



4400 State Highway 121
Suite 800
Lewisville, TX 75056
972. 436. 9712

BRL25001

December 3, 2025

Planning Services Division
City of Lewisville
151 W Church Street
Lewisville, Texas

RE: Crowne Centre - Planned Development Amendment Narrative

On behalf of Bright Realty, please accept this letter as an explanation of the proposed Planned Development (PD) Amendment Application. We are seeking to amend the current Castle Hills regulations, specifically those governing the Crown Centre subdistrict, which received entitlement approval in February 2020. The site encompasses approximately 139.4 acres and is located at the southwest corner of SH 121 and Bypass 121 (Sam Rayburn Tollway) and FM 544. This project was envisioned as a premier mixed-use development with a predominant focus on office uses, complemented by residential, retail, and open spaces. Our vision emphasizes a walkable, connected community with active open spaces integrated throughout, creating a vibrant environment for residents and businesses alike. The surrounding area consists of industrial and multifamily uses, consistent with traditional highway frontage that supports higher density and complementary land uses.

Market Reality

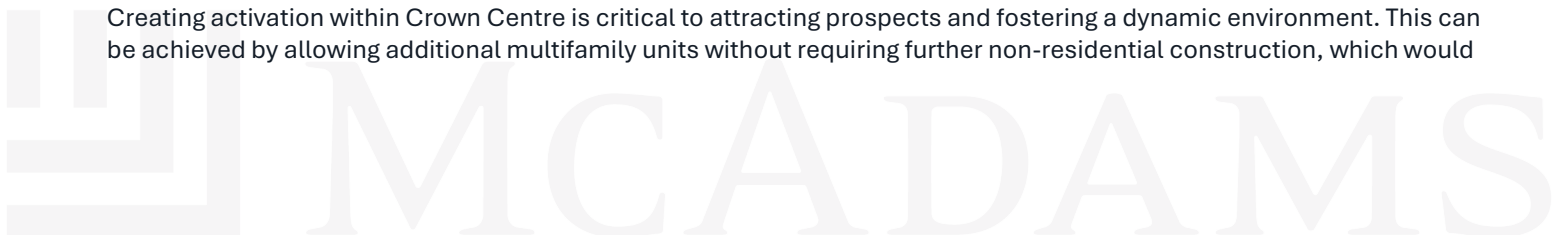
Since the onset of COVID-19 and the widespread adoption of work-from-home policies, the office market has slowed dramatically. Across the DFW region, office vacancies have increased significantly, and new office construction projects are minimal. Under the current Crown Centre regulations, the feasibility of developing the remainder of the project is increasingly concerning. Therefore, we are proposing revisions to certain regulations that will allow us to respond to current market conditions and provide the flexibility necessary to remain competitive in an ever-evolving economic landscape.

Project Description

The Crown Centre Subdistrict was designed to foster a pedestrian-oriented, mixed-use urban environment with convenient access to regional highways, shopping, employment centers, housing, and retail services. Current regulations require a minimum of 3,000,000 square feet of office development. Additionally, these regulations stipulate that a minimum of 250,000 square feet of non-residential buildings must be permitted for construction before an additional 300 multifamily units can be built.

To date, the development has successfully delivered 250,000 square feet of office space and 900 multifamily units. The PD allows for a total of 2,000 multifamily units; however, in order to build the remaining 1,100 units, nearly one million square feet of non-residential space would need to be permitted for construction. This requirement poses a significant challenge to the viability of the project, particularly given that half of the existing office space remains vacant. This lack of activation makes it difficult to attract new tenants and users.

Creating activation within Crown Centre is critical to attracting prospects and fostering a dynamic environment. This can be achieved by allowing additional multifamily units without requiring further non-residential construction, which would



only exacerbate the vacancy issue. Therefore, we are requesting amendments to the PD that would “unlock” multifamily development opportunities. Our overarching goal is to establish a vibrant destination where people can **Work, Live, and Play**, forming part of a larger, connected hub that offers expanded opportunities for employment, entertainment, shopping, dining, and residential living. We firmly believe these proposed changes will enable us to realize this vision. A Traffic Impact Analysis (TIA) was previously conducted for the original PD and indicated minimal impact, as all major roadways for this development have already been constructed and the proposed uses remain consistent with those previously approved.

Our Request

We respectfully request your support for this amendment, which we believe is essential to ensuring the long-term success and vitality of Crown Centre. Your approval will allow us to adapt to current market realities while delivering on the original vision of a thriving, mixed-use community that benefits the City and its residents. Thank you for your time and thoughtful consideration of this request. Should you have any questions or require additional information, please do not hesitate to reach out to us. We look forward to working collaboratively to make Crown Centre a premier destination for our region.

Sincerely,

McAdams

Marisa Brewer, AICP

Planner III, Planning + Entitlement