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Richard Luedke, AICP
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Proposed PD Amendment – The Realm Subdistrict of the Castle Hills Planned Development

Dear Mr. Luedke:

On behalf of the owner (Development SWC 121/423, Ltd.) of Castle Hills Marketplace, we set forth our narrative in support of the proposed amendment to The Realm Subdistrict of the Castle Hills Planned Development (PD), in conjunction with the Phase II development of Castle Hills Marketplace (“CHM”), as depicted on Exhs 1 and 2. Anchored by the Jefferson Castle Hills, 760 multi-family units (two phases) on podium per City requirements, Jefferson Castle Hills (“JCH”) will be developed on 12.8 acres (Lots 2 and 3 per Exh 4- CHM Site Exhibit) and will include 20,000 square feet of retail under podium on the northeast corner of JCH first phase, facing SH121 and the linear park fronting the west elevation of the development. On the opposite side(east) of the linear park, 12,000 square feet of restaurant space (Lot 7) will be developed (trellised patios facing west). Phase II of CHM will also include two additional SH 121 dinner house restaurants on the remaining 3.4 acres of pad land (Lots 4–6) west of Chili’s. In total, the first phase of JCH will include 34,000 square feet of commercial development, 70% of which (26,000sf) will be restaurants, to serve the office building and residential (single family, town home, multi-family) populations within the 400 acre mixed-use environment of The Realm Castle Hills.

As the City is well aware, in light of the several successful mixed use developments overseen to-date by Council, a key component is cross access, vehicular and pedestrian, within the development to facilitate customer commerce and experience without traffic burden on public thoroughfares. CHM Phase II establishes three (3) cross access points (vehicular and pedestrian) with the 324 acre mixed use development to the west– Bright Realty’s The Realm Castle Hills; and two of the cross-access points are located proximate to the retail and restaurant concentrated along SH 121, the “podding” of retail and restaurant together at intersections highly visible and accessible, important also to the development of successful mixed use environments.

With the pending Amendment to The Realm PD, City Staff has recognized the premise that non-residential below podium (commercial and live/work) needs to be located and positioned within the development in a manner to succeed, i.e., commercial (retail/service/restaurant) and residential (live/work) needs to have visibility, access and parking along thoroughfares or cross access drives within the development; below podium space which falls short of these standards needs to be exempt, as shown on Exh 3- Architectural Site Plan for JCH.

The notions above requisite for successful commercial in mixed use development- location/presentation/visibility/access/parking/podding- are lacking in the The Realm PD areas along Windhaven Parkway, and given the current realities in retail real estate, are not viable for retail space underneath multi-family development. For these reasons, the JCH MF units (second phase) along Windhaven Parkway must also be deemed exempt status, as Exh 3 depicts. Lodged between Self Storage (Lot 15 per Exh 4) to the east, parking garage (The Realm Office) to the west, and across the street (south) from planned residential (all depicted on Exh 1), Windhaven Parkway residential under podium should be allowed.

Commercial (service or retail) required along Windhaven Parkway will not successful. The original plans under the PD for retail were made prior to the COVID pandemic and the resulting increase in online commerce. As a result, the potential tenant pool is miniscule. In fact, in 2022, the Dallas-Fort Worth market saw only about 570,000 of new space market-wide, and the majority of that was for grocery stores. Small-shop development in today's market is nearly non-existent, and the current level of demand is gravitating to shopping centers with easy access and space for drive-thrus – the 'podding' of retail concepts together at highly visible intersections.

Thank you for your continued attention to these matters. Please advise on any questions or comments upon review.

Sincerely,



David Palmer

Enclosure

Cc : Eric Stanley, Bright Realty
Miller Sylvan, JPI



[KEY]

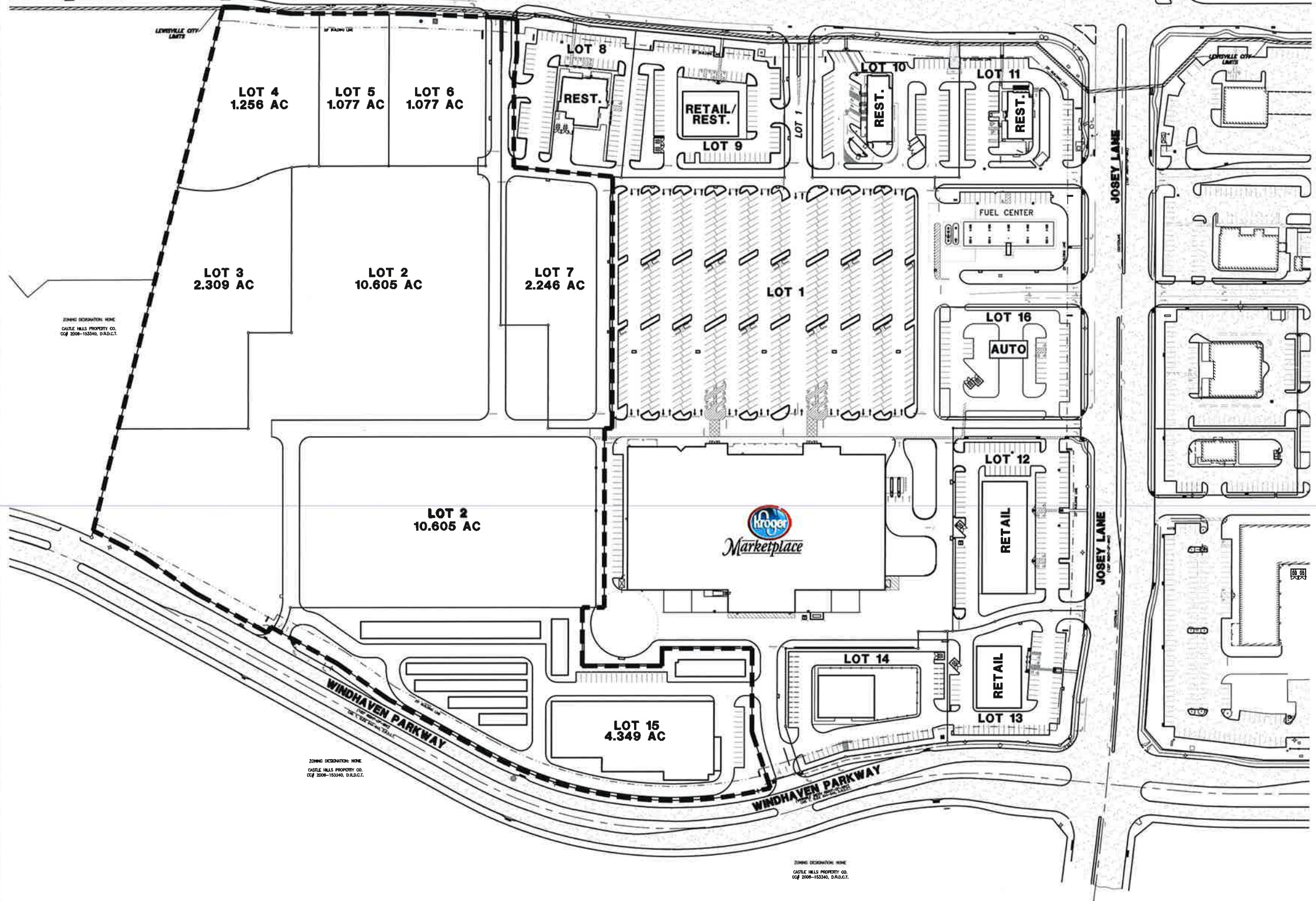
- 1 | PHASE I MULTI-FAMILY
- 2 | PHASE II MULTI-FAMILY
- 3 | RETAIL (FUTURE)
- 4 | STORAGE (FUTURE)
- 5 | KROGER (EXISTING)
- 6 | RETAIL (EXISTING)
- 7 | VALVOLINE OIL CHANGE (EXISTING)
- 8 | KROGER FUEL CENTER (EXISTING)
- 9 | LAYNE'S (EXISTING)
- 10 | MCDONALD'S (EXISTING)
- 11 | INDIAN EATERY (EXISTING)
- 12 | CHILI'S (EXISTING)
- 13 | RETAIL/OFFICE (FUTURE)

JEFFERSON MARKETPLACE LEWISVILLE, TX • MASTER PLAN RENDERING

PN 8522099 | 01.09.2023 | JPI



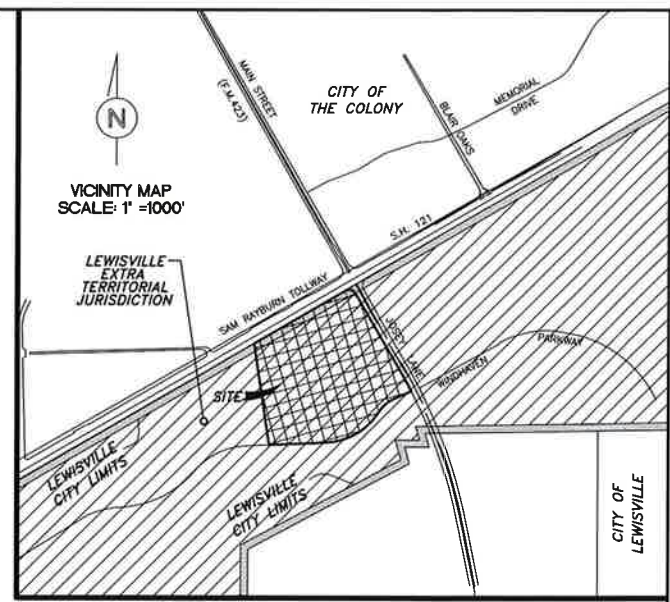
SAM RAYBURN TOLLWAY (S.H. 121)
(VARIABLE WIDTH RIGHT-OF-WAY)



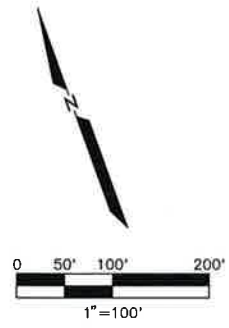
ZONING DESIGNATION: NONE
CASTLE HILLS PROPERTY CO.
CO# 2008-153346, D.R.A.C.T.

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VICINITY MAP
SCALE: 1" = 1000'



LEGEND	
	LIMITS OF SITEWORK

REV.	DATE	REMARKS

SITE EXHIBIT

THE SHOPS OF CASTLE HILLS
THE SHOPS OF CASTLE HILLS ADDITION, LOTS 7-7, & 15, BLOCK A
CITY OF LEWISVILLE, TEXAS

CATES CAD
& SITE DESIGN

12698 BELLE ISLE LANE
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DESIGN	DRAWN	DATE	SCALE	NOTES	FILE	NO.
CCA	CCA	11.15.21	1"=100'	D.P.	027-016 SITE PLAN	A