - 'F' scale; where 'A' means traveling the speed limit with no trouble and 'F' meaning severe congestion. This congestion could pose some major access and quality of life issues for the residents of Lake Dallas. Additionally, in 2016, 93 percent of workers that live in Lake Dallas drove to work, so it is predominately an auto-oriented community. Due to Lake Dallas' small size there are only a few major roadways in the community which provide the potential for a very walkable community for schools, retail, and recreation.



Existing Hundley Streetscape Conditions



Transit

Today, Lake Dallas is not served by fixed-route transit service, however the city is served by SPAN Transit, which is a demand-response service for seniors and disabled individuals traveling to doctor appointments. Eligible individuals must make an appointment ahead of time to use the service.

Furthermore, the Denton County Transportation Authority (DCTA) operates a 21-mile regional commuter-rail system called the A-Train. The train runs from Denton to Carrollton and the rail line goes through Lake Dallas adjacent to IH 35E, but there is no rail stop within the city. Of the five A-Train stations, the closest to Lake Dallas is the Highland Village/Lewisville Lake Station which is approximately 2.5 miles away from Main Street. If there were to be a stop in Lake Dallas added, it would be equally spaced from the existing stops.

The city is currently not a member of DCTA and voters have not approved dedicating a portion of the city's sales tax to become a member of the transit authority. However, since Vision 2030 is a long-term plan, it is not out of the question that Lake Dallas could become a member of DCTA in the future and work with the agency to add a train stop. In fact, in DCTA's Long Range Service Plan adopted in 2012, one of the primary goals is to expand services and to "participate in potential pilot programs and partnerships to introduce transit services into communities where service is not currently available."



Active Transportation

Within Lake Dallas, there are a total of two miles of paved trail. The DCTA Rail Trail follows the A-Train rail line and is expected to be complete in 2018 and will connect from Denton to Lewisville. There are also paved trails located within Willow Grove Park. A major concern heard during the public input process was a lack of sidewalks and therefore safety concerns for pedestrians. Trails and sidewalks are discussed more fully in Chapter 6: Parks, Trails, and Open Space.



Aviation

Just north of the marina on the shores of Lewisville Lake there is a small, public-use airport named Lakeview Airport. The airport is made up of one short runway and a few hangars. According to AirNav, as of 2015, the airport averaged about 96 aircraft operations per week and about 60 single-engine aircraft were based at the airfield. The condition of the runway is poor and needs to be replaced.

Multimodal Transportation Recommendations

The recommendations in this section use the Denton County Thoroughfare Plan as a starting point for future function of roadways and makes additional recommendations for what the character of the roadways should be. **Figure 5.3** shows the mobility recommendations for the city.

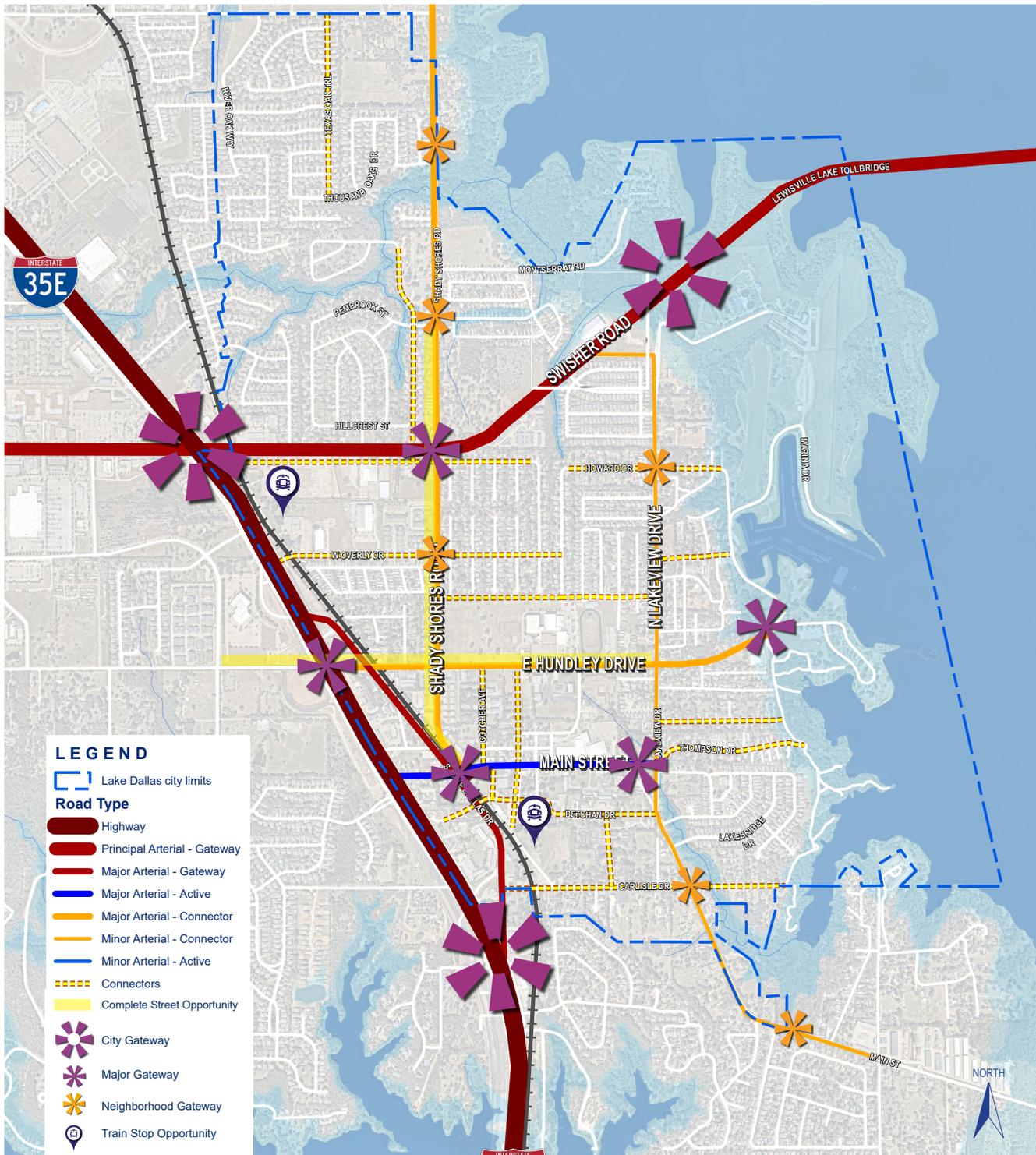
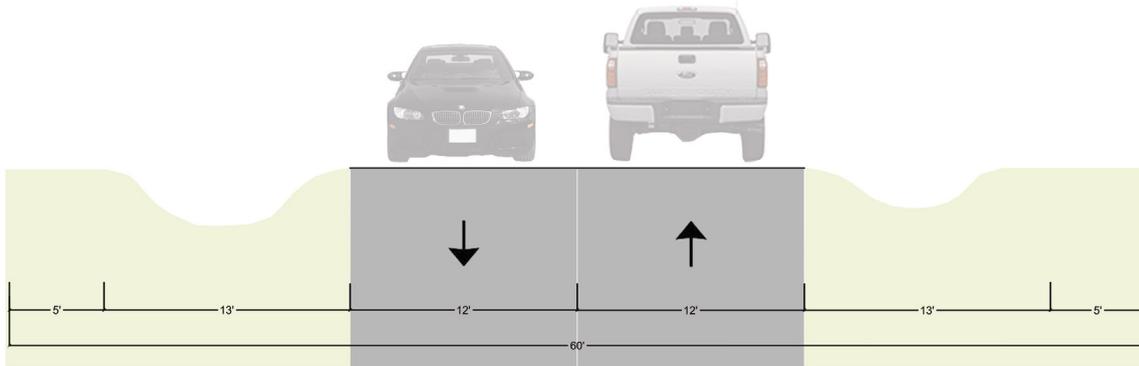


Figure 5.3 | Mobility Plan Recommendations

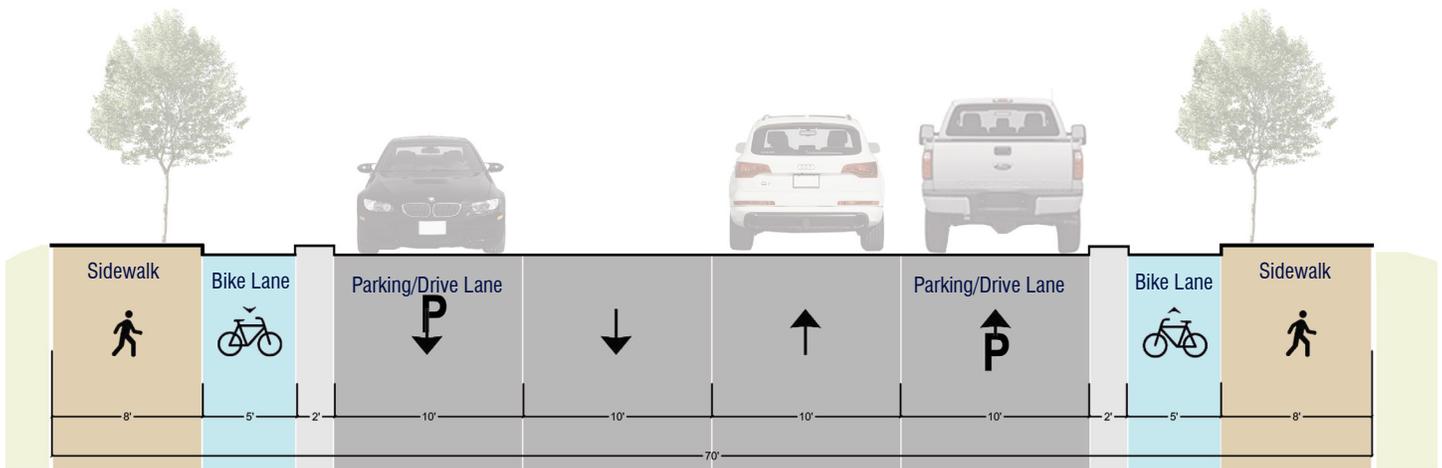
CONNECTOR STREETS: These streets are major or minor arterials that create connections to different neighborhoods or points of interest throughout the city. Shady Shores Road, Hundley Drive, Lakeview Drive, and the southern part of Main Street are designated as ‘connector streets’ in terms of roadway character. Elements to implement the connector street character include bicycle and pedestrian accommodations, streetscape improvements like lighting and trees, intersection treatments, wayfinding signage, and smaller-scale gateways. Connector streets should no wider than 4 driving lanes due to the internal function and safety needs for the city.

ACTIVE STREET: These streets are major and minor arterials that connect downtown to key city destinations. Main Street through downtown is designated as an ‘active street’ in terms of roadway character. Elements to implement the active street character include accommodating all transportation modes, streetscape improvements such as bicycle, pedestrian, and transit accommodations; lighting; landscaping; site furniture; intersection treatments; wayfinding signage; and gateways. The primary goal of this street is to make is safe for all users and promote pedestrian connectivity.

COMPLETE STREET OPPORTUNITIES: Hundley and Shady Shores are primary roads in Lake Dallas that connect the whole community. They are unique streets that connect a variety of schools, residences, cities, and recreation areas. There is an opportunity to make these streets into safe multi-modal corridors, as shown in **Figure 5.4**.



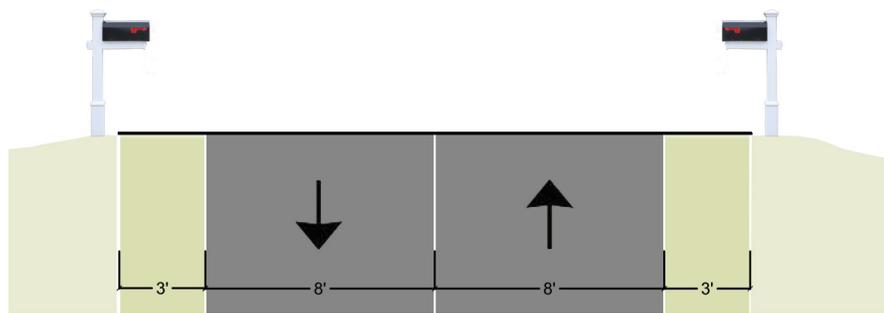
EXISTING CONDITIONS



PROPOSAL

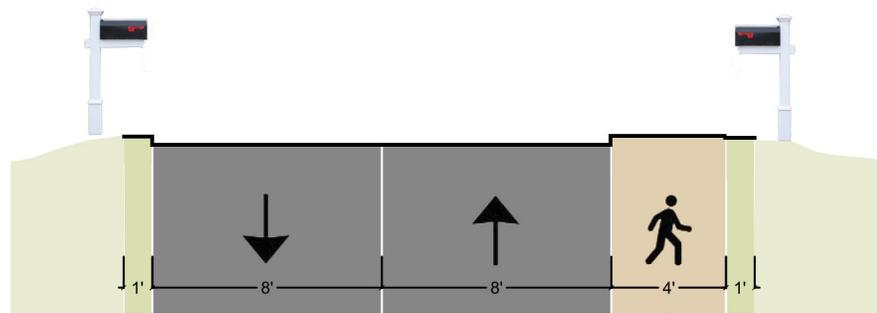
Figure 5.4 | Hundley Drive Complete Street Section

PEDESTRIAN CONNECTORS: Pedestrian connector streets are residential streets that provide access to larger thoroughfares and therefore are primary candidates for improving bicycle and pedestrian access. Strategies for connector streets include crosswalk striping, sidewalks, and shared lane markings where appropriate. Connector streets identified by this plan are Texas Oaks Trail, Meadowbrook Street, King Manor Drive, Howard Drive, Overly Drive, Nick Street, Stadium Drive, Gotcher Avenue, Alamo Avenue, Thompson Drive, Betchan Drive, and Carlisle Drive. This concept is also discussed in Chapter 6: Parks, Trails, and Open Space. **Figure 5.5** depicts a typical section of what this ‘connector street’ could look like.



EXISTING CONDITIONS

SCALE: 1:80



PROPOSED CONNECTIONS

SCALE: 1:80

Figure 5.5 | Connector Street Example Section

INTERSECTION ENHANCEMENTS: Larger-scale improvements to existing intersections are recommended for the Swisher Road/Shady Shores Road intersection, Main Street/Lake Dallas Road intersection, and smaller-scale improvements are recommended for the Shady Shores/Hundley Drive intersection, the Hundley Drive/Lakeview Drive intersection, and the Lakeview Drive/Main Street intersection. Enhancements at large-scale intersections may include gateways, pavement treatment, raised pavement, or enhanced traffic signals. Enhancements at smaller-scale intersections may include sign toppers, pavement treatment, and crosswalks.

GATEWAYS: Landmark features that indicate entrances into significant areas of the city; two types of gateways are proposed and vary by scale: city and neighborhood. City gateways are recommended along Swisher Road at the western and eastern boundaries and along the southern city boundary at IH 35E. City gateways should be larger in scale and draw people into the city. Neighborhood gateways are smaller and are meant to signify entrances into a residential area. As shown in **Figure 5.3**, there are six neighborhood gateways proposed for the city.

TRAIN STOPS: The mobility plan recommendations map shows potential train stops at two locations - south of downtown and at Swisher Road. If a train stop is possible in the future, these are the two location options that the City should analyze in coordination with DCTA to determine the one location that is best to pursue. The location near downtown would further activate the area and encourage people to visit Main Street, while the location along Swisher Road could be a partnership with the City of Corinth. Both locations could encourage transit-oriented development as discussed in Chapter 5: Land Use and Urban Design.

SIGNAGE/WAYFINDING: Wayfinding and citywide signage are important for improving visitor circulation, citywide identity, and first impressions of the city. Specifically, wayfinding to lakefront access and downtown are needed from major roadways to direct visitors to the major amenities of Lake Dallas.



MOBILITY ACTION ITEMS

The following action items will improve multimodal mobility in Lake Dallas. A description of each of the action items are included in this section and associated priorities and responsible parties are included in Chapter 9: Implementation.

Action 5.1: Develop a city multimodal transportation plan. Cities have the authority to develop local multimodal transportation plans that can feed into county thoroughfare plans and regional transportation plans. These plans can be used to demonstrate needs and to help secure funding for projects. Elements of a local multimodal transportation plan typically include an inventory of the existing system, identification of gaps, maintenance and expansions costs, and a priority list of improvements. It is critical that these plans are truly multimodal. Traffic calming elements should also be considered in a local multimodal transportation plan.

Action 5.2: Coordinate with local, region, and state partners on transportation projects. Lake Dallas should continue and expand coordination with neighboring cities, Denton County, NCTCOG, TxDOT, and DCTA. It is important for Lake Dallas to be a contributing stakeholder in processes like the Denton County thoroughfare plan, NCTCOG metropolitan transportation plan, and TxDOT Texas Transportation Plan so the needs of the city are considered.

Action 5.3: Consider entering into a pilot partnership with DCTA to provide transit services. As an interim solution for providing public transit, the city should consider approaching DCTA to implement a pilot partnership for transit services. As previously mentioned, one of the goals in the DCTA Strategic Plan is to increase the number of member cities by instituting pilot programs. An example of such a program is DART's partnership with the City of Mesquite, a non-member city. The service is an express bus from downtown Mesquite to a light rail station in Dallas. The city covers the operating cost of the bus service and DART keeps the revenue.

Action 5.4: Initiate discussions with Corinth and DCTA on the possibility of a future A-Train stop. As a longer-term transit goal, the city should look at new possibilities for bringing an A-Train station to the city. A stop may be more feasible if Lake Dallas and Corinth join forces for a stop. Since both cities have not been paying as DCTA member cities, some sort of financial agreement will be needed if a train stop is a remote possibility. Additionally, if the opportunity does present itself, the city should revisit the Lake Cities Station Area Plan that was completed in 2010 for the area near the intersection of Swisher Road and the rail line.

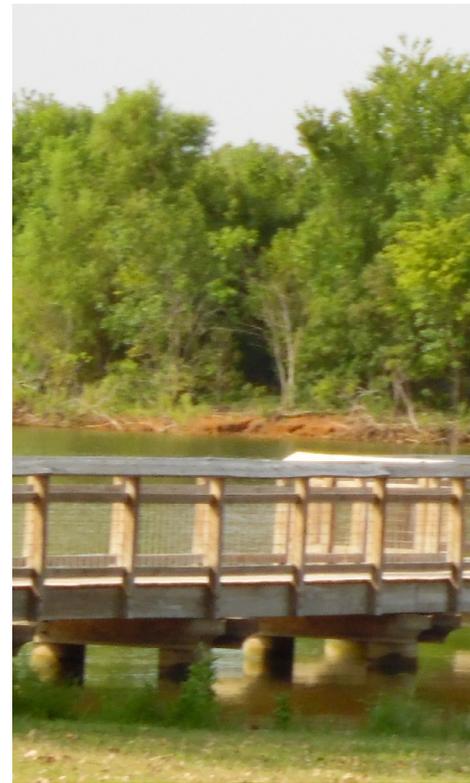
Action 5.5: Develop gateway features to promote and brand the identity of Lake Dallas. Attractive, strategically placed gateways can help draw visitors and potential employers into the city. The city should prioritize gateways at entrances into the city, particularly near IH 35E and along Swisher Road.

Action 5.6: Prioritize Shady Shores Road and Hundley Drive as Complete Streets. The city is currently considering converting Shady Shores Road into a Complete Street. This would entail reconstructing the roadway to include accommodations for all modes of transportation. The city should look at this Complete Street construction from the northern city boundary to Main Street to connect into downtown. Additionally, Hundley Drive from Lake Dallas Drive to Lakeview Drive should also be prioritized as a Complete Street to provide connectivity from the DCTA Rail Trail to other key amenities in the city.

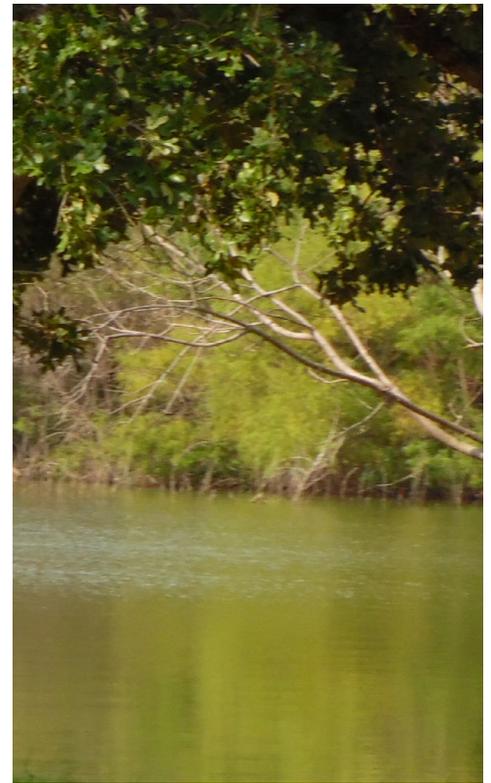
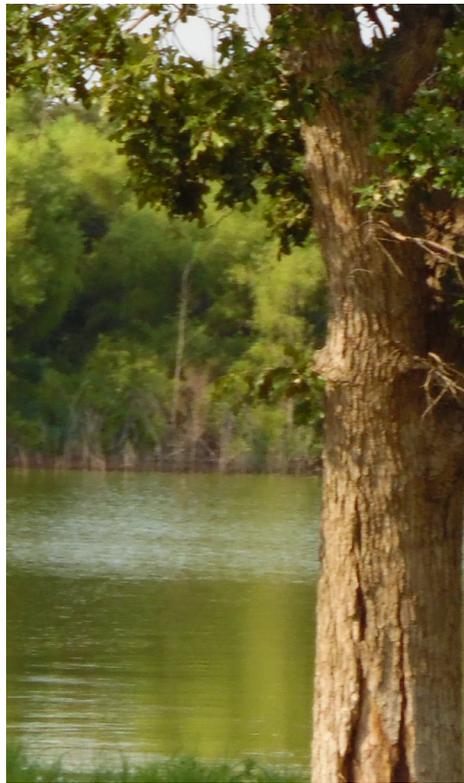
Action 5.7: Review and consider revising the required subdivision improvements to more accurately reflect the true cost of infrastructure development. Although the city requires certain improvements to be built prior to executing a building permit, the city could enact more formal impact fees to more fully cover the costs associated with new development. One of the updated requirements could be to require all new developments to construct wider sidewalks.

6

PARKS, TRAILS



& OPEN SPACE





INTRODUCTION

Parks and trails are a critical component to quality of life in a community. Lake Dallas has a good amount of existing parkland for a community of its size and the focus should be on connecting these parks with bicycle and pedestrian paths as well as enhancing and renovating existing parks. This chapter presents a brief assessment of the existing parks and trail system and makes recommendations for improvements.

PARKS FRAMEWORK

Exceed park access standards by providing all residents access to a park within a quarter mile, connecting existing parks, and activating open space amenities throughout the city.

RELEVANT PLAN GOALS



M1 – Move people across and through Lake Dallas with a variety of modal types on a comprehensive transportation network (automobiles, bicycles, pedestrians, etc.).



E1 – Connect Lake Dallas through a framework of parks, pedestrian trails, and open space that respond to community needs and reflect population demographics.



E2 – Coordinate with the U.S. Army Corps of Engineers to preserve the shores of Lewisville Lake.



E3 – Promote a network of open space encompassing private and public developments within Lake Dallas.



D1 – Establish a quality pedestrian environment in downtown with streetscape amenities such as benches, shade trees, wayfinding signage, bike racks, trash receptacles, lighting, and greenspace which creates energy towards revitalization.

PERTINENT INPUT

Input was gathered on preferences for improving existing parks and trails as well as for constructing additional amenities. The input listed in this section is from the comments received during the three public workshops, the keypad polling exercise during the second workshop, and the online community survey.

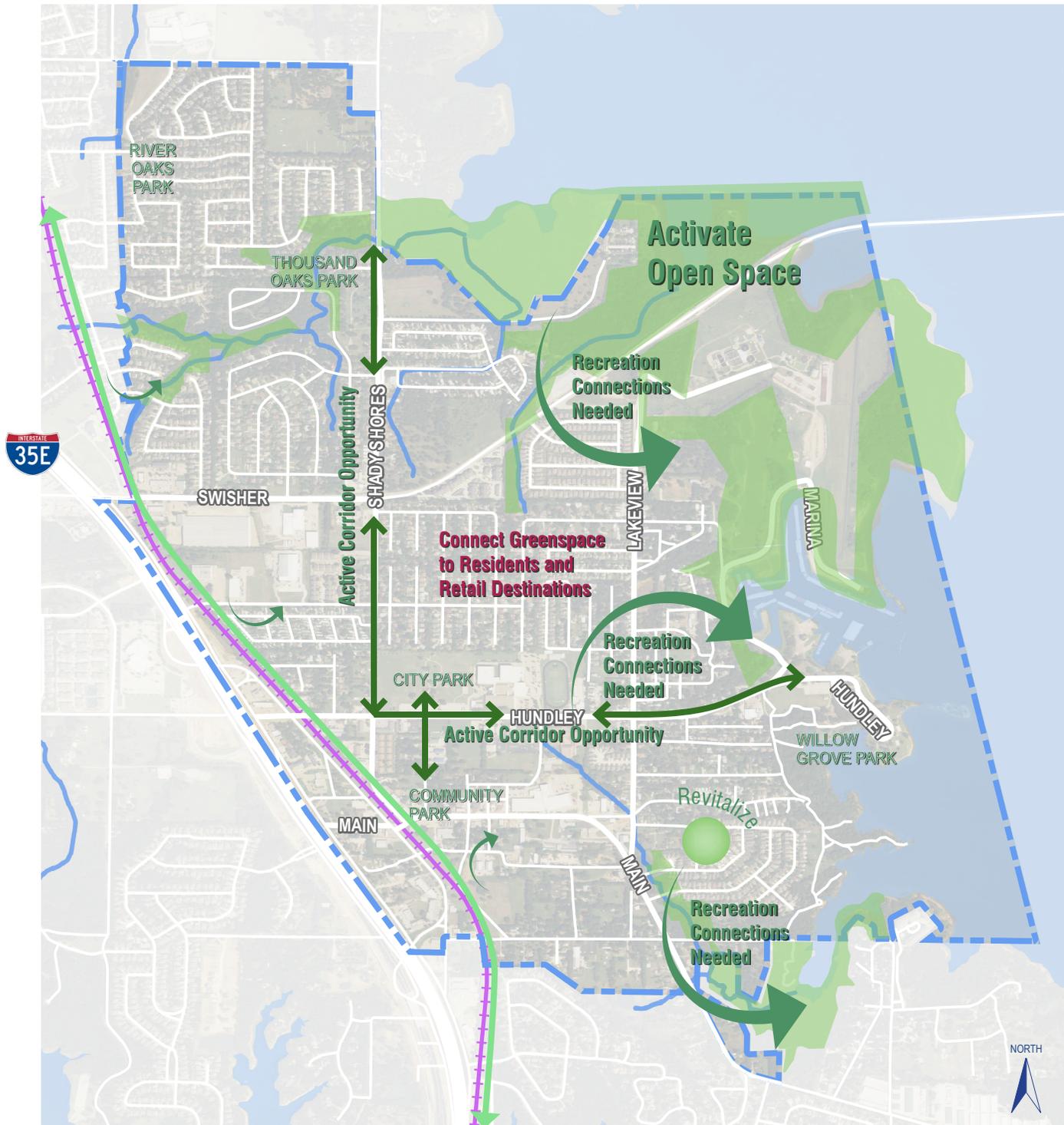


Figure 6.1 | Input Analysis Map

Physical Input Characteristics

This describes input received from the mapping exercises during the public workshops.

- Want more sidewalks throughout the city.
- Lots of young kids are riding unsafely on Shady Shores Road and Swisher Road.
- Want senior programming.
- Want tennis courts in southeastern portion of city to be maintained.
- Want to see a water park, splash pads, and dog park.
- Area behind the cemetery has potential to be a greenbelt.
- Connect the city to the DCTA Rail Trail

Input Statistics

This describes key input from the keypad polling and online survey responses.

80% of online survey respondents said that it was important or very important to construct sidewalks, trails, and bike paths that link the community together.

77% of keypad polling respondents placed a high priority on constructing sidewalks and trails.

53% of online survey respondents thought sidewalks and trails were needed to make downtown a vibrant destination.

70% of online survey respondents said they would definitely use sidewalks in residential neighborhoods, sidewalks connecting to city facilities, sidewalks connecting in and within downtown, and trails along the lakefront if they were available.

EXISTING PARKS SYSTEM

Parks

There are five parks in the city totaling 99.4 acres as shown in **Figure 6.2**. Willow Grove is the largest park located along the shores of Lewisville Lake and offers amenities like fishing, camping, and wildlife observation. City Park is the city’s center for athletics with basketball courts, soccer fields, and tennis courts. The remaining parks in the city are Community Park located behind the library, as well as River Oaks and Thousand Oaks Park located in residential areas. **Table 6.1** depicts the amenities located at these existing parks.

Park	2003 Parks Master Plan Classification	Acreage	Amenities														
			Playground	Pavilion	Picnic Tables	Basketball Court	Soccer Fields	Baseball Fields	Tennis Courts	Sand Volleyball Courts	Restrooms	Horseshoe Pits	Open Field Space	Pond	Walking Path	Parking	Campsites
City Park	Community Park	17.0	x	x	x	x	x		x		x	x				x	
Community Park	Neighborhood Park	1.6	x		x												
River Oaks	Mini Park	0.6	x	x	x								x				
Thousand Oaks	Greenbelt/ Linear Park	10.2												x	x		
Willow Grove	City Park	70.0	x	x	x			x		x	x	x			x	x	x
TOTAL ACRES		99.4															

Table 6.1 | Existing Park Amenities



Parks within Lake Dallas

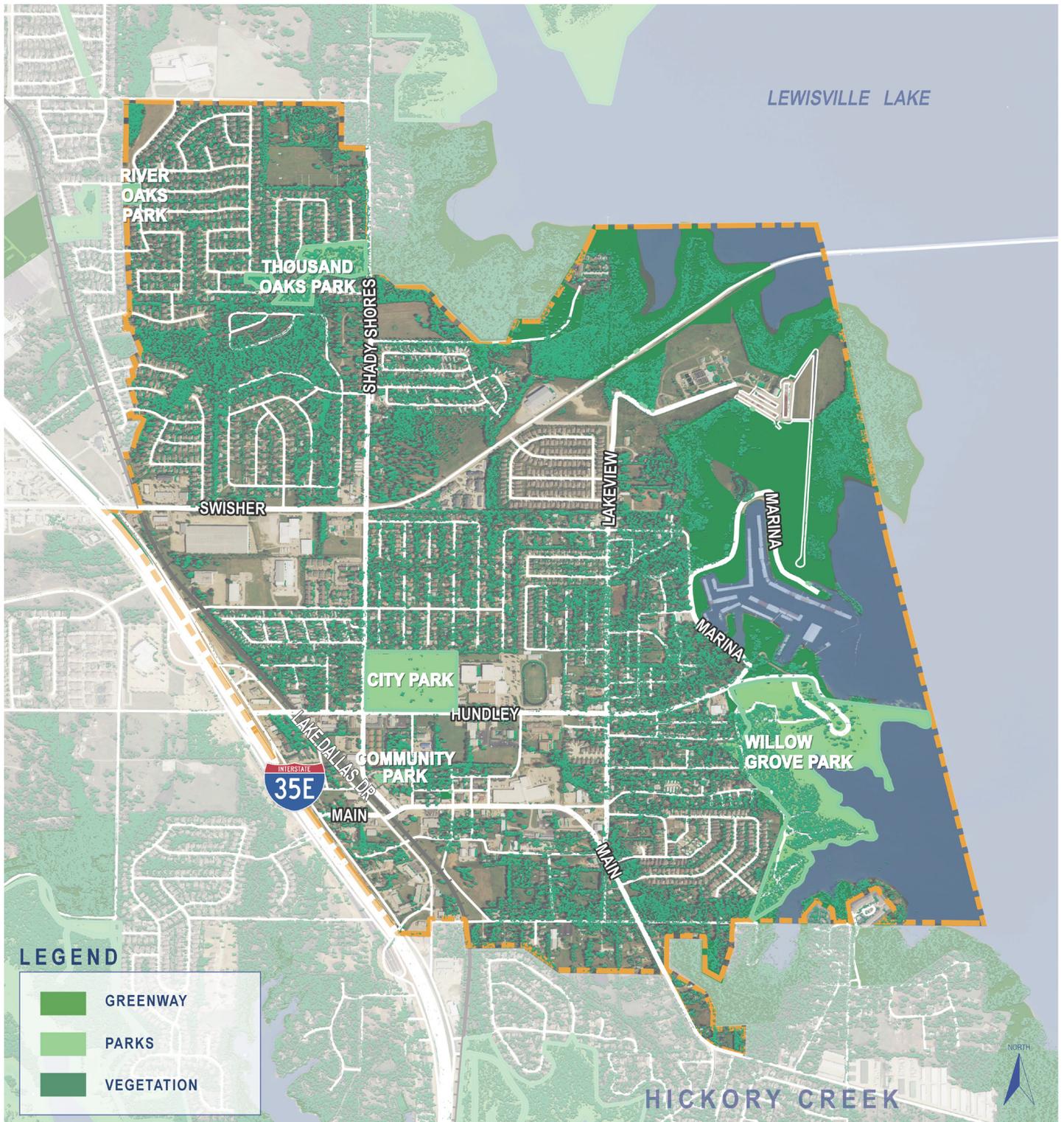
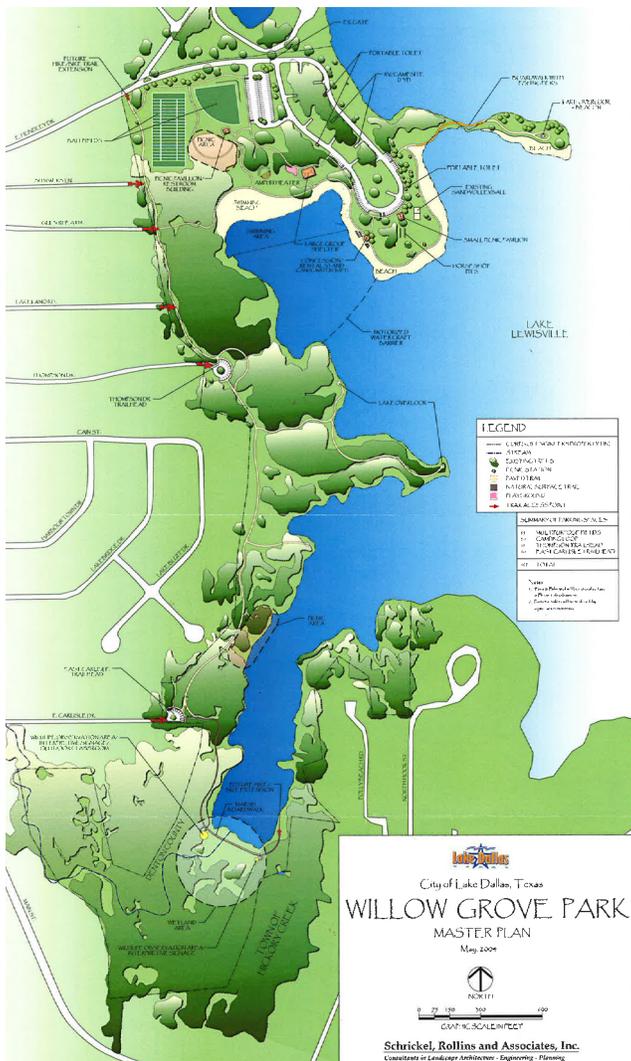


Figure 6.2 | Existing Parks System



The 2003 Parks, Recreation, and Open Space Master Plan for the city defined the existing parkland level of service (LOS) as 14.05 acres per 1,000 residents. When the current population figure is included, the parkland level of service today is 12.6 acres per 1,000 residents. This is slightly higher than the Dallas-Fort Worth region average of 12 acres per 1,000 residents and the National Recreation and Parks Association (NRPA) national metric of 9.6 acres per 1,000 residents. In addition to parkland level of service, access to parks is another important metric to consider for park system planning. Currently, almost all residents in Lake Dallas live within 1/4 mile of a park. This is extremely unique in the Dallas-Fort Worth area and should be more strongly marketed as a positive quality of life element for the city. However, in many parts of the city there are no safe ways to access those parks due to lack of sidewalks and trails.

The city has made improvements to parks in recent years; Lake Dallas has received grant funding from the Texas Parks and Wildlife Department for both Willow Grove Park and City Park. The improvements at City Park resulted in the construction of a concession stand, pavilion, picnic tables, and restrooms. Other recent improvements include a butterfly garden, lighting, sidewalks, new basketball court, renovated Veterans Memorial, and horseshoe pits. The improvements at Willow Grove Park resulted in the construction of a playground, fishing pier, large parking lot, local RV dump station, and new paved multi-use trail.

Additionally, in 2004, the city conducted a master plan for Willow Grove Park to identify a vision for redevelopment of the park. This master plan calls for an amphitheater, concession stand and rental space, boardwalk, and fishing piers in the northern part of the park as well as several lake overlooks, marsh boardwalk, outdoor classroom, and interpretative signage in the southern part of the park. Part of these elements were implemented with the TPWD grant, but many of the recommended improvements have not yet been made.



Furthermore, Denton County, Upper Trinity Regional Water District, and Upper Trinity Conservation Trust recently completed the Denton County Greenbelt Plan to identify existing greenbelts, look for opportunities to expand existing greenbelts and develop new ones, and to prioritize streams and watersheds for greenbelt preservation. While there are no greenbelt preservation opportunities identified within Lake Dallas as part of this plan, the preservation concepts that the plan presents could be applied to the unnamed stream in the northwest part of the city.



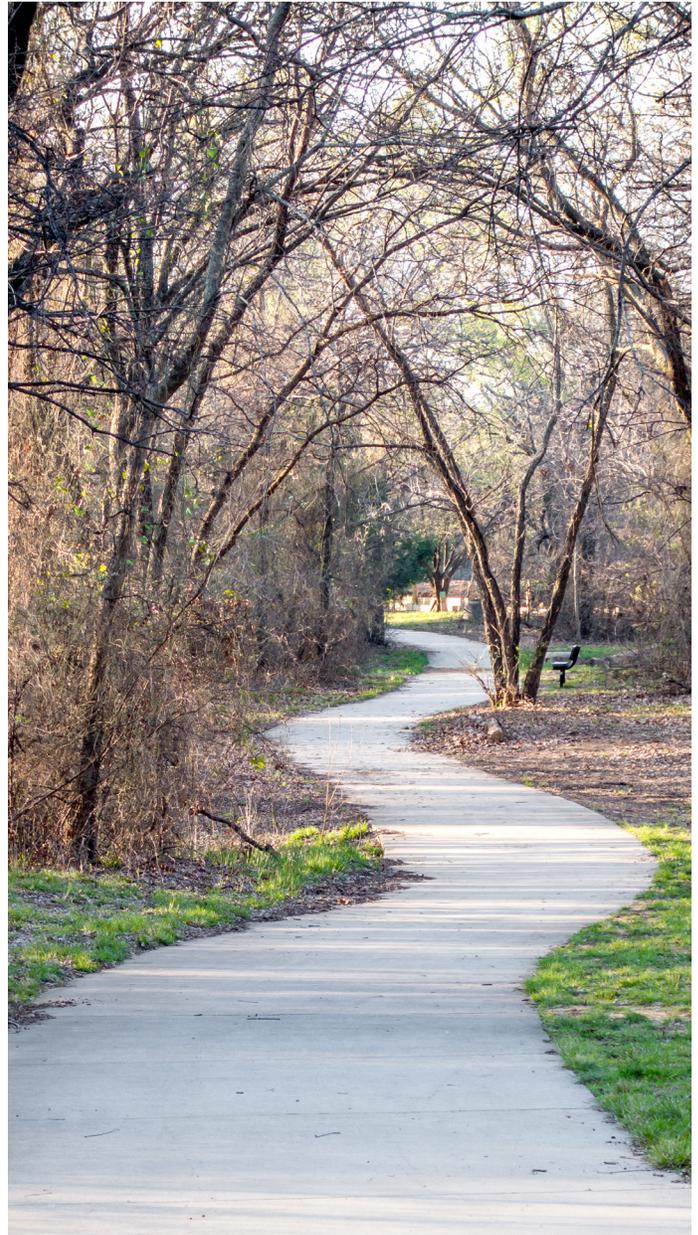
Newly constructed DCTA Rail Trail

Trails and Bikeways

Within Lake Dallas there are approximately two miles of paved multi-use trail. A significant achievement in recent years is the planning and construction of the DCTA Rail Trail, which is a 10-foot wide shared-use path following the A-Train rail line. When completed, this trail will be 19 miles long traveling from the Downtown Denton Transit Center to the Hebron Station in Lewisville. Approximately 1.3 miles of the trail is located within the City of Lake Dallas. This trail provides connectivity to other communities to the north and south and will soon provide a bicycle/pedestrian connection to the Highland Village A-Train Station. When the trail through Lake Dallas is complete in 2018, the city should focus on opportunities to create trailheads, gateways, and wayfinding to entice trail users to stop in Lake Dallas.

There are also both concrete and soft-surface trails within Willow Grove Park including over two miles of six-foot wide soft-surface trails and about 0.6 miles of eight-foot wide multi-use paved trail. The city also recently renovated Main Street from Lake Dallas Drive to Thompson Drive. This renovation included wider sidewalks and intersection pavement treatments.

Overall, a major deficit in the city is sidewalks and trails and therefore there are limited safe places to walk, run, or ride a bike. Particularly in older neighborhoods, sidewalks are nonexistent and people are forced to walk or bike in the roadways.





Lewisville Lake

Lewisville Lake serves as a de-facto recreation amenity for Lake Dallas. The lake is owned and managed by the U.S. Army Corps of Engineers (USACE) and as of 2018, the USACE is currently updating master plan for the lake. The new master plan will guide future recreational, natural, and cultural projects located on the lake. During this master plan update process, the USACE will examine and refine areas designated as environmentally sensitive areas and updates to existing park development plans. Currently there are no environmentally sensitive areas in Lake Dallas, but that could change with this USACE master plan update.

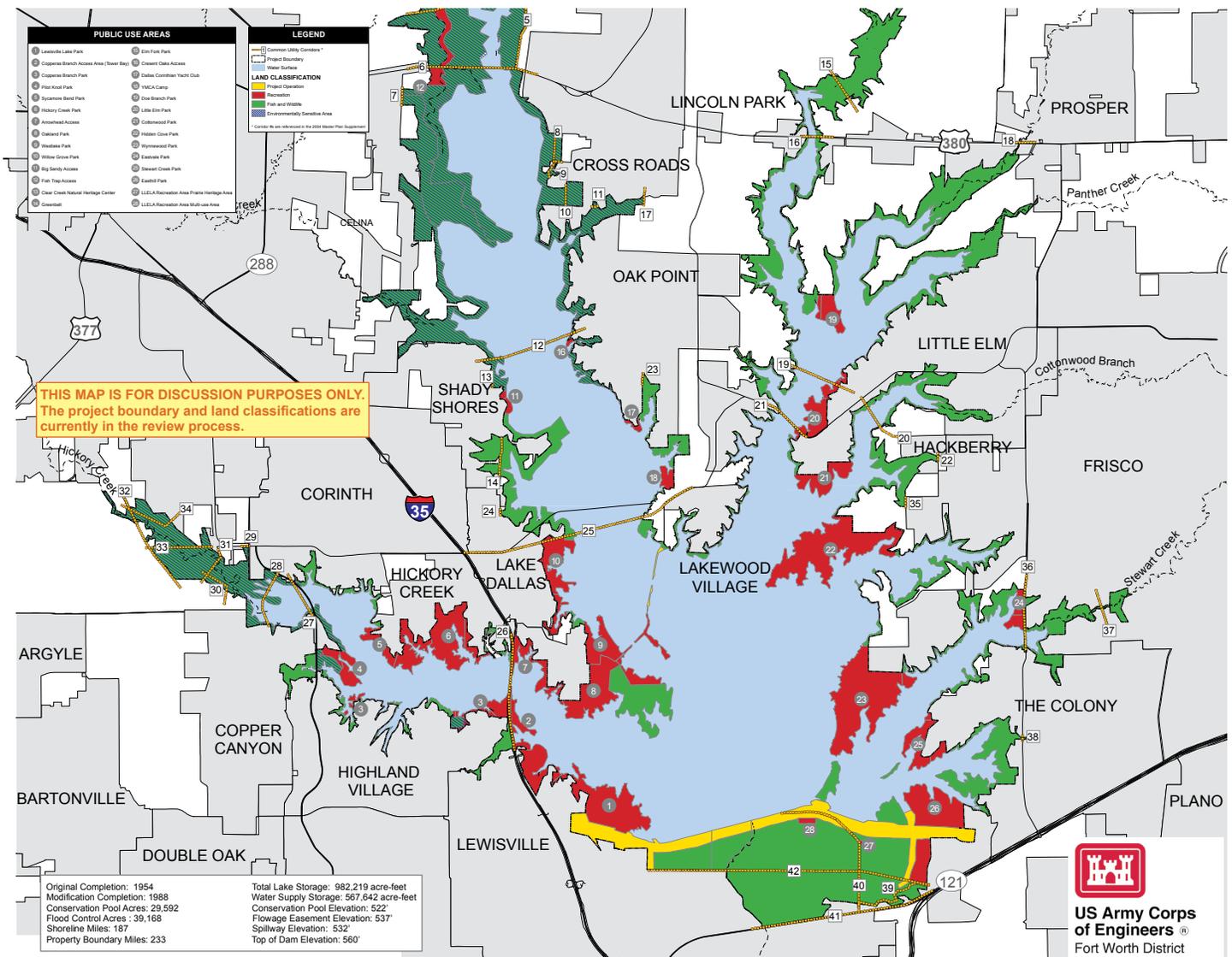


Figure 6.3 | U.S. Army Corps Lake Lewisville Plan

PARKS AND TRAILS RECOMMENDATIONS

Lake Dallas has a unique opportunity to be one of the only communities in the Dallas-Fort Worth Metroplex to have a park within ¼ mile of all residents. With the addition of 2-3 strategically placed pocket parks, improved pedestrian connections to all parks, and enhanced park amenities, Lake Dallas is poised to be known as having a premier parks system in the Metroplex. The recommendations outlined in this section focus on this vision of enhanced park access and improved quality of all parks. **Figure 6.3** shows the spatial location of recommended park and trail improvements.

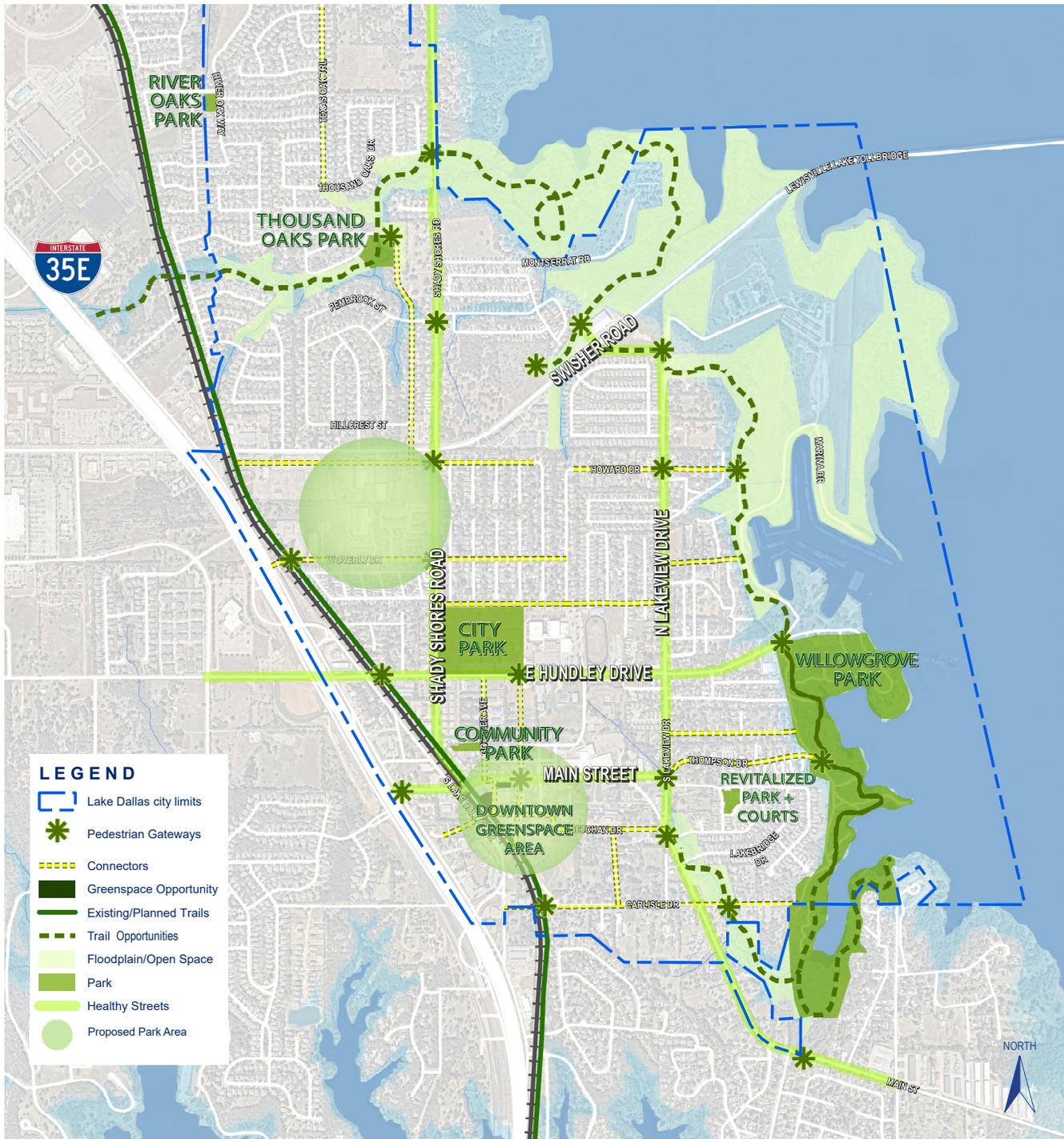


Figure 6.4 | Parks, Trails, and Open Space Recommendations

PROPOSED PARK AREAS: These green circles represent areas where small green spaces could be developed to fill in gaps in accessing parks within $\frac{1}{4}$ mile. Additional analysis and planning is needed to determine exactly where a park could be developed within the proposed park areas. The two proposed park areas in the western part of the city could be small pocket parks. Master planning and design is needed for these proposed parks.

PROPOSED TRAILS: The idea of a citywide trail that would follow the lake shoreline and streams received positive feedback during the public workshops. This would create a unique recreational amenity for both residents and visitors to the community. The path shown in **Figure 6.3** is purely conceptual and additional planning, design, and engineering is needed to determine the actual feasible alignment.

HEALTHY STREETS: Healthy Streets are designed for wide pedestrian access and safe bicycle mobility. Strategies to achieve this could be widened sidewalks on one or both sides of the road or bike lanes or shared lane markings where appropriate. The Healthy Streets identified by this plan are Shady Shores Road, Lakeview Drive, Hundley Drive, and Main Street. These streets are integral in connecting major elements of the city including integrating the DCTA rail trail to major recreation centers of Lake Dallas/

CONNECTORS: Connector streets are residential streets that provide access to larger thoroughfares and therefore are primary candidates for improving bicycle and pedestrian access. Strategies for connector streets include crosswalk striping, sidewalks, and shared lane markings where appropriate. Connector street opportunities identified by this plan are Texas Oaks Trail, Meadowbrook Street, King Manor Drive, Howard Drive, Overly Drive, Nick Street, Stadium Drive, Gotcher Avenue, Alamo Avenue, Thompson Drive, Betchan Drive, and Carlisle Drive.

PEDESTRIAN GATEWAYS: Pedestrian gateways are intended to be trailheads or small gateways to help orient pedestrians to amenities in the city. Gateway amenities could include wayfinding signs, public art, kiosks, and pavement treatment. These gateways occur at intersections of trails, healthy streets, or connectors.

DOWNTOWN GREENSPACE: As more redevelopment and investment occurs in downtown, there needs to be quality, accessible greenspace within the downtown area. This plan proposes downtown greenspace beneath the deactivated water tower and behind City Hall. In addition to providing accessible greenspace, these sites could be used for scheduled events like movies in the park or farmers markets.



FLITTERBY
GARDEN
Carolyn Green

PARKS, TRAILS & OPEN SPACE ACTION ITEMS

The following action items were developed that when implemented, will help realize the parks and trail vision. A description of each of the action items are included in this section and associated priorities and responsible parties are included in Chapter 9: e Implementation.

Action 6.1: Update the Parks, Recreation, and Open Space Master Plan. Last updated in 2003, it is time to conduct a new city-wide parks, recreation, and open space master plan to be eligible for TPWD funding. Trails could also be part of this master plan process or could be analyzed in a separate trails and bikeways master plan. A system-wide parks master plan will identify and prioritize needed improvements at each of the existing parks and more fully analyze future needs for parks, recreation, trails, and open space areas. The three proposed park areas in this vision should be analyzed more closely in the system master plan.

Action 6.2: Prioritize development of bicycle and pedestrian improvements along Hundley Drive and Shady Shores Road. The Hundley Drive corridor provides a strategic link between the DCTA Rail Trail, City Park, Lake Dallas Middle School, and Willow Grove Park. Planning and design of this active transportation connection should be a priority so the city can apply for Active Transportation or Safe Routes to School funding as part of NCTCOG's Transportation Alternatives Program call for projects. Shady Shores provides a key north-south connection that connects the Swisher corridor to downtown.

Action 6.3: Create connections to the DCTA Rail Trail and develop pedestrian gateways. Connections to the recently completed trail should be prioritized to provide additional connectivity within the city. Additionally, opportunities to create pause points along the recently completed trail is a great way to bring trail users into the city. Pedestrian gateways at the trail intersections with Overly Drive, Hundley Drive, and Main Street should be assessed and prioritized for funding and improvements. Improvements could include wayfinding signs, public art, kiosks, and pavement treatment.

Action 6.4: Conduct a walking audit to prioritize sidewalk needs. The Federal Highway Administration has guidance for communities to conduct walking and bicycling audits to assess concerns related to safety, access, comfort, and convenience of walking and biking in a community. Since sidewalks are a key need in the city, a walking audit could help to prioritize where to focus improvements first. A walking audit could also be used to bolster funding applications such as the Transportation Alternatives Program.

Action 6.5: Consider adopting the Trust for Public Land's 10 Minute Walk to Park vision. The Trust for Public Land has initiated a bold vision that all Americans should have access to a quality park within 10 minutes of their home. Since Lake Dallas is close to that threshold already, the city should consider officially adopting this vision by resolution to show support for access to quality parks.

Action 6.6: Coordinate with neighboring cities and regional partners on trail and greenbelt initiatives. Continue to have discussions with Corinth, Hickory Creek, Shady Shores, as well as Denton County, NCTCOG, and the USACE about regional trail, open space, and lake recreation opportunities. Specific initiatives that Lake Dallas should continue to be involved in include the USACE Lewisville Lake Master Plan Update, Denton County Greenbelt Plan, and the NCTCOG Regional Veloweb.

Action 6.7: Preserve floodplain areas as natural open space. Areas designated as floodplain in Lake Dallas act as unofficial open space. Moving forward, the city should not develop within the floodplain and instead enhance the natural aspects and look for potential trail connections.

Action 6.8: Conduct a planning and design study for the citywide shoreline trail. The first step in implementing the citywide shoreline trail identified in this vision is to conduct a planning and design study. This study would determine the feasibility of such a trail and move closer to a final alignment for design and engineering. Important partners in that process would be the USACE as well as property owners.

Action 6.9: Consider partnerships with faith-based groups or other cities to offer senior recreation opportunities. A deficiency within the city is recreation opportunities for senior citizens. The city should consider potential partnerships with organizations or other municipalities to fill that void. An existing example of shared services is the Lake Dallas Library; while located in Lake Dallas, it serves as a library for residents in Shady Shores as well.

7 HOUSING









INTRODUCTION

The current housing mix in Lake Dallas is primarily single-family, but is diverse in terms of value and quality. Having an appropriate mix of housing is critical for the preservation and improvement of neighborhoods and for accommodating new residents. This chapter presents a brief assessment of the existing housing stock in Lake Dallas and makes recommendations for policy changes and additional studies to enhance housing in the community.

HOUSING FRAMEWORK

Enhance existing neighborhoods and create diverse, unique housing options to increase housing opportunities.

RELEVANT PLAN GOALS



DA3 - Design future housing developments with quality materials and standard guidelines.



RN1 – Establish Neighborhood Improvement Plans for neighborhoods to create a comprehensive set of recommendations for enhancement and preservation.



RN2 – Maintain safe and attractive residential neighborhoods.



RN3 – Consider diversifying housing types in Lake Dallas to enhance the unique identity, such as tiny homes or townhomes.

PERTINENT INPUT

The following input on housing issues was received during the three public workshops, the keypad polling exercise during the second workshop, and the online community survey.

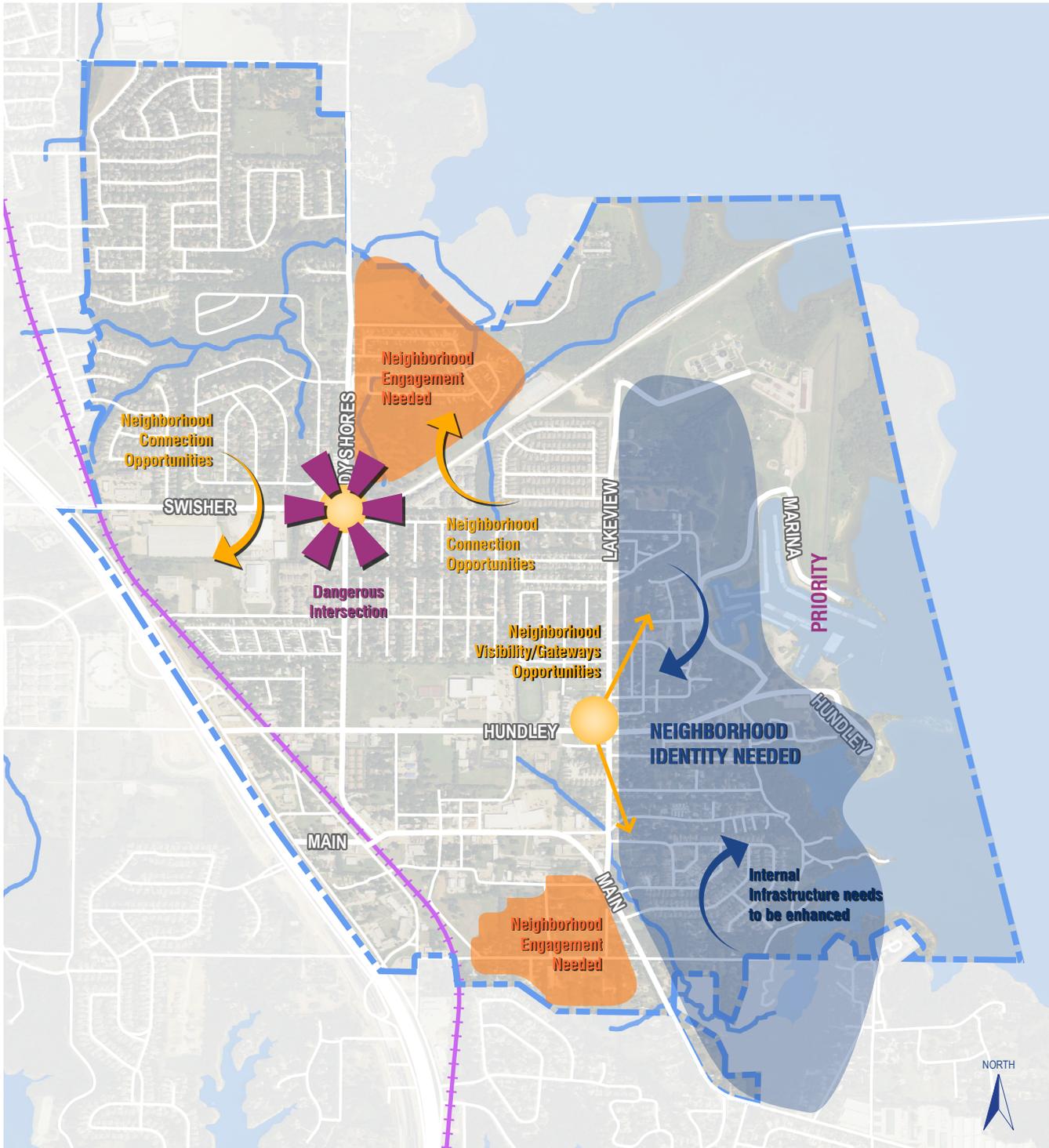


Figure 7.1 | Input Analysis Map

Physical Input Characteristics

This describes input received from the mapping exercises during the public workshops.

- **20%** of keypad polling respondents thought the city needs more townhomes.
- Would like to see house boats.
- Want to clean up mobile home communities.
- Need sidewalk repair in neighborhoods.
- Would like live/work spaces.
- Want to limit amount of additional multi-family
- In the online survey, safe, clean, and well-maintained residential neighborhoods was one of the most highly rated quality of life factors that was important to respondents.

Input Statistics

This describes key input from the keypad polling and online survey responses.

70% of keypad polling respondents thought the city needs more single-family housing.

In the online survey, **78%** of respondents said that single family housing is needed in Lake Dallas,

23% said townhomes, and **21%** said tiny homes (respondents could choose multiple options).

Over **60%** of online survey respondents said that enacting stricter code enforcement was important or very important.

57% of keypad polling respondents think that code enforcement should play a greater role than today.

Existing Housing Analysis

From 2000 to 2015, the number of housing units increased by 34 percent. The number of vacant housing units has also increased in the time period, from 3 percent in 2000 to 10 percent in 2015. Additionally, about 66 percent of residents own their homes and 34 percent are renters and the number of renters has increased since 2000. Furthermore, the average household size is 2.62 and 21 percent of households only consist of one person. The median household income in Lake Dallas is \$68,933 and the majority of households make between \$35,000 and \$149,999. **Tables 7.1 and 7.2** present these household characteristics.

	2000	2010	2015
Total Housing Units	2338	2695	3138
% Occupied	96.7%	94.7%	90.4%
% Owner Occupied	73.1%	71.4%	65.7%
% Renter Occupied	26.9%	28.6%	34.3%
% Vacant	3.3%	5.3%	9.6%
Average Household Size	272.0%	278.0%	262.0%
Single-Person Households	20.4%	20.2%	20.8%

Table 7.1 | Household Characteristic Trends

Source: 2011-2015 and 2006-2010 American Community Survey Estimates. 2000 US Decennial Census. www.census.gov.

Income	Percentage
Less than \$10,000	2.5%
\$10,000-\$14,999	3.0%
\$15,000-\$24,999	7.7%
\$25,000-\$34,999	8.1%
\$35,000-\$49,999	13.8%
\$50,000-\$74,999	23.7%
\$75,000-\$99,999	14.1%
\$100,000-\$149,999	18.9%
\$150,000-\$199,999	6.2%
\$200,000 or more	2.1%

Table 7.2 | Household Income

Source: 2011-2015 American Community Survey Estimates. www.census.gov.

Information on housing stock, such as type and age of structures, is also helpful to create a meaningful snapshot of the housing conditions in a community. Today, 77 percent of housing units in Lake Dallas are single-family detached homes, 2 percent are single-family attached, 11 percent are multi-family units, and 10 percent are mobile homes. Since 2000, the number of mobile homes have decreased, while the number of single-family detached and multi-family units have increased. **Table 7.3** shows the housing stock breakdown from 2000 to 2015.

	2000	2000 Percentage	2010	2010 Percentage	2015	2015 Percentage
Single-family detached	1,561	68.8%	1,863	73.5%	2,423	77.2%
Single-family attached	37	1.6%	47	1.8%	75	2.4%
Duplex	25	1.1%	-	0.0%	-	0.0%
Multi-family (3+)	271	12.0%	387	15.3%	342	10.9%
Mobile home	374	16.5%	237	9.4%	298	9.5%
Total	2,268	100.0%	2,534	100.0%	3,138	100.0%

Table 7.3 | Housing Stock Breakdown

Source: 2011-2015 and 2006-2010 American Community Survey Estimates. 2000 US Decennial Census. www.census.gov.

Additionally, **Table 7.4** represents the age of housing in Lake Dallas. The greatest number of housing units was built from 1980-1989 (23%), followed by 1990-1999 (22%), and 2000-2009 (20%). Also of note is that 17 percent of existing housing units were built prior to 1960, which means the existing housing stock is aging.

	Total	1939 or earlier	1940-1949	1950-1959	1960-1969	1970-1979	1980-1989	1990-1999	2000-2009	2010 or later
All Housing Types	3138	15	131	201	187	530	731	695	614	34
Percent		0.5%	4.2%	6.4%	5.9%	16.9%	23.3%	22.1%	19.6%	1.1%

Table 7.4 | Age of Housing Stock

Source: 2011-2015 American Community Survey Estimates. www.census.gov.



Part of what makes a community desirable is cost of housing. Median home values and median rents can indicate what housing prices are in a community. From 2000 to 2015, the median home value in Lake Dallas increased by 47 percent and the median rent increased by 39 percent. During that same timeframe, median household incomes increased by 37 percent, so incomes are almost keeping up with increases in home values and rents. Finally, the percent of individuals living below the poverty line established by the Department of Health and Human Services decreased from 6.6 percent in 2000 to 6.0 percent in 2015. **Table 7.5** shows the changes in housing cost characteristics from 2000 to 2015.

	2000	2010	2015
Median Home Value	\$ 102,400.00	\$ 141,900.00	\$ 149,800.00
Median Contract Rent	\$ 536.00	\$ 713.00	\$ 745.00
Median Household Income	\$ 50,409.00	\$ 62,980.00	\$ 68,933.00
Percent living in Poverty	6.6%	5.9%	6.0%

Table 7.5 | Housing Cost Characteristics

Source: 2011-2015 and 2006-2010 American Community Survey Estimates. 2000 US Decennial Census. www.census.gov.



Furthermore, housing costs are often analyzed in comparison to one's total income to determine how much mortgage or rent one can afford. However, transportation costs also can account for a large percentage of one's monthly expenditures. To analyze this more closely, the Center for Neighborhood Technology has developed a Housing and Transportation Affordability Index to look at both housing and transportation costs in geographic areas. Generally, the combined transportation and housing costs should not exceed 45 percent of one's income to be considered affordable. Using the 2017 Housing and Transportation Affordability Index, the combined housing and transportation costs for Lake Dallas is 48 percent, Denton County is 53 percent, and the Dallas-Fort Worth region is 49 percent. Therefore, Lake Dallas is slightly more affordable than the Denton County and the DFW region, but is still not considered affordable by the Index standards. **Table 7.6** shows the housing and transportation costs for these three geographies.

	Housing Costs	Transportation Costs	Total Costs
Lake Dallas	25.0%	22.0%	48.0%
Denton County	31.0%	22.0%	53.0%
DFW Metropolitan Statistical Area	28.0%	22.0%	49.0%

Table 7.6 | Housing and Transportation Costs

Source: Center for Neighborhood Technology. Housing and Transportation Affordability Index. <https://htaindex.cnt.org/>

HOUSING RECOMMENDATIONS

Many cities undergo neighborhood improvement plans to preserve or revitalize areas. For example, the City of Dallas developed a Neighborhood Revitalization Plan for the city as part of the Neighborhoods Plus Plan effort that sought to flight blight, alleviate poverty, attract and retain the middle class, expand home ownership, and enhance rental options. Lake Dallas could also benefit from a strategic analysis of the major neighborhoods in the community by undergoing neighborhood improvement plans. Based on the existing character of neighborhoods, the project team identified three primary housing character areas that could serve as the study areas for future neighborhood improvement plans. The character of each of these areas is different, therefore the scope and outcomes of the neighborhood improvements plans will also vary. **Figure 7.2** shows the three housing character areas in Lake Dallas.



Area 1 - Suburban Residential: In the northwestern part of the city, the housing stock more resembles a traditional suburb with housing built in the last two to three decades. Most of the homes are brick construction, about 2,000 square feet or larger, and are served by sidewalks. Additionally, these subdivisions are completely built out; more homes were planned for the wooded area just to the west of Meadowbrook Street, but the application didn't progress because the land was in the 100-year flood zone. There is one large manufactured home park off Shady Shores just north of Swisher Road in this area called Kingswood which consists of nearly 200 mobile homes. A neighborhood improvement plan for the suburban residential area could include strategies for:

- Greenbelt trail opportunity
- Enhancements to River Oaks and Thousand Oaks parks
- Additional sidewalk connectivity
- Traffic signal timing, especially near Swisher Road
- Long-term vision for Kingswood mobile home park
- Gateway signage



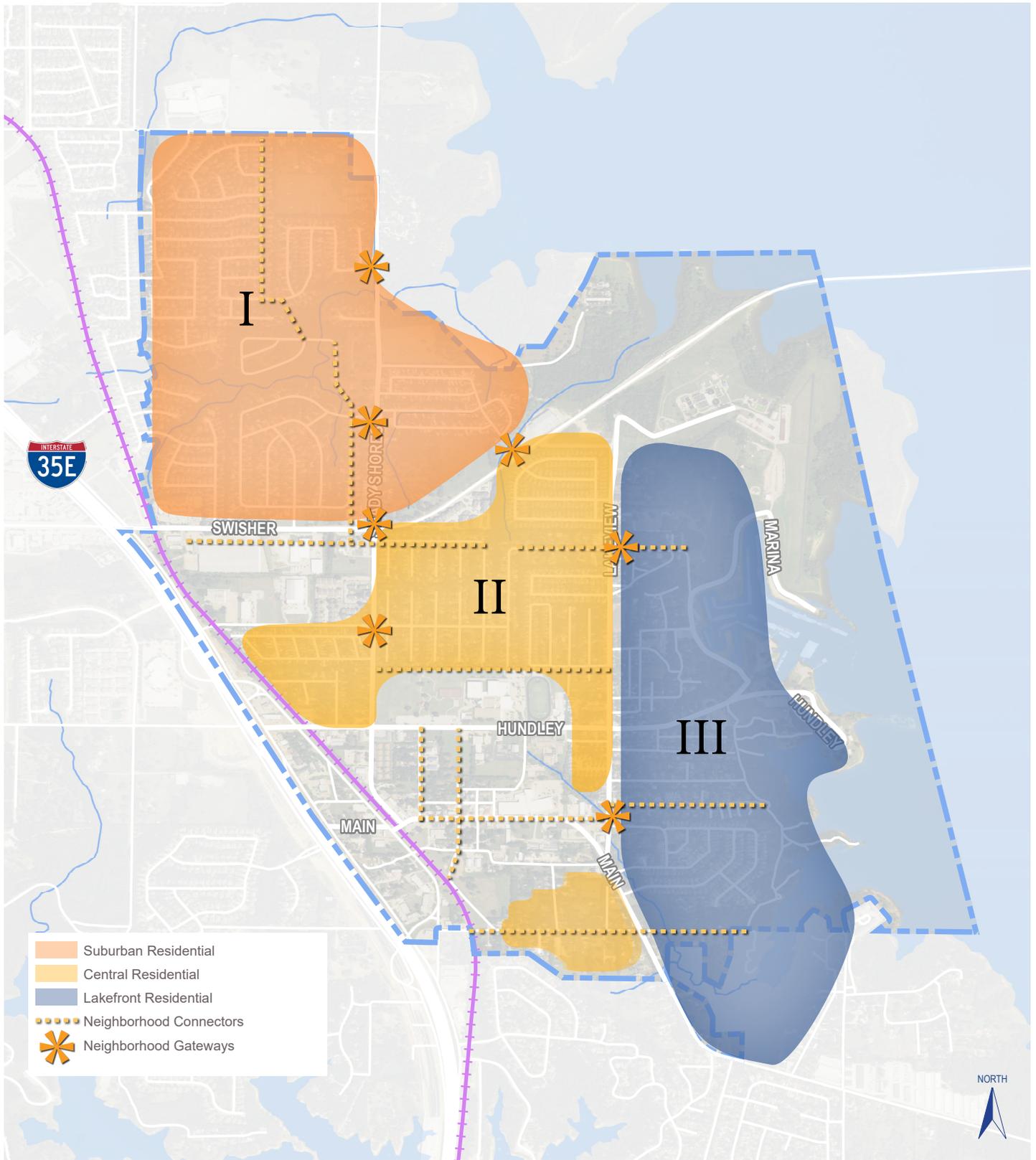


Figure 7.2 | Housing Character Area Recommendations



Area 2 - Central Residential: In the central part of the city, the housing stock more closely resembles older suburban areas built in the 1960s and 1970s. Most of the single-family homes are older and measure less than 2,000 square feet. There is also more variety of housing type in this central area; there are three single-family subdivisions, one large mobile home park called Lake Haven Estates, and multiple apartment complexes including The Lakeshore on Swisher Road and Ashleye Village on Overly Drive. Additionally, this neighborhood area includes downtown, so the scattered single-family homes and mixed-use along Main Street is also included. A neighborhood improvement plan for the central residential area could include:



- Opportunity for expanding tiny home village if successful
- Pocket parks
- Pedestrian connectivity
- Gateway signage
- Wayfinding in and around downtown
- Infrastructure improvements (roads, utilities)
- Long-term vision for Lake Haven Estates
- DCTA Rail Trail connection opportunity





Area 3 - Lakefront Residential: Due to its prime location on Lewisville Lake, Lake Dallas was originally known for ‘cottage’ or ‘lake’ houses that served as weekend homes for residents living elsewhere in the DFW Metroplex. Because these homes weren’t permanent residences, the infrastructure was not built to the standard of the community today and code enforcement has historically been lax. As the communities around Lake Dallas began to grow, those original cottage homes transitioned to full-time residences, but the infrastructure improvements did not keep up. The Lakebridge Estates neighborhood is a more traditional subdivision in the southeastern part of the city and offers single-family detached, attached, and multi-family homes. In recent years there has been some infill development with newer homes near the lake but overall the housing stock in this area is older. A neighborhood improvement plan for the lakefront residential area could include:

- Infrastructure improvements (roads, utilities)
- Advocacy program for code enforcement
- Pedestrian connectivity
- Long-term vision for community amenities in Lakebridge Estates neighborhood (i.e., tennis courts)
- Gateway signage
- Opportunity for lakefront townhomes in southern edge of neighborhood area
- Wayfinding signage directing visitors to the lake



Walter J. ...
...

214

497-4664

212
Suite 100

BOGEYS

BARBER SHOP

HOUSING ACTION ITEMS

The following action items were developed to enhance housing in the community. A description of each of the action items are included in this section and associated priorities and responsible parties are included in Chapter 9: Implementation.

Action 7.1: Conduct Neighborhood Improvement Plans to identify issues, opportunities, and specific actions for enhancing existing neighborhoods. The plans should be based on the three neighborhood areas defined in this plan or at a more granular detail. All residents should be invited to be a stakeholder in this process to identify current strengths, challenges, opportunities as well targeted implementation actions for the near and long-term.

Action 7.2: Define architectural and other standards for the Lifestyle Residential future land use category. As discussed in Chapter 4: Land Use, lifestyle residential is a new land use category for this plan and includes quality tiny homes, townhomes, and if possible in the future, houseboats or new housing typologies. Standards for these types of homes should be added to the existing development code to ensure quality developments.

Action 7.3: Assign a staff member at the city to serve as a neighborhood association liaison. Having a designated staff person to serve as the first point of contact for all neighborhood association questions would be beneficial. This can lead to a more transparent relationship and also improve communication.

Action 7.4: Consider an advocacy program to aid code compliance. Such a program would be in addition to traditional code enforcement enacted by the city. Cross-training code compliance officers in conflict resolution as well as creating informational brochures on common code enforcement issues could help establish the City as a resource and partner instead of just an enforcer. Partnerships with faith-based organizations could also be initiated to help elderly citizens that cannot do the clean-up themselves.

Action 7.5: Continue discussions with USACE on potential for houseboats. While the USACE's current philosophy is to not allow new floating homes, this could change in the future. Houseboats could be another unique opportunity to set Lake Dallas apart from other communities and should be assessed further if the USACE changes their policy.

Action 7.6: Prioritize quality multi-family development surrounding a future train station. If a train stop is possible in the future, the city should consider pursuing quality, market rate multi-family homes as part of a mixed-use transit-oriented development. Having this type of development would help make Lake Dallas a destination and also increase sales tax for the community.

8

DOWNTOWN







INTRODUCTION

In the past few years, Downtown Lake Dallas has begun to experience a resurgence. Main Street has been reconstructed to include better drainage, wider sidewalks, and pavement treatment at intersections. There have also been small pockets of redevelopment like the Courtyard on Main building. There is still a lot of potential for downtown to become a central destination in Lake Dallas. This chapter assesses the existing context of downtown and makes recommendations to enhance downtown to make it the core destination in lake Dallas.

DOWNTOWN FRAMEWORK

Expand the footprint of downtown and build local business and residential opportunities.

RELEVANT PLAN GOALS



CC3 – Incorporate gateways and entry features that have a distinctive feel and brand.



ED1 – Promote and support professional business opportunities which will advance new economic development.



CH3 – Promote the distribution of locally grown and produced food by establishing a downtown farmers market.



DA2 – Implement sidewalk and streetscape improvements in downtown and along Shady Shores, Hundley, and Swisher Road.



D1 – Establish a quality pedestrian environment in downtown with streetscape amenities such as benches, shade trees, wayfinding signage, bike racks, trash receptacles, lighting, and greenspace which creates energy towards revitalization.



D2 – Establish downtown as a neighborhood and encourage residential development to support the existing and future retail.



D3 – Create a business incubator in downtown that offers resources for small businesses.

PERTINENT INPUT

The following input on downtown issues was received during the three public workshops, the keypad polling exercise during the second workshop, and the online community survey.

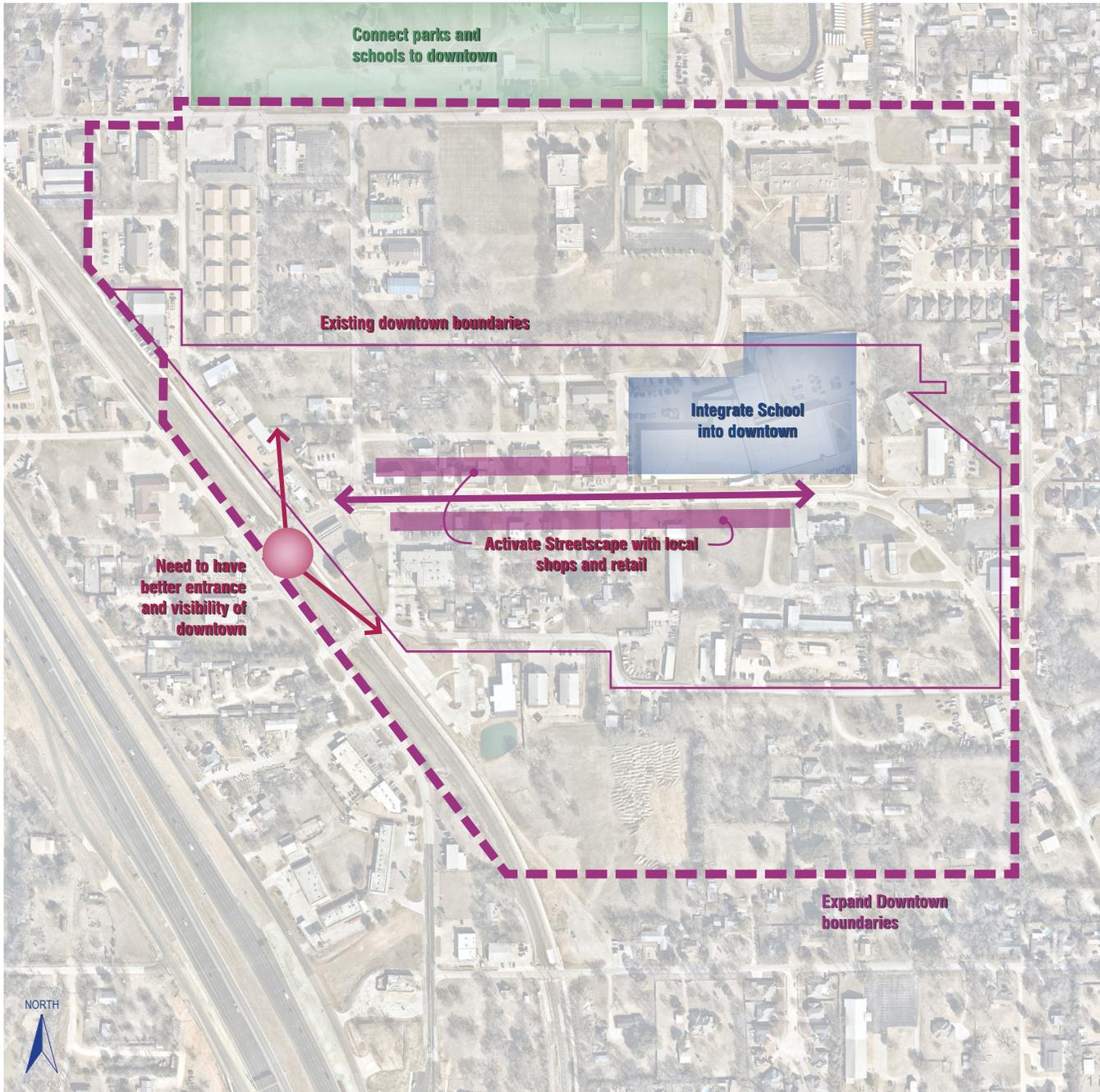


Figure 8.1 | Input Analysis Map

Physical Input Characteristics

This describes input received from the mapping exercises during the public workshops.

- No true center for gathering for activities organized by the city.
- Want to see cute shops with lake vibe.
- Want to see a Farmers Market.
- Parking is a concern for events.
- Need to be proactive in approaching building owners for revitalization efforts.
- Opportunity exists to expand downtown.
- Want pedestrian connections.
- Want downtown train stop.
- Want to see live/work spaces.
- Maintain space for library.
- Want more sit-down restaurants.

Input Statistics

This describes key input from the keypad polling and online survey responses.

67% of keypad polling respondents would support or strongly support Lake Dallas pursuing neighborhood-serving retail

74% of online survey respondents said it was important or very important for Lake Dallas to have a vibrant downtown

73% of online survey respondents said they would use sidewalks connecting to and within downtown

10% of online survey respondents think of downtown as the first mental image of the community

53% of online survey respondents thought downtown should be prioritized for redevelopment

Top items noted by online survey residents for Lake Dallas to have a vibrant downtown is

- Commercial development (**83%**),
- Sidewalks and trails (**53%**),
- Public spaces (**36%**)

EXISTING CONTEXT

For the purposes of establishing recommendations for this plan, Downtown Lake Dallas is considered the area bounded by S. Lake Dallas Drive to the west, Betchan Drive to the south, Lakeview Drive to the east, and Hundley Drive to the north. The main central corridor is Main Street where city hall is located.

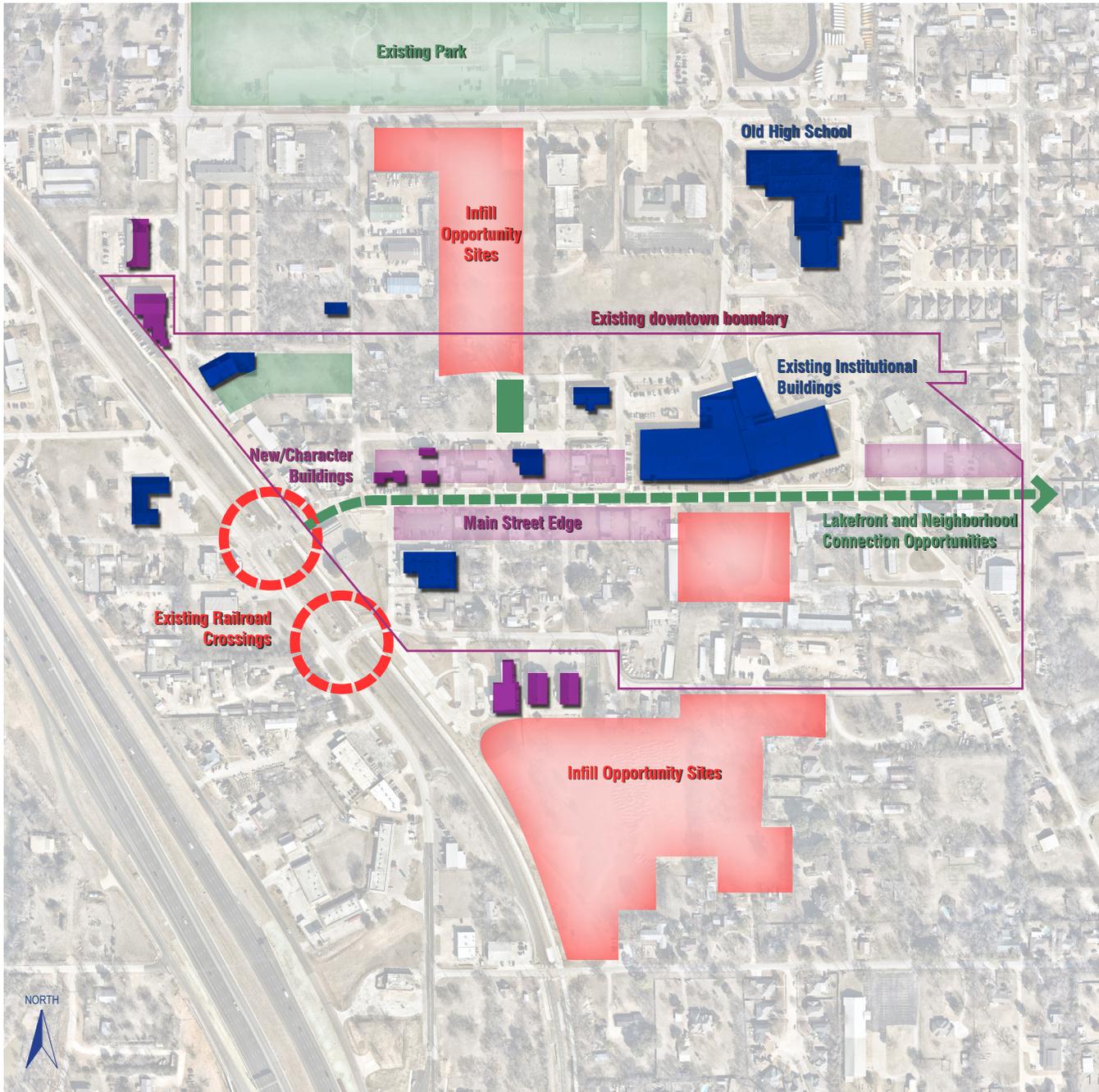


Figure 8.2 | Downtown Existing Context

Existing Development: As evidenced by the existing land use map shown in Chapter 4, downtown currently is a hodgepodge of uses. There are several institutional uses, such as City Hall, Lake Cities Fire Station, Lake Cities Library, and Lake Dallas Elementary School. Commercial development is also scattered throughout; the most prominent commercial buildings include El Centro Meat Market, Allsup’s, Sonic, and Los Amigos restaurant. Other existing uses include auto-oriented businesses and offices at the Courtyard on Main building. The Lake Cities Municipal Utility Authority owns a large piece of land off Main Street across from the elementary school. Finally, older single-family detached residential is scattered throughout the greater downtown area and is served by the small Lake Dallas Community Park located on Gotcher Avenue.

Roadways: As previously mentioned, Main Street has recently been reconstructed to include new pavement, wide sidewalks with decorative brick pavers in some places, intersection treatments, and upgraded drainage. The result is a cohesive look for the main corridor in downtown. Other major roads in the downtown area (S. Lake Dallas Drive, Shady Shores Road, Hundley Drive, Gotcher Avenue, and Betchan Drive) have pavement in disrepair, lack adequate curb and gutter drainage, and don’t have sidewalks.

Building Character: Part of what can make downtown a desirable destination is a cohesive building character. Currently, there is a mix of building types that don’t mesh well together. There are some newer buildings, such as the Courtyard on Main and Lake Dallas Elementary School, but most other buildings are old and do not follow a cohesive style. Additionally, there is very limited density within downtown. The Courtyard on Main offices and retail are the only two-story buildings along Main Street.



DOWNTOWN SCENARIOS

Keeping the established downtown goals and stakeholder input in mind, the project team developed three sample development patterns that represent how downtown could develop in the future within each of the three city-wide scenarios. These three graphics were shown at the third public workshop to solicit input.



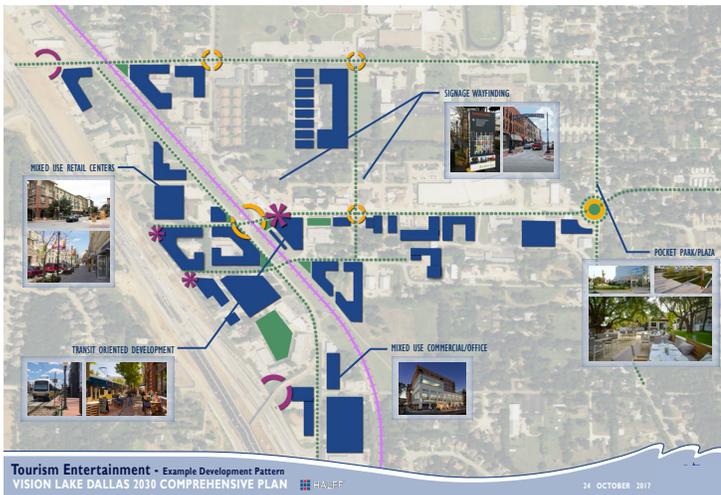
Neighborhood Connections: In the sample downtown development pattern for this scenario, the following elements were proposed:

- Neighborhood-serving retail in the strip of land between the rail line and the interstate
- Townhome infill housing near the proposed tiny home development just north of Main Street
- Two to three story apartment infill development directly adjacent to the A-Train stop
- Four-plex residential development along Betchan Drive
- Infill retail and office development in vacant or underutilized properties along Main Street



Economic Development: In the sample downtown development pattern for this scenario, the following elements were proposed:

- Commercial district in the strip of land between the rail line and the interstate
- Iconic gateway features located along Main Street at the intersections with the A-Train and the interstate
- Larger office parks just to the south of downtown



Tourism/Entertainment: In the sample downtown development pattern for this scenario, the following elements were proposed:

- Transit-oriented development recommended around the future A-Train stop
- Mixed-use retail centers between the rail line and the interstate
- Wayfinding signage throughout the area to direct to significant amenities
- Pocket parks/plazas to add green space to areas without access to existing parks
- Commercial and office development to the south of downtown in between the rail line and the interstate

DOWNTOWN RECOMMENDATIONS

Based on the feedback received for these sample development patterns and the overall citywide scenario, the project team developed a preferred downtown development pattern concept. Primary elements included in the concept are connections to recreation areas, infill housing opportunities, creation of a consistent main street frontage, connections to other retail centers, and enhanced visibility of downtown through gateways, signage, and development. **Figure 8.3** depicts this preferred concept.

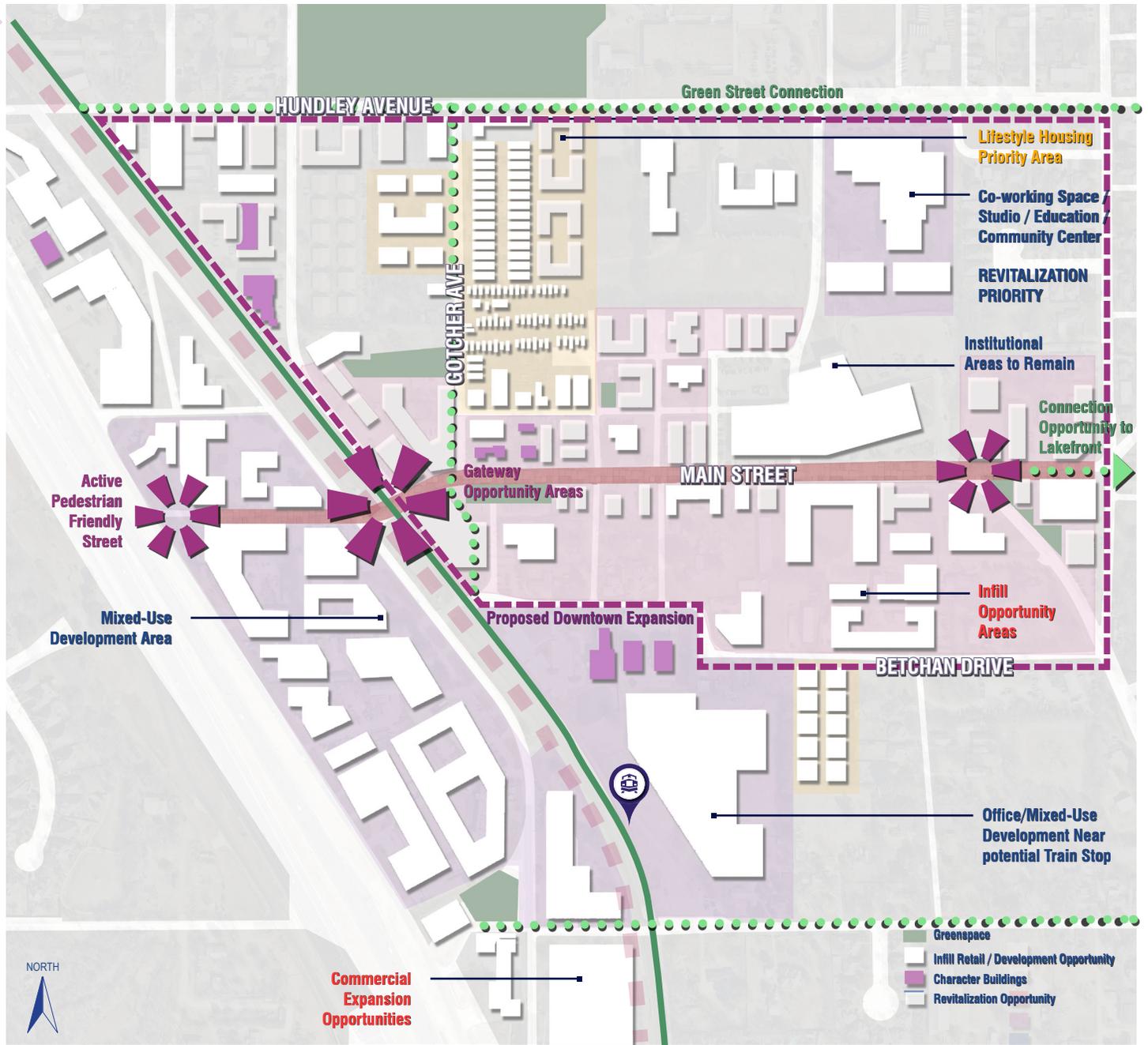


Figure 8.3 | Downtown Concept Plan

Elements included in the downtown concept include:

Public Space: Downtown currently lacks a public space for events and community gatherings. An example of such as space in other communities is the Wayne Ferguson Plaza in downtown Lewisville and Rustin Family Park in Southlake Town Square. These sites serve as green space in civic areas that can host community or private events. While Lake Dallas doesn't have much land currently available in downtown, there is about ½ acre of land behind the Allsup's that DART owns. A long-term lease agreement or partnership could be negotiated with DART to make this a multi-functional civic space. This could be a site for a weekend Farmer's Market to activate downtown opportunities.

Office: Attracting more businesses to help grow economic development was a comment heard often during the plan development process. Strategies to make downtown Lake Dallas more attractive to small businesses include willingness to assemble parcels for office development and installation of faster and more reliable wireless Internet. The downtown development pattern concept shows potential office development south of Main Street and in the area between the interstate and the rail line.

Mixed-Use Retail: Neighborhood-serving retail, such as grocery stores, household services, and sit-down restaurants, was frequently mentioned as type of development that is needed within Lake Dallas. This type of development would be appropriate in downtown to create more of a community center. Opportunities to create a consistent street frontage with downtown character would also help activate Main Street. Infill development of vacant and underutilized buildings would be needed to incorporate retail, perhaps with live/work spaces or offices on top of the retail.

Lifestyle Residential: With the development of the Tiny Home Village that is underway as of 2018, it is evident that there is a market for lifestyle housing in downtown Lake Dallas. This downtown concept plan proposes additional lifestyle housing opportunities, which could include tiny houses, townhomes, bungalows, or other live/work spaces.

Transit-Oriented Development: As discussed in previous chapters, if an A-Train stop is possible in Lake Dallas, it is preferred that the stop be placed in downtown. This would be ideal for drawing people into downtown to spend money and generate sales tax revenue. Transit-oriented development would be centered around Main Street and the rail line, mostly utilizing vacant or underutilized properties between the interstate and the train tracks.

Bicycle/Pedestrian Access: In order to enhance bicycle and pedestrian linkages within downtown and to surrounding neighborhoods, the preferred downtown development pattern proposes new sidewalks and bicycle accommodations along many of the thoroughfares and to tie into the DCTA Rail Trail that will be completed in 2018. These areas are labeled as 'Green Street Connections' on the concept plan.

Signage/Wayfinding: Wayfinding signage, especially along the DCTA Rail Trail, can help draw people into downtown. Unique street sign toppers could be incorporated to give downtown a cohesive look and that theme can also be incorporated in downtown wayfinding signage. Consistent signage would also help connect downtown to the lakefront, existing parks, residences, and other retail centers.



DOWNTOWN ACTION ITEMS

The following action items were developed to create an expanded, vibrant downtown for Lake Dallas. A description of each of the action items are included in this section and associated priorities and responsible parties are included in Chapter 9: Implementation.

Action 8.1: Develop a downtown master plan. The plan would analyze the concepts in this chapter in more depth and prioritize recommendations, estimate costs, and discuss funding opportunities.

Action 8.2: Reinstate the Economic Development Corporation with a focus on marketing downtown to potential developers and employers. The EDC could be used to attract and support small businesses as well as attract neighborhood-serving retail to downtown. Some initial strategies would be to improve Internet speed and look at creating a small business incubator to provide resources to small businesses. The EDC could work jointly with the existing Community Development Corporation.

Action 8.3: Prioritize pursuit of neighborhood-serving retail such as a sit-down restaurant. Quality sit-down restaurants can help transform downtown into a true destination within the city for residents, employees, and visitors. Once the EDC is reestablished, the entity can work to entice restaurants to downtown Lake Dallas.

Action 8.4: Create a central space in downtown to hold events and serve as the city center. In addition to retail and civic spaces, quality downtowns need green space to hold events. This public space or plaza could be used for a variety of events such as a Farmer's Market, starting point for parades, and ceremonial civic events. Two options to serve as a downtown green space are the land around the water tower that the city owns or the DART-owned land behind the Allsup's. Professional services should be sought to create a grand site design. If the DART-owned land is pursued, the site could also serve as a trailhead for the DCTA Rail Trail.

Action 8.5: Create a walkable environment by increasing pedestrian linkages to and within downtown. As identified in the preferred downtown development pattern, pedestrian linkages should be created throughout downtown and expand upon the sidewalks that were added to Main Street. Strategies to improve walkability include wider sidewalks, crosswalks, and pedestrian signals at traffic lights. These strategies should be applied to downtown area roadways including S. Lake Dallas Drive, Gotcher Avenue, and Betchan Drive. Hundley Drive is identified as a more robust bicycle/pedestrian linkage to connect the DCTA Rail Trail to Willow Grove Park.

Action 8.6: Implement streetscape features on all downtown roadways. In addition to increasing walkability, the roads should be aesthetically pleasing to attract development. Streetscape features to pursue in downtown include lighting, intersection pavement treatment, site furniture, and landscaping. The Lake Cities Municipal Utility Authority (LCUMA) recently bought property on Main Street and are willing to make the streetfront look nice, so the city should consider using this site as a pilot for implementing streetscape features.

Action 8.7: Encourage a mix of housing types in downtown such as live/work spaces, townhomes, and tiny homes. During the time this plan was developed, multiple housing projects were initiated in the downtown area. This includes the tiny home village along Gotcher Avenue and duplexes along S. Lake Dallas Drive. This indicates that there is market demand for different types of housing in downtown. Another housing type that the city should consider allowing is live/work spaces. This type of housing attracts people who are very invested in their community since they both live and work in a single place.

Action 8.8: Develop a design for unique street sign toppers to distinguish downtown as a neighborhood. A relatively inexpensive way to create a distinctive neighborhood is to add sign toppers to street signs and traffic signals. Sign toppers with a unique design could be added to all street signs in the downtown area to set the neighborhood apart from other parts of the city.

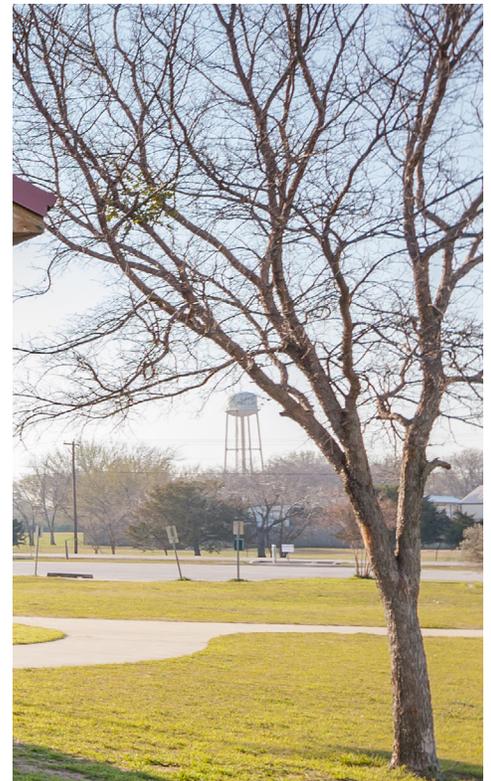
Action 8.9: Consider establishing a TIF to help fund improvements in downtown. A Tax-Increment Financing district, or TIF, is a useful tool for financing public improvements in an area. In a TIF district, a portion of sales tax revenue goes back to the district to fund infrastructure or building improvements. Businesses in the district have to elect to establish the TIF district.

9

IMPLEMENTATION



& MONITORING



INTRODUCTION

This comprehensive plan cannot be fully realized without specific implementation actions. The previous chapters identified recommendations related to land use and urban design, mobility, parks and trails, housing, and downtown development. This final chapter presents a detailed implementation action plan to achieve the overall plan vision for each of the major components of the plan. In addition to the action plan, a discussion is included regarding needed partnerships, funding mechanisms, and plan updates.

ACTION PLAN

The following implementation action table includes all of the actions defined in this plan and assigns involved entities, relative priority, and applicable costs. The entity responsible for initiating the action is bolded in the table. For the purposes of this plan, the priorities are associated with the following timeframes: Short-Term, Mid-Term, and Long-Term.

SHORT-TERM

Actions that should be implemented in the next 1-2 years. These action items are either critical needs or relatively low-cost and easy to implement.

MID-TERM

Actions that should be implemented in the next 3-9 years. These actions are typically not an immediate need and are relatively higher cost and complex to implement.

LONG-TERM

Actions that should be implemented in the next 10-20 years. These actions are the most expensive or require the most time to implement.

Table 9.1 | Implementation Action Table

PLAN Ref #	Recommendation
LAND USE AND URBAN DESIGN	
4.1	Use the Future Land Use Plan to guide development decisions.
4.2	Update the zoning ordinance to reflect the new future land use classifications.
4.3	Conduct a retail market analysis.
4.4	Encourage infill development along the Interstate 35E corridor and in downtown.
4.5	Develop and implement gateway structures at major entrances to the city.
4.6	Require streetscape features for roadways that are reconstructed.
4.7	Consider annexing unincorporated county land to the south of the city.
4.8	Consider a comprehensive plan amendment to analyze Lake Dallas' long-term community resilience regarding future man-made or natural disaster events.
MOBILITY	
5.1	Develop a city multimodal transportation plan.
5.2	Coordinate with local, regional, and state partners on transportation projects.
5.3	Consider entering into a pilot partnership with DCTA to provide transit services.
5.4	Initiate discussions with Corinth and DCTA on the possibility of an A-Train stop in the future.
5.5	Develop gateway features to promote and brand the identity of Lake Dallas.
5.6	Prioritize Shady Shores Road and Hundley Drive as Complete Streets.
5.7	Review and consider revising the required subdivision improvements to more accurately reflect the true cost of infrastructure development.

Additionally, there are five types of implementation actions included in the implementation plan:

- OPERATIONAL CHANGE** New or change programs, staffing, or operational procedures.
- POLICY** Official procedures or policies used to guide City decisions.
- REGULATION** Council adopted regulations used to guide development or other City actions.
- STUDY** An official investigation or analysis needed to determine most appropriate solution.
- FINANCIAL INVESTMENT** Capital improvements or general fund expenditures as part of a publicly financed action.

PLAN Ref #	Involved Entities	Relative Priority	Cost (if applicable)	Action Type
4.1	Development Services, Planning & Zoning Commission , City Council	Ongoing		Policy
4.2	Development Services , Planning & Zoning Commission, City Council	Short-Term		Regulation
4.3	Development Services , Economic Development Corporation, Consultant	Short-Term	\$30K	Study
4.4	Development Services, Economic Development Corporation	Mid-Term		Policy
4.5	Public Works, Development Services , TxDOT, Consultant	Mid-Term		Financial Investment
4.6	Public Works	Short-Term		Policy
4.7	Development Services , Denton County, City Council	Long-Term		Regulation
4.8	Economic Development Corporation, Development Services , USACE, Public Works, Consultant	Short-Term	\$7,500 - 10K	Study

5.1	Public Works , Consultant	Mid-Term	\$40 - \$60K	Study
5.2	Public Works , Denton County, TxDOT, NCTCOG, DCTA	Ongoing		Operational Change
5.3	City Council, DCTA, City Manager	Mid-Term		Operational Change
5.4	City Council, City of Corinth, DCTA, City Manager	Long-Term		Financial Investment
5.5	Public Works, Development Services , Consultant	Mid-Term		Financial Investment
5.6	Public Works	Mid-Term		Policy
5.7	Development Services , Public Works, Planning & Zoning Commission, City Council	Short-Term		Regulation

PLAN Ref #	Recommendation
PARKS, TRAILS, AND OPEN SPACE	
6.1	Update the Parks, Recreation, and Open Space Master Plan.
6.2	Prioritize development of bicycle and pedestrian improvements along Hundley Drive and Shady Shores Road.
6.3	Create connections to the DCTA Rail Trail and develop pedestrian gateways.
6.4	Conduct a walking audit to prioritize sidewalk needs.
6.5	Consider adopting the Trust for Public Land's 10 Minute Walk to Park vision.
6.6	Coordinate with neighboring cities and regional partners on trail and greenbelt initiatives.
6.7	Preserve floodplain areas as natural open space.
6.8	Conduct a planning and design study for the citywide shoreline trail.
6.9	Consider partnerships with faith-based groups or other cities to offer senior recreation opportunities.

HOUSING	
7.1	Conduct Neighborhood Improvement Plans to identify issues, opportunities, and specific actions for enhancing existing neighborhoods.
7.2	Define architectural and other standards for the Lifestyle Residential future land use category.
7.3	Assign a staff member at the city to serve as a neighborhood association liaison.
7.4	Consider an advocacy program to aid code compliance.
7.5	Continue discussions with USACE on potential for houseboats.
7.6	Prioritize quality multi-family development surrounding a future train station.

DOWNTOWN	
8.1	Develop a downtown master plan.
8.2	Reinstate the Economic Development Corporation with a focus on marketing downtown to potential developers and employers.
8.3	Prioritize pursuit of neighborhood-serving retail such as sit-down restaurants.
8.4	Create a central space in downtown to hold events and serve as the city center.
8.5	Create a walkable environment by increasing pedestrian linkages to and within downtown.
8.6	Implement streetscape features on all downtown roadways.
8.7	Encourage a mix of housing types in downtown such as live/work spaces, townhomes, and tiny homes.
8.8	Develop a design for unique street sign toppers to distinguish downtown as a neighborhood.
8.9	Consider establishing a TIF to help fund improvements in downtown.

PLAN Ref #	Involved Entities	Relative Priority	Cost (if applicable)	Action Type
6.1	Development Services, Parks and Recreation Board , Consultant	Short-Term	\$50K	Study
6.2	Public Works , Development Services	Short-Term		Financial Investment
6.3	Public Works , DCTA, Development Services	Mid-Term	\$20K	Financial Investment
6.4	Public Works , Development Services, Consultant	Short-Term	\$15K	Study
6.5	City Manager, City Council , Parks and Recreation Board	Short-Term		Policy
6.6	Parks and Recreation Board, Denton County, USACE, NCTCOG, City Manager	Ongoing		Operational Change
6.7	USACE, Denton County, City Council	Ongoing		Policy
6.8	Parks and Recreation Board , USACE, Consultant	Mid-Term	\$20K	Study
6.9	Neighboring Cities, Faith-based organizations, City Manager, Parks and Recreation Board	Mid-Term		Operational Change

7.1	Development Services , Consultant	Mid-Term	\$20K - 40K	Study
7.2	Development Services , Code Enforcement, Planning & Zoning Commission	Mid-Term		Regulation
7.3	Development Services, City Manager	Short-Term		Operational Change
7.4	Code Enforcement	Short-Term		Operational Change
7.5	USACE, City Manager	Mid-Term		Operational Change
7.6	Development Services, Economic Development Corporation	Long-Term		Policy

8.1	Development Services, City Council, City Manager , Consultant	Short-Term		Study
8.2	Economic Development Corporation, City Council	Short-Term		Operational Change
8.3	Economic Development Corporation , City Council	Short-Term		Policy
8.4	Development Services, Parks & Recreation Board, Planning & Zoning Commission, Economic Development Corporation	Long-Term		Financial Investment
8.5	Public Works	Mid-Term		Financial Investment
8.6	Public Works	Long-Term		Financial Investment
8.7	Development Services, Community Development Corporation	Short-Term		Policy
8.8	Development Services , Consultant	Mid-Term		Financial Investment
8.9	City Council , TIF Board, City Manager	Mid-Term		Operational Change

IMPLEMENTATION TYPES

The following chart organizes the implementation action items into the five implementation types.

OPERATIONAL CHANGE

- Coordinate with local, regional, and state partners on transportation projects.
- Consider entering into a pilot partnership with DCTA to provide transit services.
- Coordinate with neighboring cities and regional partners on trail and greenbelt initiatives.
- Consider partnerships with faith-based groups or other cities to offer senior recreation opportunities.
- Assign a staff member at the city to serve as a neighborhood association liaison.
- Consider an advocacy program to aid code compliance.
- Continue discussions with USACE on potential for houseboats.
- Reinstate the Economic Development Corporation with a focus on marketing downtown to potential developers and employers.
- Consider establishing a TIF to help fund improvements in downtown.

POLICY

- Use the Future Land Use Plan to guide development decisions.
- Encourage infill development along the Interstate 35E corridor and in downtown.
- Require streetscape features for roadways that are reconstructed.
- Prioritize Shady Shores Road and Hundley Drive as Complete Streets.
- Consider adopting the Trust for Public Land's 10 Minute Walk to Park vision.
- Preserve floodplain areas as natural open space.
- Prioritize quality multi-family development surrounding a future train station.
- Prioritize pursuit of neighborhood-serving retail such as sit-down restaurants.
- Encourage a mix of housing types in downtown such as live/work spaces, townhomes, and tiny homes.

REGULATION

- Update the zoning ordinance to reflect the new future land use classifications.
- Consider annexing unincorporated county land to the south of the city.
- Review and consider revising the required subdivision improvements to more accurately reflect the true cost of infrastructure development.
- Define architectural and other standards for the Lifestyle Residential future land use category.

STUDY

- Consider a comprehensive plan amendment to analyze Lake Dallas' long-term community resilience regarding future man-made or natural disaster events.
- Conduct a retail market analysis.
- Develop a city multimodal transportation plan.
- Update the Parks, Recreation, and Open Space Master Plan.
- Conduct a walking audit to prioritize sidewalk needs.
- Conduct a planning and design study for the citywide shoreline trail.
- Conduct Neighborhood Improvement Plans to identify issues, opportunities, and specific actions for enhancing existing neighborhoods.
- Develop a downtown master plan.

FINANCIAL INVESTMENT

- Develop and implement gateway structures at major entrances to the city.
- Initiate discussions with Corinth and DCTA on the possibility of an A-Train stop in the future.
- Develop gateway features to promote and brand the identity of Lake Dallas.
- Prioritize development of bicycle and pedestrian improvements along Hundley Drive and Shady Shores Road.
- Create connections to the DCTA Rail Trail and develop pedestrian gateways.
- Create a central space in downtown to hold events and serve as the city center.
- Create a walkable environment by increasing pedestrian linkages to and within downtown.
- Implement streetscape features on all downtown roadways.
- Develop a design for unique street sign toppers to distinguish downtown as a neighborhood.



PARTNERSHIPS

While the City of Lake Dallas staff are the primary drivers of implementing the 2030 Vision, there are additional entities that will be critical to involve throughout the lifetime of the plan. These entities include:

Elected/Appointed Officials: City Council, Planning & Zoning Commission, Parks and Recreation Board, Community Development Corporation

Other Public Sector Entities: Denton County, neighboring cities, USACE, Lake Cities Independent School District, Lake Cities Municipal Utility Authority, NCTCOG, TxDOT

Private Entities: Homeowner associations, faith-based organizations, local businesses, Lake Cities Chamber of Commerce, professional consultants



FUNDING MECHANISMS

In Texas, there are a variety of funding mechanisms that can be used to implement the actions identified in comprehensive plans. These include:

- **Tax Increment Finance (TIF)/Tax Increment Reinvestment Zone (TIRZ):** A TIF or TIRZ district is an area where certain property tax revenue generated in the district is reinvested back into the district through development of infrastructure.
- **Public Improvement District (PID):** Chapter 372 of the Texas Local Government Code permits the cities or counties to form a PID, which allow the city and/or county to levy and collect special assessments on property that is within the City or ETJ. Funds generated by the PID are invested back into the district.
- **Chapter 380/381 Economic Development Agreements:** Although not necessarily a special district, Chapter 380 and 381 Economic Development Agreements are tools used to encourage economic development within the state. These agreements allow the granting of certain incentives by cities to encourage developers to build within the jurisdiction. The incentives typically take the form of property tax abatements, loans or grants, commitments for infrastructure, or sales tax rebates.
- **Texas Main Street Program:** The Texas Historic Commission (THC) administers the program in partnership with the Texas Downtown Association (TDA). The program focuses on downtown revitalization and small grants are provided by the Anice Read Fund only to members of the TDA.
- **Transportation Alternatives Funding:** Set-aside funding available for pedestrian and bicycle facilities, recreational trails, and safe routes to schools. NCTCOG administers this call for projects about every two years in the Dallas-Fort Worth region.
- **Federal Lands Access Program:** Federal funds available to improve transportation facilities that provide access to federal lands. Funds are eligible for public roads, transit systems, and trails.

PLAN UPDATES

Since this plan represents a 20 year time period, priorities or situations may change during that timeframe. Therefore, the implementation strategy should remain flexible and allow adjustment to accommodate shifts in the economy and policy changes over time. To account for unexpected changes, this vision plan should be revisited on a regular basis. The following processes should be considered to track progress of the plan over time:

Annual Progress Report: The Development Services Department should prepare an annual report on the status of comprehensive plan implementation items to discuss with the Planning & Zoning Commission and City Council. These progress reports should include significant actions and accomplishments as well as prioritized actions for the next year. This annual report should be coordinated with the City's annual budget process.

Annual Updates: In conjunction with annual progress reports, the implementation action plan should be updated each year as part of an annual plan amendment. Minor revisions to the Future Land Use, Mobility, and Parks and Trails maps can also be changed in this annual update. Proposed plan amendments should be approved by the Planning and Zoning Commission and City Council and should be included as an addendum to the adopted Comprehensive Plan. If a development is approved that is contrary to the future land use plan, the City can formally amend the plan. It is recommended that the amendments occur once a year.

Five-Year Update: A broader evaluation and update of the plan should be prepared every five years. Initiated by the Development Services Department, this update should include a review of the existing plan and evaluate if the remaining action items are still relevant and needed. This update should include a summary of accomplishments to date, changes in trends and issues, and changes in laws, policies, or programs that impact implementation of the plan.

Ten-Year Update: After ten years, the community should initiate a full comprehensive plan update process to ensure that the plan continues to provide the best guidance possible. A full update to the comprehensive plan should include evaluation of the community vision, public engagement, analysis of issues and trends, and evaluation of remaining action items as well development of new action items.



10 APPENDIX





Glossary of Planning Terms

Vision Lake Dallas 2030

Active Streets: Roadway character designation identified in the Lake Dallas Vision 2030 Comprehensive Plan. This category includes major and minor arterials that connect downtown Lake Dallas to key city destinations.

Alternative Scenarios: The options or alternatives that were developed during the planning process to solicit input from the community regarding future development and redevelopment in Lake Dallas.

Arterial Streets: A roadway with the primary function to provide for continuity and high traffic volumes between major activity centers.

Capital Improvement Plan (CIP): Public dollars earmarked for improvement of infrastructure in the City.

City Council: The governing body of the City of Lake Dallas.

Connector Streets: Roadway character designation identified in the Lake Dallas Vision 2030 Comprehensive Plan. This category includes major and minor arterials that create connections to different neighborhoods or points of interest throughout the city.

Commercial: Retail that serves a larger population radius – generally about five miles. These developments may have multiple anchor tenants along with many pad sites developed on the fringe of the center.

Community Park: A community park serves multiple neighborhoods and provides many of the same facilities as neighborhood parks, and may include additional fields and facilities.

Community Vision: The comprehensive, unified description of the community's desires for the future.

Comprehensive Plan: A document with graphics, text, and tables that forms policies governing the future development of the City and consists of various components governing specific geographic areas and functions and services of the City. This document is established with the input of citizens, property owners, city staff, and elected / appointed city officials.

DCTA: Denton County Transportation Authority; transit agency that operates the A-Train commuter rail that runs through Lake Dallas adjacent to IH 35E.

Design Guidelines: Formal set of guidelines for use by developers. Guidelines address character and quality levels.

Design Standards: Formal set of standards for development which require certain development character and quality levels for the built and natural environment.

Downtown: In Lake Dallas, includes the area covered by the downtown overlay zone.

Dwelling Unit (DU): A single dwelling unit for habitation.

Extra-territorial jurisdiction (ETJ): An area of unincorporated county land immediately adjacent to an incorporated city. In Texas, the city may exercise certain development powers (subdivision regulations), but not zoning.

Floodplain: An area of land subject to inundation by a 100-year frequency flood, as shown on the floodplain map from the FEMA.

Future Land Use Plan (FLUP): The graphic document that illustrates the generalized location of future land uses. This graphic document is supported by a complete section in the comprehensive plan that defines and highlights in detail the graphic document. This plan covers land in the city limits and land within the city’s ETJ (if applicable). A future land use plan does not constitute zoning regulations or establish zoning boundaries.

Gateway: Landmark features that indicate entrances into significant areas of the City.

Highways: Major roadways carrying large volumes of traffic usually on controlled access roadways.

Industrial: Industrial uses include assembly, distribution, manufacturing, outdoor storage, warehousing and other similar uses.

Infill Development: Development of new homes, commercial and/or retail buildings, and public facilities on vacant or underutilized land in existing developed areas of the city.

Institutional: Land use category in a city that includes public and semi-public uses such as schools, civic buildings, medical, professional, and religious uses.

Infrastructure: Land use category in a city that includes roadways, railroads, utilities, and airports.

Lifestyle Residential: New land use category as identified in the Lake Dallas Vision 2030 Comprehensive Plan. This represents newer housing options like tiny homes and townhomes that people choose to live in due to lifestyle choices.

Local Streets: Intended for low volume and low speed traffic movement, local streets provide access to residential lots and building sites.

Mixed Use: A compatible mix of residential and non-residential uses allowed on the same property, or within the same structure. Horizontally mixed-use developments may include any combination of office, retail and residential uses sited adjacent to one another within the same structure or within adjacent structures, on the same property. Vertically mixed-use developments may include any combination of office, retail and residential uses sited above or below one another within the same structure.

Multi-Family Residential: Attached dwelling units designed to be occupied by three or more families living independently of one another, exclusive of boarding houses, hotels, or motels.

NCTCOG: North Central Texas Council of Governments; serves as the Metropolitan Planning Organization for the Dallas-Fort Worth region and coordinates regional transportation planning efforts.

Neighborhood Retail: Local retail that serves populations within a two mile radius and usually comprised of a major anchor tenant (such as a grocery store) and other complementary spaces.

Office: Office uses include multi-tenant lease spaces and single occupant buildings that house professional businesses.

Parks: Areas reserved for active and/or passive recreation, provided either by the City or by private development.

Pedestrian Connector: Roadway character designation identified in the Lake Dallas Vision 2030 Comprehensive Plan. This category includes residential streets that provide access to larger thoroughfares and are therefore primary candidates for improving bicycle and pedestrian access.

PLACEmaking: Quality community design that helps create a sense of place within a community.

Planned Development (PD): Planned associations of uses developed as integral land use units such as industrial parks or industrial districts, offices, commercial or service centers, shopping centers, residential developments of multiple or mixed housing, including attached single family dwellings or any appropriate combination of uses which may be planned, developed or operated or integral land use units either by a single owner or a combination of owners.

Planning Process: The process used to develop a document, plan or policy.

Redevelopment: Restoration of existing buildings and properties blighted and/or which diminish the character and function of a neighborhood including adaptive use and historic preservation properties.

Right-of-Way (ROW): Land provided for the purpose of vehicular access.

Single Family Residential (SF): A detached dwelling unit designed to be occupied by not more than one family.

Streetscape: Infrastructure and aesthetic improvements to a roadway to make them more attractive and safer for all transportation modes.

Thoroughfare, Major: Major thoroughfares are the largest local roadways and carry vehicles within and through the city. They are intended to funnel traffic from minor thoroughfares and collector streets to highways, or to other major thoroughfares, and generally serve long trip lengths.

Thoroughfare, Minor: Minor thoroughfares are slightly smaller than major thoroughfares and are intended to convey traffic from neighborhoods and collector streets to major thoroughfares, and generally serve moderate trip lengths.

Tiny Home: Small, quality residential structure that is typically under 500 square feet and can be transported.

Transit-Oriented Development: Development that is generated as a result of a nearby transit stop; oftentimes the development is mixed-use.

TxDOT: Texas Department of Transportation; agency that owns, operates, maintains, and plans for new highways and on-system roadways

Urban Design: Urban design is about making connections between people and places, movement and urban form, nature and the built fabric. Urban design draws together the many strands of place-making, environmental stewardship, social equity and economic viability into the creation of places with distinct beauty and identity. Urban design is the process of designing and shaping cities, towns, and neighborhoods. Urban design is an inter disciplinary subject that utilizes elements of many built environment professions, including landscape architecture, urban planning, and architecture.

USACE: U.S. Army Corps of Engineers; federal agency that owns and manages Lewisville Lake and surrounding shoreline.

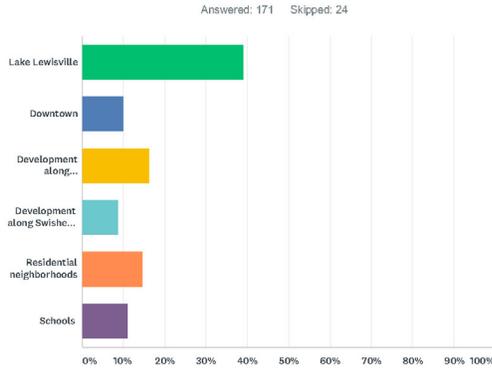
Utilities: Services provided by public and private agencies that support development. Utility services include water, sanitary sewer, storm drainage, electrical, natural gas, telephone and telecommunications, and other similar services.



ONLINE SURVEY RESULTS

Vision Lake Dallas - 2030 Comprehensive Plan Survey

Q1 When you think of Lake Dallas, what is the first mental image you have of the community?

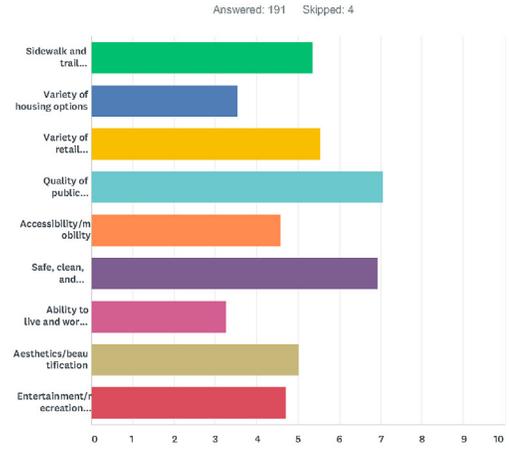


ANSWER CHOICES	RESPONSES
Lake Lewisville	39.18% 67
Downtown	9.94% 17
Development along Interstate 35E	16.37% 28
Development along Swisher Road	8.77% 15
Residential neighborhoods	14.62% 25
Schools	11.11% 19
TOTAL	171

#	OTHER (PLEASE SPECIFY)	DATE
1	having a welcoming library	11/20/2017 8:14 AM
2	Liquor stores	11/18/2017 10:47 AM
3	Run down businesses and empty lots	11/9/2017 12:25 PM
4	Horrible roads	11/5/2017 9:18 PM
5	Lake Dallas Marina, the only thing you won't find anywhere else.	11/5/2017 7:13 PM
6	The public Library	11/4/2017 11:20 AM
7	No grocery store! No train stop! Poorly maintained side streets	11/3/2017 8:13 PM
8	Willow Grove	11/1/2017 12:09 PM
9	A small town that has now turned into a bullying city by the police and the code enforcement group. My street sucks Lakeland road needs to be widened by 6 feet. No room to park etc but we have time to harass people about parking driveways.	10/31/2017 5:45 AM
10	Friendly lake community	10/30/2017 3:23 PM
11	Trailer Parks	10/30/2017 9:38 AM
12	Trailer	10/30/2017 5:57 AM
13	Small town in the middle of a massive metroplex	10/29/2017 8:56 PM
14	my hometown	10/29/2017 8:27 PM
15	Trailer Homes	10/29/2017 6:47 PM
16	Liquor stores	10/29/2017 6:26 PM
17	Trashy	10/27/2017 8:25 PM
18	Liquor, cigarettes, vape, Dollar Stores, fast food, Run Down	10/27/2017 7:14 PM
19	Needs more retail	10/27/2017 4:28 AM
20	beer, cigarettes, and trailer parks	10/26/2017 4:43 PM
21	Residential	10/26/2017 7:26 AM
22	trailer parks and lots of liquor stores along I-35	10/25/2017 7:07 PM
23	Too much fast food, "cheapo" commercial stuff, and drinking establishments for such a small town...not enough family oriented stuff	10/25/2017 6:48 PM
24	trailer parks	10/25/2017 2:56 PM
25	Run down	10/24/2017 8:13 PM
26	Allsup's	10/24/2017 8:03 PM
27	Alcohol	10/23/2017 7:24 PM
28	Development of fun places near the lake, restaurants, much like Little Elm. Nice lake park, bring on sand and water activities.	10/23/2017 4:47 PM

Vision Lake Dallas - 2030 Comprehensive Plan Survey

Q2 Please rank the following 'quality of life' factors in order of importance for you (1 being the most important and 9 being the least important).



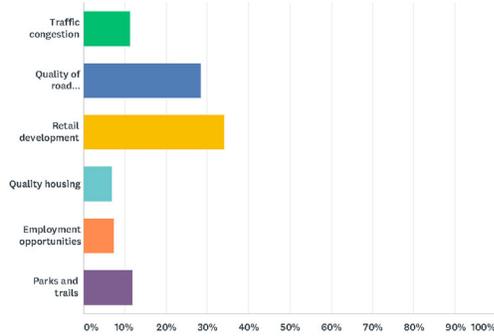
	1	2	3	4	5	6	7	8	9	TOTAL	SCOR
Sidewalk and trail connectivity	8.00% 12	10.00% 15	16.67% 25	19.33% 29	12.67% 19	8.00% 12	10.00% 15	9.33% 14	6.00% 9	150	5.3
Variety of housing options	4.97% 8	4.35% 7	5.59% 9	3.11% 5	10.56% 17	9.94% 16	17.39% 28	26.71% 43	17.39% 28	161	3.5
Variety of retail establishments	8.28% 13	12.74% 20	19.75% 31	15.92% 25	10.83% 17	9.55% 15	11.46% 18	6.37% 10	5.10% 8	157	5.5
Quality of public institutions and infrastructure (schools, libraries, parks, streets, etc.)	33.75% 54	25.00% 40	13.75% 22	7.50% 12	3.13% 5	4.38% 7	6.25% 10	1.88% 3	4.38% 7	160	7.0
Accessibility/mobility	4.68% 8	5.85% 10	7.60% 13	15.79% 27	15.79% 27	15.79% 27	14.62% 25	15.79% 27	4.09% 7	171	4.5
Safe, clean, and well-maintained residential neighborhoods	33.13% 55	24.10% 40	9.04% 15	6.63% 11	8.43% 14	10.24% 17	2.41% 4	2.41% 4	3.61% 6	166	6.9
Ability to live and work in the same city	5.85% 10	3.51% 6	6.43% 11	5.85% 10	8.77% 15	7.60% 13	8.19% 14	12.28% 21	41.52% 71	171	3.2
Aesthetics/beautification	5.06% 9	9.55% 17	12.92% 23	16.29% 29	16.85% 30	11.80% 21	11.24% 20	10.11% 18	6.18% 11	178	5.0
Entertainment/recreation options	5.59% 10	6.70% 12	11.73% 21	11.17% 20	15.64% 28	16.76% 30	16.20% 29	7.26% 13	8.94% 16	179	4.7



Vision Lake Dallas - 2030 Comprehensive Plan Survey

Q3 What do you think is the most important issue that Lake Dallas must address in order to be one of the leading communities in Denton County? (select only one)

Answered: 176 Skipped: 19



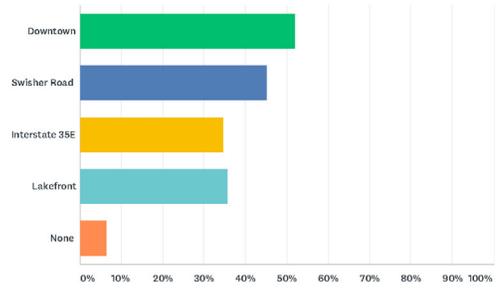
ANSWER CHOICES	RESPONSES
Traffic congestion	11.38% 20
Quality of road infrastructure	28.41% 50
Retail development	34.09% 60
Quality housing	6.82% 12
Employment opportunities	7.39% 13
Parks and trails	11.93% 21
TOTAL	176

#	OTHER (PLEASE SPECIFY)	DATE
1	including the library in the Comprehensive plan because the library can be a good resource to assist with all the other items	11/20/2017 8:14 AM
2	Mowing when you drive into LD all you see is long grass	11/5/2017 6:34 PM
3	More funding for the Public Library	11/4/2017 11:20 AM
4	Homeless elements in campground	11/1/2017 12:09 PM
5	The roads suck except for the Main Street joke with brick.	10/31/2017 5:45 AM
6	The growing drug problem. Three crack houses whiten two streets of me	10/30/2017 9:02 AM
7	Station for the DCTA train	10/30/2017 7:00 AM
8	Get rid of the meth labs	10/29/2017 7:26 PM
9	Leading??? how about just relevant	10/28/2017 2:15 PM
10	Key word- quality. We need more higher end options	10/27/2017 8:25 PM
11	Upgrade connectivity and high speed internet options and competition.	10/27/2017 6:59 PM
12	Fixing the roads and traffic congestion	10/27/2017 6:53 PM
13	Getting control of the drug problem. And helping neighborhood problems	10/28/2017 10:30 AM
14	Traffic9	10/26/2017 7:26 AM
15	ALL THE ABOVE	10/26/2017 7:09 AM
16	Lack of paint on roads	10/26/2017 5:02 AM
17	we need a defined downtown area. I hope that is still possible.	10/25/2017 7:07 PM
18	Lower property/school taxes	10/25/2017 1:56 PM
19	I know prince drive needs to be fixed... closer to the middle school	10/24/2017 7:45 PM
20	roads & sidewalks - need to quit chg homes to businesses	10/24/2017 12:34 PM
21	I built a home here because it is a quiet town that is still family friendly and still a little country. It's perfect the way it is. Don't become Lewisville!	10/24/2017 6:50 AM
22	You have to get people downtown to have a downtown. Until you do, retail and restaurants can not survive.	10/23/2017 9:59 PM
23	Community events and gathering places (including local quality, non-chain restaurants)	10/23/2017 6:15 PM
24	Also believe the parks are important. Splash pads, fun stuff. Even Sanger has a splash pad park!	10/23/2017 4:47 PM
25	Sidewalks. Lots of kids with only the street to walk in. Hundley really needs a sidewalk	10/23/2017 4:13 PM

Vision Lake Dallas - 2030 Comprehensive Plan Survey

Q4 What part of Lake Dallas should be prioritized for redevelopment? (select all that apply)

Answered: 184 Skipped: 11

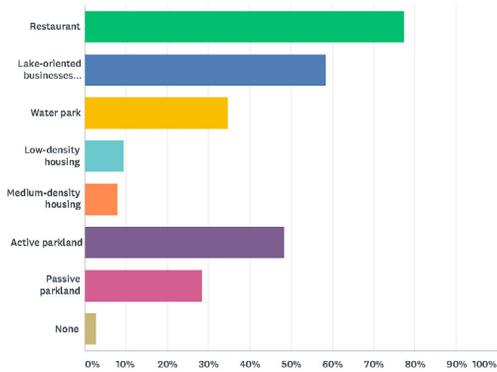


ANSWER CHOICES	RESPONSES
Downtown	52.17% 96
Swisher Road	45.11% 83
Interstate 35E	34.78% 64
Lakefront	35.87% 66
None	6.52% 12
Total Respondents: 184	

#	OTHER (PLEASE SPECIFY)	DATE
1	Library	11/20/2017 8:18 AM
2	Utilizing our lake front for recreational aquatic opportunities and businesses can help bring people to Lake Dallas and thus bring money into the city.	11/14/2017 5:38 PM
3	Shady shores street	11/5/2017 9:12 PM
4	infrastructure, fix our water, sewer and roads!	11/5/2017 7:19 PM
5	Helping residents to get homes repaired	11/5/2017 7:07 PM
6	The Public Library should be expanded	11/4/2017 11:23 AM
7	Adding sidewalks to Shady Shores Rd	11/1/2017 4:35 AM
8	Lakeland rd	10/31/2017 5:47 AM
9	Cleanup/remove trailer parks	10/30/2017 8:26 AM
10	We live right off Swisher and dont travel much into the heart of the city, so we're not familiar with conditions of the other areas.	10/30/2017 6:24 AM
11	Swisher is ripe for commercial development. 35 needs attention too	10/29/2017 9:26 PM
12	Trailer parks	10/29/2017 8:57 PM
13	The businesses off of I35 give the first impression of lake dallas...	10/27/2017 6:56 PM
14	the trashy trailer parks	10/26/2017 4:44 PM
15	streets and sidewalks	10/26/2017 12:55 PM
16	Carlisle DR - this side of LD is often forgotten!	10/26/2017 12:15 PM
17	area around duck inn	10/26/2017 5:04 AM
18	code enforcement in our residential areas will raise property values and tax revenue for city. clean up what we already have	10/25/2017 7:11 PM
19	Kids recreation	10/25/2017 2:39 PM
20	Shady shores road	10/24/2017 9:12 PM
21	Shady shores road	10/23/2017 5:18 PM
22	Hundley	10/23/2017 4:15 PM

Q5 What type of lakefront development would you support? (select all that apply)

Answered: 190 Skipped: 5

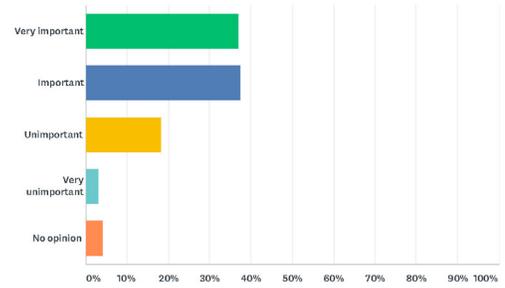


ANSWER CHOICES	RESPONSES
Restaurant	77.37% 147
Lake-oriented businesses (bait shop, paddle sport rental, etc.)	58.42% 111
Water park	34.74% 66
Low-density housing	9.47% 18
Medium-density housing	7.89% 15
Active parkland	48.42% 92
Passive parkland	28.42% 54
None	2.63% 5
Total Respondents: 190	

#	OTHER (PLEASE SPECIFY)	DATE
1	Is there lakefront property available for development?	10/28/2017 2:18 PM
2	Dog park	10/26/2017 8:41 AM
3	No housing	10/28/2017 8:22 AM
4	PLEASE DON'T TAKE ANYMORE LAND FROM WILLOW GROVE PARK	10/26/2017 7:11 AM
5	hard time imagining any development along lakefront with current usages. where is the undeveloped property you are referencing?	10/25/2017 7:11 PM
6	Would love to see a development similar to Little Elm Park	10/25/2017 2:45 PM
7	Would love nice restaurants, esp overlooking the lake!	10/25/2017 2:39 PM
8	Indifferent	10/25/2017 1:39 PM
9	Community event area	10/23/2017 10:36 PM
10	Encourage but city should not own or run it. Basketball place was enough disaster.	10/23/2017 10:02 PM
11	Free access for residents to park at trails	10/23/2017 6:54 PM
12	Splash park	10/23/2017 6:28 PM

Q6 How important do you think it is for Lake Dallas to have a vibrant downtown?

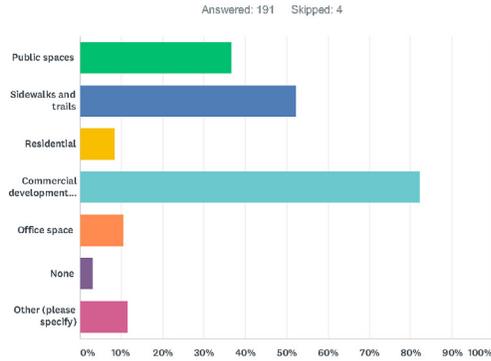
Answered: 192 Skipped: 3



ANSWER CHOICES	RESPONSES
Very important	36.98% 71
Important	37.50% 72
Unimportant	18.23% 35
Very unimportant	3.13% 6
No opinion	4.17% 8
TOTAL	192

Vision Lake Dallas - 2030 Comprehensive Plan Survey

Q7 What is needed in downtown Lake Dallas to make it a vibrant destination? (select all that apply)

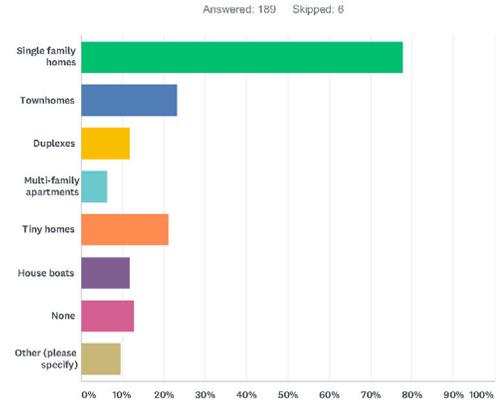


ANSWER CHOICES	RESPONSES
Public spaces	36.65% 70
Sidewalks and trails	52.36% 100
Residential	8.38% 16
Commercial development (retail, restaurants, etc.)	82.20% 157
Office space	10.47% 20
None	3.14% 6
Other (please specify)	11.52% 22
Total Respondents: 191	

#	OTHER (PLEASE SPECIFY)	DATE
1	Connection between downtown and the library using trails or sidewalks and making the library a stop if provide local transportation such as Span, etc.	11/20/2017 8:18 AM
2	We need to have sidewalks that the length of Hundley for safety and recreation purposes. Please do not forget our library that residents and families of Lake Dallas and Hickory Creek hold so dear.	11/14/2017 5:38 PM
3	Dual zone live/work space developments	11/9/2017 12:33 PM
4	Too much to make it fiscally perceivable. Spend the money where the residents want it.	11/5/2017 7:19 PM
5	renovated Library building	11/4/2017 11:23 AM
6	Street lights	11/3/2017 8:15 PM
7	A garden area would be fantastic!	10/31/2017 10:55 AM
8	Redesigned	10/30/2017 9:03 AM
9	A train stop. All of the other would develop with a stop.	10/29/2017 9:26 PM
10	car dealer ship	10/28/2017 10:12 AM
11	however with the LCMUA buying a big chunk of the downtown where is the undeveloped property you are referencing?	10/25/2017 7:11 PM
12	Move schools	10/25/2017 6:47 PM
13	splash park	10/25/2017 2:58 PM
14	I'd like to see the I-35 frontage property used for some kind of tax generating income for the city.	10/25/2017 10:43 AM
15	More unique restaurants and businesses, like Simply Tiny Sweet and the Tea restaurant.	10/24/2017 8:51 PM
16	Update buildings and zone for retail not service oriented business. Make it more like down town Lewisville	10/24/2017 7:23 AM
17	I do NOT Want Lake Dallas to be a "vibrant destination"	10/24/2017 6:53 AM
18	I don't want a vibrant destination! I want quiet, natural, and family friendly!	10/24/2017 6:52 AM
19	Unique commercial development — local businesses, galleries, restaurants but not chains or franchises)	10/23/2017 10:38 PM
20	What retail has come has died or in process because not enough people visit downtown.	10/23/2017 10:02 PM
21	Move on it's a bust	10/23/2017 7:25 PM
22	SIDEWALKS	10/23/2017 4:15 PM

Vision Lake Dallas - 2030 Comprehensive Plan Survey

Q8 What type of housing is needed in Lake Dallas? (select all that apply)

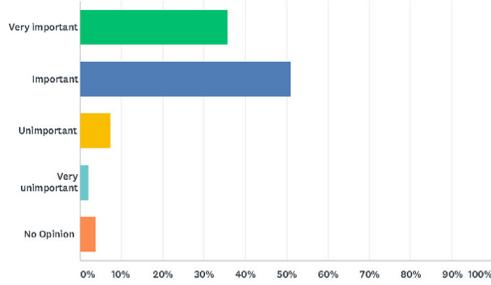


ANSWER CHOICES	RESPONSES
Single family homes	77.78% 147
Townhomes	23.28% 44
Duplexes	11.64% 22
Multi-family apartments	6.35% 12
Tiny homes	21.16% 40
House boats	11.64% 22
None	12.70% 24
Other (please specify)	9.52% 18
Total Respondents: 189	

#	OTHER (PLEASE SPECIFY)	DATE
1	Dual zone live/work spaces	11/9/2017 12:33 PM
2	Lake or weekend housing	11/6/2017 10:39 PM
3	NOT Tiny Homes! Let's make our town great, not populated...	11/5/2017 7:19 PM
4	Encourage updates of current developments	11/5/2017 7:07 PM
5	Who are we trying to attract?	10/29/2017 9:26 PM
6	Larger higher end estate type homes	10/27/2017 8:26 PM
7	Upscale apartments only	10/26/2017 8:22 AM
8	Affordable housing	10/25/2017 4:03 PM
9	Cabins (short & long term rentals)	10/25/2017 3:01 PM
10	As long as clean & maintained	10/25/2017 2:39 PM
11	Update existing neighborhoods and developments.	10/25/2017 1:39 PM
12	Better quality homes.	10/24/2017 8:05 PM
13	no apartments	10/24/2017 4:45 PM
14	Get rid of or clean up junky trailer parks	10/24/2017 7:23 AM
15	No Multi-Family Homes!	10/24/2017 6:53 AM
16	NO HIGH DENSITY HOUSING!!!! It ruined Lewisville and everything else it touches!	10/24/2017 6:52 AM
17	I strongly vote against more multi-family apartments	10/23/2017 10:36 PM
18	No more apartments or trailer parks	10/23/2017 4:49 PM

Q9 How important is walkability and making trail connections in the city?

Answered: 190 Skipped: 5

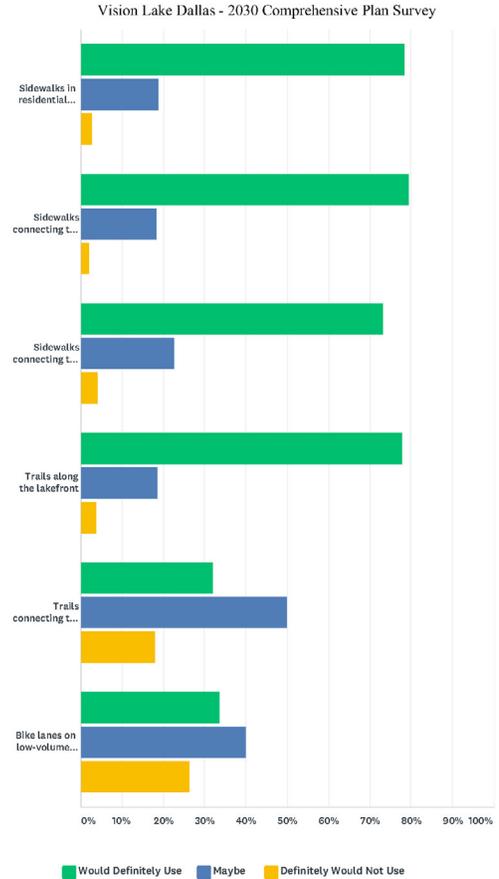


ANSWER CHOICES	RESPONSES	
Very important	35.79%	68
Important	51.05%	97
Unimportant	7.37%	14
Very unimportant	2.11%	4
No Opinion	3.68%	7
TOTAL		190

16 / 41

Q10 Would you use the following active transportation options if they were available in Lake Dallas?

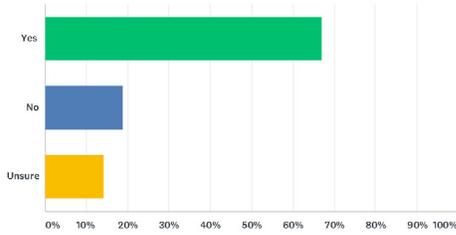
Answered: 192 Skipped: 3



	WOULD DEFINITELY USE	MAYBE	DEFINITELY WOULD NOT USE	TOTAL
Sidewalks in residential neighborhoods	78.53% 150	18.85% 36	2.62% 5	191
Sidewalks connecting to city facilities (parks, schools, etc.)	79.47% 151	18.42% 35	2.11% 4	190
Sidewalks connecting to and within downtown	73.16% 139	22.63% 43	4.21% 8	190
Trails along the lakefront	77.78% 147	18.52% 35	3.70% 7	189
Trails connecting to other cities	32.11% 61	50.00% 95	17.89% 34	190
Bike lanes on low-volume roads	33.68% 64	40.00% 76	26.32% 50	190

Q11 If the opportunity arises in the future, would you support an A-Train stop in Lake Dallas?

Answered: 191 Skipped: 4

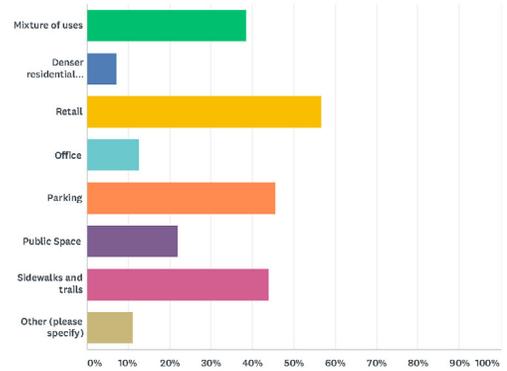


ANSWER CHOICES	RESPONSES	
Yes	67.02%	128
No	18.85%	36
Unsure	14.14%	27
TOTAL		191

20 / 41

Q12 If a train stop is possible in Lake Dallas, what sort of development would you want to see surrounding the station? (Select all that apply)

Answered: 182 Skipped: 13

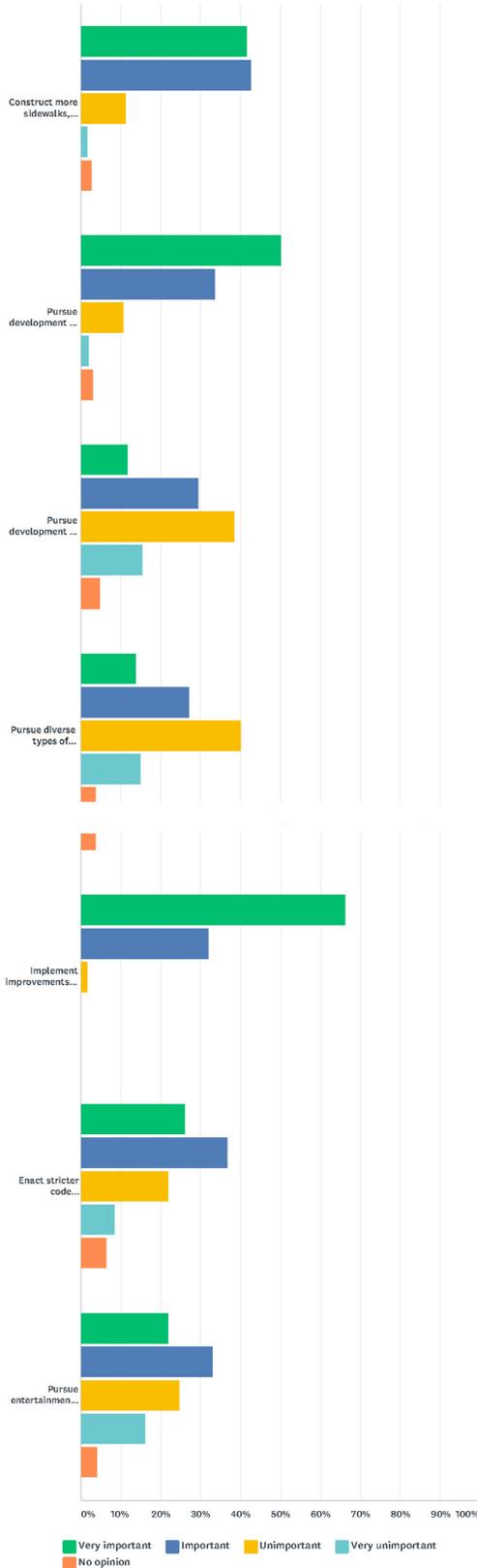


ANSWER CHOICES	RESPONSES	
Mixture of uses	38.46%	70
Denser residential (2-4 stories)	7.14%	13
Retail	56.59%	103
Office	12.64%	23
Parking	45.60%	83
Public Space	21.98%	40
Sidewalks and trails	43.96%	80
Other (please specify)	10.99%	20
Total Respondents: 182		

#	OTHER (PLEASE SPECIFY)	DATE
1	capability of linking to the library through sidewalks, trails, public transportation, etc	11/20/2017 8:20 AM
2	J	11/18/2017 10:51 AM
3	STRONGLY AGAINST TRAIN STOP!	11/5/2017 7:20 PM
4	Police department	10/30/2017 9:05 AM
5	Sit down restaurant	10/29/2017 9:49 PM
6	Where would you like for a station to be? Swisher or downtown. I'd like to see restaurants & retail @ Swisher & 35 expanding our tax base.	10/29/2017 9:32 PM
7	I am AGAINST an ATRAIN stop in Lake Dallas	10/27/2017 2:53 PM
8	No train stop	10/26/2017 1:59 PM
9	we do not need a stop, it would bring a bad element into LD	10/26/2017 10:13 AM
10	No train stop, doesn't bring revenue	10/26/2017 8:24 AM
11	too expensive to do now. past leadership's failure to get us in on the A-Train makes it too expensive for us to consider it being and option now.	10/25/2017 7:13 PM
12	Mix with heavy emphasis on retail	10/25/2017 2:46 PM
13	I do not want a train stop	10/24/2017 4:46 PM
14	should have spent 1/2 cent on that - not fence for hardware store	10/24/2017 12:36 PM
15	NO!	10/24/2017 6:59 AM
16	None. I moved to Lake Dallas because it did not have a Station. I will sell both of my home and move to another city if Lake Dallas ever gets a train stop.	10/24/2017 6:54 AM
17	Armed guard/police	10/23/2017 10:38 PM
18	Restaurants & pubs	10/23/2017 10:05 PM
19	None! Bad idea!	10/23/2017 9:25 PM
20	Do NOT favor a train stop	10/23/2017 6:36 PM

Q13 How important or unimportant do you think it is for Lake Dallas to pursue the following initiatives in the next 1-5 years?

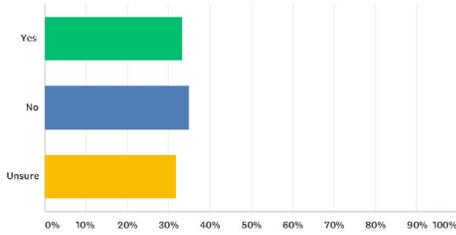
Answered: 188 Skipped: 7



	VERY IMPORTANT	IMPORTANT	UNIMPORTANT	VERY UNIMPORTANT	NO OPINION	TOTAL
Construct more sidewalks, trails, and bike paths that link the community together	41.62% 77	42.70% 79	11.35% 21	1.62% 3	2.70% 5	185
Pursue development of neighborhood-serving retail, such as a grocery store	50.27% 94	33.89% 63	10.70% 20	2.14% 4	3.21% 6	187
Pursue development of regional-serving retail, such as a big box store	11.76% 22	29.41% 55	38.50% 72	15.51% 29	4.81% 9	187
Pursue diverse types of residential development	13.90% 26	27.27% 51	40.11% 75	14.97% 28	3.74% 7	187
Implement improvements to streets and infrastructure	66.31% 124	32.09% 60	1.60% 3	0.00% 0	0.00% 0	187
Enact stricter code enforcement	26.20% 49	36.90% 69	21.93% 41	8.56% 16	6.42% 12	187
Pursue entertainment options such as a movie theater or water park	21.93% 41	33.16% 62	24.60% 46	16.04% 30	4.28% 8	187

Q14 Are you generally happy with the direction that development in Lake Dallas has taken the past few years?

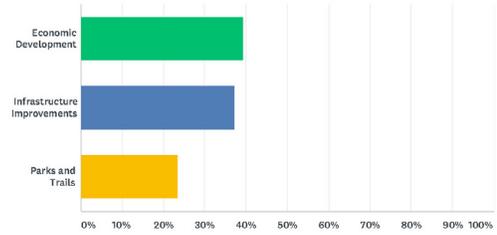
Answered: 189 Skipped: 6



ANSWER CHOICES	RESPONSES	
Yes	33.33%	63
No	34.92%	66
Unsure	31.75%	60
TOTAL		189

Q16 Which of the following elements would you be in favor of directing more sales tax revenue to in the future?

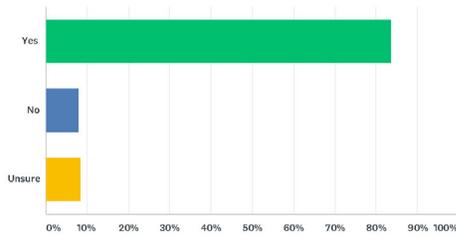
Answered: 188 Skipped: 7



ANSWER CHOICES	RESPONSES	
Economic Development	39.36%	74
Infrastructure Improvements	37.23%	70
Parks and Trails	23.40%	44
TOTAL		188

Q15 Are you generally happy with the services that Lake Dallas provides to its citizens (including fire, police, EMS, trash removal)?

Answered: 189 Skipped: 6



ANSWER CHOICES	RESPONSES	
Yes	83.60%	158
No	7.94%	15
Unsure	8.47%	16
TOTAL		189

28 / 41

Q17 What do you think is missing from Lake Dallas today?

Answered: 158 Skipped: 39

#	RESPONSES	DATE
1	a library that is linked to the downtown area. Local transportation. Definitely need a train stop. More amenities that connect with the fact we are by the lake.	11/20/2017 8:29 AM
2	Quality Restaurants	11/18/2017 10:55 AM
3	Sidewalks along Hundley for children to walk to and from the middle school and to the park. Utilizing our lake property for business opportunities whether it is recreational or for restaurants. I truly believe a family restaurant that has a large fenced-in outdoor and patio space with playground equipment will bring families from different cities. Dalia's Cafe in Liberty Hill, TX had the same format and brought families in from 20 miles and contributed to an economic boom for the small town. There is nothing like that around here. Lastly, we need to recognize that our little library is a gem for our community.	11/14/2017 5:38 PM
4	Jobs, economic development, mass transit connectivity, vibrant downtown,	11/9/2017 12:49 PM
5	Please ensure the library is included in the cities plans for improvement. It is a very important part of the community.	11/8/2017 1:44 PM
6	Lack retail shopping	11/6/2017 10:49 PM
7	A spot for teens to keep occupied and out of trouble.	11/6/2017 9:25 AM
8	Hometown Vibe	11/6/2017 7:15 AM
9	Better shopping opportunities	11/5/2017 9:51 PM
10	Quality roads	11/5/2017 9:20 PM
11	Side walks	11/5/2017 9:20 PM
12	Things to do.	11/5/2017 8:23 PM
13	Direction. This city is has been passed by, we will never have enough businesses to support the growth like surrounding cities. Lets stop trying to be what we are not, "Frisco" and start fixing what has been forgotten for 50 years... Iron water pipes and Clay sewer lines.... And the worst roads in the state!	11/5/2017 7:26 PM
14	Places with water/restrooms for kids to play in summers.	11/5/2017 7:11 PM
15	Roads are in very bad shape	11/5/2017 6:41 PM
16	A updated and larger Library. More walk trails around the city. Maybe, a convenient store?	11/4/2017 11:27 AM
17	Grocery store, pedestrian friendly streets, retail/restaurants	11/3/2017 8:21 PM
18	A secure campground - family friendly public bath-house in Willow Grove.	11/1/2017 12:13 PM
19	More selection of stores and restaurants (not just fast food). Retail and restaurants around the lake similar to other lake front towns in DFW area	11/1/2017 9:47 AM
20	Grocery store, great internet that is affordable, updated library, activities for families to do year round (aside from special activities city does through out the year) (not a lot for middle to older aged kids) (and strong sense of community (seemed to start crumbling in the past few years... lots of arguing the post few years)	11/1/2017 6:05 AM
21	Side walks	11/1/2017 4:39 AM
22	A small waterpark like Lewisville has would be nice.	10/31/2017 10:58 AM
23	Old country neighborly attitude. Way to many secrets city codes snuck in and voted on behind the residents backs.	10/31/2017 5:52 AM
24	Reasonable prices for services rendered	10/30/2017 4:12 PM
25	Side walks, decent streets, nice houses,,very ugly driving down Shady Shores from downtown	10/30/2017 9:48 AM
26	The ability to put pressure on the drug problem	10/30/2017 9:08 AM
27	Communication from the city . Beautification. There are too many areas of Lake Dallas that are just plain trashy and a downright eyesore .	10/30/2017 8:41 AM
28	retail and restaurants	10/30/2017 7:48 AM
29	Sidewalks	10/30/2017 7:31 AM
30	Polarizing downtown, entertainment that keeps citizens in town Friday and Saturday days and nights	10/30/2017 5:35 AM
31	Restaurants, walking trails and stores.	10/29/2017 10:12 PM
32	Better roads!!	10/29/2017 10:11 PM
33	Grocery store, nice sit down restaurants (not Mexican, we have enough of those)	10/29/2017 9:51 PM
34	A direction Pursuing tax generating businesses. Improving roads, ie Shady Shores. I'm glad that LD is making a long term plan!	10/29/2017 9:45 PM
35	Some business look old and dirty. That give a bad aspect to the city. They have to keep the city beautiful.	10/29/2017 9:32 PM
36	High Speed Internet is needed to have potential businesses to be able to do day to day business! Many people work from home and that is very challenging with lack of "real" high speed internet!	10/29/2017 9:06 PM
37	downtown	10/29/2017 8:37 PM
38	More trails, quality of the roads,	10/29/2017 8:07 PM
39	A nice restaurant/bar/with patio.	10/29/2017 7:42 PM
40	Decent Roads	10/29/2017 6:50 PM
41	Restaurant and grocery store	10/29/2017 6:44 PM
42	Quality internet services. Our business has suffered because of this. Sidewalks along Hundley would be wonderful. These are the biggest needs I see.	10/29/2017 6:40 PM
43	I love the small town feel and pride within the Lake Cities, especially with association to LD/ISO. I want more "classy" type development to ease some of the burden of taxes on residential home owners.	10/29/2017 6:35 PM
44	Restaurants Retail Stores	10/28/2017 6:15 PM
45	Money and land is most critical and we don't have either or potential for any more land. We need daily items that benefit the most people and bring in sales tax, i.e. grocery store, restaurants.	10/28/2017 2:28 PM
46	A better mix of homes. More high end options. We have Lake front. Maximize tax dollars	10/27/2017 8:30 PM
47	Higher End restaurants & retail, a gym, dog park, entertainment	10/27/2017 7:30 PM
48	Modern connectivity competition.	10/27/2017 7:02 PM
49	Quality affordable housing	10/27/2017 7:01 PM
50	I think Lake Dallas needs to focus on keeping the homey feel of this lakefront little town. Corinth has a lot more room for development, Lake Dallas does not. Most Lake Dallas residents have lived here most of their lives and would like to see the town keep the same vibe it already has just clean it up some.	10/27/2017 2:59 PM
51	It's not an attractive city and the traffic is terrible. There are few retail businesses and no good restaurants with healthy choices	10/27/2017 10:29 AM

52	Chain restaurants, quality local businesses, quality retail shopping, quality public services — the library is laughable	10/27/2017 6:12 AM
53	The ability to register pets & pay online.	10/27/2017 5:21 AM
54	Painted or reflective lane markings on roads, it's hard to see which lane is which coming off the toll bridge at night and making the curve after Swisher Courts	10/26/2017 4:49 PM
55	A train station, sidewalk/bike lane connections to the Denton trail, restaurants, anything that connects the city to the lake.	10/26/2017 3:52 PM
56	Better restaurants	10/26/2017 3:27 PM
57	Good roads!	10/26/2017 2:12 PM
58	Retail/ restaurant	10/26/2017 2:03 PM
59	better streets and sidewalks, drainage	10/26/2017 1:03 PM
60	Small grocery with produce, meat, ect. A quick place to go to purchase essentials	10/26/2017 12:38 PM
61	more family oriented places and things to do	10/26/2017 12:36 PM
62	A community focal point! We need a vibrant downtown that first attracts residents - visitors will follow. A rooftop restaurant, brewery, etc.	10/26/2017 12:30 PM
63	Restaurants, not fast food but sit down family restaurant.	10/26/2017 11:14 AM
64	A sense of community	10/26/2017 10:34 AM
65	better roads and the oversite to build them.	10/26/2017 10:15 AM
66	Trails and sidewalks...children cant use the parks because they cant get there	10/26/2017 8:43 AM
67	Everything. We need revenue, community, to be on the map as a nice lake side community.	10/26/2017 8:28 AM
68	safe roads that define lanes	10/26/2017 5:09 AM
69	Restaurants, good roads, more businesses to provide jobs	10/25/2017 10:30 PM
70	Not enough restaurants.	10/25/2017 9:02 PM
71	Splash water park, family friendly down town, sidewalks, taking advantage of lake side community	10/25/2017 8:46 PM
72	Appealing downtown. Restaurants. Code enforcement for older neighborhoods/trailer parks/apartments. Cleanliness. Safety.	10/25/2017 8:38 PM
73	Business	10/25/2017 8:02 PM
74	Retail shops	10/25/2017 7:57 PM
75	continuity in leadership and vision. this exercise is a perfect example. there is a great plan somewhere at City Hall from 2000 or so that has been ignored.	10/25/2017 7:16 PM
76	Because it has such a small land base, we have to be thoughtful about the types of development we go after. Sometimes I feel like we are becoming the "amplifier" of the Lake Cities because all we seem to see in this area are fast food restaurants, gas stations, nail salons and "cheap" appearing commercial developments. Maybe that is partly because Corinth develops right near us and that is part of what they are bringing near our borders. I liked before the I35 construction when there was a nice steakhouse nearby. Can't we get a Cheddars, saltgrass or one of the other nice restaurant chains to come in? I'd also love to see more effort made towards getting some business in the downtown area with a wide draw and marketing campaign. Id like some higher-mid specialty retail (friendly boutiques, nice cafes, unique entertainment) I'm afraid we may have missed some of the opportunity to secure an audience because Rayzor Ranch in Denton will be a big draw. If we could figure out what might be a good "niche" for us to be known for can develop, then sell that to the dfw metroplex, that could work.	10/25/2017 7:13 PM
77	Vision. Development of stagnant property.	10/25/2017 6:51 PM
78	Honest people at city hall.	10/25/2017 6:28 PM
79	Grocery store, downtown area, good streets, lake access	10/25/2017 6:17 PM
80	Businesses	10/25/2017 6:17 PM
81	A variety of eating establishments.	10/25/2017 5:53 PM
82	More stores	10/25/2017 5:47 PM
83	Retail establishments	10/25/2017 4:55 PM
84	good quality streets and a nice downtown	10/25/2017 4:38 PM
85	Variety of food options, grocery store, sidewalks and bike trails. Roads with drainage and room for parking that doesn't impede driving.	10/25/2017 4:23 PM
86	It would be nice to have less bars and have a small grocery store know alcohol. A family dollar and more affordable housing.	10/25/2017 4:12 PM
87	Chipotle	10/25/2017 4:06 PM
88	A good restaurant and improve downtown better and the city. Look at Roanoke downtown ours could be like it	10/25/2017 4:01 PM
89	Roads that are driveable without having to dodge pot holes	10/25/2017 4:00 PM
90	Residential and school quality	10/25/2017 3:32 PM

91	We don't have the vision/experience that surrounding towns have. Use Corinth and Little Elm as examples, reach out to their leaders and learn how to make good long term improvements to would benefit everyone.	10/25/2017 3:10 PM
92	A destination downtown	10/25/2017 3:03 PM
93	A town square area	10/25/2017 3:02 PM
94	People who cares what home owners think	10/25/2017 2:58 PM
95	Dog park! Codes to encourage new buildings to built with a pleasing aesthetic. (Not a giant blue warehouse looking building - Swisher courts) let's encourage brick or stone.	10/25/2017 2:52 PM
96	A proper city center. Main Street needs more development to make it a destination. Also need to clean up the retail space off 35. Nicer businesses	10/25/2017 2:51 PM
97	Downtown vitality	10/25/2017 2:47 PM
98	A town center, it is spread between main & hundy. Things for kids to do like a splash park, nice restaurants that aren't just fast food, code enforcement for homes & businesses, a master plan for a cohesive area	10/25/2017 2:43 PM
99	A tax revenue balance. Lake Dallas needs more retail in order to drive up sales and ax creating a balance between property and sales tax brings relief to the home owner.	10/25/2017 2:29 PM
100	A grocery store, non-fast food restaurants and a family friendly downtown area with restaurants and shops	10/25/2017 2:04 PM
101	Catholic Church	10/25/2017 2:02 PM
102	Attending to detail. The swisher/35 intersection is a HUGE mess.	10/25/2017 1:58 PM
103	More employment opportunities	10/25/2017 1:45 PM
104	The lake city vbe. Embrace that we're on the lake. Exclusivity - we have a great town that could benefit from being a cleaner and more upscale city.	10/25/2017 1:42 PM
105	Better development along the I-35 frontage roads. It would clean up areas there that is a haven for criminal activity. (Brown Trailer Park) Also get something there along frontage road to get tax \$\$	10/25/2017 10:51 AM
106	Side walks! Nicer park and better soccer fields.	10/25/2017 10:34 AM
107	RETAIL OPTIONS	10/25/2017 9:55 AM
108	Kids water park, restaurants, community activities	10/25/2017 9:08 AM
109	Boutique type retail Restaurants sit down type outdoor eating. Childrens outdoor interactive park	10/24/2017 9:48 PM
110	Choices. Like water. Gas. Cable. Internet.	10/24/2017 9:19 PM
111	Decent water & sewer bills- you have a lot of senior citizens that are on a budget- help is really needed	10/24/2017 9:06 PM
112	Affordable housing and fun places/activities for teenagers	10/24/2017 9:02 PM
113	More things for locals to come together and do and more reasons for others to come in to Lake Dallas and spend money.	10/24/2017 8:58 PM
114	Unity	10/24/2017 8:50 PM
115	More retail besides fast food	10/24/2017 8:33 PM
116	Restaurants (non fast food), retail, quality grocery with improved options (whole foods, market street)	10/24/2017 8:20 PM
117	Grocery store, nice restaurants opened in the evening, sidewalks in older areas.	10/24/2017 8:12 PM
118	The small town commity	10/24/2017 8:05 PM
119	Sidewalks	10/24/2017 7:32 PM
120	Good roads	10/24/2017 6:12 PM
121	restaurants and other retail shops.	10/24/2017 5:44 PM
122	new sidewalks and trails	10/24/2017 4:49 PM
123	Sidewalks.	10/24/2017 2:18 PM
124	There isn't much to attract people to LD. It has a run down look	10/24/2017 2:03 PM

125	good leadership	10/24/2017 12:37 PM
126	Parks (NOT Soccer or baseball fields) and trails. Retail and restaurants.	10/24/2017 12:15 PM
127	Grocery store and a true 'downtown'. Our downtown is gas stations, police station, fire station, a school, VPW, a defunct telephone office, and a rotting closed restaurant. We have a copy of cute shops and then the tire shop. How do we attract more businesses and then help keep them in business?	10/24/2017 11:34 AM
128	Retail, Food	10/24/2017 10:15 AM
129	A major draw to pull people in and a attractive, vibrant Main St. to keep their dollars here. See Babe's, Braums, Bottle Cap Alley...	10/24/2017 8:20 AM
130	Wider streets and downtown needs to be more retail than a/c and lawns service businesses. The meat market needs to be cleaned up and maintained along with the tire shop	10/24/2017 7:27 AM
131	More retail & eateries	10/24/2017 7:05 AM
132	Some better roads, some more sidewalks, but that's it! I built a home here because it is very appealing the way it is!	10/24/2017 7:00 AM
133	Trail systems, possibly bike and walking trails around the Lake.	10/24/2017 6:57 AM
134	A community center or area (like a downtown square/courthouse) where events can be held, beautified lakefront, nature trails, active downtown area, and community landscaping	10/23/2017 11:04 PM
135	People coming downtown	10/23/2017 10:12 PM
136	It just seems out dated and unkept.	10/23/2017 9:28 PM
137	Decent streets, roads, sidewalks, bicycle trails and safely marked street crossings	10/23/2017 7:55 PM
138	Restaurants	10/23/2017 7:41 PM
139	Commercial development to offset property tax. If we can't get relief on property taxes all the other improvements are pipe dreams.	10/23/2017 7:30 PM
140	Acknowledgment of the city we are. Small community with little attractions.	10/23/2017 7:29 PM
141	Sidewalks and attractive buildings.	10/23/2017 6:58 PM
142	Maybe another restaurant or store but I believe Lake Dallas does not have a lot of room to grow. I do not want the little town where I grew up to become a cram packed place. I like the town how it is.	10/23/2017 6:46 PM
143	As a resident of Lake Dallas, I believe the city is missing better roads, sidewalks, and trails in the neighborhoods and other areas of the city. Since our family is planning on staying for the extended future I'd also like to see improvements to the schools, parks, etc.	10/23/2017 6:34 PM
144	Sidewalks, quality affordable housing, local retail businesses	10/23/2017 6:29 PM
145	We have nothing to draw sales tax into our city. No event venue, no convention center, etc. We are sitting on the edge of a gold mine but yet don't utilize it for any city event which is Lake Lewisville. Let's use what we have, beautify and promote it.	10/23/2017 6:29 PM
146	More quality local businesses, trail connectivity	10/23/2017 6:22 PM
147	Sense of pride and courtesousness for their neighbors.	10/23/2017 6:11 PM
148	Retail stores, we should be following in little Elma footsteps with the nice commodities they are offering their residents.	10/23/2017 6:01 PM
149	Business, and alternate housing.	10/23/2017 5:56 PM
150	The Duck Inn	10/23/2017 5:54 PM
151	Upper scale retail/ restaurants. Side walks connecting HC to Main Street LD.	10/23/2017 5:16 PM
152	Great streets, quality eating places. Top retailers.	10/23/2017 4:59 PM
153	We have an opportunity for awesome lake activities being wasted. Also, good internet no one in Lake Dallas is happy with internet service. Bring in good restaurants. Clean up lakeview!!	10/23/2017 4:54 PM
154	I believe LD needs to capitalize on entertainment. We need to utilize our access to the lake and walking trail. Where would you go in Corinth, Shady Shores or Hickory Creek for adult or family entertainment? Be unique think Denton square with food, drinks and entertainment. I believe most of the surrounding cities would come to LD for those things rather than go to Denton or Lewisville. We have a good start to Main Street. I would like to see where we would have a downtown that thrives during the day and at night. See Denton square.	10/23/2017 4:28 PM
155	Family restaurant	10/23/2017 4:18 PM
156	Sidewalks and food options. We eat in Corinth or hickory Creek.	10/23/2017 4:18 PM

Q18 Twenty (20) years from now, what kind of community do you envision Lake Dallas to be?

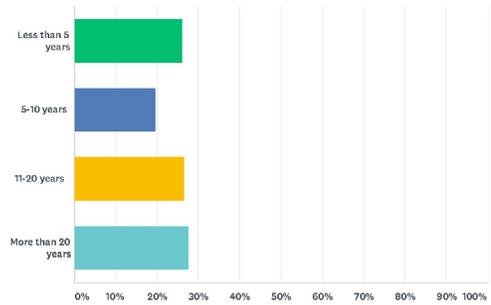
Answered: 138 Skipped: 57

#	RESPONSES	DATE
1	A vibrant community where people from all over come to visit. Visitors and residents alike will have access to the A-train with a train stop in Lake Dallas. Having an exciting library that can be accessed by people using sidewalks, roads, trails, etc and is a local stop for public transportation.	11/20/2017 8:29 AM
2	A place to want to visit. More than just a dot on the map. I want a place that when I go to a restaurant or store that my tax money goes to that community	11/18/2017 10:55 AM
3	I would love for it to have a downtown like Grapevine, TX. I would love for it to be a destination spot for families to come camping, eat at a local restaurant, or enjoy aquatic sports on a clean beautiful beach. I would love for it to be beautiful town that people and children can walk around safely on sidewalks.	11/14/2017 5:38 PM
4	I want it to be a quaint, charming lake community where I can afford to live and work. Think Stars Hollow on Gilmore Girls.	11/9/2017 12:49 PM
5	I don't see much change in Lake Dallas.	11/6/2017 10:49 PM
6	All four cities merge.	11/6/2017 9:25 AM
7	Single family homes, no trailer parks.	11/5/2017 9:51 PM
8	Small town, safe, family friendly, clean, with recreational parks, variety of food choices	11/5/2017 9:20 PM
9	Entertaining community for families, much like the parks in Little Elm.	11/5/2017 8:23 PM
10	The optimist in me is clean and functional with working infrastructure, maybe some side walks and decent roads... The realist says we should be annexed by Hickory Creek!	11/5/2017 7:26 PM
11	Family friendly	11/5/2017 7:11 PM
12	I don't, as I will most likely have passed on!	11/4/2017 11:27 AM
13	A destination location. Clean, friendly, safe, well lit/well supported self sustaining city!!	11/3/2017 8:21 PM
14	Thriving, small community with great events and good security	11/1/2017 12:13 PM
15	Still have a small town feel with great schools, look nicer. More to offer citizens so citizens do not have to leave the town to find things needed, more family oriented, less run down/trashy areas, less drugs	11/1/2017 6:05 AM
16	Still small town feel	11/1/2017 4:39 AM
17	Nice place to live that has modern amenities with a small town feel. Hopefully better water costs and internet connectivity!	10/31/2017 10:58 AM
18	A communist ran city with only a few holding the does and dongs. This City is nothing like the Lake Dallas I grew up in.	10/31/2017 5:52 AM
19	Friendly lake community	10/30/2017 4:12 PM
20	Pretty much the same or worse because of tax base.	10/30/2017 9:48 AM
21	Section 8 comes to mind	10/30/2017 9:08 AM
22	Small town single family home community. I would love to see small shops with sidewalk community feel and lots of landscaping and some green space.	10/30/2017 8:41 AM
23	small town with lively downtown and lakefront retail and restaurants.	10/30/2017 7:48 AM
24	Maybe less Trailer homes	10/30/2017 7:31 AM
25	Somewhere people want to spend their weekends enjoying entertainment and shopping as a FAMILY.	10/30/2017 5:35 AM
26	Still the small town feel but with less drugs and crime.	10/29/2017 10:12 PM
27	Don't know	10/29/2017 9:51 PM
28	Clean, attractive, and still a small town atmosphere. We need to take advantage of lakeside development.	10/29/2017 9:45 PM
29	Quiet and safe place to leave.	10/29/2017 9:32 PM
30	Depends on the quality of the people serving the community! Need more business minded people that have managed profitable company's to make Lake Dallas a great city 20 years from now! Don't have that now. As of now a truck stop with 50 employees at the most seems more important to current town leaders than a factory that would have provided hundreds of jobs!	10/29/2017 9:06 PM
31	safe, people outside exercising with sidewalk access, more retail and less congestion	10/29/2017 8:37 PM
32	Cool downtown, more lake use	10/29/2017 8:07 PM
33	A beautiful and active downtown area, with shops and food choices. Like downtown Grapevine.	10/29/2017 7:42 PM
34	Desired	10/29/2017 6:44 PM
35	Lake Dallas has a small-town feel with the closeness to a larger metropolitan area. It doesn't feel like a run-of-the-mill suburb and I like that. I'd like to maintain its character while continuing to provide strong options for its community members.	10/29/2017 6:40 PM
36	I do not want the traffic and congestion of traffic from so many shopping venues, but I certainly would like for the town to be cleaned up well enough to compete with HV, FM, etc.	10/29/2017 6:35 PM
37	More geared towards younger generation (20's - 30's)	10/28/2017 6:15 PM
38	Family oriented residential area with basic retail and services applicable to it's residents.	10/28/2017 2:26 PM
39	At the current pace, about the same or worse	10/27/2017 8:30 PM
40	Cleaned up, nicer homes, not run down, something similar to Allen	10/27/2017 7:30 PM
41	I don't know if I'll be here, I'll look for a town that can offer many of these things much sooner if not now unfortunately.	10/27/2017 7:02 PM
42	Quiet community with a grocery store, fabulous schools, great parks and trails, and better roads and accessible sidewalks.	10/27/2017 7:01 PM
43	I hope that Lake Dallas does not get over taken by apartment buildings, duplexes and tiny homes that will eventually be run down by the crack heads and make the town look worse. I hope to see the town rid itself of some of the trashy people and run down places like the duck inn and put more productive things that will bring in more tax revenue for Lake Dallas so that people who have grown up here like myself can stay here and raise my kids here.	10/27/2017 2:59 PM
44	hopefully a nice little suburb with easy access in all directions to all the metropolix has to offer, with the lake bringing in some entertainment based businesses that support an outdoor lifestyle.	10/27/2017 10:29 AM
45	It'd be great for the downtown to be revitalized, for it to be a unique and interesting choice for shopping and eating... things/places you can't just get anywhere	10/27/2017 6:12 AM

46	Big city options with a home-town feel.	10/27/2017 5:21 AM
47	If it continues the way it has been going with the city leaders and the back biting it will be a dump	10/26/2017 4:49 PM
48	One that doesn't have a truck stop!!!!	10/28/2017 3:52 PM
49	Family friendly city with entertainment and restaurants near by. It would be nice to stay local and not have to go to Frisco and down town Denton for entertainment	10/26/2017 2:03 PM
50	a safe place to live.	10/26/2017 1:03 PM
51	Lakefront recreation	10/26/2017 12:38 PM
52	similar to Little Elm	10/26/2017 12:36 PM
53	I would hope Lake Dallas would be a THRIVING lakefront community, not one that shuts down before 7p. It is depressing that the first glimpse someone sees of Lake Dallas when exiting Lake Dallas DR is an abandoned gas station/liquor store storefront with broken out windows.	10/28/2017 12:30 PM
54	Hopefully a thriving one.	10/26/2017 11:14 AM
55	Strong with bases in community service and caring	10/28/2017 10:34 AM
56	a bed room town that should keep it small	10/26/2017 10:15 AM
57	The same it is right now	10/28/2017 8:43 AM
58	A small town feel with booming businesses. A place where everyone wants to live and play.	10/28/2017 8:28 AM
95	Exclusive area to live... Great parks... bike trails/janes... Walkability to the lake and downtown... Themed downtown area... Pocket parks...	10/24/2017 9:48 PM
96	Housing for elderly. And for single families. Lots of sidewalks. More street lighting throughout neighborhoods.	10/24/2017 9:19 PM
97	Lay back bedroom community	10/24/2017 9:06 PM
98	People living simple with tons of activity around the lake like sand volley ball good trucks etc. vibrant and fun with high sense of community	10/24/2017 9:02 PM
99	I would hope it would be a family oriented town, with a small town feel	10/24/2017 8:58 PM
100	Downtown Colorado Springs	10/24/2017 8:50 PM
101	Strog. Vibrant community..	10/24/2017 8:33 PM
102	A community that I don't have to leave to shop, eat. And one that we can traverse via walking/biking trails would love to see more retail.	10/24/2017 8:20 PM
103	I would like to see Lake Dallas take a direction similar to Little Elm or Roanoke.	10/24/2017 8:16 PM
104	One where citizens can feel safe, live productive lives without high taxes, and a city that has the residence at heart... to support the senior citizens in the community by offering aids and activities for them to be apart of the community while lowering their tax requirements.	10/24/2017 8:12 PM
105	Not sure	10/24/2017 8:05 PM
106	Well it's way better than it was...so if it keep that up we're golden	10/24/2017 7:52 PM
107	Neighborhood friendly	10/24/2017 7:32 PM
108	Lake side living feel with big city amenities.	10/24/2017 5:44 PM
109	a small community town that is family oriented	10/24/2017 4:49 PM
110	It could be a mini Frisco	10/24/2017 2:03 PM
111	unknown	10/24/2017 12:37 PM
112	Dying or gone. I-35 will bypass us or the other local cities will overrun us.	10/24/2017 12:15 PM
113	Family friendly place that you don't have to leave in order to find entertainment and fun.	10/24/2017 11:34 AM
114	Family, friendly, small town feel	10/24/2017 10:15 AM
115	Similar to lewisville	10/24/2017 7:27 AM
116	Growth - more schools, parks, retail stores, eateries, events...	10/24/2017 7:05 AM
117	A quiet oasis full of decent, friendly people, and large residential lots. Don't try to become like the rest of the metropolix, play to your strengths! Lewisville tried to compete with Flower Mound and Highland Village and they couldn't keep up, and in the process they lost the close knit community they once were.	10/24/2017 7:00 AM
118	Hopefully not much bigger than it is now. The size of the city and it's location to the lake is the main reason I own homes in Lake Dallas. If that ever changed I would have no reason to stay. If I wanted a large community full of retail and apartments I would live in Lewisville.	10/24/2017 6:57 AM
119	A community that radiates from a part of its own name--LAKE! I would hope that we have a well crafted waterfront that reflects the beauty of the lake without imposing commercial industry, a waterfront that holds true to the nature and neighborhoods that already exist. I envision Lake Dallas with well maintained streets and sidewalks that connect the community, with neighbors walking about and kids safely playing outside or riding bikes in the street. I hope that the overall look to our community is not lost to modern design, food chains/franchises or additional apartment complexes. I hope our community is renewed with it's history and people in mind, with vintage-like motifs as opposed to harsh contemporary architecture. A huge majority of us like things the way they are now or how they used to be, there is way to move forward and develop the community with that in mind and I hope very much we are able to accomplish this without losing our city's authenticity.	10/23/2017 11:04 PM
120	Depends on if today's council does anything to promote people and retail downtown. Our forefathers missed the boat when they did not want the lake bridge to Little Elm going across the old dam and coming down Main St. They chopped the town's nose off again when they failed to vote for joining Denton County Transit Authority. Now it is simply put too expensive to buy into the program and get a stop.	10/23/2017 10:12 PM
121	I hope it improves but we'll see.	10/23/2017 9:28 PM

Q19 How long have you lived in Lake Dallas?

Answered: 188 Skipped: 7

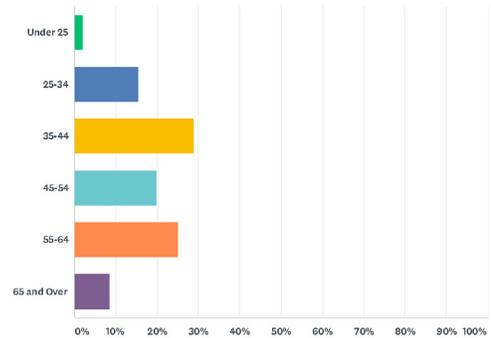


ANSWER CHOICES	RESPONSES
Less than 5 years	26.06% 49
5-10 years	19.68% 37
11-20 years	26.60% 50
More than 20 years	27.66% 52
TOTAL	188

59	will be retired to north Georgia mountains by then however it will not change much	10/28/2017 5:09 AM
60	Thriving community	10/25/2017 10:30 PM
61	Declining and low income housing area.	10/25/2017 9:02 PM
62	Family Friendly modern small town feel Lake side community	10/25/2017 8:46 PM
63	Small town thriving with a nice downtown with options for shopping and eating. Cleaner because people take pride in their community. Code enforcement for older neighborhoods so this town is appealing to anyone that enters it.	10/25/2017 8:38 PM
64	Corinth	10/25/2017 8:02 PM
65	Thriving family entertainment meca	10/25/2017 7:57 PM
66	I would hope that we can upzone areas to eliminate high density, low tax revenue housing like trailerhouses. Doing so increases property tax base and among other things.	10/25/2017 7:16 PM
67	Pretty much the same as it is today.	10/25/2017 6:51 PM
68	No vision	10/25/2017 6:28 PM
69	More developed clean city with local business and support for community	10/25/2017 6:17 PM
70	A lively, walkable, lakefront town.	10/25/2017 6:17 PM
71	Overall, I like the "small town feel" of Lake Dallas. It's what tipped our decision to move to the area. I hope that in 20 years that small town feel is still here, with certain improvements around "city" conveniences.	10/25/2017 5:53 PM
72	A lot more active in retail and restaurants	10/25/2017 5:47 PM
73	Middle class lake side residential	10/25/2017 4:55 PM
74	Still a small town but with better infrastructure.	10/25/2017 4:23 PM
75	A sleepy little town	10/25/2017 4:12 PM
76	A place to raise a family. A place to be outside more.	10/25/2017 4:06 PM
77	Hope to be better	10/25/2017 4:01 PM
78	Family oriented neighborhood	10/25/2017 3:32 PM
79	I'm hoping it will follow Little Elms example of smart growth with Retail/Beach improvements.	10/25/2017 3:10 PM
80	Quaint, small town feel, but with expertly planned retail and residential communities built around our abundant natural resources (i.e. the Lake!)	10/25/2017 3:05 PM
81	A cute lake town - less trailer parks	10/25/2017 3:03 PM
82	Better I hope	10/25/2017 2:58 PM
83	A place that still has small town charm but with better access to restaurants and good retail options.	10/25/2017 2:52 PM
84	A lakeside destination with retail and restaurants with lovely parks and neighborhoods	10/25/2017 2:51 PM
85	Developed parks and recreation destination including walking and bike trails. Hopefully downtown will be a destination with quaint shops and sidewalk cafes...hip. Get away from the ugly liquor and convenience stores on every corner.	10/25/2017 2:47 PM
86	Small town, but cute like old town lewisville has tuned itself around.	10/25/2017 2:43 PM
87	A balanced small city	10/25/2017 2:29 PM
88	East side of Swisher filled with retail, restaurants and office space. Revitalized downtown	10/25/2017 2:04 PM
89	Probably the same	10/25/2017 2:02 PM
90	Still a small quiet city	10/25/2017 1:58 PM
91	A small-town feel with more retail options but also cleaner neighborhoods	10/25/2017 1:45 PM
92	Similar to Little Elm with a downtown like Denton and a vibrant lake community.	10/25/2017 1:42 PM
93	Small and quaint	10/25/2017 10:34 AM
94	NOT TO MUCH MORE GROWTH	10/25/2017 9:55 AM
122	Would like to keep small town feel	10/23/2017 7:41 PM
123	Family oriented community that will remain a mostly bedroom community. There is not enough land mass to create much else.	10/23/2017 7:30 PM
124	Bedroom with few city park attractions	10/23/2017 7:29 PM
125	More accessible with sidewalks and prettier buildings	10/23/2017 6:58 PM
126	I have lived in Lake Dallas my entire life and I like how it is already. I do believe there needs to be improvements in the roads and maybe a couple of small businesses or a little grocery store but I would love to see my children grow up in Lake Dallas how it is with a few improvements regarding the roads and fix up the parks because the parks in Lake Dallas are not well kept up. Residential and the schools are priority in my opinion.	10/23/2017 6:46 PM
127	I think Lake Dallas should focus on being a family friendly community and not a retail/entertainment booming city.	10/23/2017 6:34 PM
128	A community filled with quality, affordable housing and prosperous small business.	10/23/2017 6:29 PM
129	I live here because I don't want to live in a big city. If I wanted to do that, I would move. Our city is great. We just need to find our hidden gems and shine them up to use them to their highest potential.	10/23/2017 6:29 PM
130	Unsure	10/23/2017 6:11 PM
131	Hopefully a better place to live with more to have in our city rather than driving to every other city. Hopefully a huge change on Lake View.	10/23/2017 6:01 PM
132	inclusive and a more organized retail environment, with an emphasis on the biggest asset, the lake.	10/23/2017 5:56 PM
133	Clean safe sidewalks and community parks with walking and biking trails. Some small retail stores downtown and old strip malls all over not being used tom down and rebuild small mixed housing developments or townhouses and more affordable housing for senior citizens.	10/23/2017 5:54 PM
134	I'm afraid it's going to be so run down that we won't want to be here anymore. It seems to be getting so bad and unsafe lately. It's going to take a complete overhall to regain our town. I sure hope it's possible, I've lived here my entire life, and hope to stay forever, only in the recent years have I even considered leaving.	10/23/2017 5:16 PM
135	A place where people are proud to call Home. Honest government, better streets and a unique place to visit.	10/23/2017 4:59 PM
136	At this point, not good. I see crime rising and nothing to attract anyone here. Hoping for good change!	10/23/2017 4:54 PM
137	A place where people come from surrounding communities to eat, drink and be entertained.	10/23/2017 4:28 PM
138	Nice clean and still family friendly	10/23/2017 4:18 PM

Q20 What is your age?

Answered: 187 Skipped: 8



ANSWER CHOICES	RESPONSES
Under 25	2.14% 4
25-34	15.51% 29
35-44	28.88% 54
45-54	19.79% 37
55-64	25.13% 47
65 and Over	8.56% 16
TOTAL	187

STAKEHOLDER INTERVIEW QUESTIONS

Vision Lake Dallas – 2030 Comprehensive Plan

City of Lake Dallas, Texas
July 2017

STAKEHOLDER INTERVIEWS

Interview of: _____ Card: (Tape/ list contact information)

Interviewed by: _____

Date & Time: _____

I. Individual Introductions
II. Project Overview
III. Any Questions Before We Start?
IV. Interview

Answer all the following questions from your personal perspective.

1. Do you think Lake Dallas is special and provides its citizens a superior quality of life?
 Agree Somewhat Agree Somewhat Disagree Disagree Not sure
2. Is Lake Dallas an aesthetically pleasing and interesting place to bring visitors?
 Agree Somewhat Agree Somewhat Disagree Disagree Not sure
3. Is Lake Dallas a high-quality community for raising a family?
 Agree Somewhat Agree Somewhat Disagree Disagree Not sure
4. When you think of Lake Dallas, what is the first mental image you have of the city (check the most appropriate one for you)?
 Lake
 Downtown
 Development along I-35
 Development along Swisher Rd.
 Residential neighborhoods
 Schools
 Other – write in _____
5. What words or phrases best describes the term "Lake Dallas' Character"?

6. Is Lake Dallas is an economically attractive environment for starting or locating a business?
 Agree Somewhat Agree Somewhat Disagree Disagree Not sure
 Why?

7. What are the greatest resources that Lake Dallas has for strengthening economic development and creating new employment opportunities? (limit to three)
 A. _____
 B. _____
 C. _____
8. Regarding economic development what type of developments do you feel Lake Dallas needs more of to reach its potential future?
 Shopping & Retail (neighborhood serving – closer to neighborhoods)
 A Town Square type of commercial development
 Mixed use
 Lakefront development
 Entertainment/sports facilities
 Lodging (full-service hotel, B&B)
 Light industrial
 Office
 Other?
9. On a scale of 1 to 5 with 1 being 'very important' and 5 being 'not at all important,' how important are each of the following factors to the quality of life in Lake Dallas?
 Variety of housing options
 Quality of public institutions and infrastructure (schools, libraries, parks, streets, sidewalks, etc.)
 Variety of employment opportunities
 Safe, clean, and well maintained residential neighborhoods
 Variety of retail establishments and entertainment options
10. How would you categorize the quality of pedestrian connectivity / mobility in Lake Dallas? I.e. pedestrian sidewalks, trails, etc. (Please check one)
 Great
 Is generally good
 Average
 Below average
 Poor
 No opinion



11. Is traffic congestion a problem in Lake Dallas?
 Yes No Not sure

If yes, where is a location that gets congested? _____

12. What city or town do you wish Lake Dallas could follow regarding their Quality of Life for its citizens?

13. What city or town do you wish Lake Dallas could follow regarding their physical relationship to the Lake for its citizens?

14. What are some of the issues Lake Dallas must address to become the leading community in Denton County?

- Traffic
- Diverse economic base
- Employment opportunities
- Diversity of housing types
- Accessibility
- Storm Water Management
- Others:

15. Twenty years (20) from now, what kind of community do you envision (and want) Lake Dallas to be? (list three words or phrases that define this future)

- A. _____
- B. _____
- C. _____

That concludes our stakeholder questions.

Thank You!

AUGUST PUBLIC WORKSHOP INPUT



Upgrade courts

More Parks?

Food Trucks

I love the lake

LAKE IS A GREAT AMENITY!

More sidewalks needed

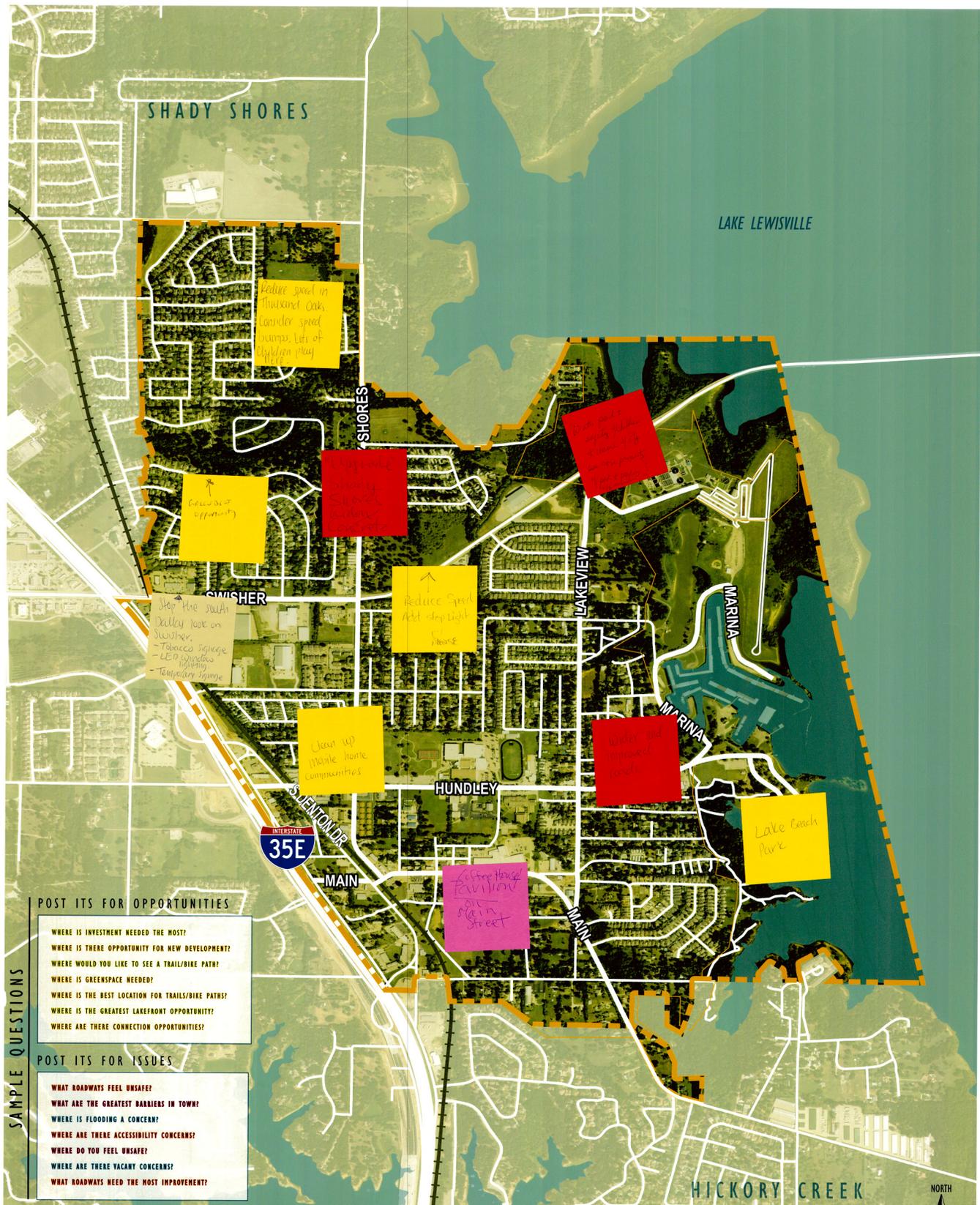
Food Trucks

Cops need to be activated?

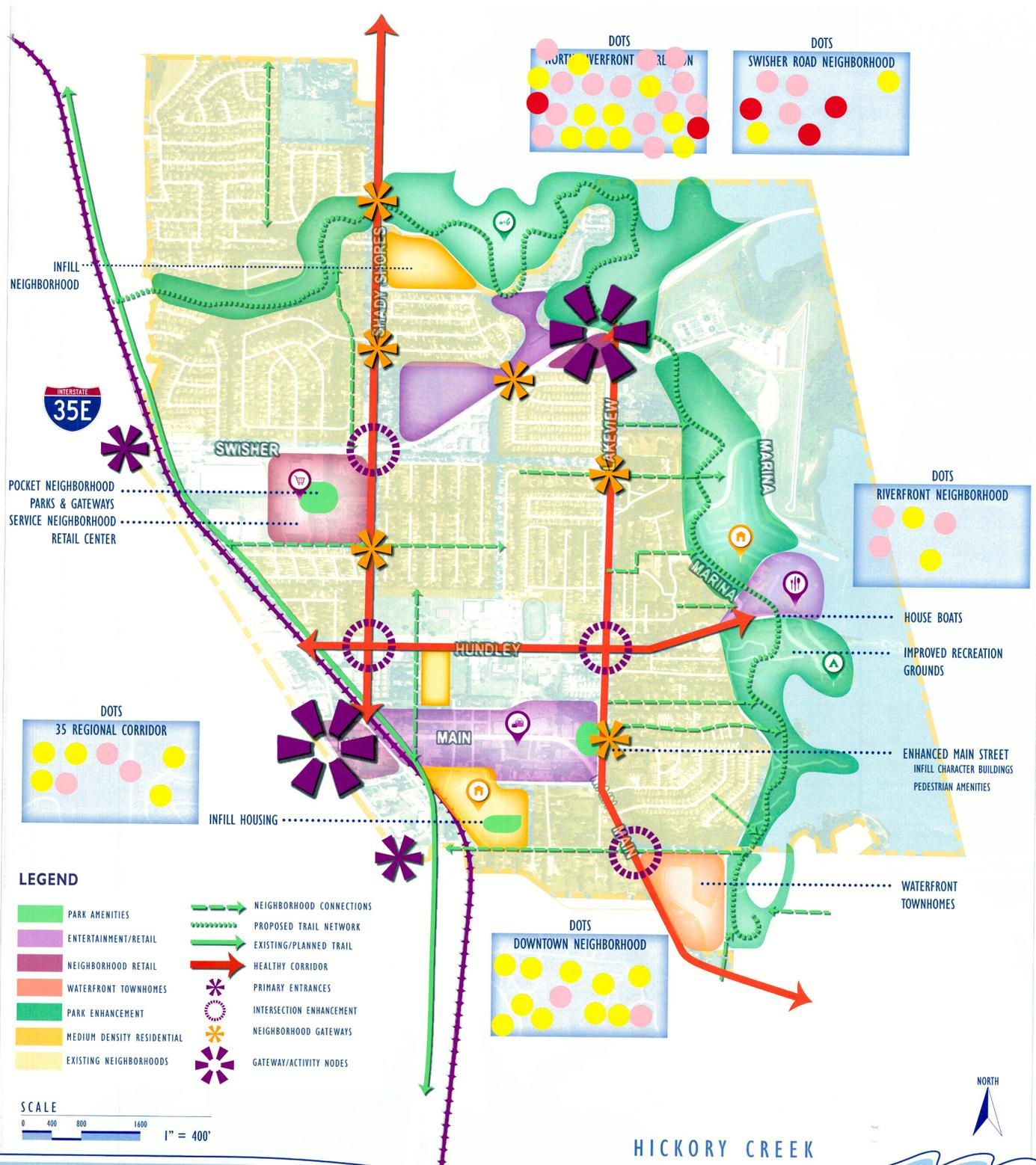
EcoPark

The city needs to increase water park presence

Water Park



OCTOBER PUBLIC WORKSHOP INPUT



SCENARIO OVERVIEW

COMMENTS

*Downtown
Train
Stop is a must*

Neighborhood Connections Scenario focuses on making the city more livable for present and future residents. In this scenario, elements to enhance quality of life would be the focus, including introducing more neighborhood-serving retail, making pedestrian/cyclist connections, and adding more housing types.



Please provide any additional comments you may have in the space below.

I like all of the bike trails

DO NOT WANT MULTI-FAM HOUSING OR 2+ APARTS FOR BARS/RESTAURANTS OR BUSINESSES!

Need to CROSS SWIMMER ON TRAIL SAFELY

Eco Friendly water front HOUSING - solar panels - rain water collection

Clean up swimmer Hotel Business

Side Swimmer for pedestrian/bike crossing

I like the idea of connecting paths for healthy living.

BRUNN 155 + LAKE STREETS

No more warehouse storage in Lake trailers

STILL NO ROOM TO TRAIL FOR Road bikes

No multi-family housing - Apartments okay for downtown.

I want to see duck-pond sidewalk space for artists and cafes.

Space for the library

Space For Library

Neighborhood Sidewalk clean-up/repair

We need a dog park

CLEAN SWIMMER Bike path across swimmer needs to be safer. It's like playing Frisbee on Emers.

Bring retail to swimmer

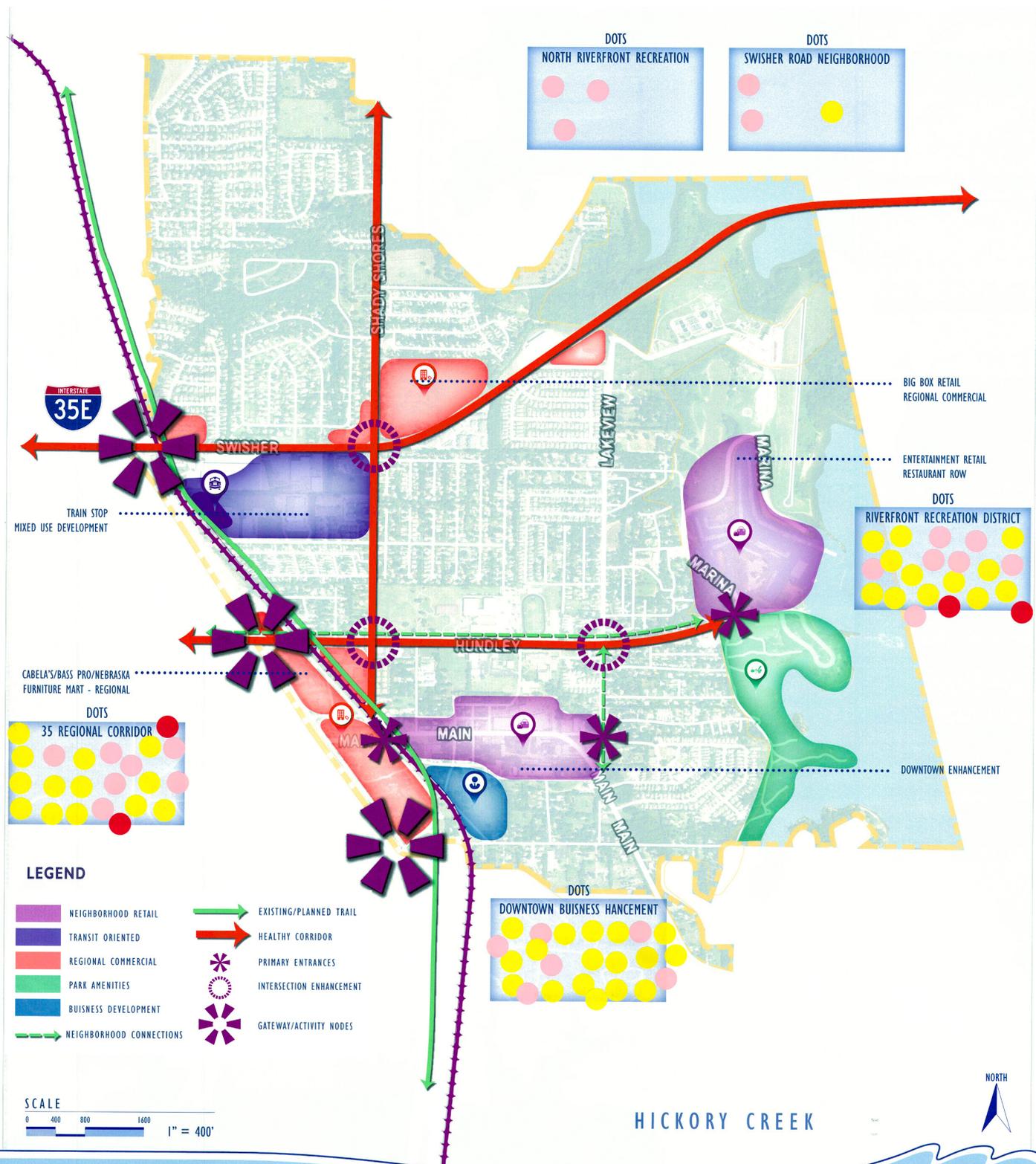
Need more sidewalks on the way to the swimming pool

Central Market - now in area makes it different

dog Park

There is no sidewalk for multi-family housing. We're a small town. Entrance!



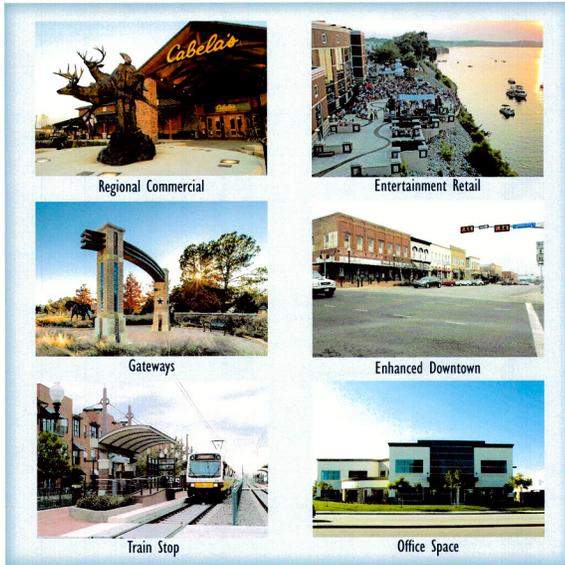


SCENARIO OVERVIEW

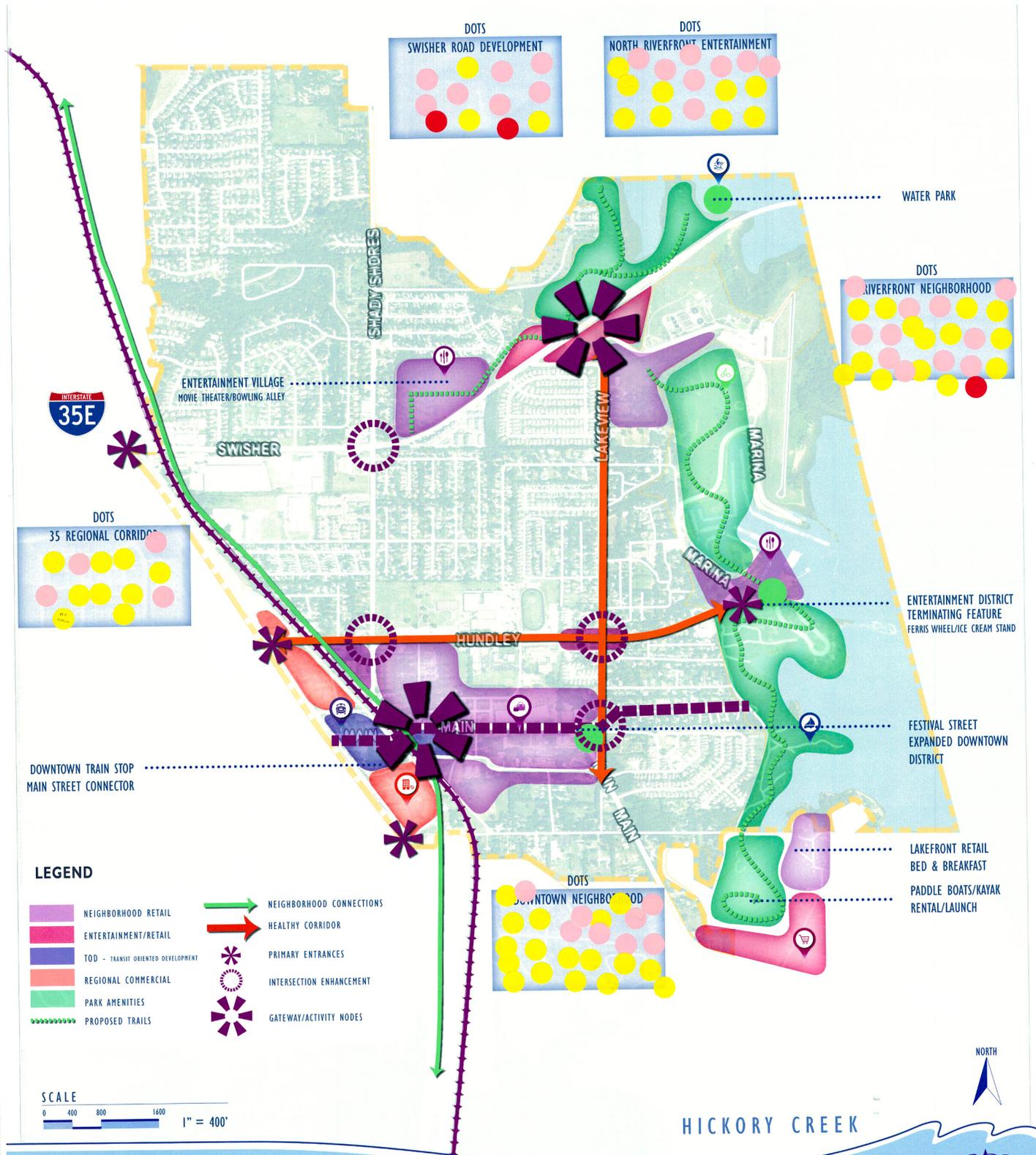
COMMENTS

The Economic Development Scenario focuses on attracting appropriate development to the city to grow the sales tax base and enhance quality of life. In this scenario, the city's existing assets would be improved to make them more attractive for development, including the lakefront, downtown, Interstate 35 corridor, and Swisher Road.

Please provide any additional comments you may have in the space below.



Retail space on number
 LIFE THE TRAIL STOP
 Train!
 CLEAN UP 35 by private, remove old abandon businesses
 TRAINER PLEASE
 Renovate, update or tear down old abandon businesses on 35.
 Trader Joe's on Swisher - mixed use?
 No more warehouses
 Boat/water recreation rentals
 Braums @ I35/LAKE DALLAS
 No multi-unit housing.
 Train tracks more frequent!
 Space for Library
 Space for the library
 No high density housing!
 Focus on small businesses, let us stay a small town feel
 No more multi-unit housing
 No more multi-unit housing
 Would not like Big Box Retail. Would rather see local businesses no Walmart no Target. If we have to get a grocery store let's get H-E-B.
 Would need a spotlight on Blue Oaks & Swisher. We can't get more...



Tourism Entertainment

VISION LAKE DALLAS 2030 COMPREHENSIVE PLAN ■■■ HALFF

24 OCTOBER 2017

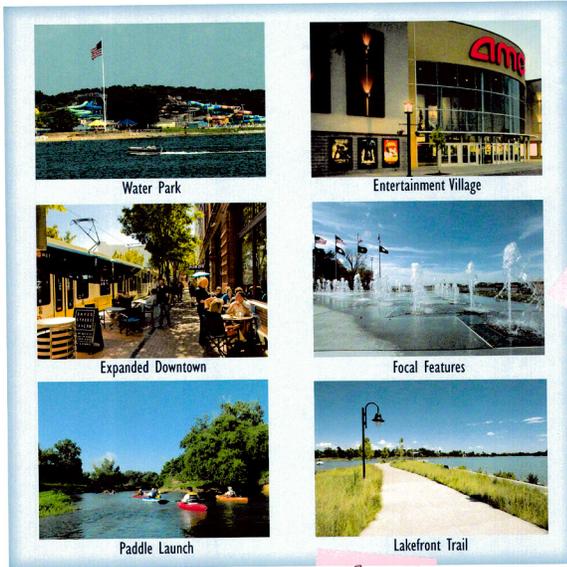


SCENARIO OVERVIEW

COMMENTS

The Tourism/Entertainment Scenario focuses on bringing activity-oriented development to the city to activate downtown and the lakefront. In this scenario, an entertainment village and water park are options to bring visitors to the city as well as a trail that follows the shoreline.

Please provide any additional comments you may have in the space below.



Train Stop Downtown

is like the train stop related example - very compact

Please no multi-family housing

Train brings in thousands!

MUSIC VENUE(S) waterfront. PLEASE NO TRAIN!

No train

No people wheel...

Free drop off way to travel on bike / foot

Space for the library

Space for the library

Retail along shoreline

MORE CAMPING NATURE!

WE DO NOT NEED A THEATER, AS THERE IS ONE RIGHT OP THE OTHER SIDE OF 'SS' -> IT'S A SPECIALTY THEATER LIKE MANY THEATERS ARE BEING BUILT

We need a dog park

COMPREHENSIVE PLAN IN THE NEWS



reliant
an NRG company

**FREE MONTH OF
ELECTRICITY**

Switch now
Terms & conditions apply.

FIRST MONTH FREE PLAN

PUCT #10007

NEXT UP



Nelson discusses special session outcome
The Texas Legislature has adjourned sine die after a 30-day ...

Vision Lake Dallas 2030 creation kicks off

Heather M. Goodwin, hgoodwin@starlocalmedia.com Jun 15, 2017 0



□ □ □ □ □

Lake Dallas will take the first steps toward creating a comprehensive plan – to be known as Vision Lake Dallas 2030.

The first public meeting will be held at 7:30 p.m. Thursday in the City Council chambers at the Lake Dallas City Hall, 212 Main St. Residents have a chance to learn about and voice their opinions for the city’s long-term future. The plan will establish a new blueprint for the city’s future.

“We will outline the entire process during this first meeting,” said Kevin Lasher, director of community development. “From residents, we want to know what direction they want development to go.”

There will be a full explanation of the program and schedule by city officials and the planning consultants from Halff Associates, Inc. City officials said a major goal of the plan is to “move the Lake Dallas community forward to a sustainable future by establishing a preferred vision for the community.”

There will be two public meetings to garner residents’ input. The first should last about an hour. In addition, for those who cannot attend the meeting, city officials will post updates, and residents will be able to sign up to receive email updates.

“We will also establish ways to continually accept comments on Facebook,” Lasher said.

Lasher said the process will primarily involve Lake Dallas’ development department, but the police department will also be very involved. He said they have also reached out to the Lake Cities Municipal Utility Authority and the Lake Dallas ISD.

“As best as I can tell in the past some plans were drawn up but this will be the first real comprehensive plan,” Lasher said. “All meetings will be open to everyone in the community. If you live and/or work in the city, we want your input. We would like people involved who are really serious about this project.”

The Vision Lake Dallas – 2030 Comprehensive Plan will help guide the city’s elected officials and staff about budget, land use, zoning, asset management and capital improvement programming decisions. The plan would also establish measurable outcomes that the community can use to evaluate whether it is achieving the vision.

What is a comprehensive plan? This is a plan that sets the vision of a community by identifying:

The look, feel and image sought.

The type of land use pattern desired to achieve the vision.

The capital improvements required to achieve the vision.

The city’s services consistent with the vision.

The assumptions upon which the vision is based.

The community partners and stakeholders involved in the plan’s development.



Lake Dallas
T E X A S

The logo features the words "Lake Dallas" in a bold, yellow, sans-serif font with a blue outline. Above the text is a stylized white ribbon graphic. Below "Lake Dallas" is a blue five-pointed star, and the word "TEXAS" is written in a smaller, blue, spaced-out font below the star.