

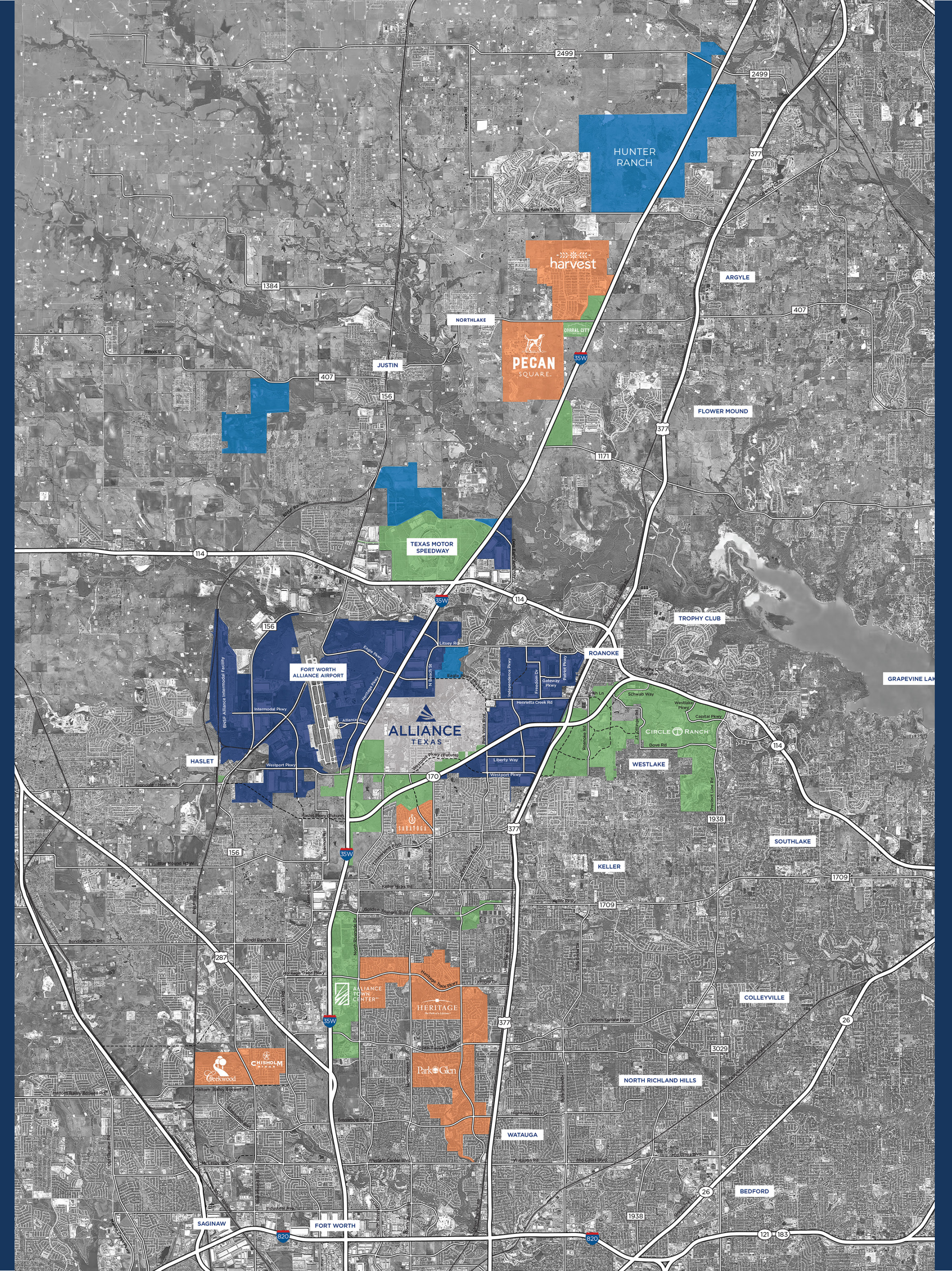


# HARVEST TOWN CENTER

# ALLIANCE TEXAS

## A UNIFIED CORRIDOR

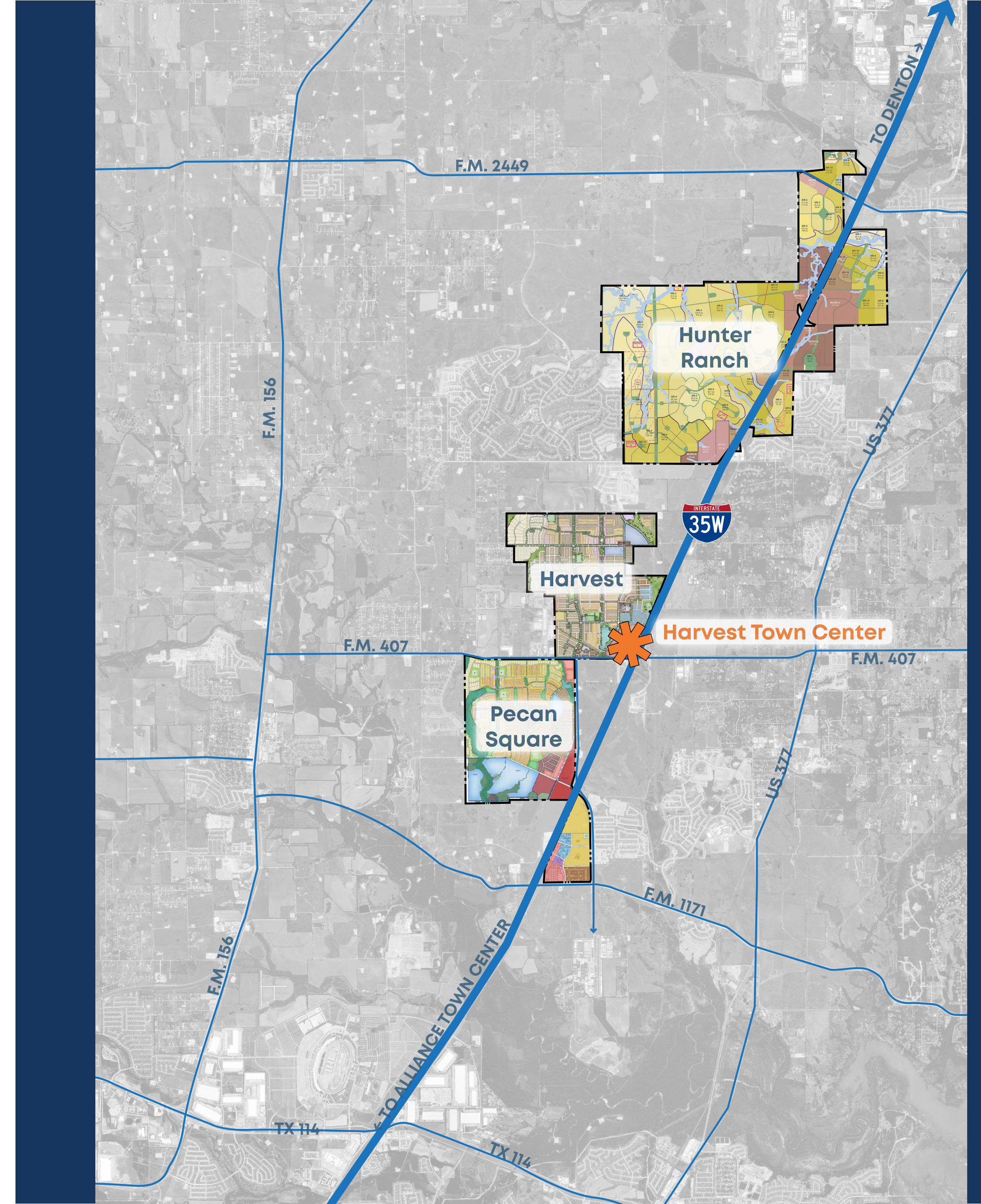
- 27,000-acre master-planned, mixed-use development
- \$100.6 billion economic impact
- \$12.6 billion invested
- 54 million SF developed
- 559 corporate residents
- 70 top ranked companies
- 63,000+ direct jobs generated



# REGIONAL VISION

## A UNIFIED CORRIDOR

The Alliance North corridor along I35W serves as a gateway to the residential communities within Argyle, Northlake and Denton. Hillwood is uniquely positioned with our community partners to grow these communities through residential and commercial development within this corridor and will provide a cohesive experience by using similar character elements through landscaping, lighting, signage, setbacks and unique design.





# HARVEST TOWN CENTER

## THE COMMERCIAL MIXED-USE GATEWAY

The vision for the Harvest Town Center commercial site is to create a unified and consistent experience that physically connects and also aesthetically blends the residential communities in the area while providing regional goods and services. In addition, with the population and employment growth in the corridor, a diverse housing stock is needed including urban living.

With population growth from the current 50,000 to 150,000 over the next 10 years this area is one of the fastest growing in the country and the demand for goods and services is increasing at a rapid rate. Harvest Town center is situated at the crossroads of this phenomenal growth and will provide the shopping and dining necessary to meet the daily needs of the local residents.



# INTEGRATED WITH THE COMMUNITY

The community of Harvest is very active and walkable. The trail extension connecting back to the community will be multi-use providing easy access for both pedestrians and bicyclists to venture to the Harvest Town Center.

# BRANDING & IDENTITY

## EXTENDING THE BRAND

The corner of 407 and 35W will set the tone of the corridor and will establish the “sense of place.” Creating a distinct identity tying in the rural communities of Northlake and Argyle with landscaping, signage and design features.

The site will complete the “Front Door” into the community, drawing inspiration from the barn and other signage and design language found in the community.



# DESIGN INTENT

## ENSURING QUALITY

The Commercial Design Guidelines are a set of tools that will be used to ensure the design and quality will embody the identity that is Harvest.

The design guidelines will establish precedents and standards for site planning, landscaping, lighting, architecture, and signage.





# SITE PLANNING

## PRINCIPLES

Setbacks & Frontages

Connectivity & Circulation

Parking

Screening & Services

Site Furnishings



# LANDSCAPE GUIDELINES

## PRINCIPLES

Drainage & Stormwater

Hardscape

Perimeter Landscaping

Foundation Landscaping

Parking Lot Landscaping

Maintenance & Irrigation

Planting Types



# LIGHTING GUIDELINES

## PRINCIPLES

Character & Scale

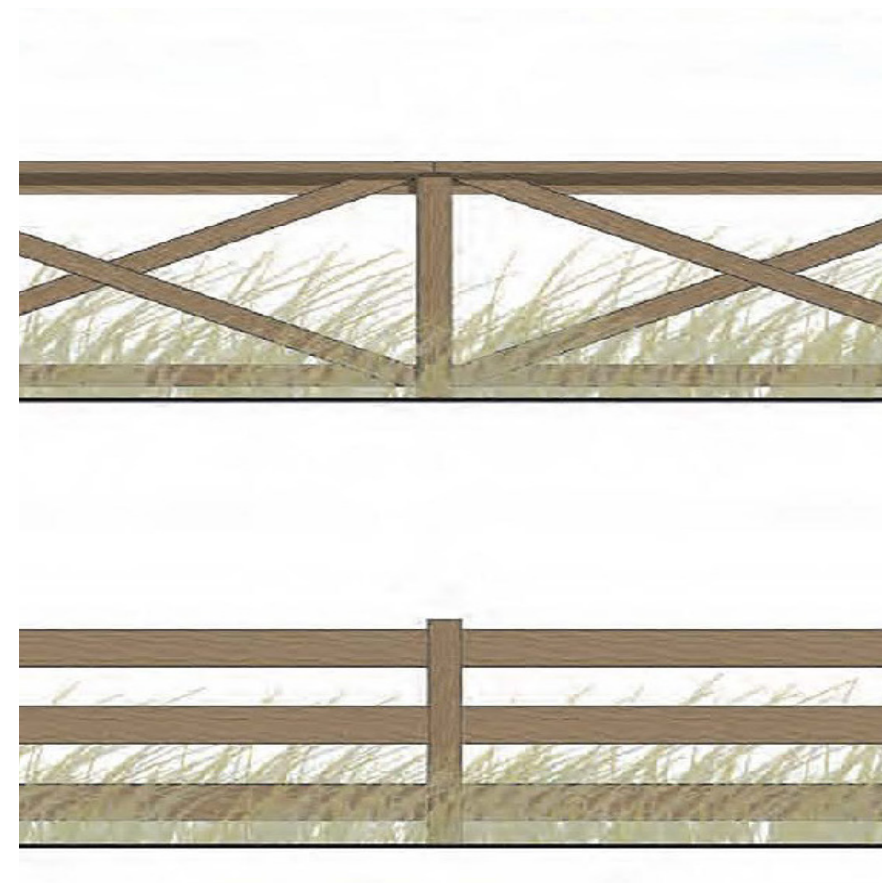
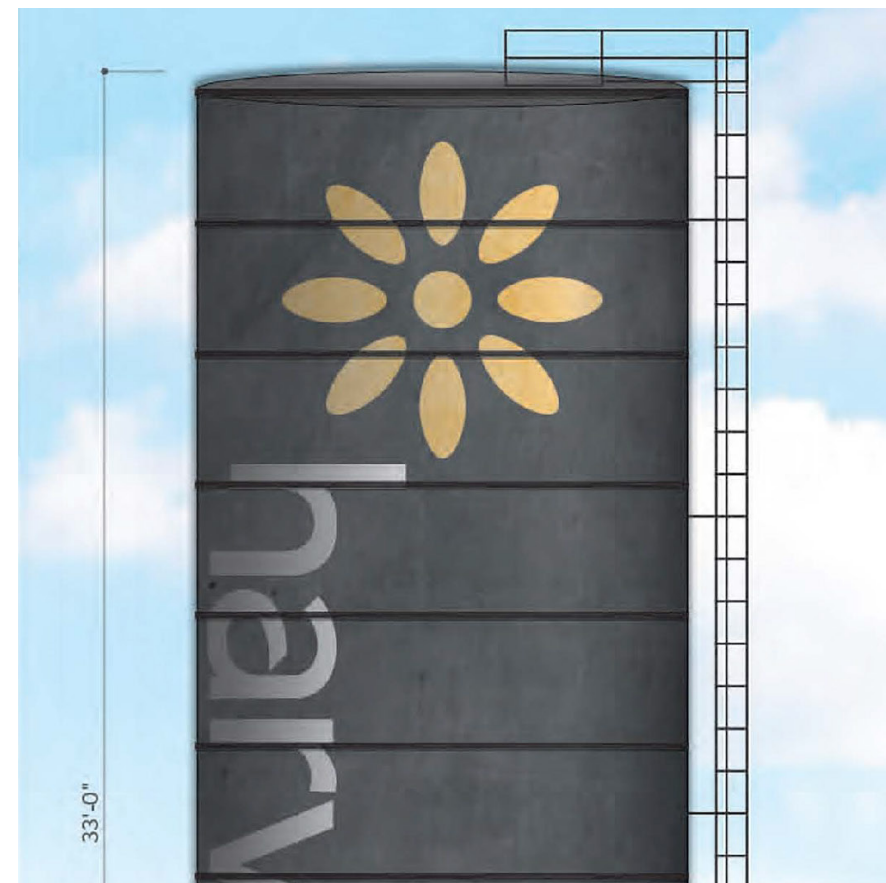
Placement & Spacing

Illumination

Color & Lamp Source

Light Distribution

Glare Reduction



# SIGNAGE GUIDELINES

## PRINCIPLES

Principle & Secondary Signage

Content Guidelines

Placement & Dimensions

Material Guidelines

Illumination

Signage Types

# MATERIAL GUIDELINES

## PRIMARY MATERIALS

### Brick

Neutral beiges, grays, and browns.  
Tumbled, Split-Face, and Velour Texture.  
Painted, Lime-washed, and Slurry finished.

### Stone

Natural tones, Grays and whites.  
Ledge-stone, Ashlar, and Mosaic Patterns.

### Wood

Lap Siding, Board & Batten, Open-Joint.  
Stained, Sealed, Painted.

### Metal

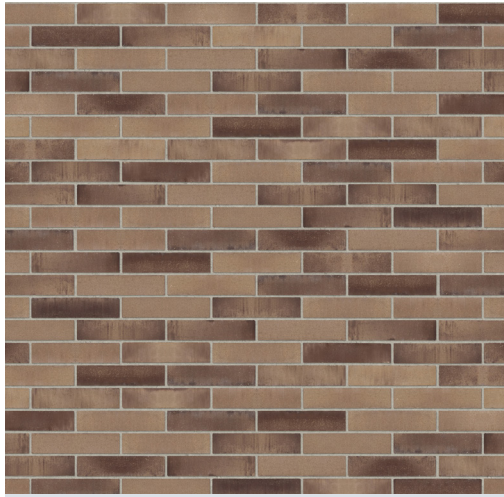
Reveal, Standing-Seam, Plate, and Corrugated.  
Galvanized, Pre-weathered, and Anodized.

### Concrete

Cast-in-Place, Tilt Wall, CMU, Cement Board.  
Smooth, Ribbed, Split-Face, and Brushed Texture.  
Stained, Sealed, Painted.



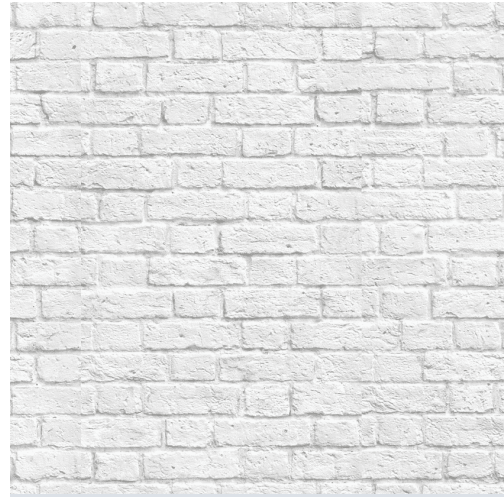
Brick - Beige Blend



Brick - Autumn Blend



Brick - Weathered Blend



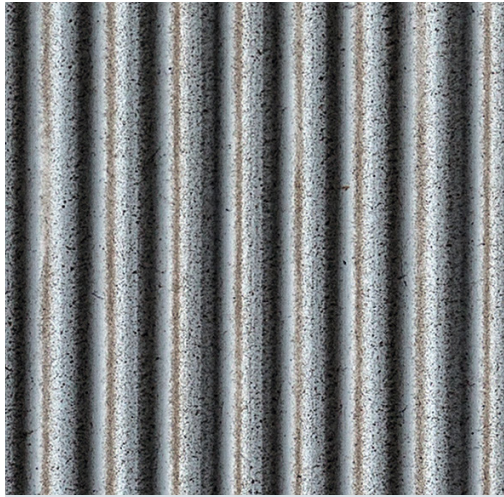
Brick - Painted



Brick - Painted



Metal Panel - Reveal Panel



Metal Panel - Corrugated



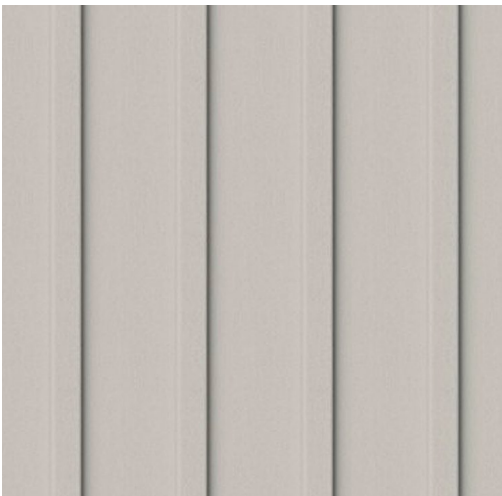
Metal Panel - Corrugated



Metal Panel - Standing Seam



Metal Panel - Standing Seam



Wood Siding - Painted



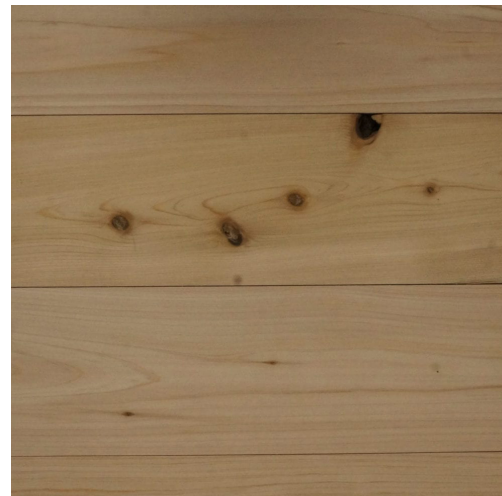
Wood Siding - Painted



Wood Cladding - Natural



Wood Cladding - Stained



Wood Cladding - Clear

# EXISTING CHARACTER

## INSPIRATION

### Massing

Buildings in Harvest are vernacular in form and derive from simple massings such as barns, sheds, and silos.

### Facade Composition

Symmetrical facades are most common with some balanced asymmetrical compositions. Compositions have simple lines and little ornamentation.

### Materials & Color

Exterior cladding is typically wood with a masonry water table. Full brick and Metal Panel are also used on a few occasions. Colors are typically varied earth tones. Roofs are generally raised seam metal panel.

### Porches & Canopies

Porches and canopies are common throughout the community. Covered patio space is prominent throughout.

### Cornices & Roofs

Roofs are generally sloped with varied overhangs.





# MIXED-USE PLAN

- 
**60,000 SF**  
 Grocery Anchor
- 
**50,000 SF**  
 In-line Retail
- 
**50,000 SF**  
 Food & Beverage
- 
**MULTIPLE**  
 Pad Sites
- 
**130 KEYS**  
 Hotel
- 
**±24 ACRES**  
 Urban Living Residential

\*CONCEPTUAL PLAN ONLY



# COMMERCIAL

The neighborhood grocer will be the commercial anchor of the site and provide essential services to the surrounding communities. The location on site promotes easy access and walkability with a multi-use trail that runs throughout Harvest. Retail and Food & Beverage establishments will compliment the grocer providing a range of goods and services.

*\*Images represent uses and not architectural style.*

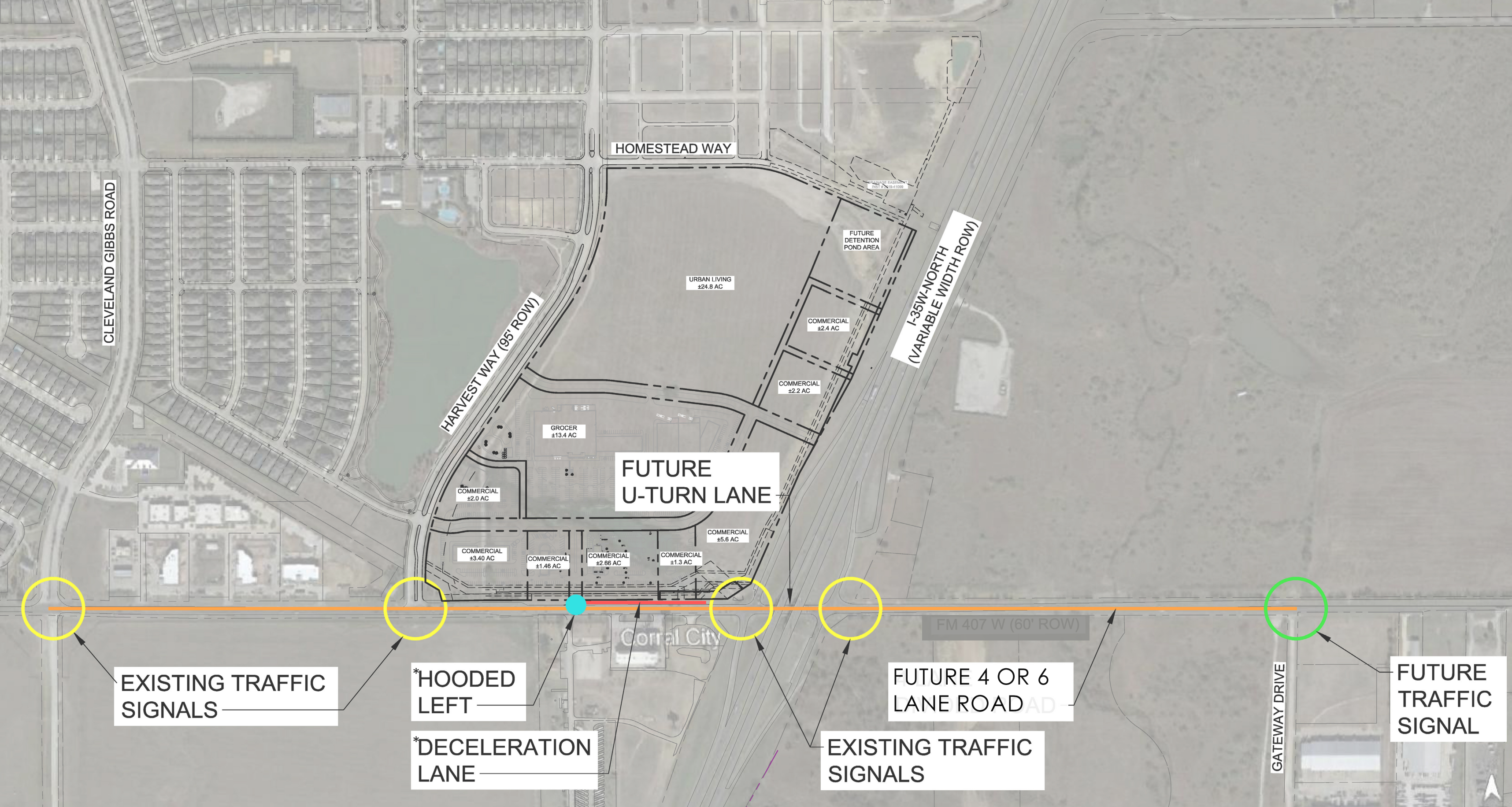




# URBAN LIVING

The urban living communities will add 18 hours of activity and scale to the site, draw from similar landscape and design features, and continue to establish the branding and identity of the site. In addition, having urban living as a housing choice will provide another option to the employers and employees in the area.

# ROAD INFRASTRUCTURE



### I-35W EXPANSION

- TxDOT Driven - several years away
- Frontage Roads - may be sooner

### FM 407 WIDENING

- On TxDOT's plans in five years
- TxDOT, County, Town of Argyle, Town of Northlake, and Hillwood are working together to identify opportunities to accelerate the timeline

\*SUBJECT TO TXDOT

**THANK YOU**