

# Comprehensive Plan 2008

*Little Elm, Texas*



## Chapter 2: Community Vision



# TABLE OF CONTENTS

**INTRODUCTION..... 2-1**

**THE VISUAL CHARACTER SURVEY..... 2-3**

    Highest Scoring Images – Top 10%, Average of 3.0 or Higher..... 2-4

    Lowest Scoring Images – Bottom 10%, Average of -1.5 or Lower..... 2-5

    Highest Standard Deviation – Images with the Least Consistent Scoring..... 2-6

    Lowest Standard Deviation – Images with the Most Consistent Scoring..... 2-7

    High- & Low-Scoring Images by Subject..... 2-8

        Lakeside Development..... 2-8

        380 Corridor Development..... 2-9

        Signage..... 2-10

        Building Materials..... 2-11

        Building Articulation..... 2-12

        Lot Size..... 2-13

        Transitions..... 2-14

        Mixed Use..... 2-15

        Town Center..... 2-16

        Retail..... 2-17

        Bridge / Streetscape..... 2-18

**GROUP BRAINSTORMING EXERCISES..... 2-19**

    The Best Characteristics of Little Elm..... 2-19

    The Worst Characteristics of Little Elm..... 2-20

    Important Issues Facing Little Elm..... 2-21

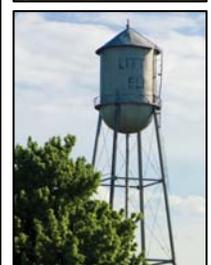
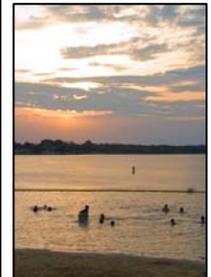
    What Citizens Want in Little Elm..... 2-22

**COMMUNITY SURVEY..... 2-23**

**VISION & MISSION STATEMENTS..... 2-29**

    Vision Statement..... 2-29

    Mission Statement..... 2-30





**GOALS & OBJECTIVES.....2-31**

Definitions and Format ..... 2-31

Livability Strategy ..... 2-33

    Goal L.1: Housing ..... 2-33

    Goal L.2: Quality of Life ..... 2-33

    Goal L.3: Employment ..... 2-34

    Goal L.4: Urban Design ..... 2-35

    Goal L.5: Recreation Opportunities ..... 2-36

    Goal L.6: Environment ..... 2-37

    Goal L.7: Town Appearance ..... 2-38

Future Land Use Strategy ..... 2-39

    Goal F.8: Land Use and Aesthetics ..... 2-39

    Goal F.9: Environmental and Innovative Development ..... 2-39

    Goal F.10: Town Center ..... 2-40

    Goal F.11: Future Land Use Plan Implementation ..... 2-40

    Goal F.12: Balanced Land Use ..... 2-40

Transportation Strategy ..... 2-41

    Goal T.13: Thoroughfare System Improvement ..... 2-41

    Goal T.14: Cost-Effective and Adequate Transportation ..... 2-41

    Goal T.15: Transportation Needs ..... 2-42

    Goal T.16: Collaborative Planning ..... 2-42

    Goal T.17: Traffic Safety ..... 2-43

Growth Strategy ..... 2-44

    Goal G.18: Population Projections ..... 2-44

    Goal G.19: Infill and Redevelopment ..... 2-44

    Goal G.20: Infrastructure ..... 2-44

    Goal G.21: Public Safety ..... 2-45

    Goal G.22: Town Communication Strategy ..... 2-45

# INTRODUCTION

The *Community Profile*, Chapter 1, provides a foundation for this *2008 Comprehensive Plan*. It does this by outlining facts about Little Elm that need to be considered, facts that pertain to demographics, housing and land use characteristics. This chapter also provides a foundational element for this Plan, but in a very different way. This *Community Visioning* chapter outlines the vision of the Town that will be pursued as a result of this Comprehensive Plan, in the form of goals and objectives.

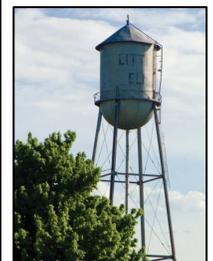
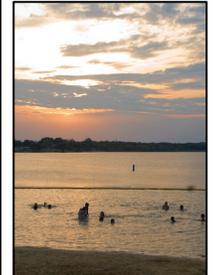
What should the future hold for Little Elm? What should the Town be like in the year 2020 or 2030? These are the key questions that this chapter addresses. The vision for Little Elm that is described within this *2008 Comprehensive Plan* will help shape and direct growth and development for the next ten years and beyond. In order to do this effectively, this Plan should be premised upon a shared vision of what Little Elm should become as it grows, attains its anticipated build-out configuration, and becomes an increasingly mature, livable, and sustainable Town.

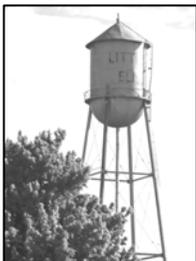
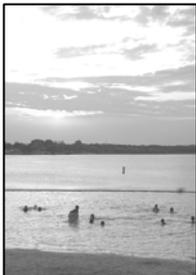
In order to create this shared vision, numerous meetings with the Comprehensive Plan Advisory Committee (CPAC) were held. Town leaders and the public were also asked to provide input via two Community Workshops, at which citizens participated in a Visual Character Survey (VCS) and a Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis. The first section of this chapter describes the results of the VCS, and the second section discusses the SWOT. The third section outlines the vision for Little Elm, established through succinct and encompassing Vision and Mission Statements. And the final section outlines specific goals and objectives that provide a basis for the comprehensive planning process.

This chapter creates a vision for this comprehensive planning effort, as well as for the Town of Little Elm in general. This is also the chapter upon which many of the recommended actions and implementation efforts of Little Elm's *2008 Comprehensive Plan* will be based.

**Vision Statement:** The Town of Little Elm is dedicated to cultivating a unique and desirable lakeside destination for all people to live, work, and play while enjoying natural areas and a safe, vibrant, and sustainable community.

**Mission Statement:** The Mission of the Town of Little Elm is to build upon our unique lake opportunities and small town charm, encourage diverse housing choices and employment opportunities, and provide quality services and infrastructure.





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# THE VISUAL CHARACTER SURVEY

A Visual Character Survey (VCS) is a technique where respondents are asked to score a series of photographs (images) based on what they find to be visually preferable. The images illustrate various aspects of the developed environment. Although it is not necessarily scientific, the VCS is an effective method of receiving attitudinal, aesthetic-based input, since the survey allows respondents the ability to view real-world examples of developed areas and elements.

The Visual Character Survey that was developed specifically for Little Elm was primarily the result of issues identified by the CPAC toward the beginning of the comprehensive planning process. The following subjects were presented in the VCS.

- Lakeside Development
- 380 Corridor Development
- Signage
- Building Materials
- Building Articulation
- Lot Sizes
- Transitions
- Mixed Use
- Town Center
- Retail
- Bridge/Streetscape

Respondents were asked to rate 205 images that related to these subjects according to the scale shown in *Figure 2-1* below.

Figure 2-1: Visual Character Survey (VCS) Scoring Scale

-5	-4	-3	-2	-1	0	1	2	3	4	5
<i>highly</i>	<i>strongly</i>	<i>somewhat</i>	<i>somewhat</i>	<i>NEUTRAL</i>	<i>somewhat</i>	<i>somewhat</i>	<i>strongly</i>	<i>strongly</i>	<i>highly</i>	
<b><i>DISLIKE and/or INAPPROPRIATE</i></b>					<b><i>LIKE and/or APPROPRIATE</i></b>					

Respondents were asked to consider several questions about each image as they rated them:

- Do I like or dislike the image?
- By what value [or rating] do I like or dislike it?
- Is it appropriate or inappropriate for Little Elm?





In evaluating the results of the VCS, the average score of each image is used. Also, the standard deviation was taken for each image, which measures how widely responses are dispersed from the average value (the mean). The VCS was given three separate times and a total of 111 people participated at one of the following meetings:

- February 13, 2007 - CPAC meeting
  - 26 participants from the Town Council, Planning & Zoning Commission, CPAC, or Town Staff
- March 8, 2007 - Community Visioning Workshop #1
  - 47 participants
- March 13, 2007 - Community Visioning Workshop #2
  - 38 participants

Overall high and low scoring images are shown first, followed by the highest and lowest standard deviation and the highest and lowest scoring images compiled by the subject headings previously listed. The following are the results of the VCS.

## *Highest Scoring Images - Top 10%, Average of 3.0 or Higher*

- Images with average scores ranging from 3.0 to 4.3 comprised the top ten percent of overall images.
- A variety of images were well liked; there were no more than three images from any given category in the top ten percent.
- At least one image from each category scored in the top ten percent, with the exception of Building Articulation.



Image #20  
 Lakeside Development  
 Avg. Score: 4.3



Image #195  
 Bridge / Streetscape  
 Avg. Score: 3.6



Image #54  
 Signage  
 Avg. Score: 3.6



Image #14  
 Lakeside Development  
 Avg. Score: 3.5

## *Lowest Scoring Images - Bottom 10%, Average of -1.5 or Lower*

- Images with average scores ranging from -1.5 to -3.9 comprised the bottom ten percent of overall images.
- Images from seven of the eleven categories were scored in the lowest ten percent of overall images.
- Five images from the signage category were in the bottom ten percent of image scores.
- No images from the following categories scored in the lowest ten percent: Lakeside Development, Lot Sizes, Mixed Use, or Town Center.



Image #35  
380 Corridor Development  
Avg. Score: -3.9



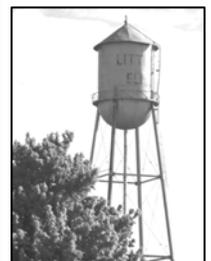
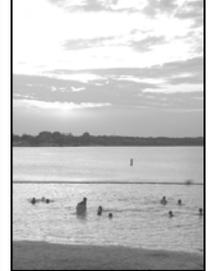
Image #57  
Signage  
Avg. Score: -3.5



Image #196  
Bridge / Streetscape  
Avg. Score: -3.4



Image #87  
Building Materials  
Avg. Score: -3.4





## Highest Standard Deviation - Images with the Least Consistent Scoring

- Standard deviation is a calculation used to determine consistency within a group or range of scores. No standard deviation, meaning total agreement across the board would be indicated with a score of 0.0. Generally, standard deviation scores of 2.1 and above are considered to be high, or fairly inconsistent.
- The most disagreed upon image is that of a distribution center along the 380 Corridor District.
- Within the top ten percent of images with the highest standard deviations, there were six 380 Corridor Development images, five Lakeside Development images, and three Lot Sizes and Signage images.
- There is clearly a wide variety of ideas about what is appropriate in the 380 Corridor and as lakeside development.



Image #45  
 380 Corridor Development  
 Avg. Score: 0.7 Std Dev: 3.46



Image #23  
 Lakeside Development  
 Avg. Score: -0.3 Std Dev: 3.35



Image #10  
 Lakeside Development  
 Avg. Score: -0.6 Std Dev: 3.14



Image #205  
 Bridge / Streetscape  
 Avg. Score: 0.1 Std Dev: 3.09

## *Lowest Standard Deviation - Images with the Most Consistent Scoring*

- Standard deviation is a calculation used to determine consistency within a group or range of scores. No standard deviation, meaning total agreement across the board would be indicated with a score of 0.0. Generally, standard deviation scores ranging from 0.1 to approximately 2.0 are considered to be low, or fairly consistent.
- The image with the lowest standard deviation, or the most agreed upon image, was image #20, which also ranked as the overall favorite image.
- Of the top ten percent of images with the lowest standard deviation, all were images with positive scores – this indicates that there is more consensus on what is preferred than on what is not preferred.
- Image #35, industrial use along the 380 Corridor, is the most agreed upon negatively scoring image.



Image #20  
Lakeside Development  
Avg. Score: 4.3    Std Dev: 0.89

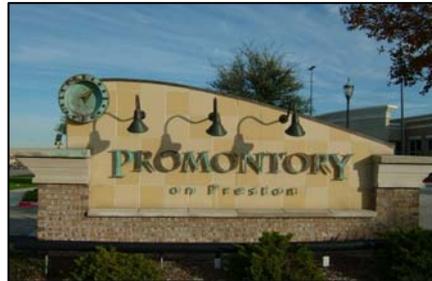


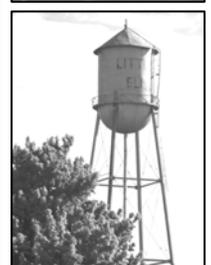
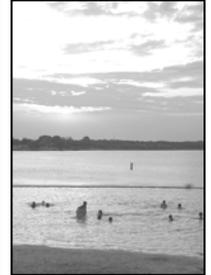
Image #54  
Signage  
Avg. Score: 3.6    Std Dev: 1.48



Image #107  
Building Articulation  
Avg. Score: 2.6    Std Dev: 1.48



Image #202  
Bridge / Streetscape  
Avg. Score: 3.1    Std Dev: 1.54





## High- & Low-Scoring Images by Subject

As stated previously, there was a wide variety of image types shown within the Visual Character Survey (VCS). The following results show the highest and lowest scoring images according to each subject.

### Lakeside Development

- Parks, open space, and public gathering areas were the most favored images for Lakeside Development.
- There were no strong dislikes of images for Lakeside Development, but those scoring least favorably included rural, single family homes and multi-level office buildings along the lake. Even these least favorable images were still quite neutral with scores of -0.6 and -0.3, respectively.
- Lakeside restaurants and retail, including the Rockwall Harbor District, as well as marinas and other boating uses scored favorably, all with scores of 2.0 or higher.



Image #20  
Lakeside Development  
Avg. Score: 4.3



Image #14  
Lakeside Development  
Avg. Score: 3.5



Image #10  
Lakeside Development  
Avg. Score: -0.6 Std Dev: 3.14



Image #23  
Lakeside Development  
Avg. Score: -0.3 Std Dev: 3.35

# 380 Corridor Development

- The most favored image for 380 Corridor Development is retail, specifically an HEB grocery store.
- Retail in general scored very favorable. In fact, retail, office, hotels, and town homes all scored a 2.0 or above.
- An industrial use, image #35, was the least favored 380 Corridor Development image, with a strongly disliked score of -3.9.
- Metal buildings and storage / mini warehouses were also disliked with negative scores.
- Light industrial, manufacturing, and distribution centers were all ranked close to zero, or very neutral.



Image #41  
380 Corridor Development  
Avg. Score: 3.1



Image #39  
380 Corridor Development  
Avg. Score: 3.0



Image #35  
380 Corridor Development  
Avg. Score: -3.9



Image #44  
380 Corridor Development  
Avg. Score: -1.9





## Signage

- Monument signs, particularly those with stone, were the favorite Signage images.
- The least favorite Signage image (#57) illustrates little or no sign regulations, with no consistency and visual clutter.
- Multi-tenant signs, as well as pole and pylon signs were all generally disliked.
- A total of ten images received a negative score within the Signage category.



Image #54  
Signage  
Avg. Score: 3.6



Image #53  
Signage  
Avg. Score: 3.1



Image #57  
Signage  
Avg. Score: -3.5



Image #59  
Signage  
Avg. Score: -3.3

## Building Materials

- Stone materials were the most preferred. (Images scored 3.0 or higher)
- Brick materials received highly favorable or neutral scores. (Images ranged from 3.5 to 0.8)
- Hardiplank had favorable or neutral scores. (Images ranged from 2.3 to -.04)
- Stucco received mildly favorable scores. (Images ranged from 2.0 to 1.0)
- Wood materials received mildly negative scores. (Images ranged from -1.1 to -1.8)
- Concrete received one of the lowest scores. (Image #83 scored -3.3)
- Metal materials received some of the lowest scores. (Images ranged from -1.5 to -3.4)



Image #97  
Building Materials  
Avg. Score: 3.5



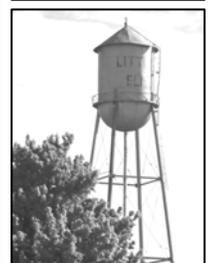
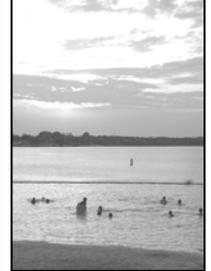
Image #82  
Building Materials  
Avg. Score: 3.5



Image #87  
Building Materials  
Avg. Score: -3.4



Image #83  
Building Materials  
Avg. Score: -3.3





## Building Articulation

- Images of structures with both vertical articulation and variation in façade depth were the most favorable.
- “Box” structures with little or no articulation / variation were not ranked favorably.
- Buildings with distinct characteristics appear to be more favorable than building without distinct characteristics.



Image #107  
Building Articulation  
Avg. Score: 2.6



Image #103  
Building Articulation  
Avg. Score: 2.5



Image #104  
Building Articulation  
Avg. Score: -1.5



Image #102  
Building Articulation  
Avg. Score: -1.3

## Lot Size

- The most preferred images of lot sizes were those with half acre and one acre lots.
- Lot sizes of approximately 7,000 square feet were the lowest scoring images within the category, but these scores were neutral, ranging very close to zero.
- Images of lot sizes greater than one acre ranked in the middle of the category's scores.



Image #112  
Lot Sizes  
Avg. Score: 3.2



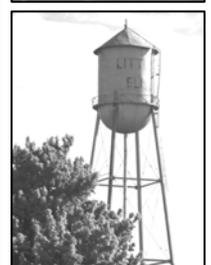
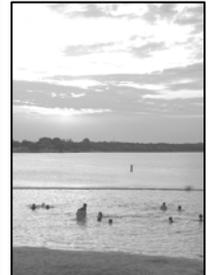
Image #113  
Lot Sizes  
Avg. Score: 3.1



Image #120  
Lot Sizes  
Avg. Score: -0.5



Image #115  
Lot Sizes  
Avg. Score: 0.2





## Transitions

- Natural buffering with trees and landscaping ranked as the most favorable Transitions.
- Images with little or no buffering between uses were the least favorable.
- Wood fences were not preferred and all received negative scores.



Image #129  
Transitions  
Avg. Score: 3.4



Image #122  
Transitions  
Avg. Score: 2.9



Image #130  
Transitions  
Avg. Score: -3.2



Image #127  
Transitions  
Avg. Score: -3.2

## Mixed Use

- The most favored images of Mixed Use include office above retail, with at least some landscaping.
- No images within the category of Mixed Use received a negative average score, even the least preferred images received neutral scores.
- Images of Las Colinas and Galatyn Park Station in Richardson were the least favored images.



Image #132  
Mixed Use  
Avg. Score: 3.0



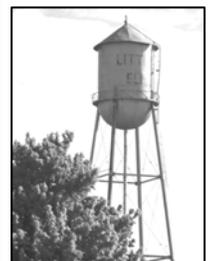
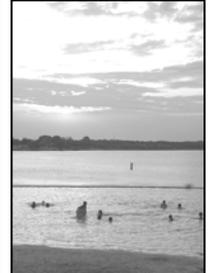
Image #131  
Mixed Use  
Avg. Score: 3.0



Image #147  
Mixed Use  
Avg. Score: 0.1



Image #149  
Mixed Use  
Avg. Score: 0.3





## Town Center

- The favorite Town Center image is that of open, public gathering space. With a score of 3.0, this image is the only within the category to score greater than a 1.8.
- Images with shopping and landscaping were also liked, including images of Parker Square and Legacy Town Center.
- Only two images within the category were ranked unfavorably; these had little or no landscaping.
- Ten images within the Town Center category were ranked neutrally.



Image #160  
Town Center  
Avg. Score: 3.0



Image #163  
Town Center  
Avg. Score: 1.8



Image #167  
Town Center  
Avg. Score: -1.4



Image #164  
Town Center  
Avg. Score: -1.3

# Retail

- The most preferred Retail images are those with brick and stone building materials, articulation, landscaping, and neutral colors.
- Standard strip centers and big box retail with little or no landscaping ranked poorly.
- Images of fast food chains generally scored neutral to poorly.
- The quality of building materials and design seems to strongly influence the favorability of images.



Image #176  
Retail  
Avg. Score: 3.3



Image #172  
Retail  
Avg. Score: 3.2



Image #181  
Retail  
Avg. Score: -1.8



Image #171  
Retail  
Avg. Score: -1.3





## *Bridge / Streetscape*

- The most favored images within the Bridge / Streetscape category include tree-lined streets, green space, and landscaping.
- Images with water features were also strongly liked.
- The images that ranked unfavorably had sign clutter, a lack of landscaping and buffering, no sidewalks and obvious traffic congestion.
- Thirteen images within the category received favorable scores, with three neutral scores, and four negative scores.



Image #195  
Bridge / Streetscape  
Avg. Score: 3.6



Image #202  
Bridge / Streetscape  
Avg. Score: 3.1



Image #196  
Bridge / Streetscape  
Avg. Score: -3.4



Image #194  
Bridge / Streetscape  
Avg. Score: -2.5

## GROUP BRAINSTORMING EXERCISES

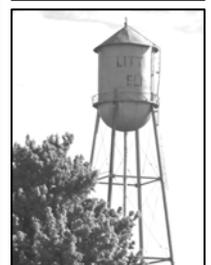
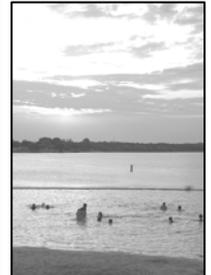
In order to receive additional public input and to supplement the input provided by the VCS, Group Brainstorming Exercises were also held at the Community Workshops on March 8, 2007 and March 13, 2007. This gave the 85 participants an opportunity to freely discuss characteristics about Little Elm and issues facing the Town, and to determine what other citizens thought about such characteristics and issues. Four parameters for the Group Exercise were provided – these were:

- What are the best characteristics of Little Elm?
- What are the worst characteristics of Little Elm?
- What are the important issues facing Little Elm?
- What do citizens want in Little Elm?

The results of the discussions of the 85 participants are outlined in bulleted form in the following sections and are not in ranking order.

### *The Best Characteristics of Little Elm*

- 1) Natural Resources
  - a. Lots of Trees
  - b. Wildlife
  - c. Excellent Geographic Features
  - d. Sights
- 2) Lake
  - a. Park Connections
  - b. Lake Views
  - c. Walking Trails with Water Views
  - d. Lakeside Setting
  - e. Water Sports
- 3) Small-Town Feel
  - a. Quiet
  - b. Light Discipline (Dark Skies)
  - c. Friendly
  - d. Laid Back
- 4) Neighborhoods
  - a. Homes
  - b. Safe
- 5) Parks
  - a. Parks are Unique
  - b. Trail System
- 6) Growth
  - a. Growth Potential/Retail
  - b. New Development
  - c. Town is a Blank Slate
- 7) Location
  - a. Close to Frisco (Shopping)
  - b. Close to the Dallas North Tollway
  - c. Setting
- 8) Diversity
  - a. Housing
  - b. People
  - c. Good Age Mix
- 9) Retail
  - a. Mix of Home Grown Businesses ("Mom and Pop Shops")
- 10) LEISD
  - a. Schools
  - b. Football Stadium
  - c. Sports Complex
- 11) Town of Little Elm / Community
  - a. History
  - b. Planning
  - c. Good Fire and Police Protection
  - d. Helpful Staff
  - e. Communication from Town
  - f. Town Support of Citizens (Elderly)
  - g. Cost of Living
  - h. Community Events / Community Activities
  - i. Kids Sports
  - j. Community Involvement



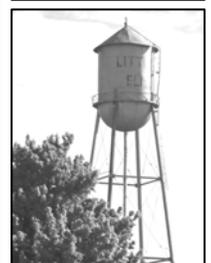
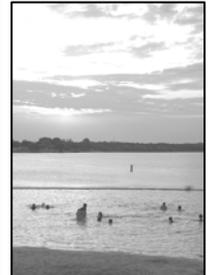
## *The Worst Characteristics of Little Elm*

- 1) Roads
  - a. Traffic Congestion
  - b. Conditions
  - c. Access in and out of Town
  - d. Traffic Light Sensors (Light Queues are Too Short)
  - e. Not Enough Traffic Lights (Hard to Leave Subdivisions)
  - f. Lack of Street Sign Lighting
- 2) Infrastructure
  - a. Lack of Sidewalks
  - b. Lack of Electric, Phone, and Cable Choices
  - c. Wastewater Treatment Plant Smells Bad
  - d. Deep Bar Ditches (Safety Issues)
  - e. Sewage Treatment Plant
  - f. Too Many Lights in the Night Sky
- 3) Organization of Ordinances and Town Hall Operations
- 4) Lack of Town Identity
  - a. Lack of Town Center
  - b. Lack of Planning and Vision
  - c. Streetscape - Eldorado has no Curb Appeal
- 5) Minimal Lake Access
- 6) Lack of Industry, Retail, and Jobs
  - a. Lack of Businesses
  - b. Town Needs More than Just Restaurants
  - c. Lack of Grocery Store
  - d. Lack of Choices for Dining
  - e. Lack of Entertainment
  - f. Lack of Gas Stations
- 7) Code Enforcement Violations
  - a. Image of Town
  - b. Deteriorating Shopping Centers
  - c. Communication with Town Staff
  - d. Junky Cars & Trash
  - e. Trashy Areas – (1) Amount & (2) Size
- 8) Housing
  - a. High Population Density – Density of New Homes
  - b. Too Many Foreclosures – Slow Down the Home Growth
  - c. Lack of Diversity in Housing Price
- 9) Community
  - a. Lack of Senior Facilities / Activities
  - b. No Recreation Center / No Activities for Kids
  - c. Library too Small
  - d. East Side of Town does not Come to the Center or West Side
    - i. East / West Communication
- 10) Council Does Not Work with Big Developers
  - a. Need to Improve Leadership
- 11) Zoning Issues
  - a. Old Next to New
  - b. Lack of Upkeep



## *Important Issues Facing Little Elm*

- 1) Roads
  - a. Traffic Congestion (TxDOT Roads, Additional Traffic Flow from New Bridge, & Traffic Lights)
  - b. Regional Transportation
  - c. Expansion
  - d. HWY 380 Development
- 2) Infrastructure
  - a. Water (Lack of Supply) and Sewer
  - b. Future Water Source
  - c. Wastewater Treatment Plant Smell
  - d. Working with the Corps of Engineers
  - e. Sidewalks
  - f. Infrastructure on the West Side of Town
- 3) Cultural Diversity
- 4) Growth
  - a. Control
  - b. Keeping Up with Growth
  - c. Town Services to Meet Growth (Library, Senior Citizen Center, & Recreation Center)
  - d. Local Employment (Industry)
  - e. Economic Development to Meet Citizens' Needs
  - f. Handling Crime
  - g. Housing
  - h. Sound Abatement
- 5) Image of the Town
  - a. Making Little Elm Attractive
  - b. Maintain Lake Attitude
  - c. Appeal to People Moving From All Over the County (Ex. California)
  - d. Aesthetics – Pick Up Trash
  - e. Signage
  - f. Code Enforcement – Dilapidated Buildings
  - g. Maintenance of Retail
  - h. Environmental Issues
  - i. Limited Geography
  - j. East / West
- 6) Financing (Budgeting)
  - a. Tax Rate
    - i. Higher Taxes but Fewer Benefits (or Lower Quality of Service)
    - ii. Getting Businesses to Little Elm for the Tax Revenue
- 7) Parks and Open Space
  - a. Development and Upkeep
  - b. Parks and Recreation for Entire Town
  - c. Lake Access (Ex: Parking)
- 8) Schools
  - a. Teacher Retention
  - b. Schools Experiencing Growing Pains
  - c. Additional School Facilities
- 9) Address the Issues Facing the Town Today



## *What Citizens Want in Little Elm*

- 1) Employment Opportunities
- 2) Family Community / Small Town Feel
  - a. Community Center / Activities
    - i. Recreation Center for Kids
    - ii. Senior Center
    - iii. Pool
    - iv. Community Arts Program
  - b. Expanded Library
  - c. Safety and Services
    - i. Continue Quality Police / Fire Services
    - ii. Services (Ex: Animal Control) Available on the Weekend
    - iii. Dispatched Locally
    - iv. Medical Services
    - v. More Intermediate Schools
  - d. Parks
    - i. Expand Multiple-Purpose Trails
    - ii. Golf Course
  - e. Control Growth
- 3) Town Center
  - a. Town Center Trolley / Public Transit
  - b. Town Sponsored Events
  - c. Reasons to Visit/Tourism
  - d. Uniqueness
  - e. Town Pride
  - f. Directional Signs / Gateway
- 4) Curb Appeal
  - a. Variety of Architecture
  - b. Strict Code Enforcement
  - c. Improved Housing Values
  - d. Modernization
- 5) Environmental Responsibility
  - a. Xeriscaping
  - b. Water Conservation
- 6) Regional Public Transportation
  - a. Improved Traffic Flow
- 7) Retail Development
  - a. Center and West Side of Little Elm
  - b. Restaurants (Ex: Brewery)
  - c. Variety of Quality Retail
  - d. Nighttime Entertainment (Ex: Bowling, Movies)
  - e. Gas Stations
- 8) Lakeshore Development
  - a. Restaurants on the Lake
  - b. Boardwalk
  - c. Keep Lake Feel
  - d. Resort / Meeting Space
  - e. Hotel
  - f. Lake Access (Ex: Additional Boat Ramps)



# COMMUNITY SURVEY

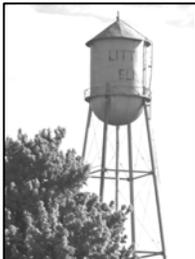
In March of 2007, Town residents received a community survey with their monthly water bills. The survey asked residents the same four questions as those asked to people during the Group Brainstorming Exercises at the Community Workshops. The survey was completed by 336 residents.

The following (Table 2-1) is a brief summary of the top scoring results of the survey, by category and individual characteristic or response. A more detailed summary can be found on the following pages. Details such as the number and variety of responses are listed within the following pages.

Table 2-1  
 Community Survey Summary: 2007  
 Town of Little Elm, Texas

What are the Best Characteristics of Little Elm?	
Top Three Categories	Top Three Individual Characteristics
Small Town Feel	Lakeside Setting
Lake	Laid-Back
Growth	Growth Potential / Retail
What are the Worst Characteristics of Little Elm?	
Top Three Categories	Top Three Individual Characteristics
Roads	Traffic Congestion
Code Enforcement	Access in and out of Town
Lack of Industry, Retail	Trashy Areas
What are the Important Issues Facing Little Elm?	
Top Three Categories	Top Three Individual Characteristics
Roads	Traffic Congestion
Growth	Keeping Up with Growth
Image of the Town	Handling Crime
What do Citizens Want in Little Elm?	
Top Three Categories	Top Three Individual Characteristics
Retail Development	Improved Traffic Flow
Transportation / Roads	Restaurants
Curb Appeal	Variety of Architecture





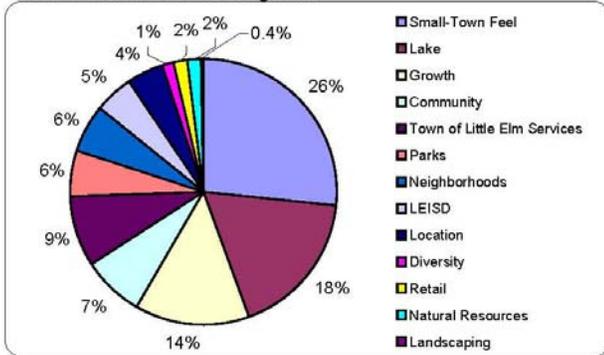
## Citizen Input from Water Bill Survey

<b>Surveys Mailed in from Water Bill</b>	312	<b>Date Survey was Mailed:</b>	3/20/2007
<b>Surveys Submitted Online:</b>	24	<b>Date Survey was Returned:</b>	4/20/2007
<b>Total:</b>	<b>336</b>		

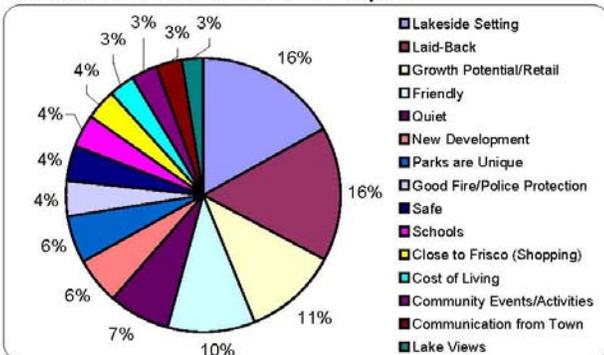
### Best Characteristics

<b>Small-Town Feel</b>	<b>136</b>
Laid-Back	63
Friendly	41
Quiet	28
Isolated	3
Light Discipline (Dark Skies)	1
<b>Lake</b>	<b>92</b>
Lakeside Setting	68
Lake Views	10
Water Sports/Activities	6
Marina	3
Park Connections	2
Walking Trails	2
Amphitheater	1
<b>Growth</b>	<b>71</b>
Growth Potential/Retail	45
New Development	23
Town is a Blank Slate	3
<b>Community</b>	<b>38</b>
Cost of Living	13
Community Events/Activities	12
Low Taxes	5
Community Involvement	4
Helpful Staff	3
Property Value	1
<b>Town of Little Elm Services</b>	<b>44</b>
Good Fire and Police Protection	17
Communication from Town	12
Library	3
Fire Station	3
Recycling Program	2
Planning	2
Courthouse/Town Hall	2
Website	1
Co-Serve	1
Animal Control	1
<b>Parks</b>	<b>29</b>
Parks are Unique	22
Trail System	6
Pools	1
<b>Neighborhoods</b>	<b>29</b>
Safe	16
Homes - 6	6
Clean	5
Few Apartments	2
<b>LEISD</b>	<b>25</b>
Schools	16
Football Stadium	5
Sports Complex	4
<b>Location</b>	<b>23</b>
Close to Frisco (Shopping)	14
Close to the Dallas North Tollway	7
Setting	2

### Best Characteristic Categories



### Best Individual Characteristics - Top 15



<b>Diversity</b>	<b>7</b>
Housing	3
People	3
Good Age Mix	1
<b>Retail</b>	<b>8</b>
Mom and Pop Shops	7
Aesthetics	1
<b>Natural Resources</b>	<b>8</b>
Sights	3
Lots of Trees	2
Wildlife	1
Excellent Geographic Features	1
Weather/Climate	1
<b>Landscaping</b>	<b>2</b>
Monument at Little Elm Entrance	2

4/25/2007

Citizen Input from Water Bill Survey

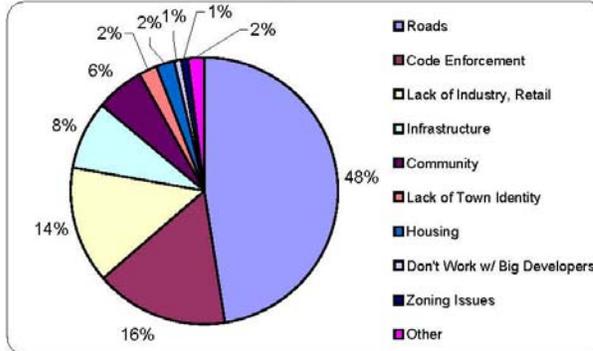


### Citizen Input from Water Bill Survey

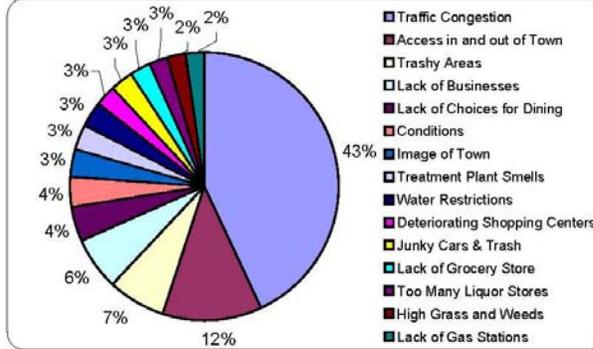
#### Worst Characteristics

<b>Roads</b>	<b>285</b>
Traffic Congestion	200
Access in and out of Town	55
Conditions	17
Not Enough Traffic Lights	8
Traffic Light Sensors	4
Lack of Dart access	1
<b>Code Enforcement</b>	<b>96</b>
Trashy Areas	
Amount	33
Waterfront Estates	1
Cottonwood Mobile Home Park	5
Image of Town	16
Deteriorating Shopping Centers	12
Junky Cars & Trash	12
High Grass and Weeds	10
Stricter Enforcement	4
Don't Like Garage Sale Permits	3
<b>Lack of Industry, Retail</b>	<b>86</b>
Lack of Businesses	29
Lack of Choices for Dining	19
Lack of Grocery Store	12
Too Many Liquor Stores	11
Lack of Gas Stations	10
Lack of Medical Services	2
More than Just Restaurants	1
Too Many Banks	1
Lack of Entertainment	1
<b>Infrastructure</b>	<b>49</b>
Wastewater Treatment Plant Smells	14
Water Restrictions	14
Lack of Sidewalks	6
Lack of Utility Choices	5
Too Many Lights (Stadium)	4
Parking on Residential Streets	3
Deep Bar Ditches (Safety Issues)	2
Lack of Parking Spaces	1
<b>Community</b>	<b>36</b>
No Rec Center/Activities for Kids	7
Library too Small	5
Noise (And Dog's Barking)	5
Lack of Parks	4
Lack of Senior Facilities/Activities	2
East / West Communication	2
Church Too Close to Residential	2
Lack of Involvement	2
Football Stadium	2
Loosing Country Feel	1
Lack of Diversity	1
Lack of Pools	1
Home Owner's Associations	1
Neighbors	1
<b>Lack of Town Identity</b>	<b>13</b>
Eldorado has no Curb Appeal	8
Lack of Planning and Vision	3
Lack of Town Center	2

#### Worst Characteristic Categories



#### Worst Individual Characteristics - Top 15



<b>Housing</b>	<b>13</b>
Too Many Foreclosures	6
Lack of Diversity in Housing Price	3
Property Values	2
High Population Density	1
Small Lots	1
<b>Don't Work w/ Big Developers</b>	<b>5</b>
<b>Zoning Issues</b>	<b>5</b>
Old Next to New	3
Lack of Upkeep	1
Zoning too strict	1
<b>Other</b>	<b>12</b>
Town Hall Operations	3
Taxes too high	4
Aesthetics	
Ugly entrance sign	1
Power lines are an eyesore	1
Poor Mail Service	1
Sirens are run too late	1
Underestimated by our neighbors!	1

4/25/2007

Citizen Input from Water Bill Survey

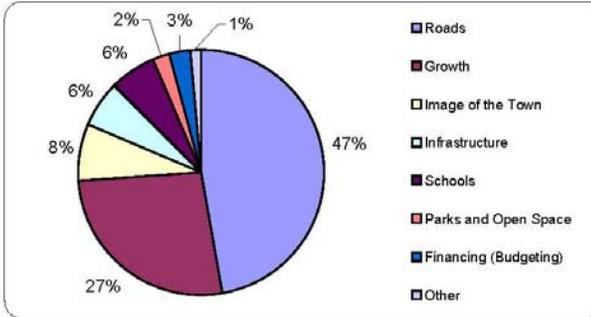


### Citizen Input from Water Bill Survey

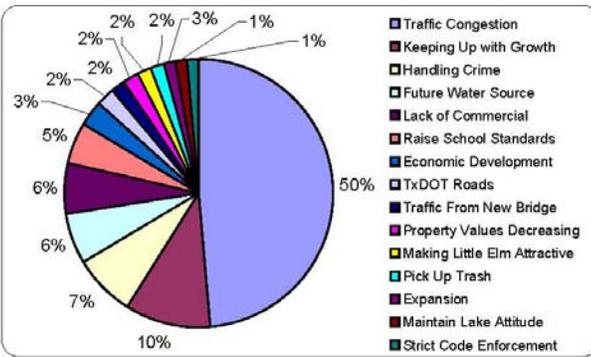
#### Important Issues Facing Little Elm

<b>Roads</b>	<b>233</b>
Traffic Congestion	204
TxDOT Roads	9
Additional Traffic From New Bridge	8
Expansion	6
Traffic Lights	5
Regional Transportation	1
<b>Growth</b>	<b>131</b>
Keeping Up with Growth	43
Handling Crime	31
Lack of Commercial	25
Economic Development	13
Property Values Decreasing	7
Control	5
Need Recreation Center	2
Housing	2
Larger Library	1
Industry	1
Increase Annexations	1
<b>Image of the Town</b>	<b>37</b>
Making Little Elm Attractive	7
Pick Up Trash	7
Maintain Lake Attitude	6
Strict Code Enforcement	6
Aesthetics	3
Dilapidated Buildings	2
Parking	1
Appeal to People From All Over	1
Limited Geography	1
Community Involvement in Clean up	1
East / West	1
Need to remain informed of world iss	1
<b>Infrastructure</b>	<b>30</b>
Future Water Source	26
Wastewater Treatment Plan Smell	4
<b>Schools</b>	<b>29</b>
Raise School Standards	21
School Growing Pains	4
Teacher Retention	3
Additional School Facilities	1
<b>Parks and Open Space</b>	<b>12</b>
Parks & Recreation for Entire Town	5
Development and Upkeep	3
Need Pool	1
More Water Sports	1
Lake Access	1
Parking	1

#### Important Issues Facing Little Elm by Category



#### Important Issues Facing Little Elm - Top 15



<b>Financing (Budgeting)</b>	<b>13</b>
Higher Taxes but Fewer Benefits	5
Tax Rate	4
Businesses for Tax Revenue	4
<b>Other</b>	<b>7</b>
Cultural Diversity	2
Address Current Issues First	1
Logistics	1
The Colony as a bad influence	1
Children supervised in evening	1
Communication from the Town	1

4/25/2007

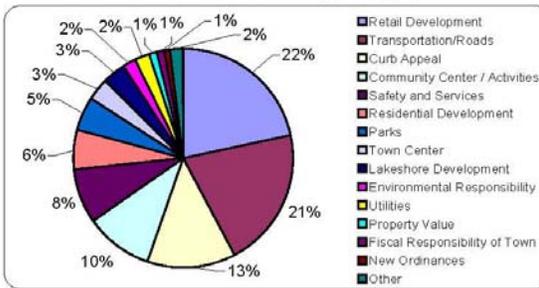
Citizen Input from Water Bill Survey

**Citizen Input from Water Bill Survey**

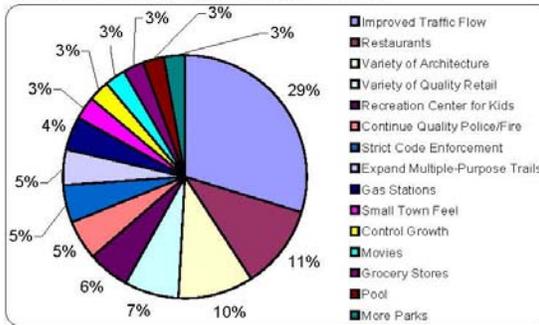
**What Citizens Want in Little Elm**

<b>Retail Development</b>	<b>119</b>
Restaurants	41
Variety of Quality Retail	26
Gas Stations	16
Movies	10
Grocery Stores	10
Bowling	5
Keep Ma & Pop Feel	3
Center and West Side of Little Elm	2
Less Businesses	2
Putt-Putt	1
Bass Pro Shop	1
Daycares	1
More Medical Services	1
<b>Transportation/Roads</b>	<b>113</b>
Improved Traffic Flow	108
Regional Public Transportation	3
No Public Transportation	1
Police Direct Traffic	1
<b>Curb Appeal</b>	<b>72</b>
Variety of Architecture	36
Strict Code Enforcement	18
Improved Housing Values	6
Modernization	5
Landscaping	4
Sidewalks	2
More Street Lights	1
<b>Community Center / Activities</b>	<b>55</b>
Recreation Center for Kids	21
Pool	10
General	6
Community Programs	6
Skating Rink	5
Senior Center	2
Dog Park	2
Frisbie Golf	1
Golf Course	1
Volleyball League	1
<b>Safety and Services</b>	<b>44</b>
Continue Quality Police/Fire	19
Expanded Library	9
Remove Sewer Odor	5
Less tickets written by Police	4
LEISD should Improve Schools	3
Medical Services	1
More Staff to handle growth	1
Better Voting Facility	1
Don't Allow Sirens at Night	1
<b>Residential Development</b>	<b>33</b>
Small Town Feel	11
Control Growth	11
Moratorium on new construction	5
Hold Builders to a higher standard	2
More Apartments	1
No Section Eight	1
No rental homes	1
Upscale	1
<b>Parks</b>	<b>27</b>
Expand Multiple-Purpose Trails	17
More Parks	10
<b>Town Center</b>	<b>18</b>
Create a Town Center	8
Town Pride	7
Town Center Trolley/Public Transit	1
Reasons to Visit/Tourism	1
Uniqueness	1

**What Citizens Want in Little Elm by Category**



**What Citizens Want in Little Elm - Top 15**

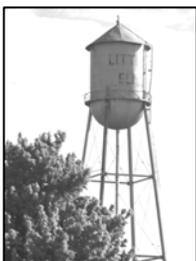
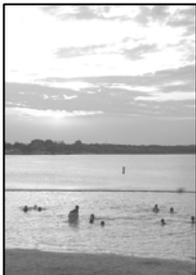


<b>Lakeshore Development</b>	<b>18</b>
Restaurants on the Lake	7
Additional Boat Ramps	4
Boardwalk	4
Resort / Meeting Space	1
Keep Lake Feel	1
Hotel	1
<b>Environmental Responsibility</b>	<b>12</b>
Water Conservation	9
Xeriscaping	3
<b>Utilities</b>	<b>12</b>
Lower Sewer/Water Rates	4
WiFi	3
No Franchise Agreements	3
Better tasting water	1
Pay Water Bill Online	1
<b>Property Value</b>	<b>6</b>
<b>Fiscal Responsibility of Town</b>	<b>5</b>
<b>New Ordinances</b>	<b>5</b>
Non Smoking ordinance	1
Sex offender ordinance	1
Parking ordinance	1
Amount/types of pets per house	2
<b>Other</b>	<b>11</b>
Lower Taxes	5
Employment Opportunities	2
Sewer on West side	1
Happy how it is!	1
Become annexed by Frisco	1
New City Logo	1

Citizen Input from Water Bill Survey

4/25/2007





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# *VISION & MISSION STATEMENTS*

A vision communicates the reason for existence, the purpose behind planning, and the overall goals and objectives of a Town from a long-range planning and development perspective. The primary benefit of visioning is that it clarifies how a community will approach its critical planning, development and growth issues. With the clarified approach that visioning provides, the resulting Comprehensive Plan Update will better address the future of the Town in a manner that is reflective of the community's interests.

The vision statement for a community should succinctly and vividly describe the community as it will ideally exist in the future. A vision statement spells out goals or values at a high level. The vision promotes what the town should become in the future. In addition, it communicates the overall purpose to the community and what the community values.

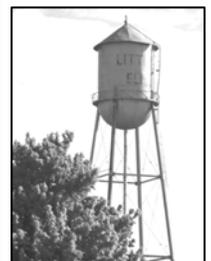
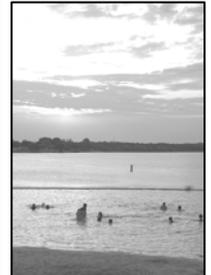
The mission statement is different from the vision statement. A mission statement is a concise statement of strategy or objectives that fits within the vision statement. The mission statement describes how the Town will achieve or work towards achieving the vision.

The vision and mission statements have been developed from the following public input and were refined and finalized by the CPAC:

- Visual Character Survey Results,
- Citizen Input from the Neighborhood Workshops,
- Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis from the CPAC, and
- Draft Vision Statements from the CPAC.

## *Vision Statement*

The Town of Little Elm is dedicated to cultivating a unique and desirable lakeside destination for all people to live, work, and play while enjoying natural areas and a safe, vibrant, and sustainable community.





## *Mission Statement*

The Mission of the Town of Little Elm is to build upon our unique lake opportunities and small town charm, encourage diverse housing choices and employment opportunities, and provide quality services and infrastructure.

# GOALS & OBJECTIVES

Little Elm has taken an important step in guiding its future with the decision to undertake this comprehensive planning process. One of the main purposes of this chapter of the Comprehensive Plan is to state clear goals for the Town and to identify specific directions that should be taken to achieve such goals. It is the goals and objectives established herein that determine the focus of the Comprehensive Plan recommendations contained within subsequent chapters. These statements have been divided or grouped by the various Comprehensive Plan chapters. It should also be noted that many of the goals and objectives represent items that are not only intended to be addressed by the Comprehensive Plan, but also by the Town on a long-term, on-going basis.

## Definitions and Format

The Comprehensive Plan consists of goals, objectives, policies, and implementation actions. The meaning of these items can be ambiguous; therefore, the following defines each item and describes how and where it is used in the Comprehensive Plan.

### GOALS and OBJECTIVES: "What We Want"

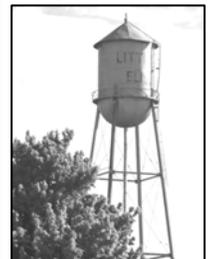
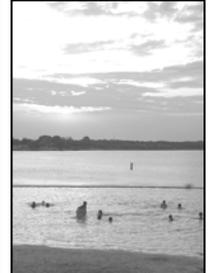
Describes what the Town wants or values. Goals are broad ideas and objectives are more specific or tangible ideas.

- Example of a Housing Goal: Provide a diverse range of housing choices.
- Example of a Related Housing Objective: Encourage housing types suitable for senior citizens.
- Format Note: Goals and objectives are located within Visioning Chapter and relate directly to the four recommendation chapters: (1) Livability Strategy, (2) Transportation Strategy, (3) Land Use Strategy, and (4) Growth Strategy.

### POLICIES: "How We Get There"

Describes how the Town should work towards achieving the goals and objectives. In addition, they can be considered recommendations of the Comprehensive Plan.

- Example of a Related Housing Policy: Promote the development of mixed-use developments that combine residential and non-residential uses.
- Format Note: Policies are located within the four recommendation chapters.





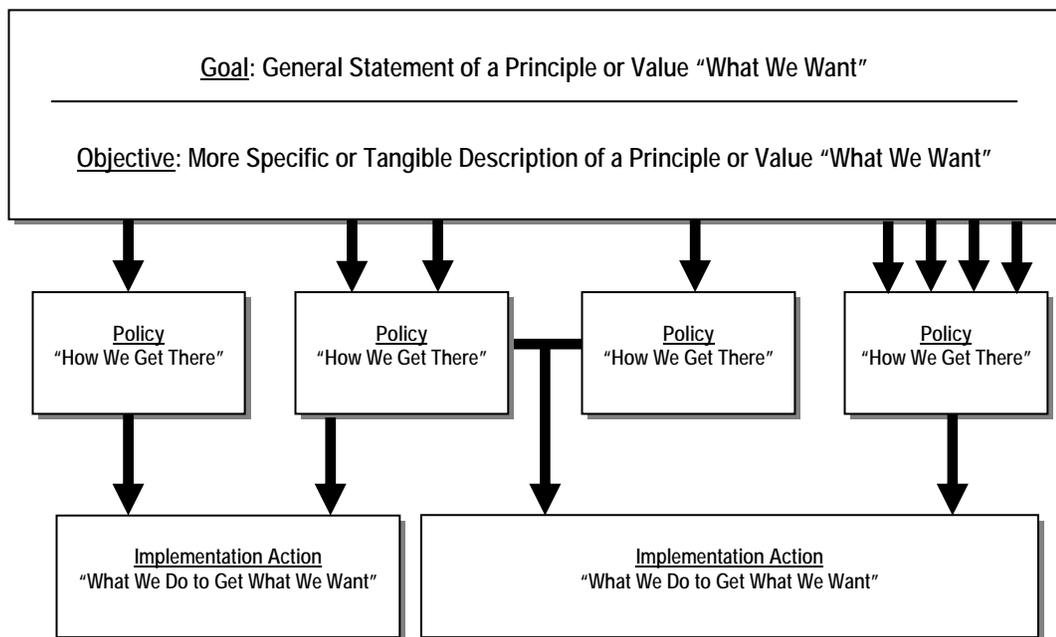
**IMPLEMENTATION ACTION: "What We Do to Get What We Want"**

Specific actions the Town should take to reach its goals and objectives and to implement its policies.

- Example of a Related Housing Implementation Action: Amend the Town's Zoning Ordinance to include a mixed-use land use category allowing a mixture of residential use (such as townhouses, lofts, apartments/condos, and patio homes) and non-residential use (such as retail and office).
- Format Note: Implementation Actions are located within the last chapter of this Comprehensive Plan.

**ORGANIZATIONAL DIAGRAM:**

Below is an organizational diagram that visually depicts how the goals, objectives, policies, and implementation actions relate to each other.



# *Livability Strategy*

## Goal L.1: Housing

*Encourage housing diversity to accommodate people of a variety of incomes, family sizes, and ages.*

Objective A: Encourage a variety of residential lot and housing sizes.

Objective B: Ensure that the Town is a full-life cycle community by encouraging housing choices and the community resources needed for people to live their entire lives in Little Elm, if they so desire.

Objective C: Continually monitor residential developments within the Town to understand the amount of housing stock diversity.

Objective D: Given that the vast majority of the Town's homes were constructed between 2000 and 2007, investigate options for their continued sustainability.

Objective E: Ensure that there is a mixture of single-family and townhouse/condominium developments.

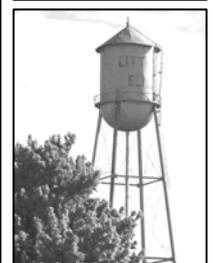
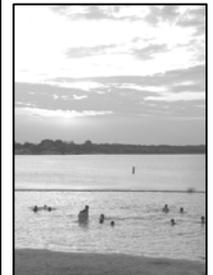
Objective F: Ensure that townhouses/condominiums, duplexes, and multiple-family units are compatible and complementary to surrounding land uses.

## Goal L.2: Quality of Life

*Provide a high quality of life for all people who live, work, and play in Little Elm.*

Objective A: Ensure that available housing, businesses, and recreational opportunities meet the needs of all age groups.

Objective B: Protect, preserve, and enhance those elements that create a high quality of life, such as the lake, the Town's small town character, and other areas of high aesthetic value.





**Objective C:** Promote a sense of community and shared responsibility for maintaining Little Elm's character and quality of life.

**Objective D:** Continue to work closely with local school districts to ensure the educational needs of the community are being met.

**Objective E:** Expand on the opportunities resulting from having a community college satellite campus in Little Elm.

**Objective F:** Provide a quality library that meets the social, educational, cultural, recreational, enlightening, technological, (S.E.C.R.E.T. - Little Elm Library's mission statement) and informational needs of all age groups.

**Objective G:** Develop the Town's identity.

- i) Utilize Lewisville Lake and the Town's unique location as the key components of the Town's identity.
- ii) Build upon and maintain the Town's small town charm.
- iii) Promote a family-friendly Town.
- iv) Use the Town Center and the Eldorado Streetscape, including the Town gateways, to create a strong and unique identity.

### Goal L.3: Employment

*Encourage the establishment of new businesses and promote the retention of existing businesses in Little Elm, thereby creating increased and diversified employment opportunities.*

**Objective A:** Work collaboratively with the Little Elm Economic Development Corporation (LEEDC) in achieving the EDC's goals and objectives.

**Objective B:** Attract the development of employment centers along S.H. 380 in Little Elm.

**Objective C:** Investigate ways the Town and the LEEDC can combine resources to benefit the residents and local businesses of Little Elm.

**Objective D:** Attract lake tourism and related business opportunities.

**Objective E:** In coordination with the LEEDC, encourage development of sites with public infrastructure to target industries and employers that would be well

suiting with the goals of Little Elm and would diversify its employment opportunities.

Objective F: Utilize public incentives including special financing districts, such as a Tax Increment Financing (TIF) district, to encourage economic development.

Objective G: Work collaboratively with the LEEDC, Town Library, and Little Elm Chamber of Commerce in providing resources for job seekers and employers with job postings, job and business fairs, employment kiosks, and similar employment marketing opportunities.

Objective H: Develop a land use design that encourages residents to shop within Little Elm.

Objective I: Retain existing businesses and promote small business competitiveness.

Objective J: Ensure the convenience of local retail.

Objective K: Promote Little Elm to be more of a destination for tourism activities, business, commerce, and family activities.

Objective L: Work collaboratively with the LEEDC, North Central Texas College (e.g., the College's Small Business Development Center), and SCORE, to provide employment training resources.

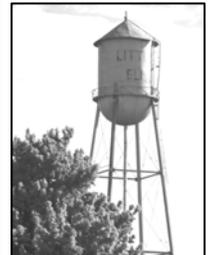
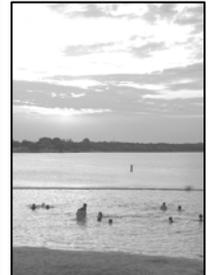
### Goal L.4: Urban Design

*Promote the implementation of small town design guidelines in order to maximize desirability and aesthetic appeal throughout the Town.*

Objective A: Allow and/or encourage new development types and trends (e.g., new urbanism/traditional neighborhood development, etc.), which promote alternative designs to create pedestrian friendly and mixed land use environments, in appropriate areas, such as the Town Center.

Objective B: Encourage pedestrian connections and access between residential and non-residential areas via design.

Objective C: Promote walking and bicycle trails to provide residents alternatives to automobile travel.





Objective D: Continue to encourage quality sign standards throughout the Town and work to phase out existing illegal and non-conforming signs.

Objective E: Investigate methods to improve the appearance of existing businesses.

Objective F: Ensure businesses and developers maintain their required landscaping.

Objective G: Build an identity for the Town using streetscaping and building off the unique natural setting of the lake.

Objective H: Preserve lake views and public access points to the lake.

Objective I: Preserve sight lines for the old water tower.

### Goal L.5: Recreation Opportunities

*Encourage the continued development and establishment of unique recreational opportunities throughout the community.*

Objective A: Promote the full utilization of park opportunities in Little Elm Park and make a signature park.

Objective B: Encourage some areas around the lake to be used for public use.

Objective C: Promote the implementation of the Parks Master Plan.

Objective D: Encourage some areas around the lake to be used for retail or private entertainment uses, such as restaurants or a boardwalk.

Objective E: Promote trail segments, where possible, for walking, jogging, and biking around the lake.

Objective F: Promote the development of a community and recreation center.

Objective G: Investigate the need for additional marina facilities.

Objective H: Ensure quality library facilities are available to residents.

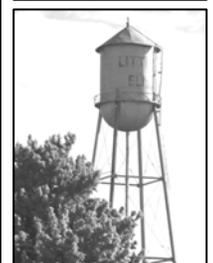
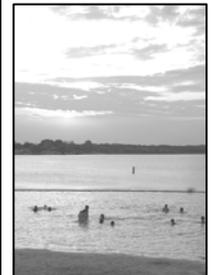
Objective I: Ensure that seniors and school-aged children have recreational opportunities within Little Elm.

- Objective J: Encourage pedestrian connections to the Town Center District.
- Objective K: Investigate partnering with the Little Elm Independent School District (L.E.I.S.D.) to develop public parks and open spaces on L.E.I.S.D. properties and campuses.
- Objective L: Investigate partnering with different organizations (e.g., YMCA, Boys & Girls Clubs, school districts, etc.) to promote unique recreational opportunities.
- Objective M: Establish a collaborative relationship and develop a plan with the Army Corps of Engineers regarding lake activities.
- Objective N: Acquire additional park and recreational space (expand ownership of parks by the Town) specifically in areas not adjacent to the lake, or inland parks.
- Objective O: Develop an entertainment zone with shops and restaurants on the lake (i.e., the new marina).
- Objective P: Provide a zero-depth water park as unique recreation.
- Objective Q: Utilize parks, Lewisville Lake, library services, and senior amenities to become a regional destination.

### Goal L.6: Environment

*Continue to promote and protect the natural environment of Little Elm, including the lake, wildlife, scenery, and vegetation.*

- Objective A: Take the initiative to establish a collaborative relationship with the Army Corps of Engineers, the Upper Trinity River Water District, and the North Texas Municipal Water District regarding protecting the natural environment.
- Objective B: Preserve natural areas for public use, such as areas with extensive tree coverage, wildlife habitat, and views of the lake.
- Objective C: Ensure the environment and the natural areas of the lake are protected.





Objective D: Protect against illegal dumping into the lake or areas that flow into the lake.



Objective E: Continue to strive for a dark sky environment.



Objective F: Provide educational learning experiences of the environment through an interactive children's museum in the library.



Objective G: Promote water conservation through appropriate landscaping (e.g., xeriscaping) for different types of land uses.



Objective H: Investigate a collaborative water shed protection program for Lewisville Lake.



Objective I: Promote the Little Elm Historical Museum, including placing rotating displays in the library and by providing periodic local history program.



Objective J: Allow some public spaces to exist in a natural state (e.g., non-mowing areas).

## Goal L.7: Town Appearance

*Improve the appearance of the Town along major traffic corridors.*



Objective A: Develop relationships with private/non-profit organizations (such as businesses and churches) to assist in Town beautification efforts.



Objective B: Promote programs such as "Keep Texas Beautiful" and "Keep Little Elm Beautiful."



Objective C: Support proactive code enforcement, especially along major thoroughfares.



Objective D: Strive to implement the full version of the Eldorado Streetscape Plan.



Objective E: Provide incentives for existing businesses to have a facelift.

Objective F: Strengthen landscaping requirements and maintenance requirements for businesses.



Objective G: Promote a unique theme with the common thread of lighthouses in streetscape design.

## Future Land Use Strategy

### Goal F.8: Land Use and Aesthetics

*Encourage the most desirable and efficient use of land while maintaining and enhancing local aesthetics and charm.*

Objective A: Designate areas within the Town for business campus developments, specifically along Highway 380.

Objective B: Promote to developers areas for quality residential and non-residential uses and design.

Objective C: Establish specific ways in which complementary non-residential development can be integrated in residential projects.

Objective D: Encourage the integration of parks and open spaces into existing and future developments.

Objective E: Promote a unique theme with a common thread in buildings and streetscape.

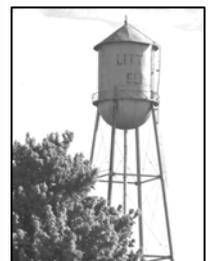
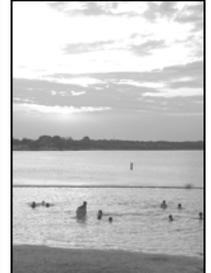
### Goal F.9: Environmental and Innovative Development

*Ensure that land use recommendations respect environmental factors, including Lewisville Lake, and support innovative development.*

Objective A: Consider compatibility and adjacency issues related to the lake and developed areas, as new proposals are reviewed.

Objective B: Encourage all lakefront development to maximize the potential of the location, (e.g., public access pathways and recreational opportunities) and respect environmental factors.

Objective C: Ensure that new lakeside development allows public access at specific points to the lake.





## Goal F.10: Town Center

*Establish land use policies that support the development and enhancement of a Town Center.*

Objective A: Ensure the Town Center is a pedestrian-oriented area and that mixed use development supports and enhances the lake front character.

Objective B: Create formal public open spaces to serve as focal points and gathering areas within the Town Center.

Objective C: Establish an effective means of communicating information about Town Center activities and initiatives to residents all across Town.

## Goal F.11: Future Land Use Plan Implementation

*Actively promote the implementation of the adopted Future Land Use Plan.*

Objective A: Any zoning change not in conformance with the Future Land Use Plan cannot be approved with out first approving a change to the Future Land Use Plan.

Objective B: Consider a Town initiated zoning change on properties not in conformance with the Future Land Use Plan.

## Goal F.12: Balanced Land Use

*Ensure Little Elm has a diversified tax base through a balance of residential and non-residential land uses.*

Objective A: Promote the development of a mixed use Town Center located at Main Street and Eldorado Parkway.

Objective B: Encourage a diverse mixture of non-residential land uses and business opportunities.

Objective C: Consider unique and innovative methods to provide a diversified local economy.

Objective D: Develop high quality commercial/industrial properties through public/private partnerships.

# Transportation Strategy

## Goal T.13: Thoroughfare System Improvement

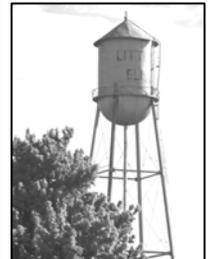
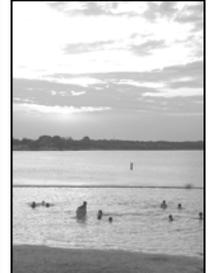
*Explore opportunities for improvement of the current thoroughfare system, including primary and secondary roads, addressing functionality, aesthetic character, and alternative mobility options.*

- Objective A: Improve the capacity and flow of the transportation infrastructure.
- Objective B: Continue to maintain and further develop quality landscaping along public rights-of-way.
- Objective C: Investigate and implement ways to ease traffic congestion throughout the Town, such as the use of contra flow lanes during AM and PM rush hours.
- Objective D: Promote park-and-ride carpooling and vanpooling transit options.
- Objective E: Require wider "feeder" roads in new residential projects in order to reduce congestion within and outside area neighborhoods.

## Goal T.14: Cost-Effective and Adequate Transportation

*Ensure that the Town's transportation system is cost-effective and adequate to meet the needs of current and future populations.*

- Objective A: Identify strategies that result in mutually supportive transportation choices, balancing convenient and efficient auto access with safe, well-designed pedestrian and bicycle facilities.
- Objective B: Prioritize transportation recommendations, and allocate funds accordingly.
- Objective C: Investigate ways in which public and private funding can be utilized for transportation system improvements.
- Objective D: Investigate future funding options for the rebuilding of the Twin Bridges and expansion/improvement of the Witt Road Bridge.





## Goal T.15: Transportation Needs

*Plan for transportation needs according to the type of development that is anticipated.*

Objective A: Promote mixed land use developments to minimize auto trips and roadway congestion.

Objective B: Encourage development of an interconnected and diverse street pattern to ease congestion, more evenly distribute traffic, and offer flexibility of routes.

Objective C: Provide comfortable and attractive pedestrian and bicycle mobility within existing and new developments throughout Little Elm.

## Goal T.16: Collaborative Planning

*Work with adjacent cities, as well as county and state governmental entities on efforts to maintain and/or expand the transportation system.*

Objective A: Ensure that Little Elm's Thoroughfare Plan is coordinated with plans in surrounding cities and the region, including Frisco, Denton County, and the North Central Texas Council of Government (COG).

Objective B: Work collaboratively with the Regional Transportation Council.

Objective C: Investigate how local, county, state, and federal funds could be combined to positively affect regional transportation needs.

Objective D: Consider options for easing traffic congestion and increasing traffic flow into and out of Little Elm, such as traffic light timing, park-and-ride, and vanpooling.

Objective E: Find ways to make the timing of the redevelopment of Eldorado be better integrated into the timing of the Lewisville Lake Bridge.

Objective F: Work with the region to develop park-and-ride lots.

## Goal T.17: Traffic Safety

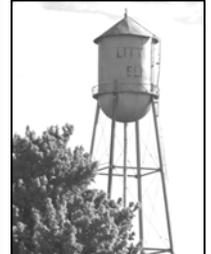
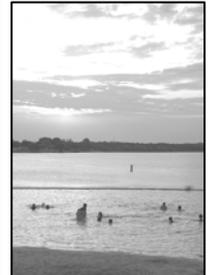
### *Promote traffic safety.*

Objective A: Concentrate on traffic violations, especially those violations that contribute to most traffic accidents and injuries (e.g., following too close, failure to yield the right of way, failure to heed a traffic sign or traffic signal, improper lane changes, failure to wear seat belts, speeding).

Objective B: Target specific areas where accidents and violations occur most often.

Objective C: Promote traffic education programs.

Objective D: Study traffic issues and make recommendations for improvement.





## *Growth Strategy*

### Goal G.18: Population Projections

*Develop Town population projections and keep them updated in order to help prepare for the future needs of the Town.*

Objective A: Correlate Town services with anticipated population growth and capacity.

Objective B: Plan for the expansion of all Town services (e.g., library services) in advance of population growth.

Objective C: Balance transportation needs with the anticipated Land Use Strategy.

### Goal G.19: Infill and Redevelopment

*Encourage infill development and redevelopment to take advantage of existing infrastructure.*

Objective A: Establish infill and redevelopment policies for previously developed residential areas to ensure that new housing makes a positive contribution and is compatible with the overall area.

### Goal G.20: Infrastructure

*Provide adequate infrastructure for the efficient and well-managed growth of residential and non-residential areas.*

Objective A: Identify and prioritize all streets needing paving or other such improvements/maintenance measures.

Objective B: Identify and prioritize all streets with drainage problems (e.g., persistent flooding).

Objective C: Follow through with wastewater treatment improvement plans and enhancements, such as odor and capacity.

Objective D: In 2020, evaluate the feasibility of annexing Paloma Creek, Valencia, Spiritas, and other utility districts at the time allowed through agreements.

Objective E: Ensure an adequate water supply.



## Goal G.21: Public Safety

*Ensure that the Town continually provides a safe environment.*

Objective A: Continually monitor the needs of all Town departments associated with public safety.

Objective B: Solicit input from residents and the fire and police departments to determine the community's safety issues.

Objective C: Investigate the need for additional facilities and employees as the Town continues to grow in size and population.

Objective D: Ensure that the Town has an emergency management plan and is well equipped with emergency warning sirens for weather and other safety issues.

## Goal G.22: Town Communication Strategy

*Develop a Town communication strategy to increase communication between citizens, Town officials, and employees.*

Objective A: Investigate the feasibility of providing affordable internet access to Town residents.

Objective B: Ensure that Town information is available to citizens through telephone, email, internet, and any other useful communication options.

Objective C: Provide online access to selected Town services and information, including water services, municipal court, and library.

Objective D: Provide collaborative and interactive citizen/Town communication opportunities.