

EXHIBIT "A"

HEATH TOWNE CENTER OVERLAY DISTRICT DESIGN BOOK



ACKNOWLEDGEMENTS

Heath Towne Center Design Book



CITY COUNCIL

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Frank New - Mayor Pro-Tem
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STEERING COMMITTEE

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HTC DESIGN BOOK

INTRODUCTION

Heath Towne Center Design Book



The City of Heath is located to the northeast of the City of Dallas and has experienced steady population growth in the recent years due to its proximity to the Dallas-Fort Worth Metroplex and the development of Lake Ray Hubbard. Heath is known as a family-friendly suburban community with rural cultural roots. As the City continues to see population growth, projects including the Towne Center Overlay District seek to strategically attract new development and create exciting destinations for those who live and visit Heath today, and in the years to come.

In 2018, the City adopted an update to their Comprehensive Plan, which identified the Heath Towne Center Overlay District, in addition to a few additional parcels in the vicinity, as an important area to conduct a diagnostic assessment and update the Overlay District, which was originally adopted in 2004, to reflect the new preferences and vision of the community. This Heath Towne Center Overlay District Design Book is the result of an action identified from the 2018 Comprehensive Plan.

This Design Book is the final deliverable in the Heath Towne Center Overlay District project. This document will review

the visioning components of the Towne Center Overlay District including mobility framework, character areas, architectural style, maximum height, and infrastructure, and recommend implementation considerations to apply this overlay to future development. The document also features an appendix that discusses the project background including process, timeline, and specific phases of the project.





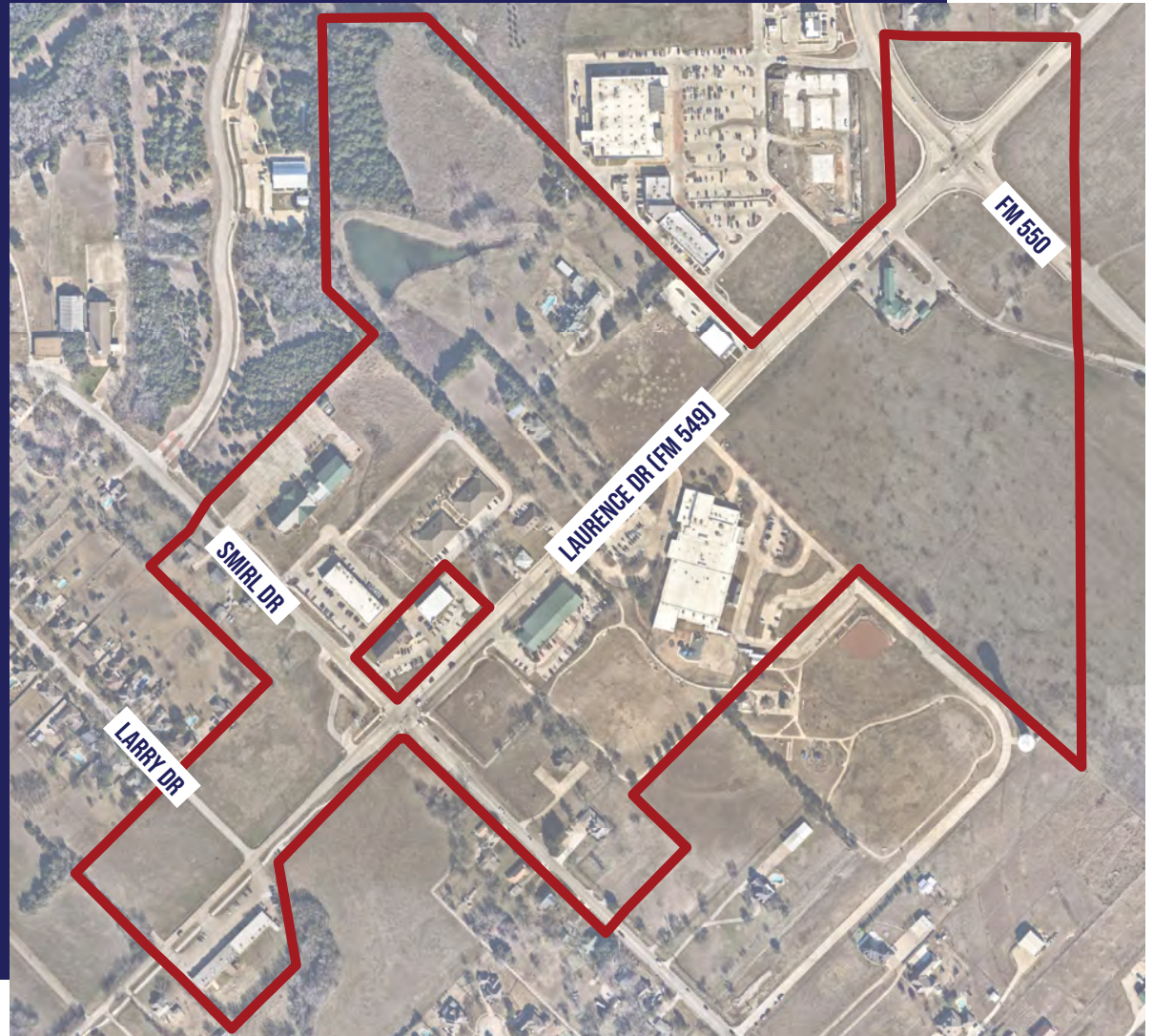
TOWNE CENTER LOCATION

The Towne Center Overlay District boundary covers approximately 110 acres and is located in the center of the City. The map to the left shows the Towne Center's location within Heath's City Limits.

TOWNE CENTER OVERLAY DISTRICT



The map to the right displays the Heath Towne Center Overlay District project boundary. The site is located on one of the City's key intersections, FM 550 at Laurence Drive, and is adjacent to the Tom Thumb grocery store, Amy Parks Elementary School, the Heath Towne Center Park, and the Heath City Hall.



PROCESS OVERVIEW

Heath Towne Center Design Book



A series of public engagement methods were used to understand the local character of the area and desired improvements. The project website, www.DesignHTC.com, hosted several digital engagements including an architectural styles preference survey. Additional outreach methods included a series of stakeholder interviews which included local property owners and business owners within the Towne Center boundary. A Steering Committee was formed as well to provide direction to the project team at three key points in the project. The project team also held two Design Focus Group Workshops.

Through the outreach methods, the project team was able to review and synthesize the feedback received and created a unified vision for the Heath Towne Center that is presented in this report. Below is a timeline of the project, which occurred in three phases.











CHARACTER AREAS

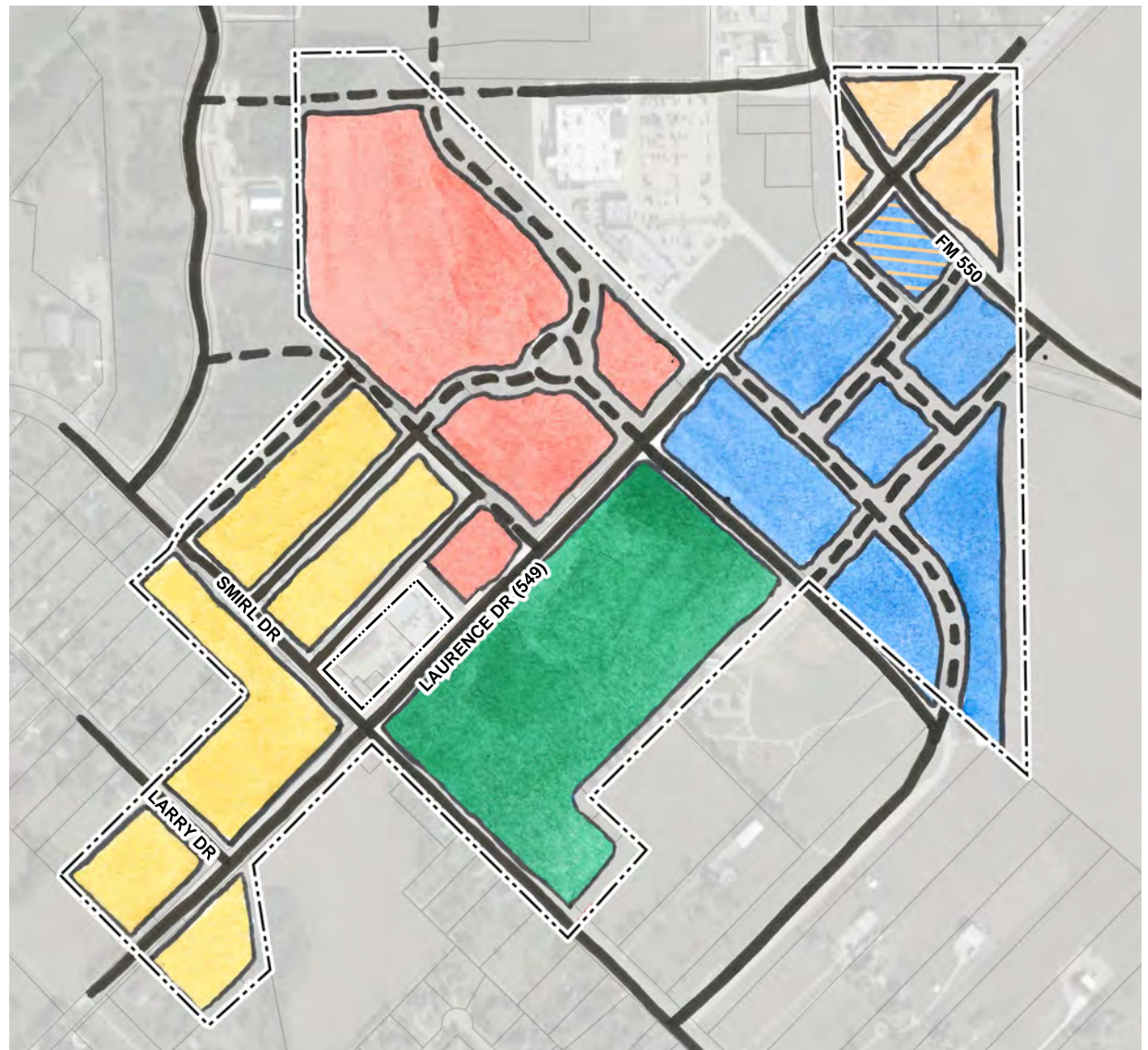
Heath Towne Center Design Book



Heath Towne Center Overlay is shown to the right with five distinct Character Areas that were developed during the design process. Each Area has a unique function within the overlay and can evolve with advanced standards and vision for each.

LEGEND

-  Gateway South
-  HTC West
-  HTC East
-  Gateway North
-  Park/School
-  Overlay Boundary
-  Existing Roadways
-  Proposed Roadways



ARCHITECTURAL STYLE

Heath Towne Center Design Book



Heath Towne Center is the heart of Heath and represents the rural and country feel that residents cherish. The rural and country feel can be exhibited in future development and redevelopment of the area through building materials, building design, streetscape, signage, lighting, water features, and other elements. Determined through community, Steering Committee, and EDC feedback, the Vision is to have a combination of Historic Texas and Farmhouse Chic Architectural Styles. There was an Architectural Preference Survey posted on the project website and the results were discussed extensively by the Steering Committee. Having a consistent Architectural Style for the area will add to its “sense of place,” provide guidance for property owners and developers, and contribute to order and organization for destination appeal.

KEY ELEMENTS

Historic Texas

- Use of brick and stone
- Tripartite division
- Flat roof
- Neutral colors with ground floor canopies/awnings
- Maximum three stories

Farmhouse Chic

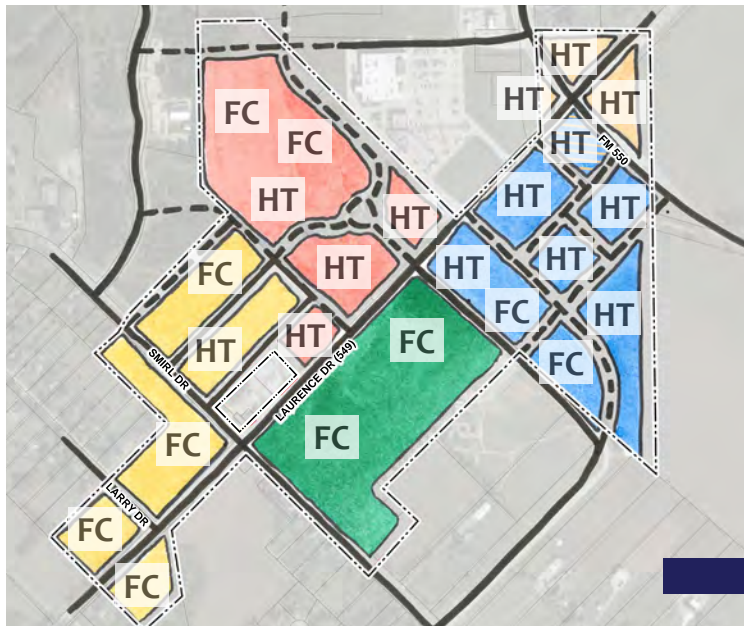
- Use of wood, stucco, cementitious fiberboard, etc.
- Flat or pitched roof
- White, teal, and neutral colors complemented with black metal-type accents, signage, and light fixtures
- Maximum two stories

Overall




- Texan and western-type imagery and public art
- Heath-specific history and traditions incorporated in landmarks, murals, signage, etc.
- Quaint and calming design with extensive use of landscaping to complement the architecture and overall appeal of the area

BLENDING THE TWO STYLES INTO ONE

During the design process, the Design Team reviewed existing architecture of buildings within HTC and feedback gathered from the Stakeholder Interviews, Design Focus Groups, and Steering Committee meetings regarding desired features in each of the five Character Areas. The illustration below reflects potential placement of Historic Texas and Farmhouse Chic Architectural Styles, provided only as a guide for where each Style may be appropriate. There is also a potential to combine the styles in one building, similar to the look shown on the bottom middle photo on the right.



LEGEND

-  Overlay Boundary
-  Existing Roadways
-  Proposed Roadways

- HT** Historic Texas
- FC** Farmhouse Chic

For illustrative purposes only. Locations of where Historic Texas and Farmhouse Chic architectural styles may vary.

HEIGHT

Heath Towne Center Design Book



Building height was thoroughly discussed with stakeholders, the Steering Committee, and at the Design Workshops. The height exhibit on the previous page shows the typical maximum height for future buildings in the Towne Center.

Special attention should be given to height when development proposals are presented. Future building height should reflect the rural design and character the citizens of Heath love.



1 *One Story*

Preferred and typical height in Heath Towne Center

2 *Two Stories*

Potentially Acceptable in some locations with high quality design and non-urban features

3 *Three Stories*

Not preferred, but potential in special circumstances or locations with additional consideration

ILLUSTRATIVE CONCEPT

The rendering below shows the look and feel of how the Vision for HTC can come to life. With ample green space and landscaping, Historic Texas and Farmhouse Chic architectural style, and quaint, tasteful design, HTC can respect Heath's rural traditions while making it a unique destination for residents and visitors to enjoy. The rendering is not an exact requirement for how the north side of Laurence Drive, just east of Smirl Drive should look, but it represents the character that is desired by the community and stakeholders. Actual designs of buildings and streetscape will vary.

Buildings can be different heights, with one story typical, two stories limited, and three stories not preferred but potential in special circumstances or locations with additional consideration









DESIGN LAYOUT

Heath Towne Center Design Book



LEGEND

-  Property Boundary
-  Existing Buildings
-  Proposed Buildings
-  Proposed Open Space
-  Landmarks
-  Enhanced Intersections
-  View Corridors

*For illustrative purposes only.
Locations of future features may vary.*



HEATH TOWNE CENTER

The Heath Towne Center Overlay Design layout was created through the collaboration between the project team and City Staff, the Steering Committee, the design workshops, stakeholder interviews, and the public. This layout has been developed to create a pedestrian friendly and engaging district that is firmly planted in Heath's desire to create a downtown that is walkable, speaks to its rural heritage, yet provides a contemporary plan that is easily adaptable to market trends and citizen desires. The overall Design Layout shows the desired concept for existing and proposed buildings, proposed open space, key landmarks, enhanced intersections, and view corridors. Below displays a street-level concept of what the Towne Center Overlay could look like in the future.



The Design Layout on the prior page represents the following:

- Existing building footprints, driveways, and roadways
- The approved Towne Center Park design to be constructed/installed
- Conceptual future building footprints that reflect creation of “street rooms” that will result in a Main Street-type feel of new development and redevelopment
- Conceptual future street locations to provide connectivity throughout HTC and to surrounding areas as applicable
- Open space, public gathering plazas and pocket parks, preservation of existing trees to the extent practicable, and extensive new landscaping with development and redevelopment
- Continuous pedestrian system of trails, paths, and sidewalks



HTC WEST HIGHLIGHTS

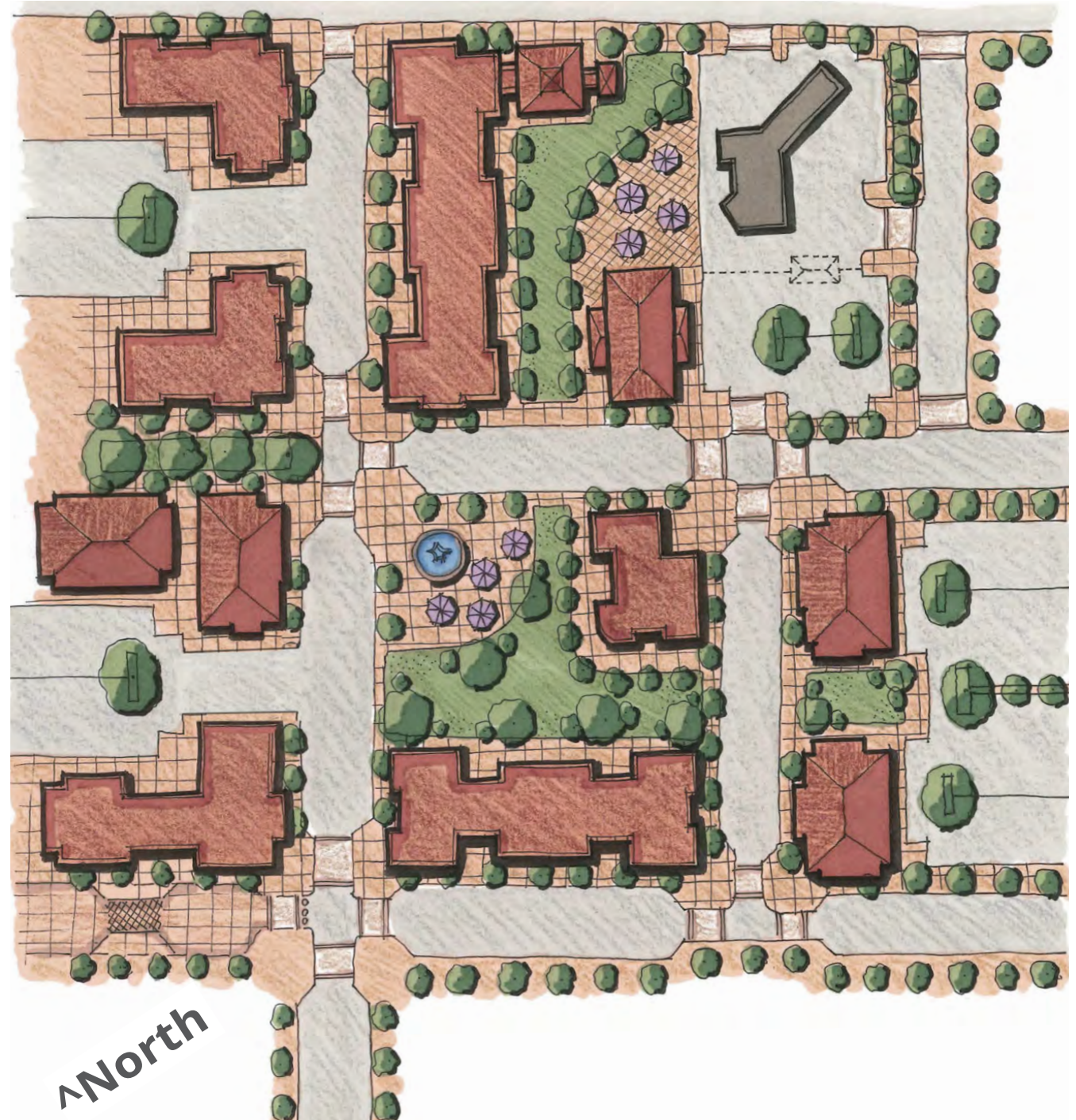
The HTC West area pictured to the left and visualized below is an integral part of the Towne Center Design Layout. The property aligns the main drive with the school driveway across Laurence Drive, which will lead to a roundabout focal point entryway to the property. The area will feature small parking lots that do not interfere with the pedestrian or dining experience and will provide natural spaces and landscaping. Below is a visual representation of what this area could look like, turning into the property from Laurence Drive and heading northwest.





HTC EAST HIGHLIGHTS

The HTC East area pictured above will contain mainly one-story maximum buildings and heightened pedestrian walkability by creating small, connected spaces. The property vision is displayed in more detail in the design layout to the right.









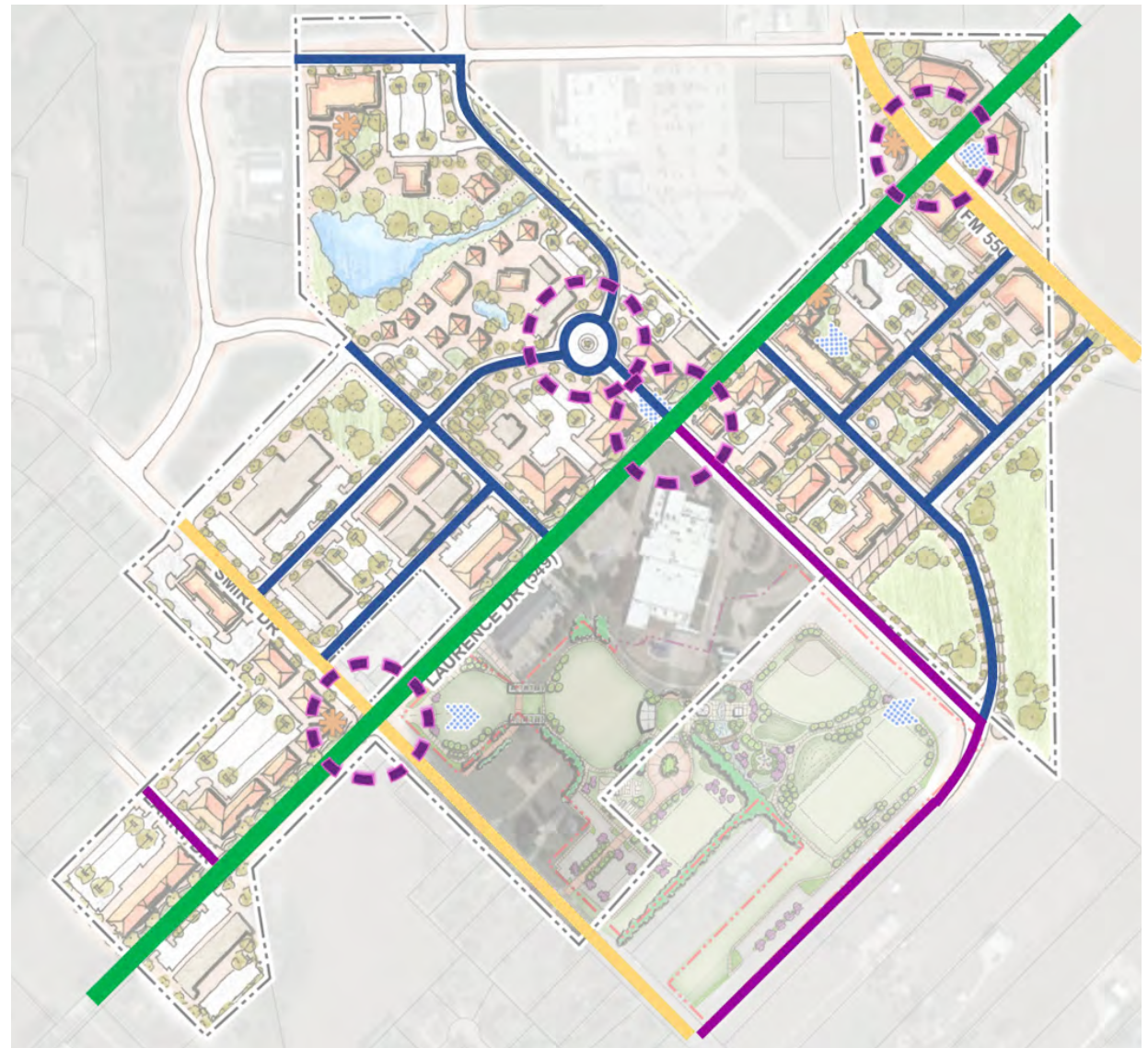
MOBILITY NETWORK

Heath Towne Center Design Book



LEGEND

-  Type A Streets
-  Type B Streets
-  Type C Streets
-  Type D Streets
-  Enhanced Intersections
-  Property Boundary



STREET TYPES





<p> Type A Streets</p>	<p>Laurence Drive is a TxDOT-run facility and is the main roadway through the Heath Towne Center. Further in this Design Book, specific cross sections and future layouts are suggested, which will take thorough coordination with TxDOT to achieve the desired vision. Today, Laurence Drive is a four-lane facility with a center turn lane with sidewalks on either side. Special attention should be given to this major facility to enhance pedestrian and multimodal connectivity between the east and west sides of the Towne Center.</p>
<p> Type B Streets</p>	<p>Smirl Drive and FM 550 are also a TxDOT maintained roadways. No additional improvements to Smirl Drive or FM 550 are recommended in this Design Book.</p>
<p> Type C Streets</p>	<p>These roadways represent proposed internal streets that will have a focus on streetscaping and multimodal elements.</p>
<p> Type D Streets</p>	<p>These roadway facilities are existing local roadways. The two streets of note on the east side of the Towne Center serve as pick up/drop off routes for the Amy Parks Elementary School.</p>



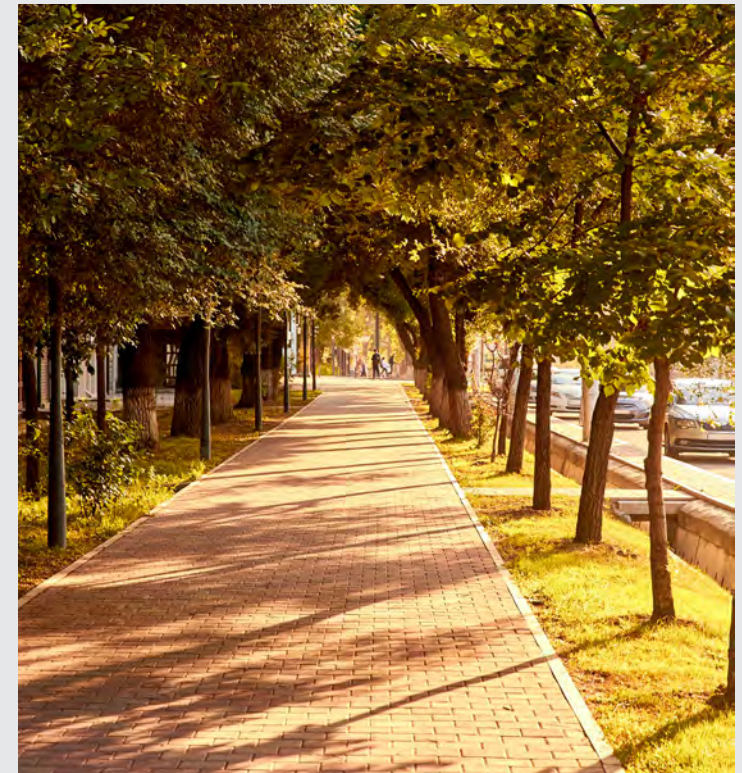
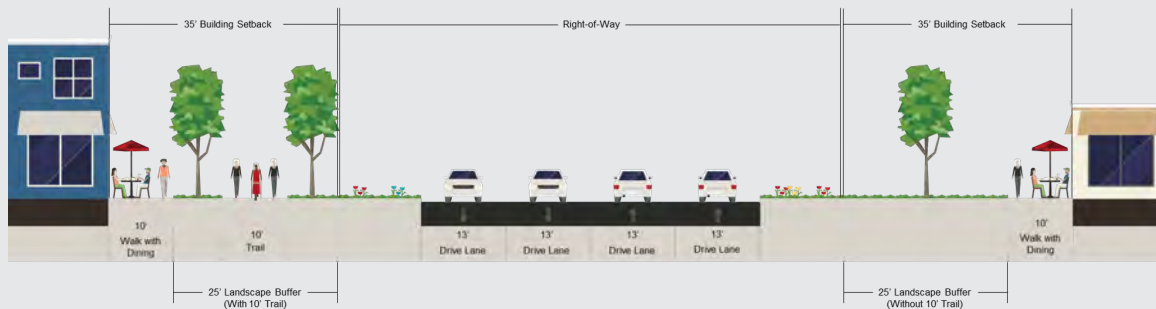
Photo Sources: Google Earth



TYPE A STREETS: LAURENCE DRIVE

DESIGN CHARACTERISTICS

Laurence Drive is the main roadway through the Towne Center. In the future, the road will create a uniform sense of place with connected pathways, coordinated streetscape and landscaping, and complementary architecture. The road will feature a 35' building setback and landscaped area. A 10' wide meandering concrete trail shall be located on the north side of Laurence Drive. Landscaping elements will include trees, native grasses, and pedestrian-scaled lighting and amenities that will contribute to a more rural, quaint, and park-like setting.





TYPE B STREETS: EXISTING THOROUGHFARES

DESIGN CHARACTERISTICS

Type B Streets in the Heath Towne Center are existing TxDOT facilities that are not recommended for any future Towne Center-related roadway improvements. The roads consist of FM 550 and Smirl Drive/FM 740.



FM 550



Smirl Drive

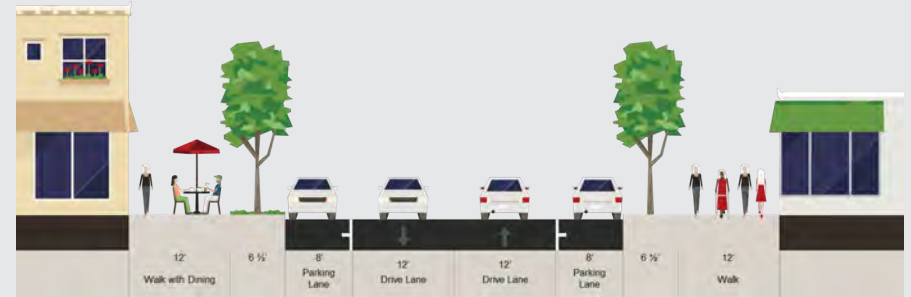




TYPE C STREETS: PROPOSED LOCAL ROADWAYS

DESIGN CHARACTERISTICS

The proposed local streets for the Heath Towne Center will be utilized to connect Laurence Drive to new shops, restaurants, and businesses. These streets should include on-street parking, native landscaping elements with street trees, pedestrian-scaled lighting and amenities, and connected pedestrian walkways.





TYPE D STREETS: EXISTING LOCAL ROADWAYS

DESIGN CHARACTERISTICS

Type D Streets consist of existing local roadways. These roads act as connector streets from residences, schools, and businesses to larger roads such as Laurence Drive. The existing street on the southeast side of the Towne Center currently acts as a circulator street for existing peak hour pick-up/drop off traffic originating from Amy Parks Elementary School.



Amy Parks Elementary School Internal Circulation Street



Larry Drive



KEY INTERSECTIONS

Heath Towne Center Design Book



DETAILED INTERSECTION ELEMENTS

The key intersections exhibit dives deeper into specific street design and landscaping elements identified through the planning process. There are four key intersections identified in the overall Design Layout, which are shown and listed below. The following pages will further examine the desired characteristics of these key intersections.



Smirl Drive and
Laurence Drive



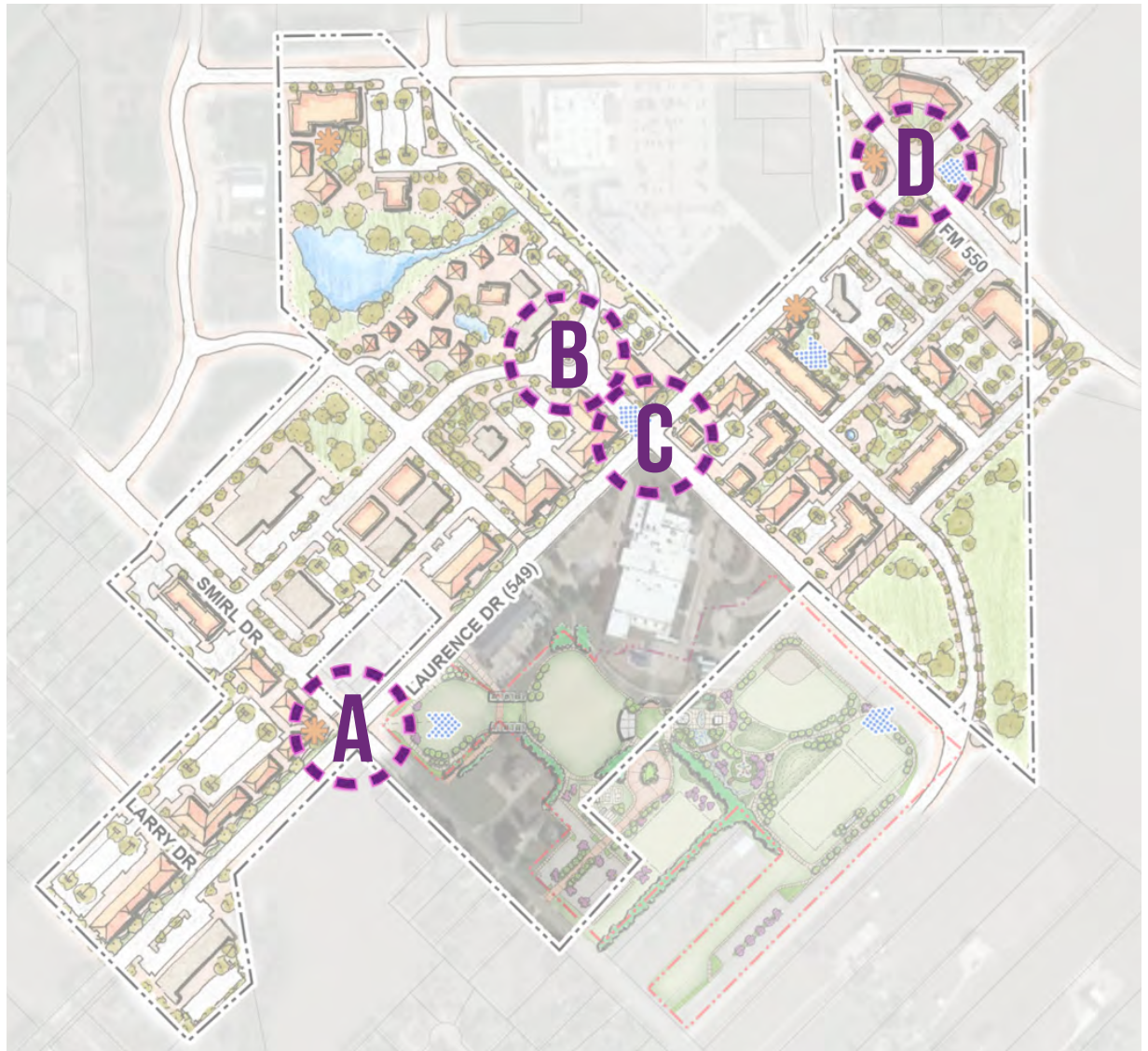
Proposed Roundabout
Intersection



Laurence Drive at
Amy Parks Elementary
School

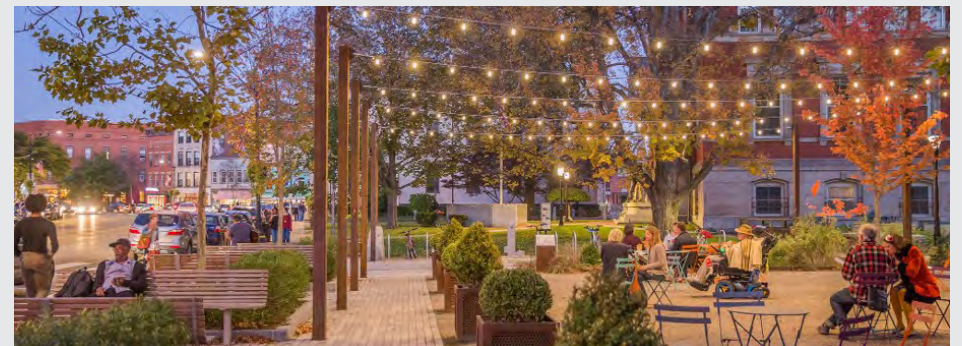


Laurence Drive at FM
550



A SMIRL DRIVE AND LAURENCE DRIVE

The intersection of Smirl Drive and Laurence Drive should act as the primary southern gateway of the Towne Center district. This intersection can create an iconic moment that highlights the premier location of the Park and the overall sense of place driven by the unique design of the Towne Center. This intersection will see heavy foot traffic, especially being adjacent to the Towne Center Park. The retail/restaurant cluster on the west corner of the intersection presents an opportunity to capitalize on its position near the Park by creating a public plaza. The plaza could then become a hub for outdoor dining as well as an opportunity to showcase public art.



B PROPOSED ROUNDABOUT INTERSECTION

The proposed roundabout internal intersection in the B&B Entertainment district holds an opportunity to create an iconic element and focal point capitalizing on local community imagery for the Towne Center. This roundabout creates a connection and view corridor from Laurence Drive and Amy Parks Elementary School and is the key connection point for the northwest property to the Towne Center Park, the school, and the City Hall area. The roundabout should be decorated with an iconic structure, such as a statue, memorial, or water feature, that will be a staple community feature, enhancing placemaking, photo opportunities, and local Towne Center advertisements.



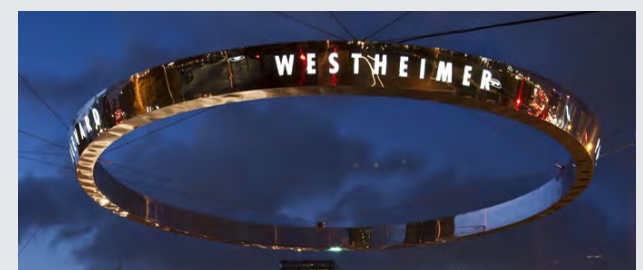
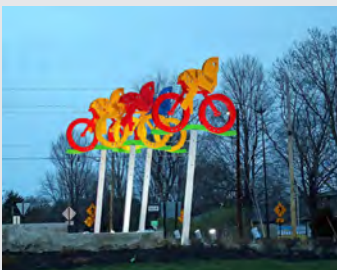
C LAURENCE DRIVE AND AMY PARKS ELEMENTARY SCHOOL

This intersection serves an important role in HTC, tying in the School with HTC West, but it is also at the center of HTC. The City should encourage engaging retail and restaurants at this intersection with wide sidewalks for outdoor dining, shade, and connectivity to the park and Amy Parks Elementary School. This intersection creates an entrance and focal point by connecting the north and south portions of Heath Towne Center together and it can also make a visual statement of the character of HTC. The intersection's prominence in HTC should be highlighted as such with future design elements.



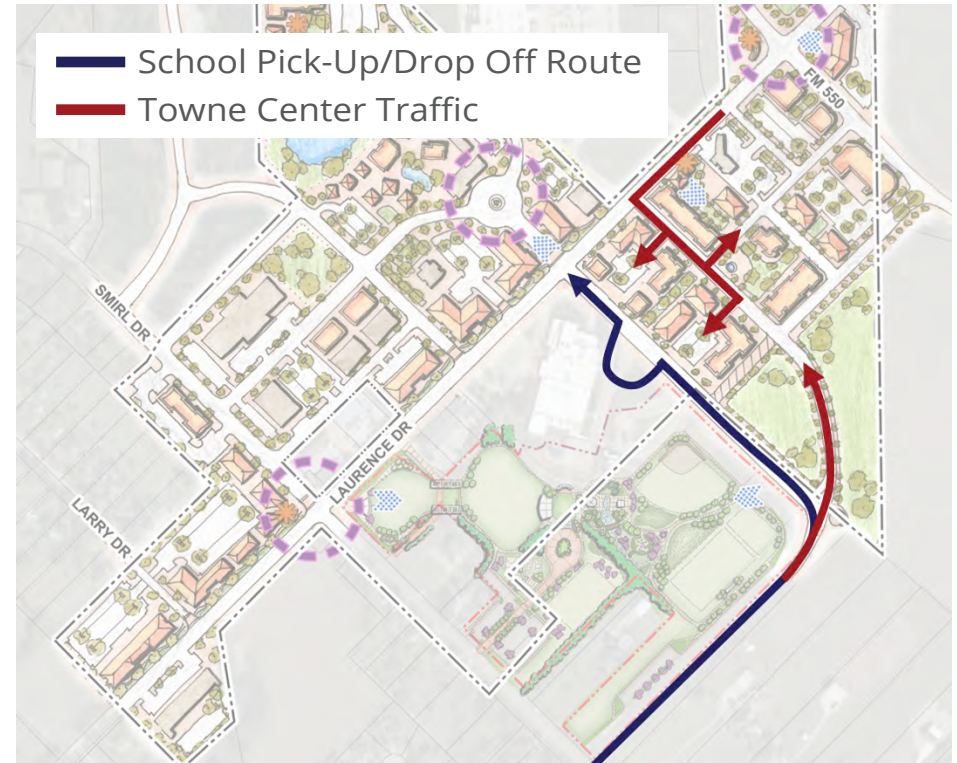
D LAURENCE DRIVE AND FM 550

The intersection of Laurence Drive and FM 550 is the northern gateway and landmark for the Heath Towne Center. Creating a space that contains a combination of gateway signage, art, landscaping elements, gathering spaces such as plazas or outdoor dining, seating, and walkable connections will attract people to this portion of the Towne Center. This intersection will also have the highest vehicle traffic as well, so special measures should be taken to safely move pedestrians through all four corners of the intersection. The west corner of this intersection could contain a large branding and gateway element for the Towne Center.



SAFETY

Ensuring safety with future development and redevelopment within HTC can attract visitors because they will feel comfortable in their surroundings. Sidewalks and trails should be wide to accommodate frequent pedestrian activity and buffered from vehicles. Street crossings should be well marked and meet ADA requirements. The three intersections marked below are anticipated to gather the highest amount of pedestrian activity. Further discussion with TxDOT and partners, such as the School District, is needed to determine the best and most appropriate design elements for these intersections.



INTERSECTIONS NEEDING FURTHER STUDY FOR ENHANCED CROSSINGS

- Laurence Drive at Smirl Drive
- Laurence Drive at FM 550
- Laurence Drive at the Amy Parks Elementary School Internal Street

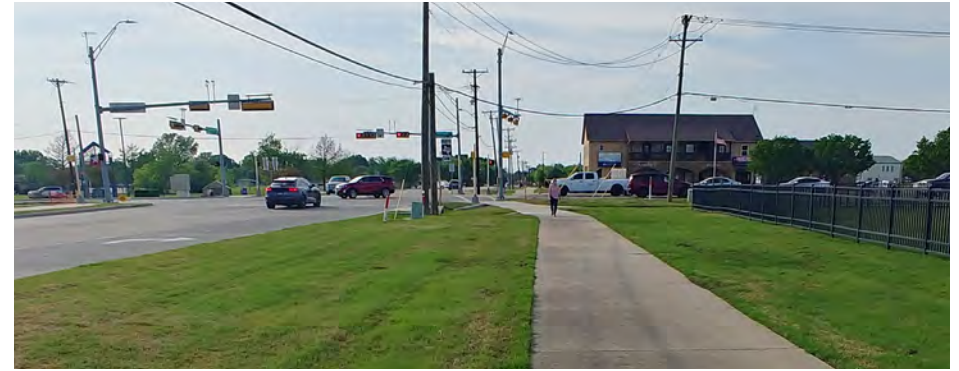
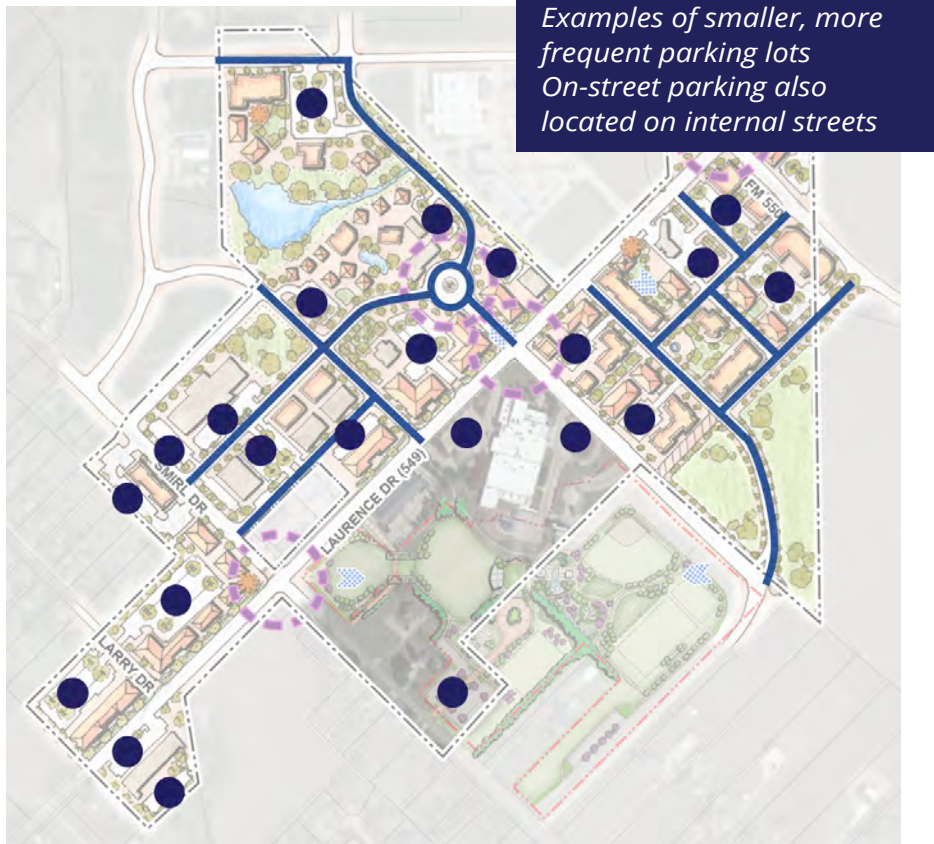


TRAFFIC

As the Heath Towne Center Vision is implemented, it is important to have a plan in place for increased traffic. The proposed streets in the overall Mobility Network are aligned in a grid pattern to improve connectivity, access, and traffic flow. Access to northeast portion of the Towne Center should be limited to the proposed internal streets to not obstruct peak pick-up/drop off traffic originating from Amy Parks Elementary School. Sufficient traffic control measures should be examined once development begins at the intersection of Laurence Drive and the Amy Parks Elementary School internal street.

PARKING

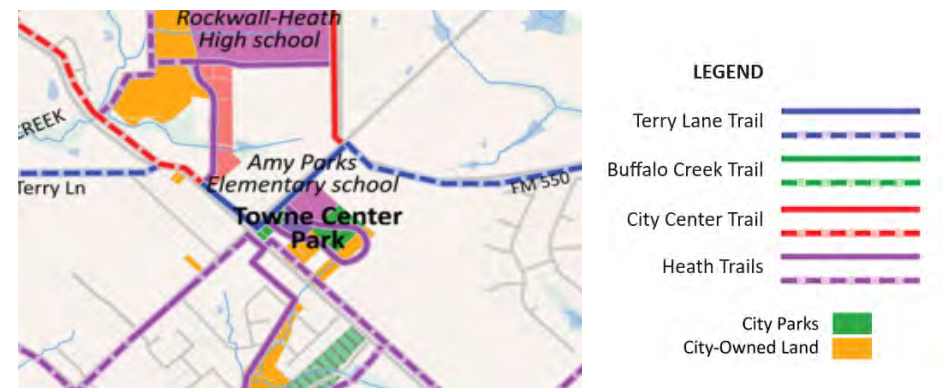
Additional parking for the Heath Towne Center is needed to support future businesses and destinations. The overall Design Layout suggests that multiple small parking lots be sprinkled throughout the Towne Center design, rather than fewer larger lots. This will create a more enjoyable, pedestrian-friendly, walkable environment. The majority of parking lots should be provided on the back and sides of the lot where possible. All of the proposed internal local streets should also provide adequate on-street parking facilities.



TERRY LANE TRAIL

A new trail is proposed on the north side of Laurence Drive inside the large, 25' landscaping buffer between the street and the buildings. This trail connection is identified as the Terry Lane Trail in the 2018 Heath Parks, Recreation, and Trails Master Plan. The proposed trail is recommended to be 8' in width and to meander throughout the landscape buffer.

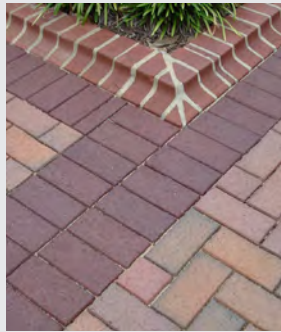
The map below shows the Heath Parks, Recreation, and Trails Master Plan for the Heath Towne Center and above is an example of a meandering trail.



STREET FURNISHINGS

DETAILED DESIGN CHARACTERISTICS

Street furnishings and decorative streetscape elements should be pedestrian-oriented and provide plenty of shade from the harsh Texas summers. Amenities should provide an enjoyable walking, shopping, dining, and leisure/recreation experience that will beautify the Towne Center with enhanced landscaping to contribute to the park-like setting and the overall rural feel. The street furnishings will unify the Towne Center with elements that create a sense of place for all who visit and shop here.







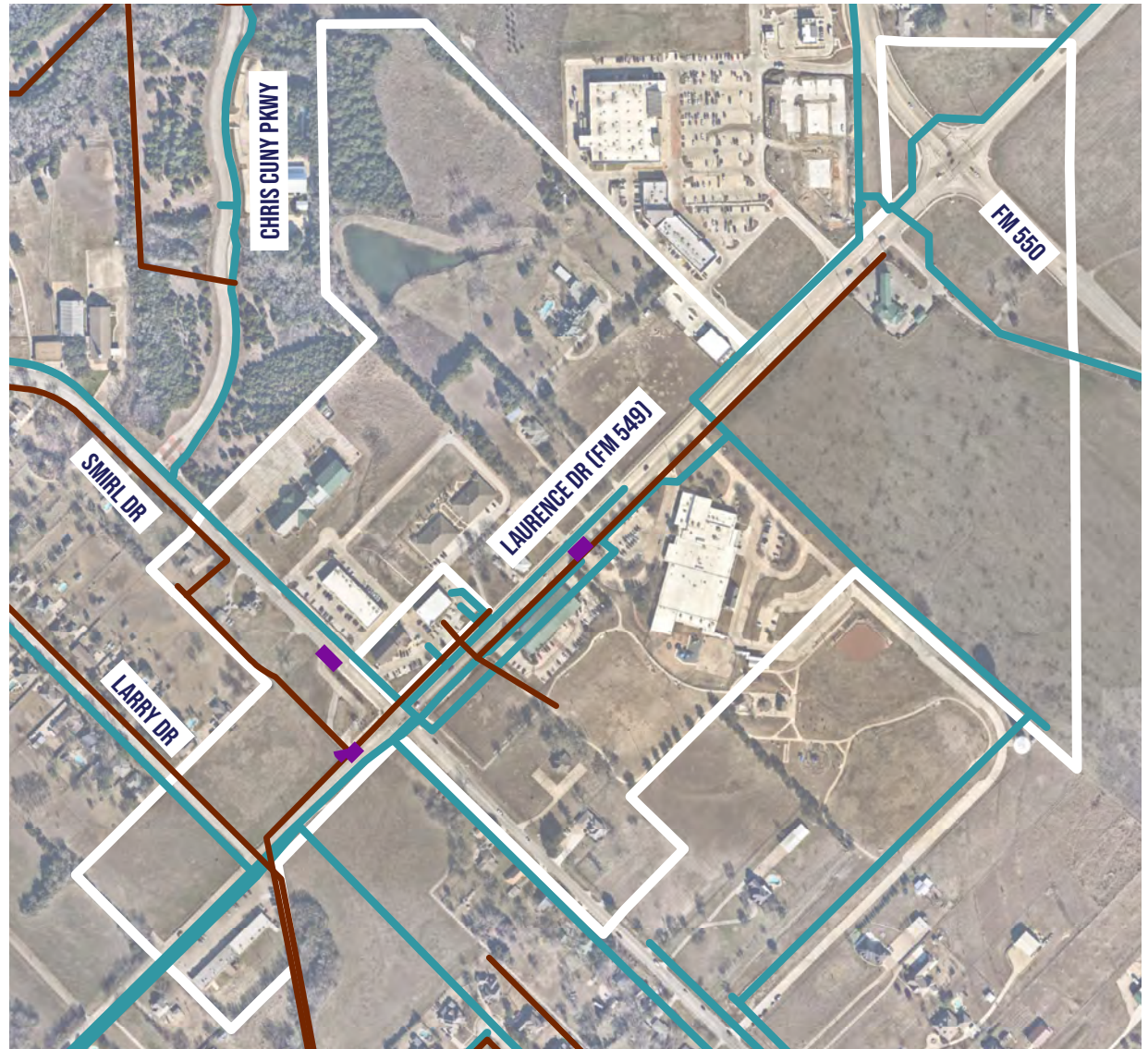
INFRASTRUCTURE

Heath Towne Center Design Book



LEGEND

-  Existing Water Lines
-  Existing Sanitary Sewer Lines
-  Existing Stormwater Infrastructure
-  Property Boundary



WATER, SANITARY SEWER, AND STORMWATER INFRASTRUCTURE

The vision for the Heath Towne Center Overlay District will place an increased demand on existing water, sewer, drainage, and access infrastructure compared to current zoning.

Existing water, sanitary sewer, and stormwater infrastructure has been mapped on the previous page. Properties within the Towne Center have direct access to sanitary sewer along Lawrence Drive, Smirl Drive, or Chris Cuny Parkway. Extension of sanitary sewer from Chris Cuny Parkway will likely be required to serve properties on the north side of Lawrence Drive. There are existing water mains along FM 740/FM 549 and FM 1140. The water mains are anticipated to provide service to development tracts within the overlay. Public water mains will likely need to be extended within private development tracts to provide adequate fire protection and domestic service to proposed developments. As water demand increases with development of Heath Towne Center, additional water pressure modeling may need to be initiated by the City. In addition, the City will need to work with the developer of each property to determine if existing infrastructure conditions will support the proposed development on a case-by-case basis.

Stormwater and drainage facilities are limited within the Towne Center. On-site detention may be required

for each development. As an alternative, the City may consider or work with developers to provide regional detention solutions. Drainage patterns within the Towne Center are generally separated by Lawrence Drive. Runoff from properties north of Lawrence Drive flow west while development south of Lawrence Drive will flow southwest.

Although there are three main roads and supporting drive aisles, sidewalks, and some trails in Towne Center Park, the majority of the Towne Center does not have connectivity through coordinated roads, drive aisles, sidewalks, or trails. The proposed plan creates a connectivity of streets within the district that supports a pedestrian friendly and walkable environment for the district. New development should try to adhere to these principles when developing parcel specific plans.

Existing infrastructure in Heath Towne Center



IMPLEMENTATION CONSIDERATIONS

Heath Towne Center Design Book



FUNDING

- Heath Economic Development Corporation
- Parks and Trails of Heath (PATH)
- Certificates of Obligation (CO)
- Capital Improvements Plan (CIP)

INVESTMENTS

- Local street network
- Intersection design and improvements
- Landscaping and pedestrian amenities
- Lighting
- Landmarks
- Parking
- Trails and trailheads
- Sanitary sewer extensions or financing mechanisms

PARTNERSHIPS

- Public-private partnerships
- Rockwall Independent School District for features near Amy Parks Elementary School
- Texas Department of Transportation (TxDOT) for intersection and street design

GRANTS

- Texas Parks and Wildlife Department (TPWD) Grants
- Rural Community Development Initiative Grants - US Department of Agriculture

MOVING FORWARD TO ACHIEVE THE VISION:



Communicate the Vision with property owners, developers, and the community.



Incorporate the Heath Towne Center Overlay District Design Book into other municipal plans and designs.



Utilize this Design Book when reviewing and considering future development proposals.



HEATH TOWNE CENTER OVERLAY DISTRICT

DESIGN BOOK

