

# SUMMARY



**LIVE.**  
**WORK.**  
**PLAY.**

## Corporate Campus Master Plan

is a Master Planned Mixed Use Development intended to help better position Temple for the future. This planning effort takes a comprehensive approach to coordinate and vision land use relationships to communicate the City's intent for the realization of a vibrant community. The goal of this plan is to attract businesses and professionals to the City of Temple by offering a rich and distinct built environment, vast and connected open space, and a dynamic and convenient place to call home.

The key to the development of a great community is to properly arrange residential, employment, and recreational investments. This plan strives to increase the overall quality and choice of housing stock which are conveniently located next to robust employment centers and options for active lifestyles and entertainment are prevalent. This effort is complemented by a commitment to the preservation of open space, provision of parkland, trails, and appropriately scaled streets.

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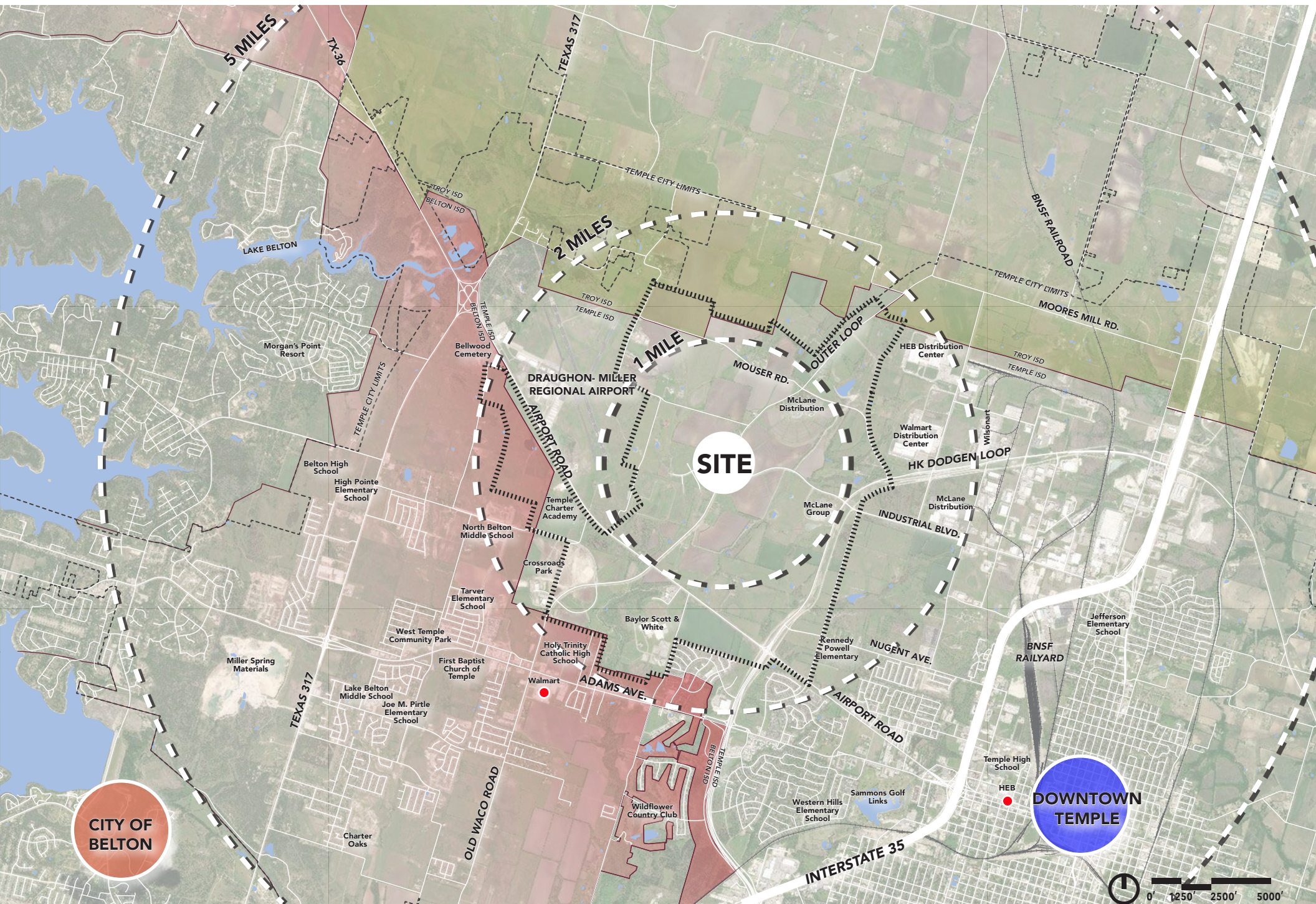
- Sidepath
- Multi-use Trail
- Unpaved Walk or Trail

## 08

### BRANDING & SIGNAGE

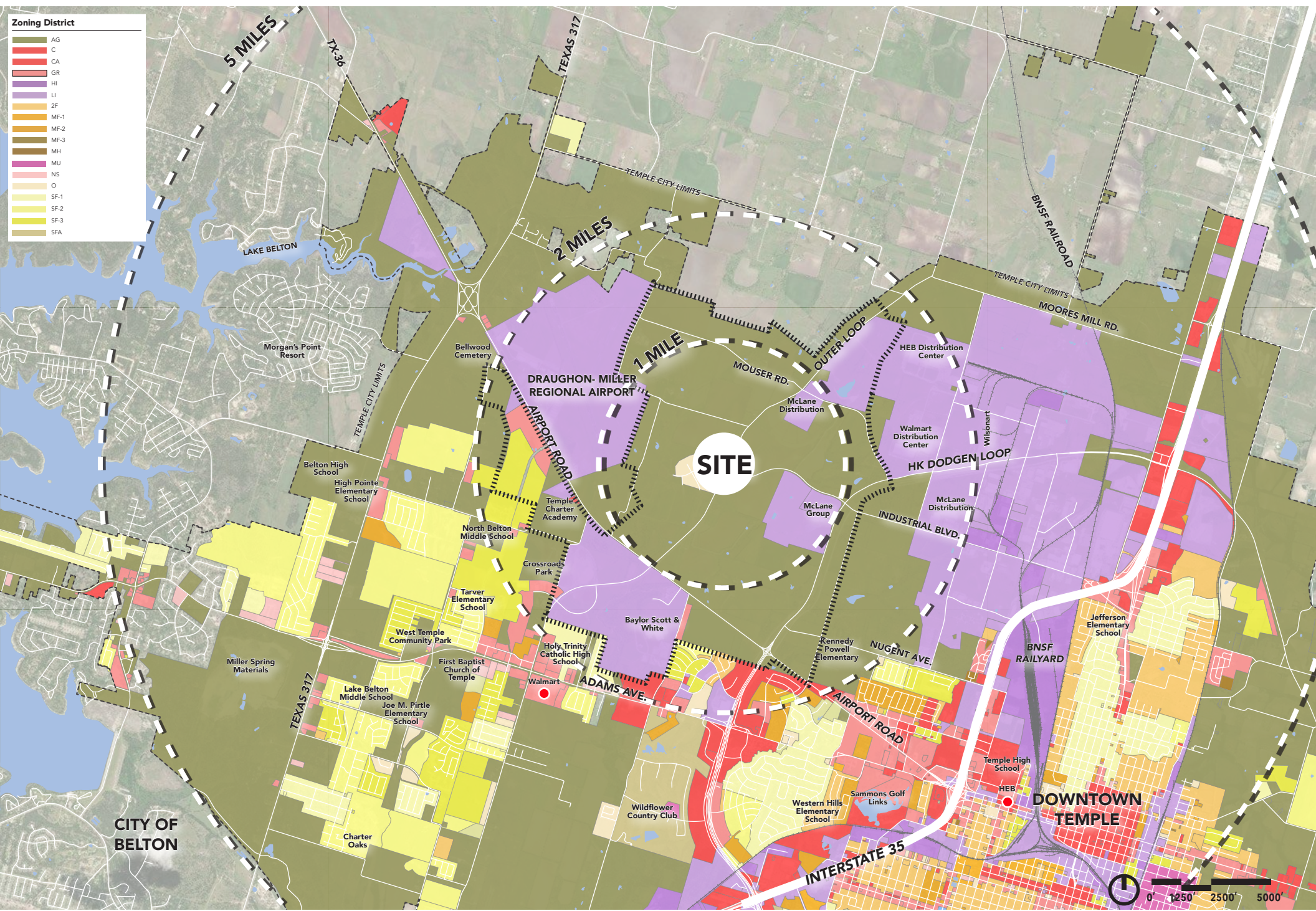
- Gateways
- Commercial Signage
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CITY OF BELTON

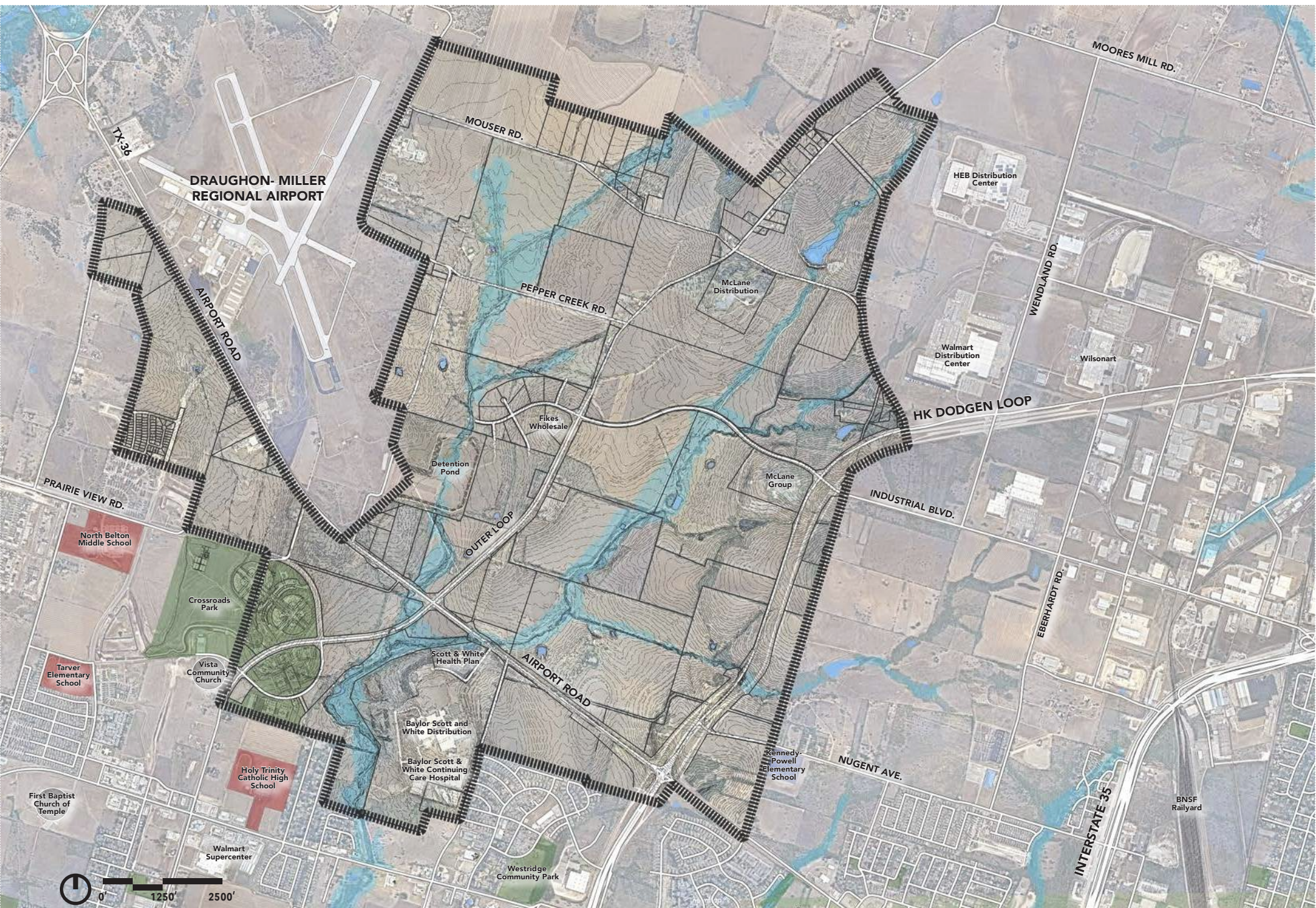




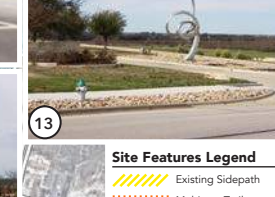
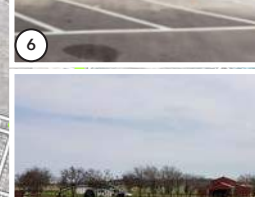
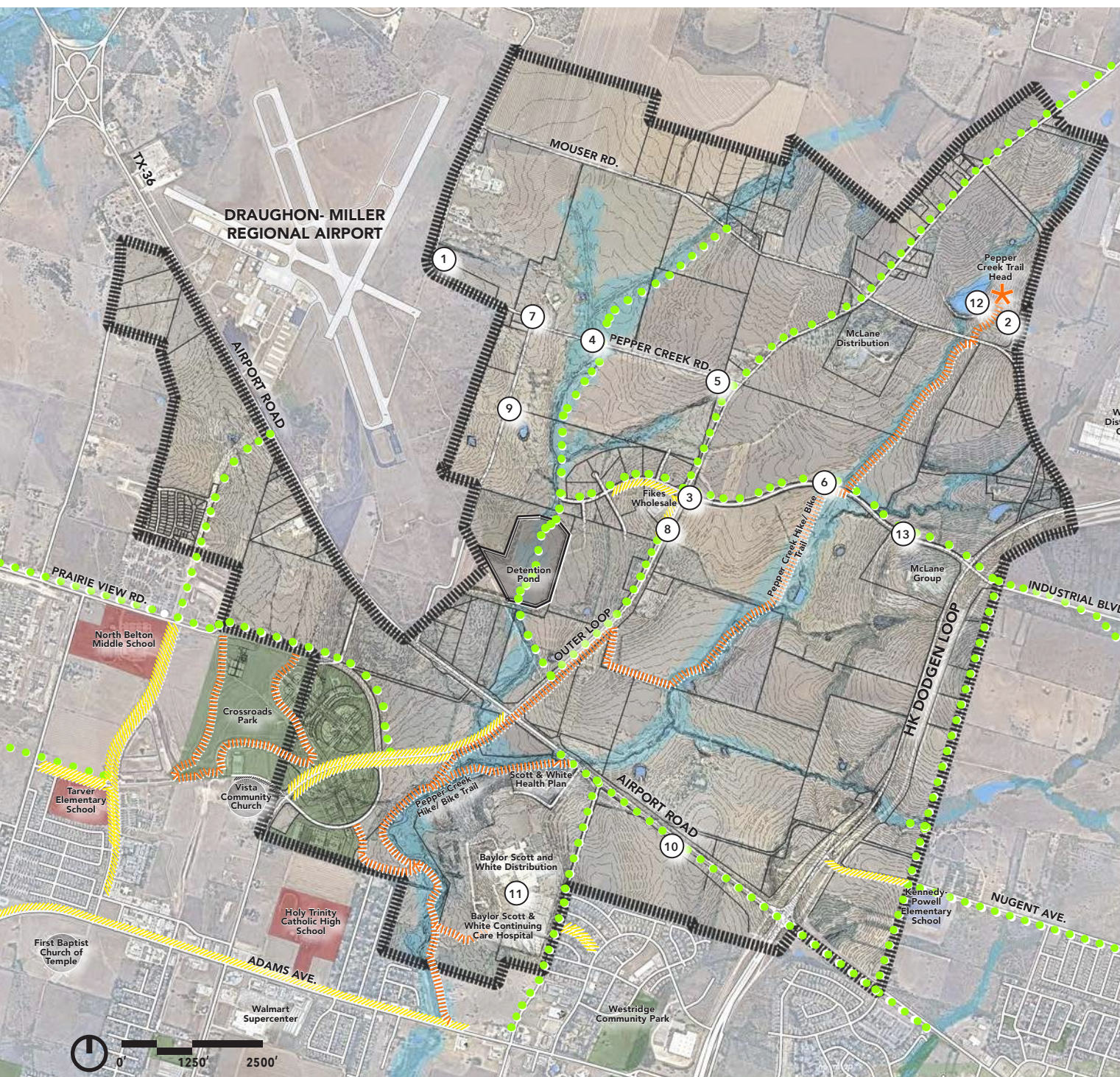








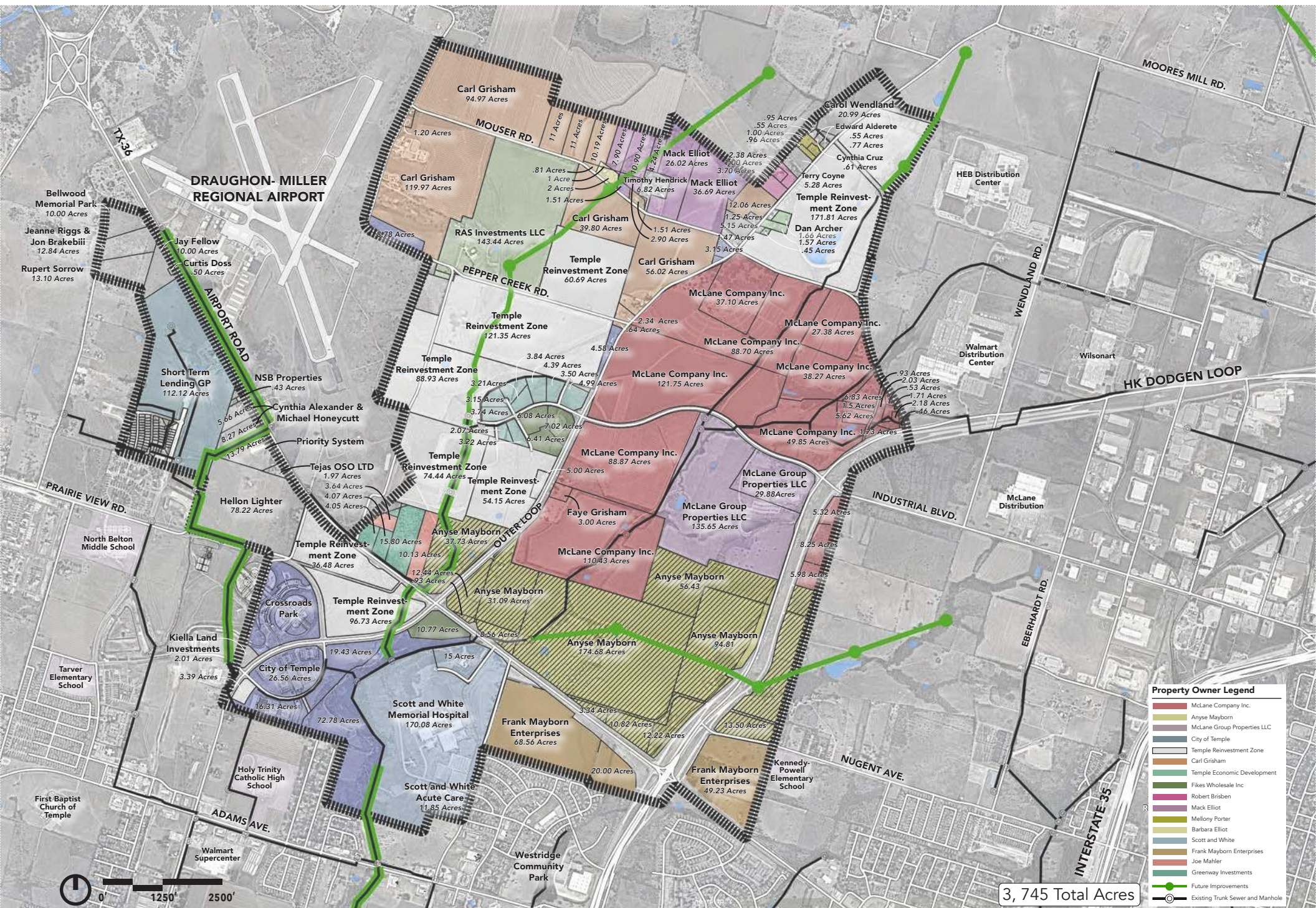




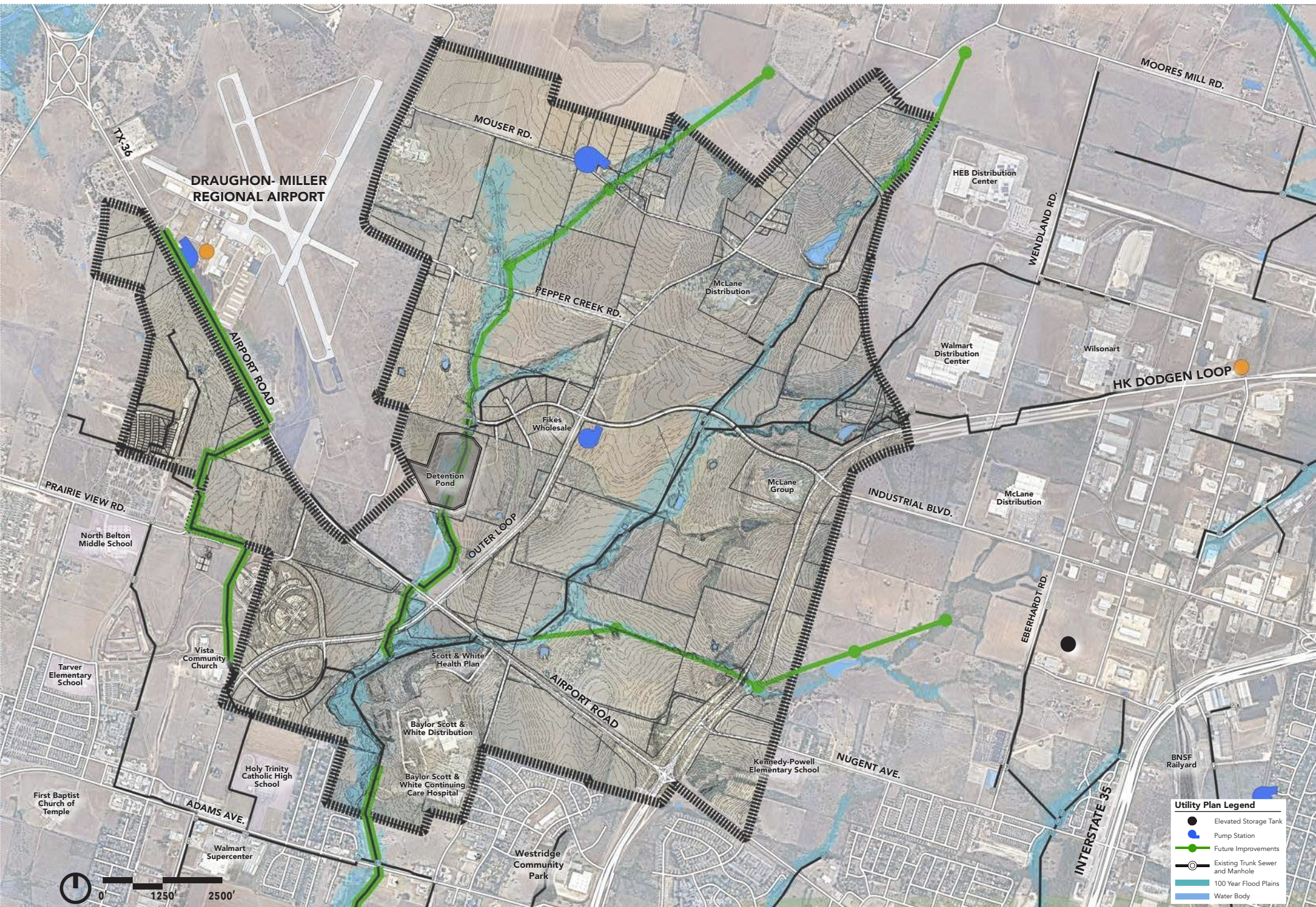
**Site Features Legend**

- Existing Sidepath
- Multi-use Trail
- Proposed Trail/Sidepath
- Park Area
- 100 Year Flood Plains
- Water Body





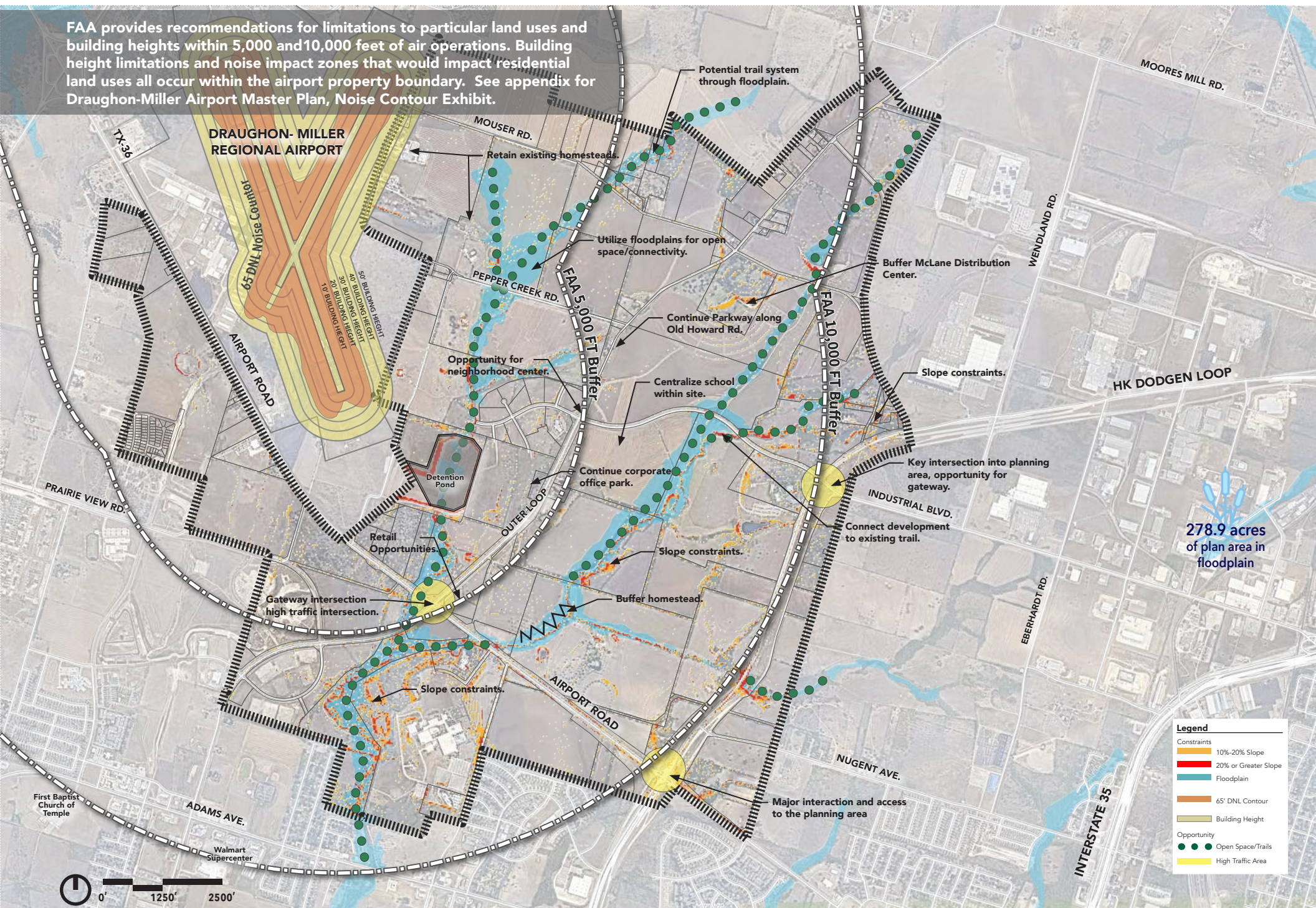




Utility Plan Legend	
	Elevated Storage Tank
	Pump Station
	Future Improvements
	Existing Trunk Sewer and Manhole
	100 Year Flood Plains
	Water Body



FAA provides recommendations for limitations to particular land uses and building heights within 5,000 and 10,000 feet of air operations. Building height limitations and noise impact zones that would impact residential land uses all occur within the airport property boundary. See appendix for Draughon-Miller Airport Master Plan, Noise Contour Exhibit.





# LIVE. WORK. PLAY.

## ■ live.

- Encourage a variety of housing choices through a mix of product types.
- Realize a complete neighborhood that allows the different generational needs of a population.

## ■ work.

- Promote pastoral aesthetic and community proximity as an attractive draw .
- Capitalize on regional business advantages and ensure supportive infrastructure support.

## ■ play.

- Develop vibrant centers that meet residential and workforce needs for convenient dining, shopping, entertainment, and services.
- Introduce a campus wide open space fabric that is integrated into both residential and commercial land uses





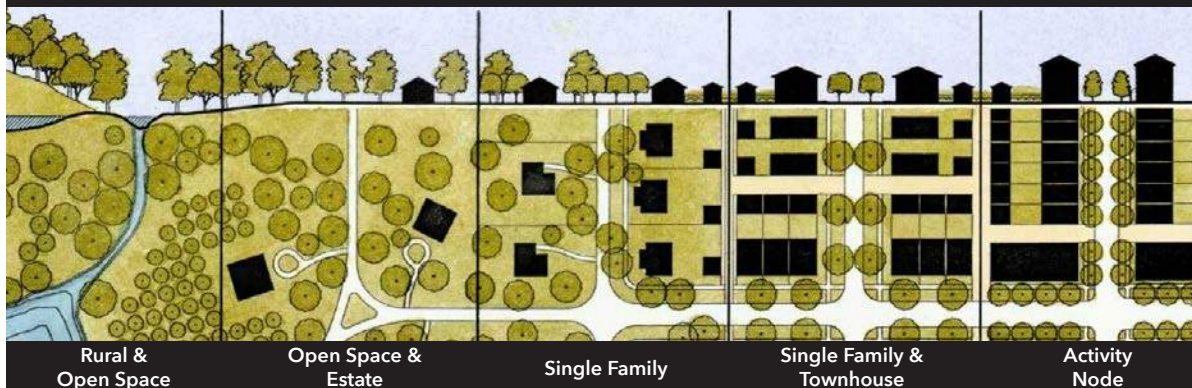








RELATIONSHIP OF DEVELOPMENT

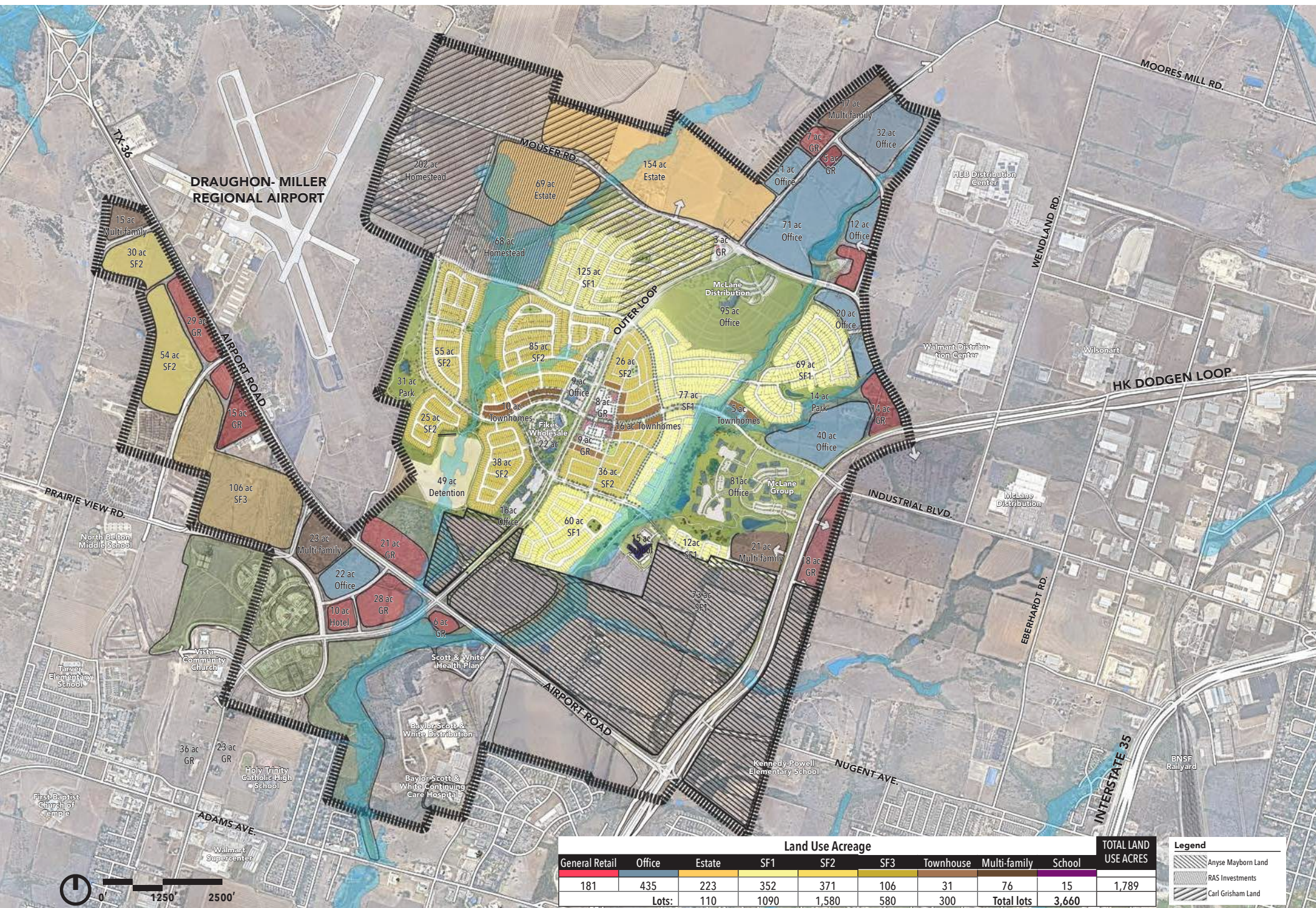


## CONCEPT

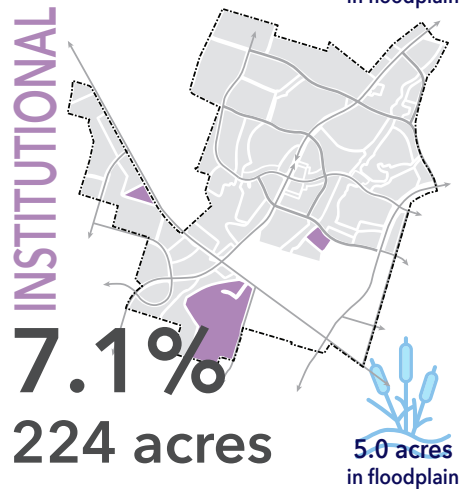
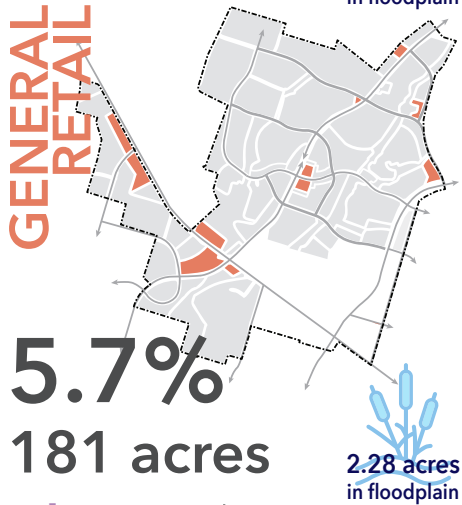
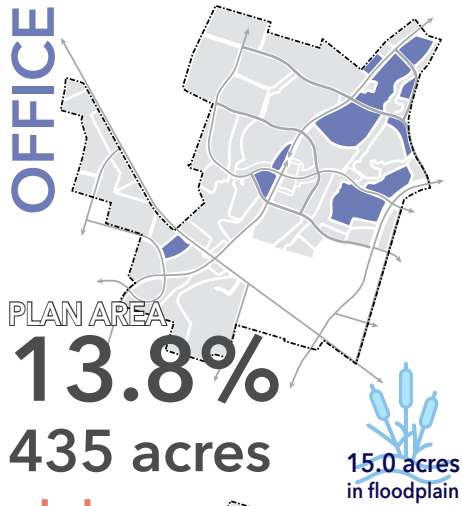
In order to accomplish the harmony of Live- Work- Play it is necessary to program the relationships of both the natural and built environment. Activity nodes are centers for connectivity by way of greenways, bike lanes, trails, and streets. The intensity of development is greatest at these activity nodes, such as the neighborhood center and regional hub. From these nodes, development intensity tapers towards the edges of the planned area. Employment centers are located to take advantage of regional access provided by H.K. Dodgen Loop and to buffer adjacent distribution centers. This approach provides a range of residential environments for those who want smaller urban lots, traditional scale single-family, and larger estate properties.





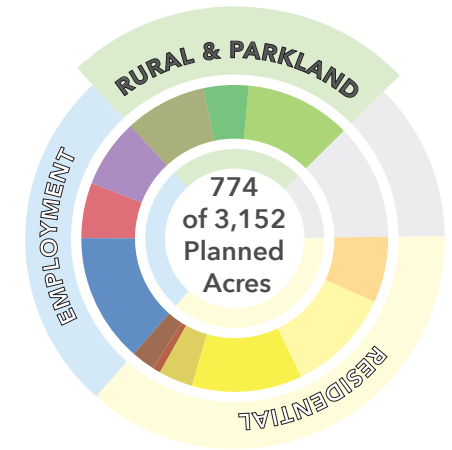
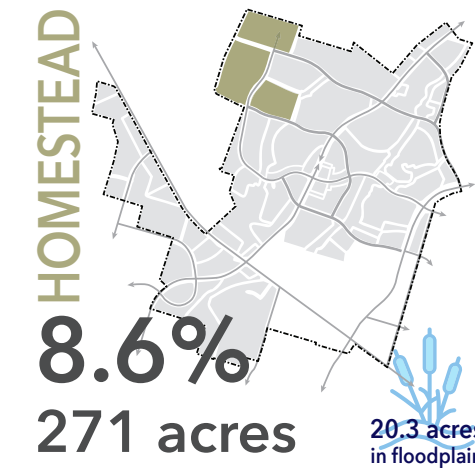
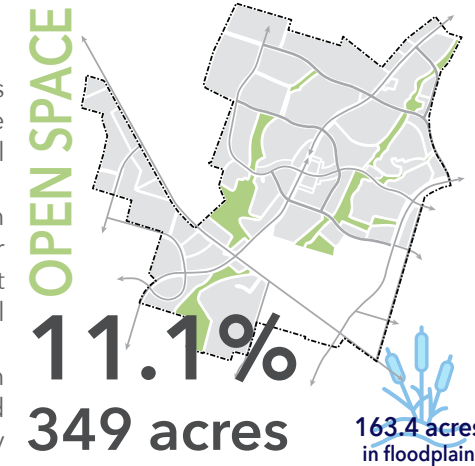
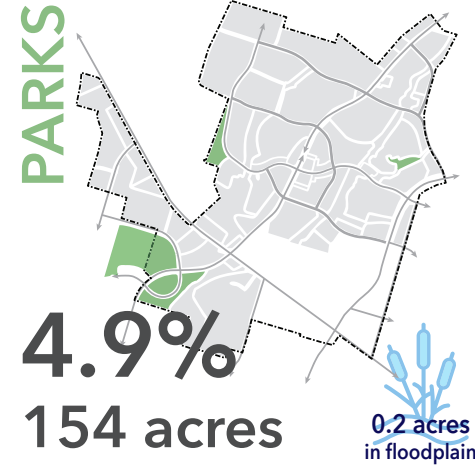






### LAND USE DESCRIPTIONS

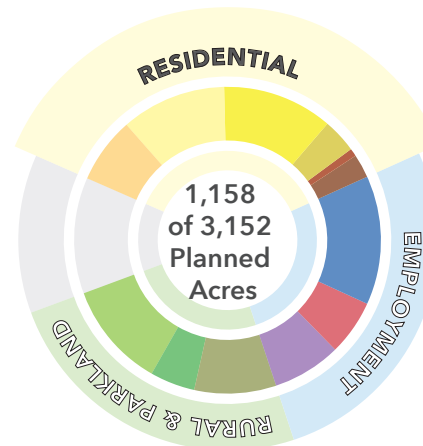
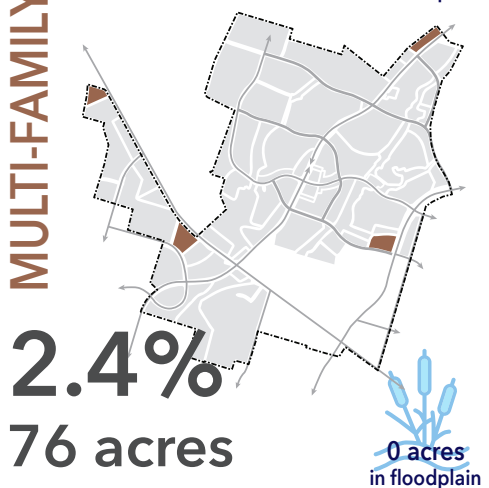
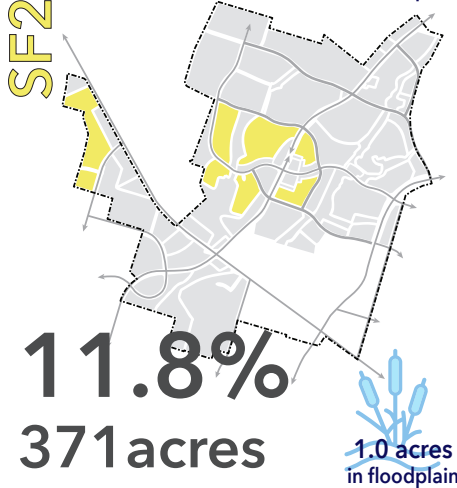
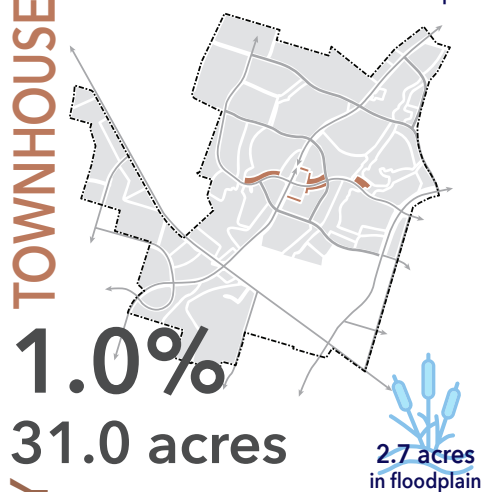
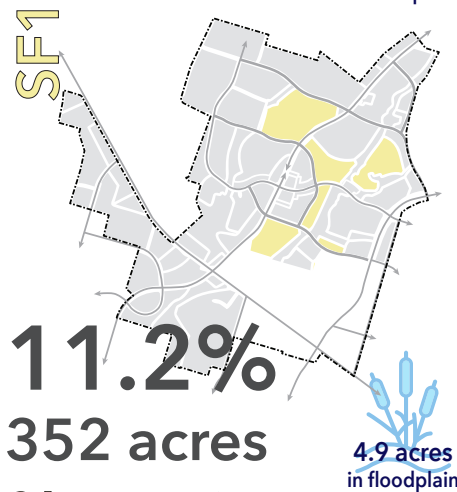
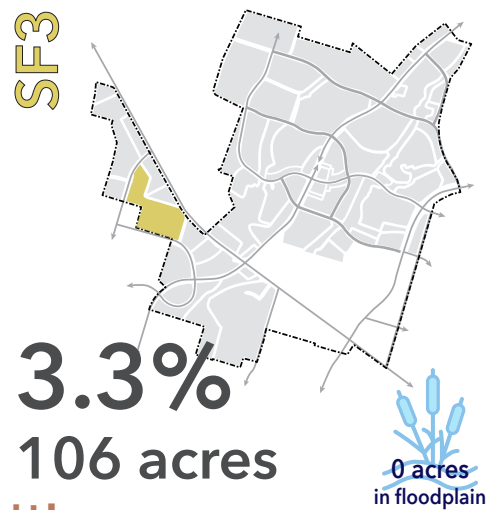
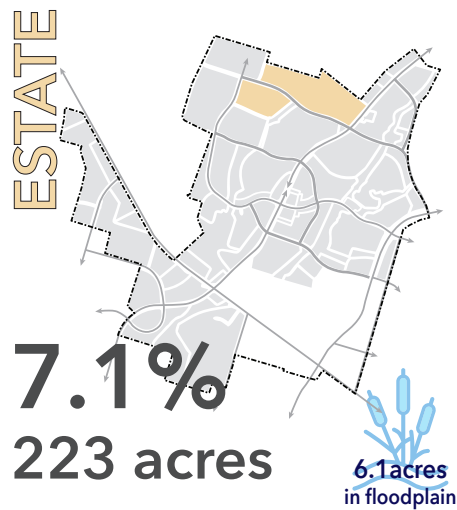
- The **Office** classification identifies the desired locations for corporate campuses and other professional services.
- The **General Retail** classification promotes a node and corridor approach to commerce both at the neighborhood and regional scale.
- The **Institutional** classification identifies areas like schools and healthcare facilities that are key destinations and activity nodes.



### LAND USE DESCRIPTIONS

- The **Parks** classification identifies public land specifically designated for recreation and leisure opportunities.
- The **Open Space** classification is land that has development limitations, but instead be used to provide trail connections and greenways across the plan area.
- The **Homestead** classification identifies properties that are large in acreage under one owner and defined by agricultural use.



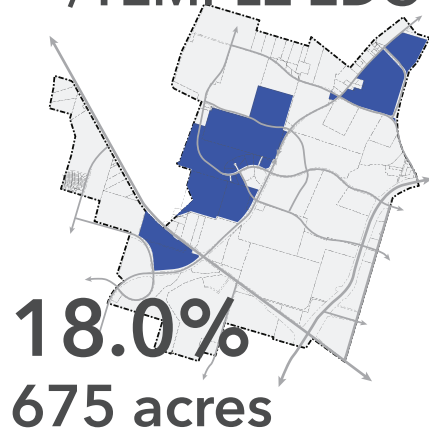


## LAND USE DESCRIPTIONS

- The **Estate** classification is intended to be a buffer between residential uses and homestead uses. Estate helps preserve rural character by encouraging more open space within individual parcels.
- The **SF1** classification is traditional single-family housing with slightly larger lots and greater separation between residential structures.
- The **SF2** classification is a single-family housing with a more intimate neighborhood feel because of its walkable context of adjacent parks and neighborhood services.
- The **SF3** classification is single-family housing with small lots, detached housing types that have little to no yard to maintain. Common spaces and nearby access to parkland is an important feature to long term viability of this land use type.
- The **Townhouse** classification provides the expanded housing choice for attached dwelling units that are located in close proximity to neighborhood amenities.
- The **Multi-family** classification is a housing type that allows multiple dwelling unit per building that is intended to help address transitional housing needs within the plan area for new residents and young professionals.



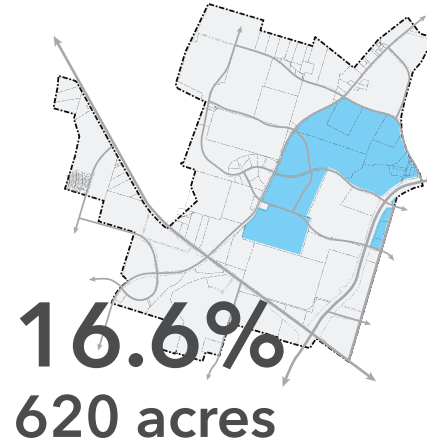
## CITY OF TEMPLE /TEMPLE EDC



### LAND USE BREAKDOWN

EMPLOYMENT	
OFFICE	167 acres
GENERAL RETAIL	50 acres
RESIDENTIAL	
SF2	197 acres
SF1	57 acres
MULTIFAMILY	22 acres
TOWNHOUSE	9 acres
RURAL & PARKLAND	
OPEN SPACE	125 acres
PARK	27 acres
ROW	21 acres

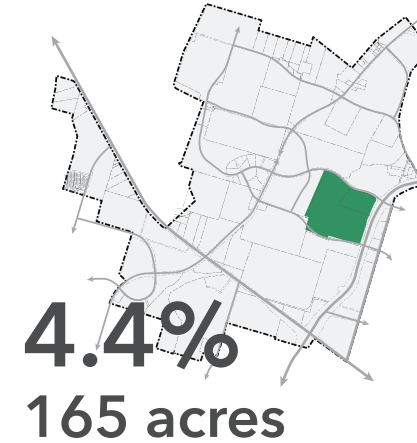
## McLANE CORP.



### LAND USE BREAKDOWN

EMPLOYMENT	
OFFICE	156 acres
GENERAL RETAIL	49 acres
INSTITUTIONAL	15 acres
RESIDENTIAL	
SF1	212 acres
SF2	62 acres
TOWNHOUSE	22 acres
RURAL & PARKLAND	
OPEN SPACE	54 acres
PARK	30 acres
ROW	20 acres

## McLANE GROUP



### LAND USE BREAKDOWN

EMPLOYMENT	
OFFICE	81 acres
RESIDENTIAL	
MULTIFAMILY	21 acres
SF1	11 acres
RURAL & PARKLAND	
OPEN SPACE	49 acres
ROW	3 acres





## ■ CHARACTER

- Park like setting
- Clustered
- Internal focus
- Attractive





## ■ CHARACTER

- Pedestrian Scale
- Flexible
- Collaborative
- Connected





- CHARACTER**
- Welcoming
  - Refined
  - Destination
  - Convenient access





## ■ CHARACTER

- Walkable
- Service-oriented
- Intimate
- Enhanced landscaping





## ■ CHARACTER

- Vibrant
- Integrated
- Functional space
- Lasting
- Open and Connected





## ■ CHARACTER

- Active street environment
- Generational living
- Manged grounds
- Small individual footprint





## ■ CHARACTER

- Family oriented
- Walkable/bikeable
- Amongst open space
- Social atmosphere
- Outward connection



# CLUSTER

The application of cluster homes as an alternative allows the massing of single-family units (attached or detached) to preserve open space and to share infrastructure. This land use can be associated with a condominium style of ownership, which reduces the amount individual property upkeep. The degree of shared open space may vary, but the more compact development allows for increased integration and connection to an open space network.



# ESTATE

Large lots provide space for grand homes and expanded property amenities, a potentially desired option for the planning area. The increase in seclusion of these large lots would reduce the overall demand and need of the development to be integrated into the overall open space and trails network. The inclusion of estate lots in the plan area would reduce overall rooftops and should be complimented by a more compact development.



## ■ CHARACTER

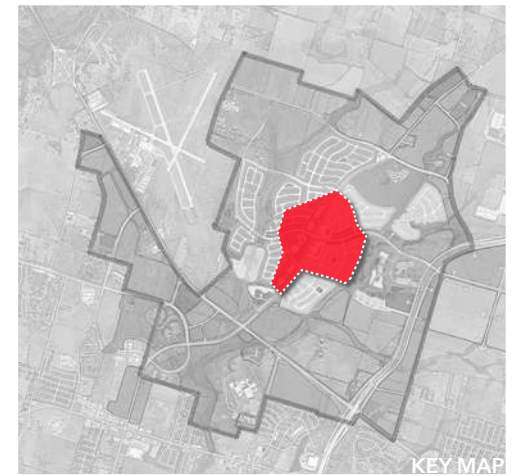
- Secure
- Efficient
- Communal
- Structured



## ■ CHARACTER

- Spacious
- Independence
- Privacy
- Prominent architecture























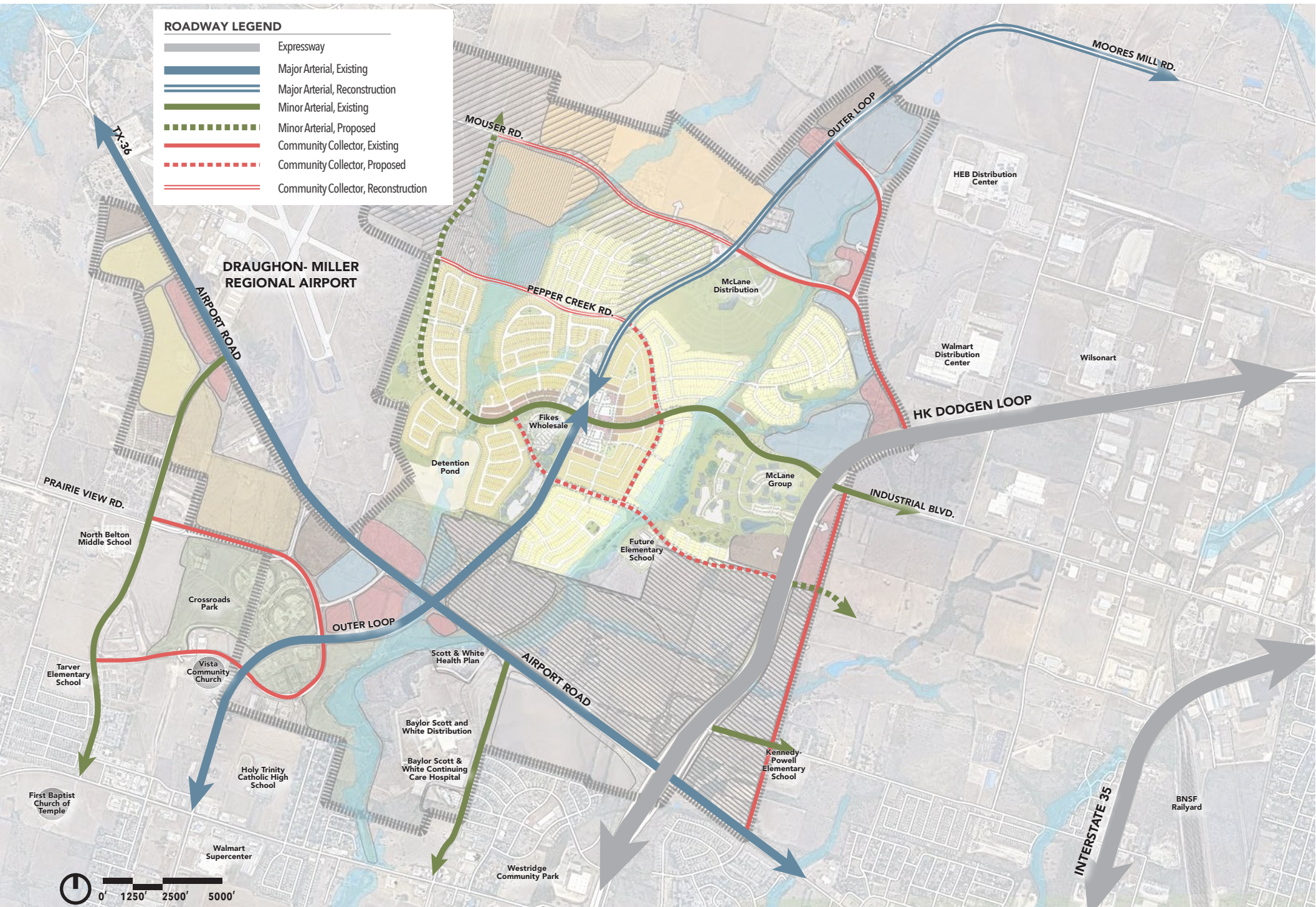




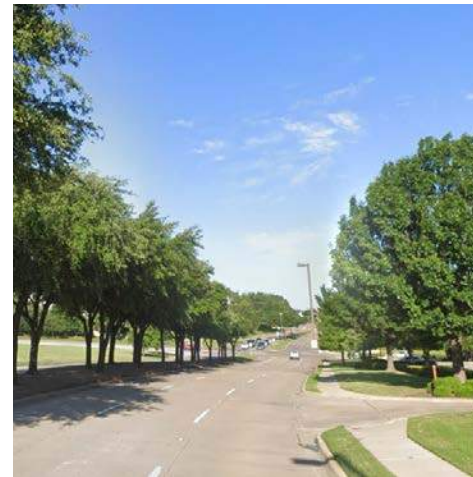
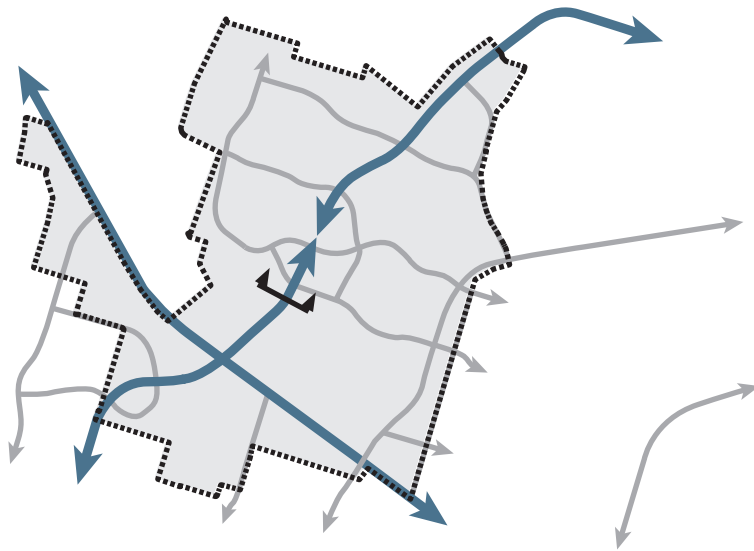
# ROADWAY LEGEND

- Expressway
- Major Arterial, Existing
- Major Arterial, Reconstruction
- Minor Arterial, Existing
- Minor Arterial, Proposed
- Community Collector, Existing
- Community Collector, Proposed
- Community Collector, Reconstruction

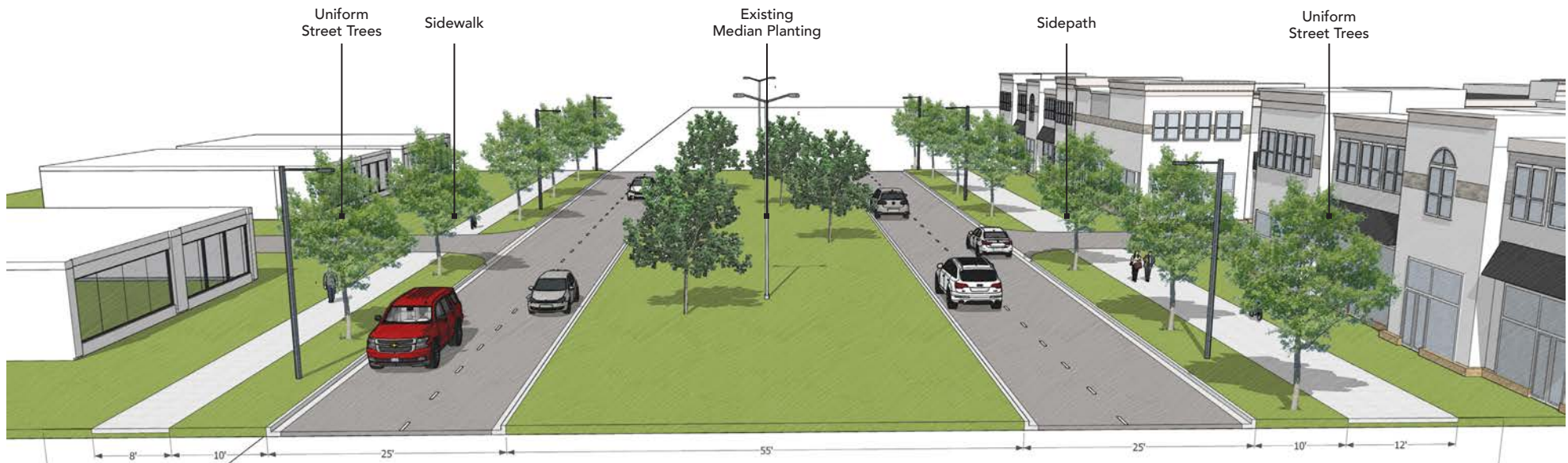
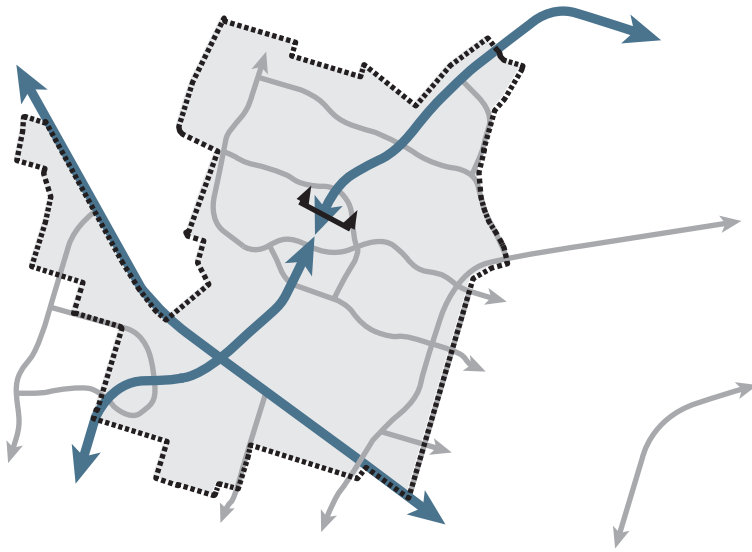
## DRAUGHON- MILLER REGIONAL AIRPORT



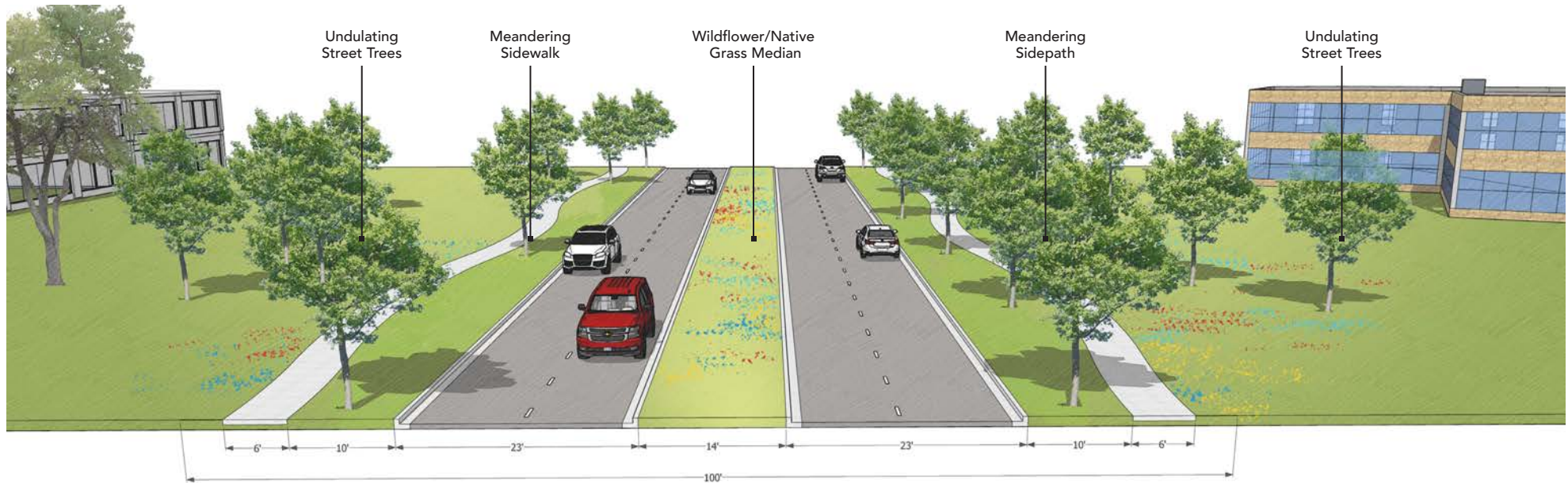
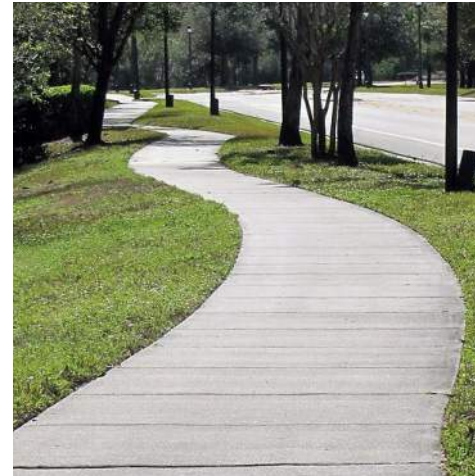
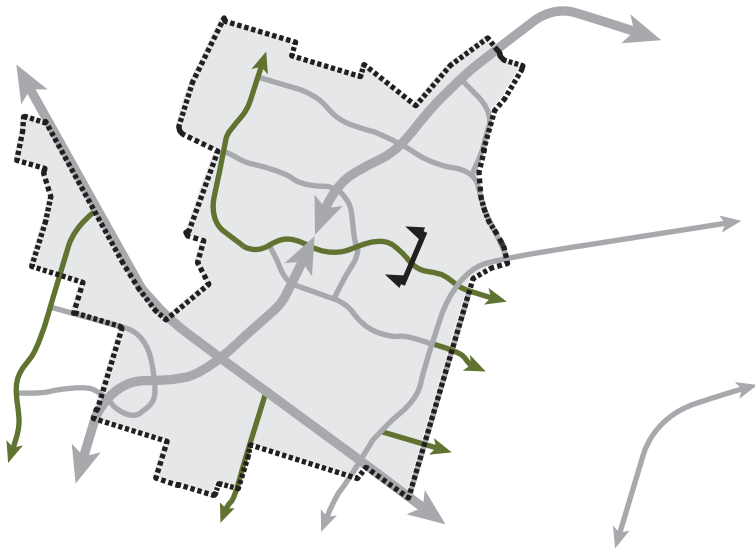




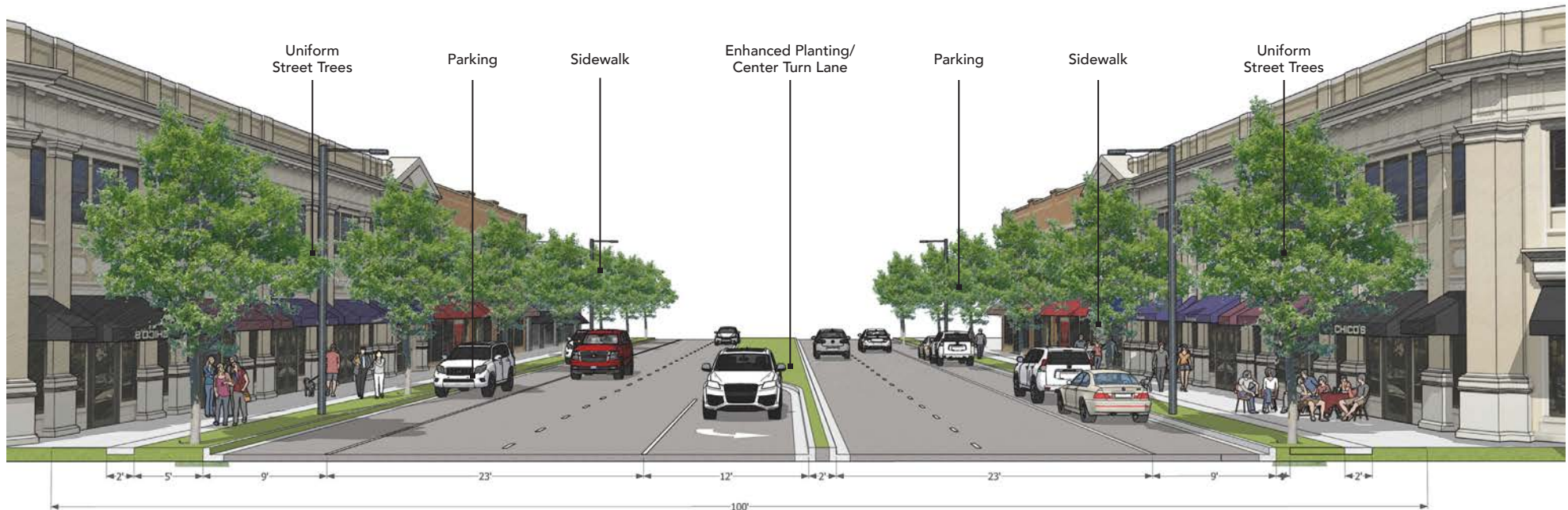
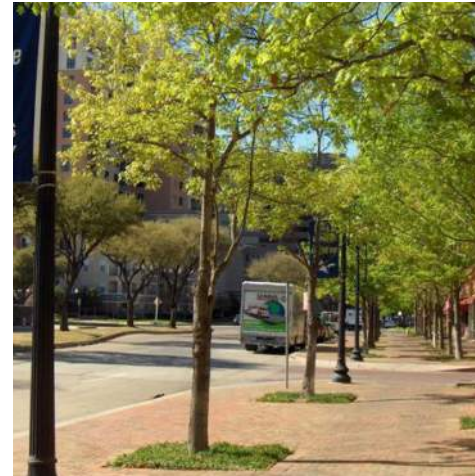
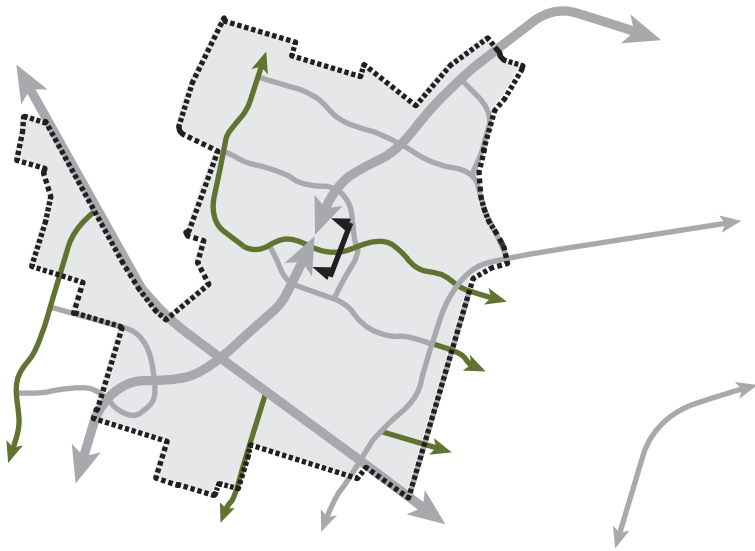




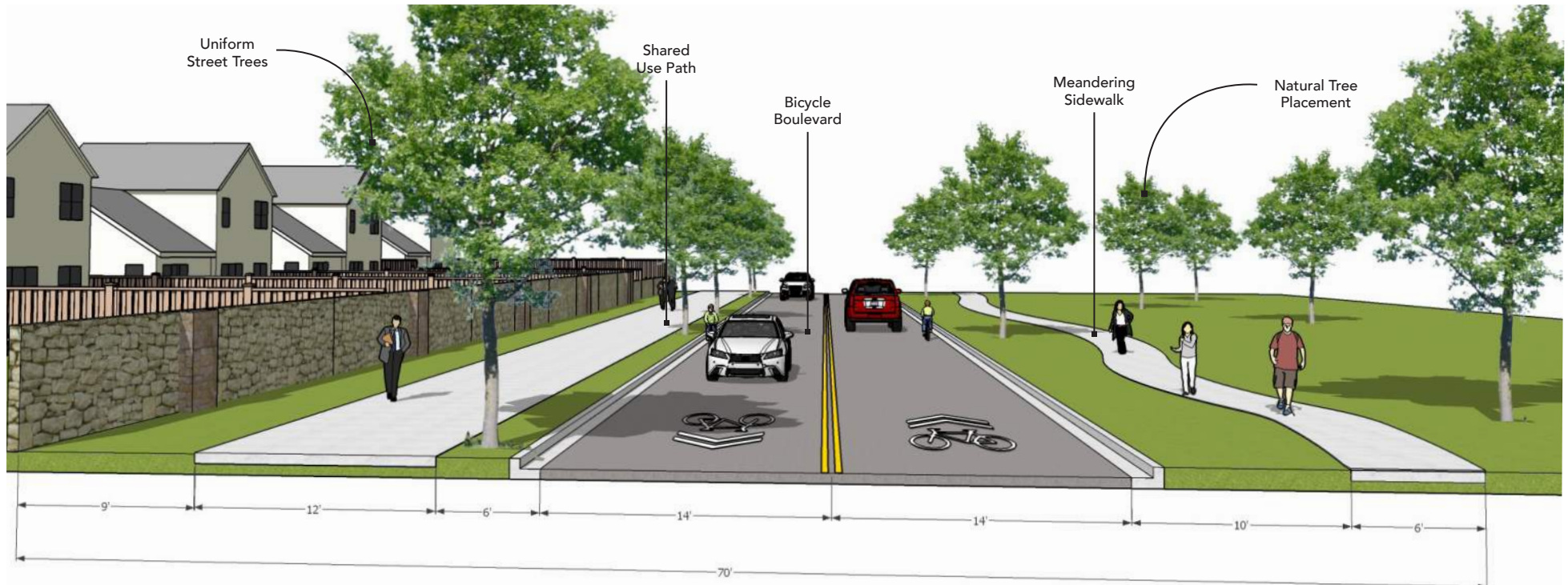
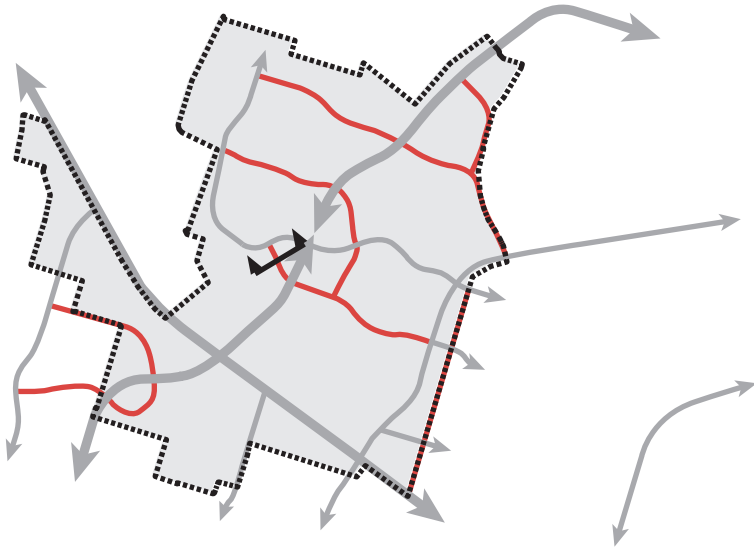




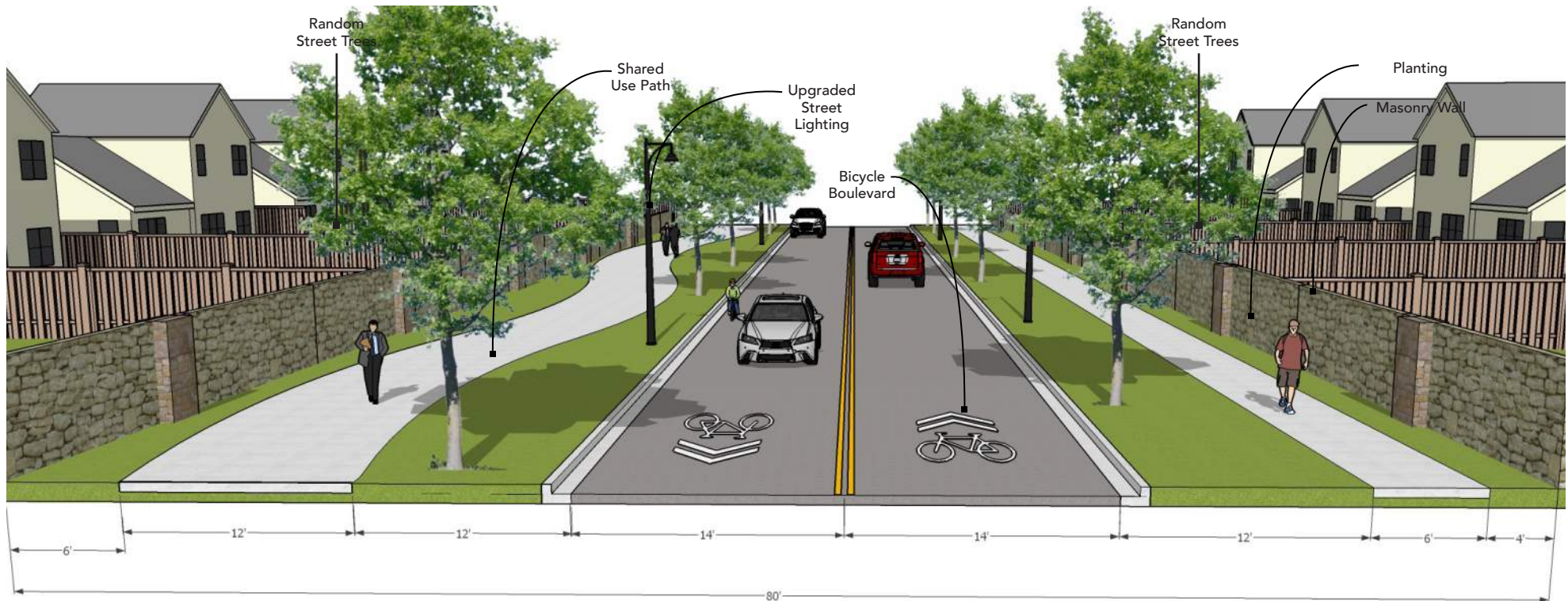
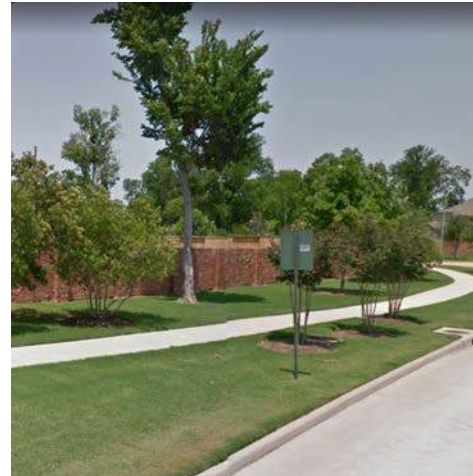
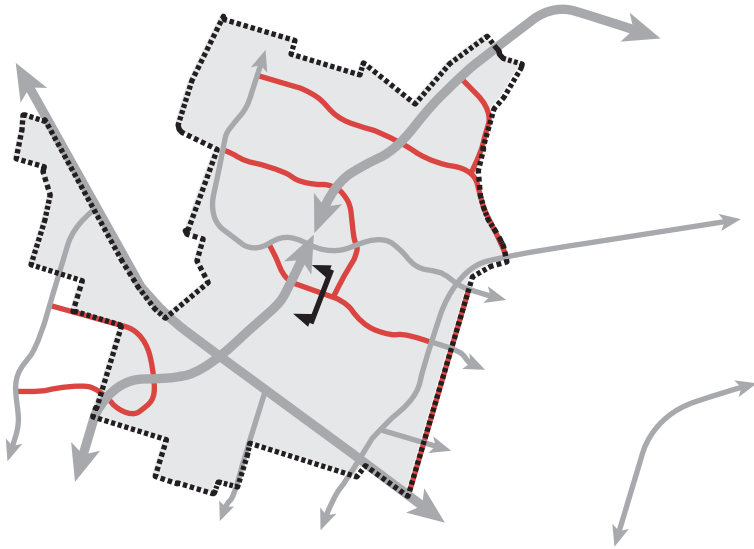




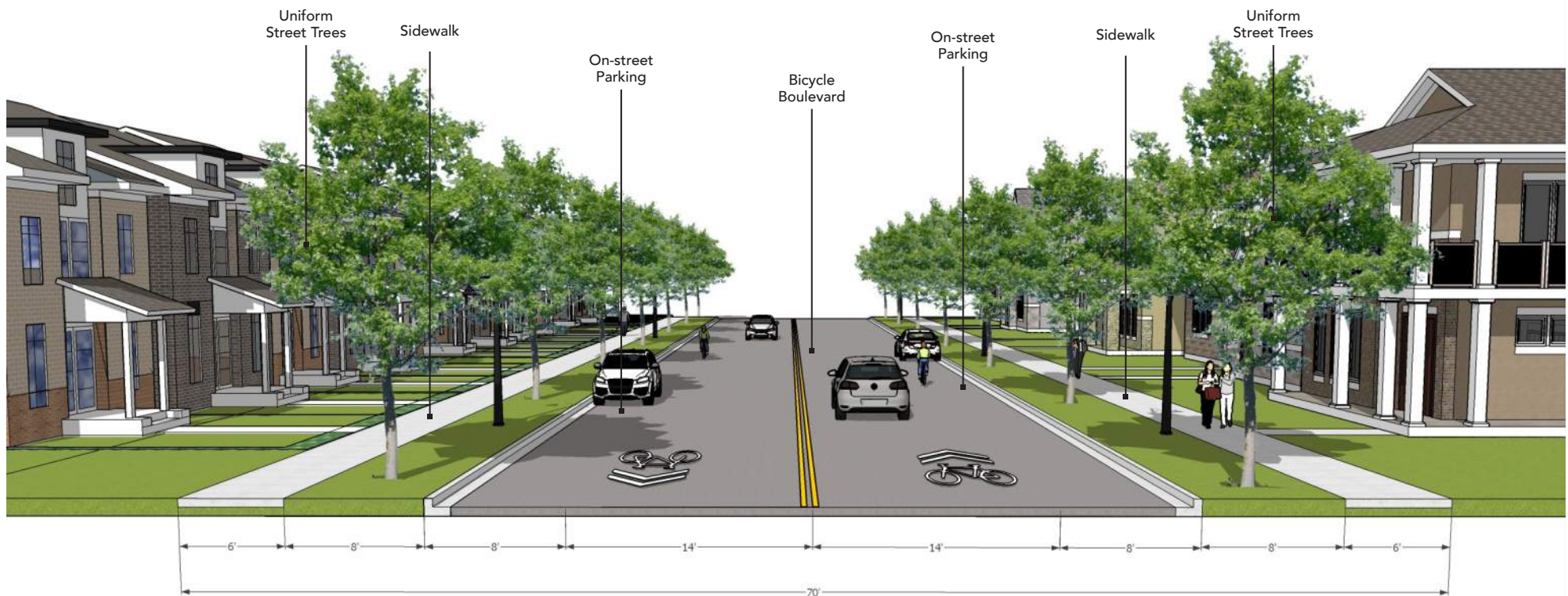
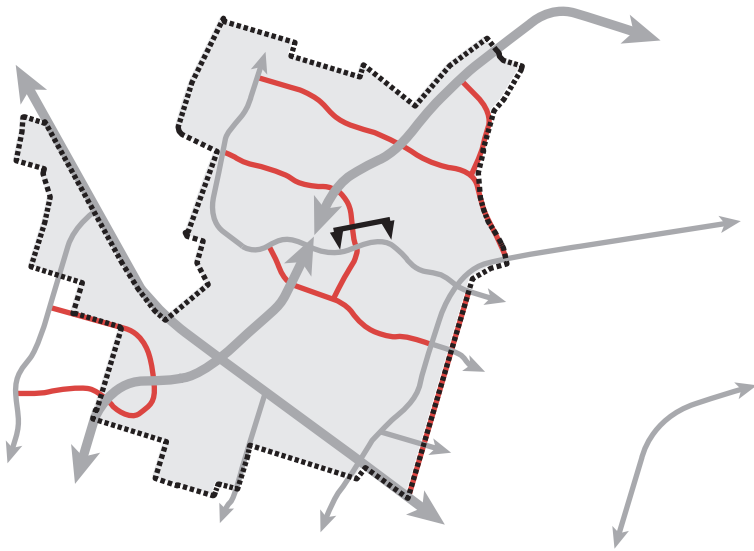








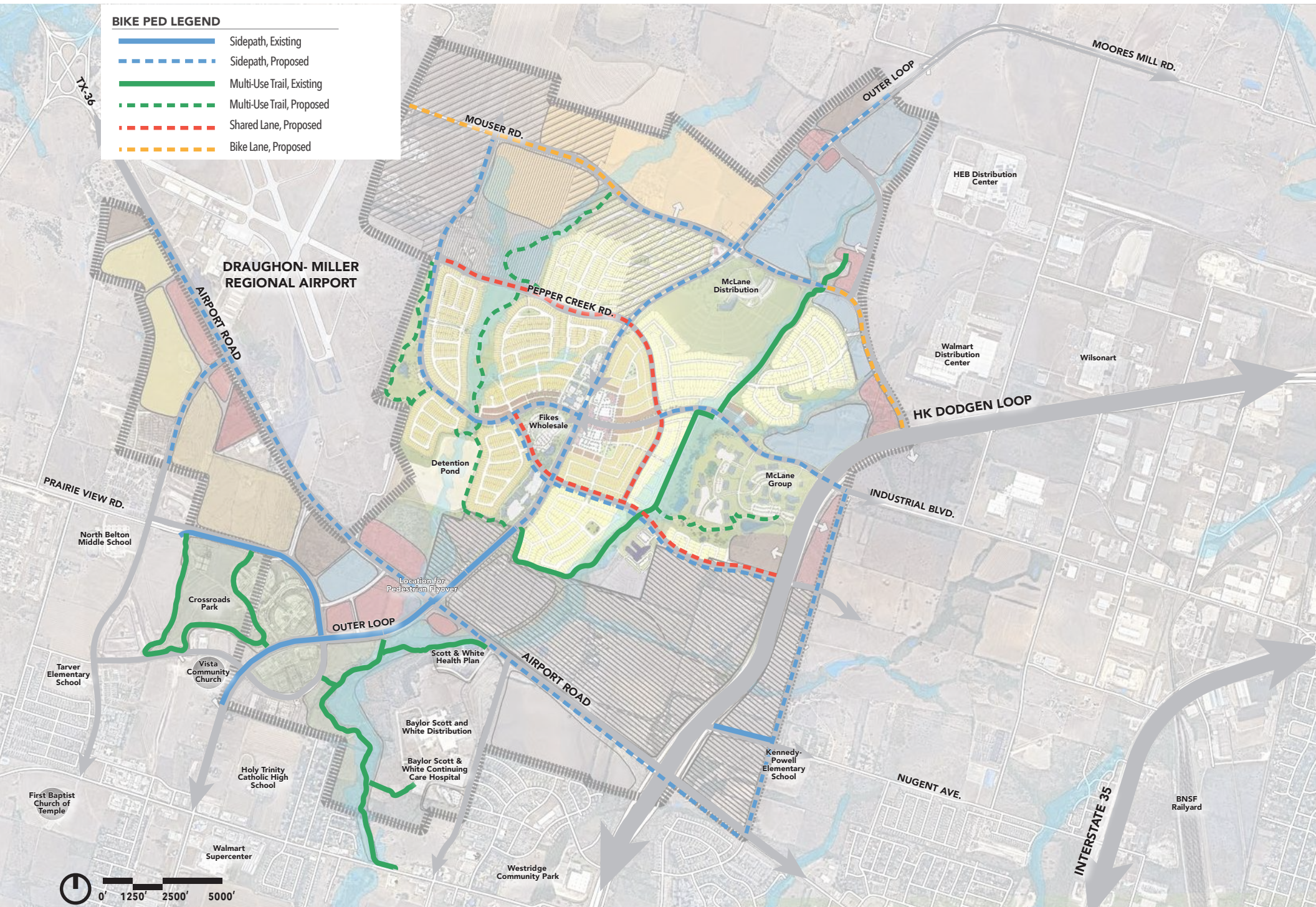




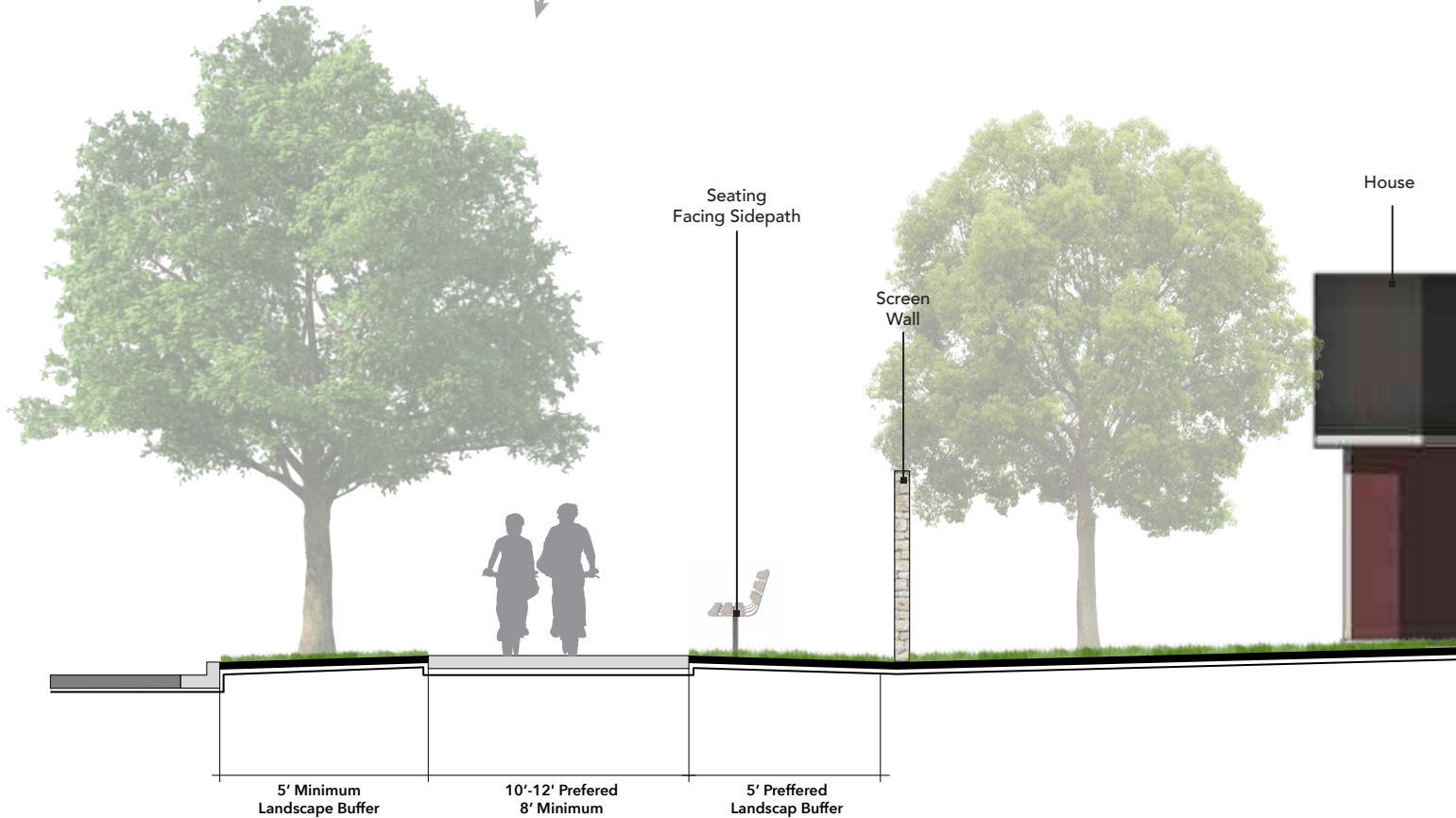
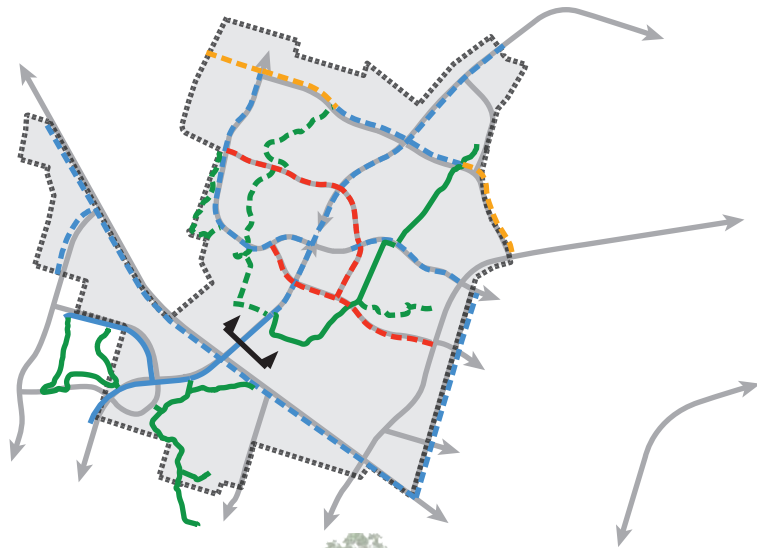


# BIKE PED LEGEND

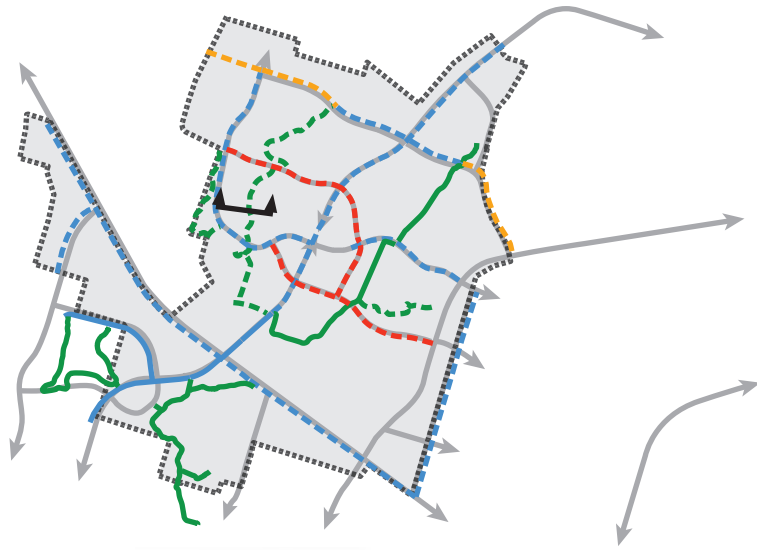
- Sidepath, Existing
- Sidepath, Proposed
- Multi-Use Trail, Existing
- Multi-Use Trail, Proposed
- Shared Lane, Proposed
- Bike Lane, Proposed





















## Shopping Center Monument

Large monument signs should contribute to an overall sense of place through a unifying architectural aesthetic. Control of the number of businesses being displayed is important to reduce clutter and maintain readability.



Clean and clear character aesthetic



Busy and absent character aesthetic

## Individual Monument

Architectural character of the sign family should be prominent with business signage being complimentary.



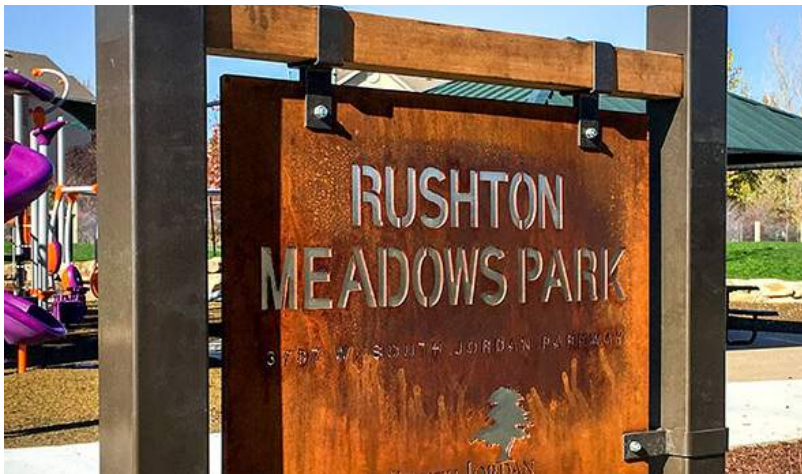
Prominent character aesthetic



Character aesthetic lost









### Street Signs

Street signs and light poles are necessary infrastructure and with the extra consideration can positively contribute to a desired architectural aesthetic. Banners can be added to these poles to further contribute to a sense of place and unified community image.



### Wayfinding and Signage

A unified architectural aesthetic in wayfinding signage not only further enforces a sense of place, but also contributes to better orient visitors. The consistency between the signs helps the eye quickly pick up a subsequent route direction. This signage family includes not only wayfinding signs, but neighborhood monument markers, public parking identifiers, park and trail signage, and other public facilities.





■ LIVE. ■ WORK. ■ PLAY.



Corporate Campus Master Plan

## THE NEXT CHAPTER OF SUCCESS



