



VISION JOURNAL





Authentically inspired by  
nature and community

# FURST RANCH

Where rural meets urban in Western Flower Mound.

## PARTNERS

Jack Furst  
Hines  
Town of Flower Mound  
Denton County  
Argyle ISD  
Liberty Christian School  
TXDOT

## ELEMENTS

2,068 Acres with One Land Owner  
Picturesque Landforms  
The Lake at Furst Ranch  
Innovative Design Methods  
Planned TXDOT Fly-over Interchange



Authentic | Nature | Innovative | Community | Vibrant





## RESULTS

- Western gateway to Flower Mound
- Over 30% Open Space
- Integrating nature and the built environment
- Connectivity through an expansive central park and trail system
- Lake in the heart of the community serving as a focal point and gathering place
- World Class Master Planned Community in DFW
- Corporate Headquarter Destination
- Premier builders with a diversity of housing for all generations
- \$3.3 billion in projected improvements
- Projected \$2.2 billion in tax revenue over 20 years

# PROJECT OVERVIEW

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## BIOPHILIA

bio-phil-ia | innate  
tendency to seek  
connection with  
nature



Authentic | Nature | Innovative | Community | Vibrant





## **1 True to Nature**

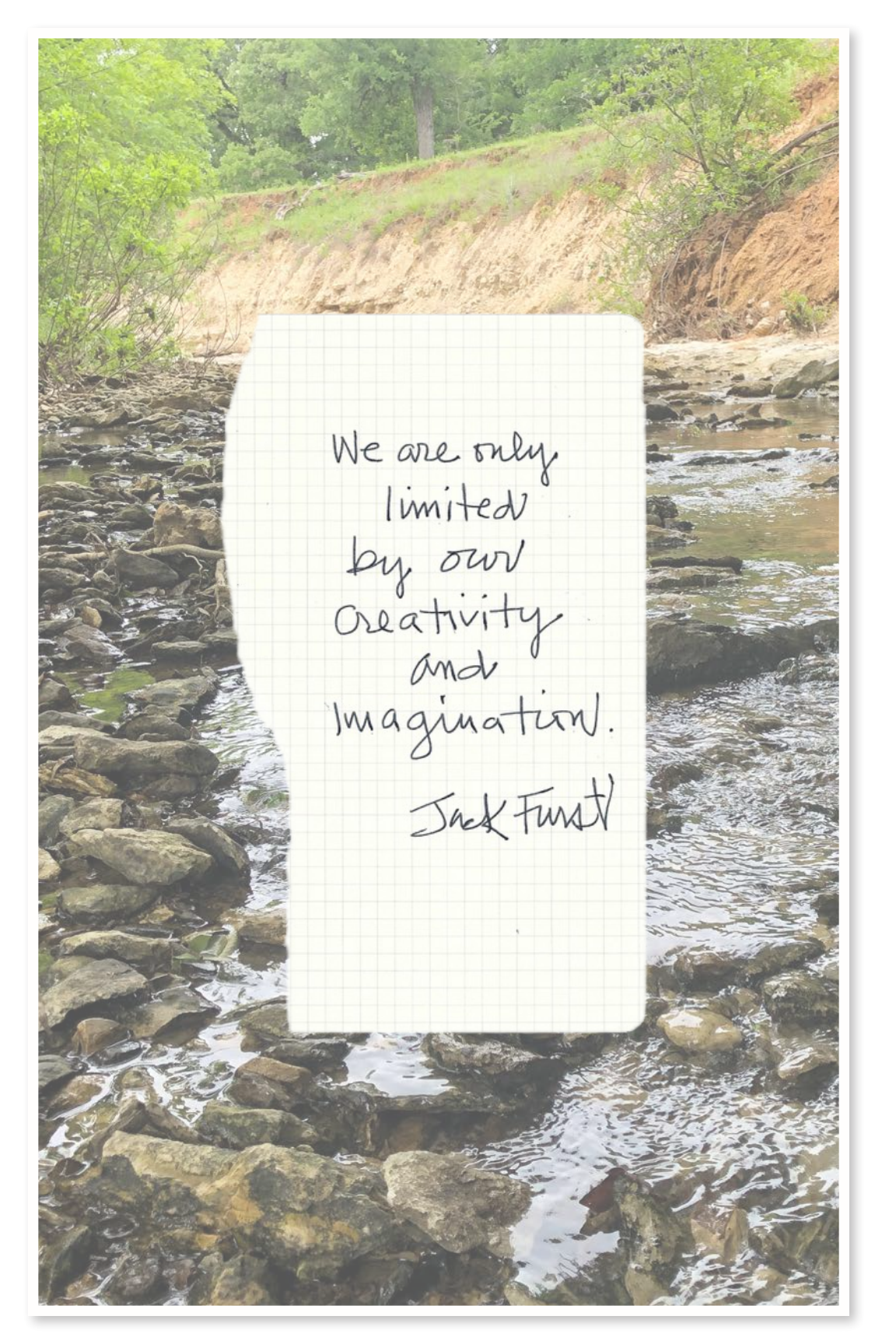
Furst Ranch will help protect the natural scenic views and environmental features that exist in the western portion of Flower Mound, while providing an active lifestyle for the community. The land is comprised of gently rolling hills, pastures, and creeks that are filled with stands of native trees. We will honor these characteristics by utilizing biophilic design principles and providing 30% open space.

## **2 Connects Community**

Furst Ranch is positioned where the Eastern Cross Timbers connects with the Blackland Prairie. The development will not only integrate two ecological communities, but also connect people to the land. Furst Ranch will create experiences that foster relationships and encourage a sense of belonging within the local Town of Flower Mound and Argyle ISD communities.

## **3 Inspires Innovation**

Furst Ranch will utilize cutting edge technologies and offer new solutions to establish an innovative environment. Abundant resources will be available to encourage collaboration in order to spark the creative thinking process. Biophilic design will inspire the minds of the people by connecting them to the natural world.



We are only  
limited  
by our  
creativity  
and  
imagination.

Jack Furst

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# FURST

## RANCH



The vision for Furst Ranch began in 1992 when Jack and Debra Furst bought their first 55 acres in southern Denton County and left the city behind. Over the next several years, they added the adjoining properties to their holdings until the current size of the ranch was established. During this time of acquisition, the Fursts focused on building the horse and cattle business of Furst Ranch. Starting with the purchase of a one-third interest in one cutting horse, the Fursts purchased, raised, showed and sold hundreds of successful show horses over the last 25 years.





A few of the standouts are Jewels Little Lena, the horse that started it all, Play My Dream, NCHA Derby Champion, A Zack Cut Jewel, Futurity Amateur Champion, Cats Merada, winner of multiple championships and a successful breeding stallion, George C Merada, NCHA Horse Hall of Fame member, and Lenas Stylish Bunny and Merada Lena, proven producers of many champions.

The Fursts intentionally chose to keep the majority of their land holdings in their natural state. The cutting horse operation, with its barns and arenas, only took up a few acres. The remainder of the property was used for raising cattle and cutting hay. Upon purchase of the largest tract of land, many acres that had been devoted to production crops were returned to natural grasses. The acres not used for hay production or horse training were used for cattle, hunting and fishing.

The ranch served as a great place for people to connect with nature. Boy Scouts of America and American Heritage Girls units used the property for meeting and camping. Several television shows were filmed on the ranch including Dallas and Walker, Texas Ranger. Some of the family's favorite times were horseback riding to enjoy the beauty and solitude of some of the harder to reach areas of the ranch. They often enjoyed fishing in the lake and shotgun shooting with friends. A ministry group used the land for father-son and father-daughter events where they participated in paint ball battles, clay shooting, and archery. Military veterans groups, such as Warriors on the Water, also enjoyed use of the land and lake.





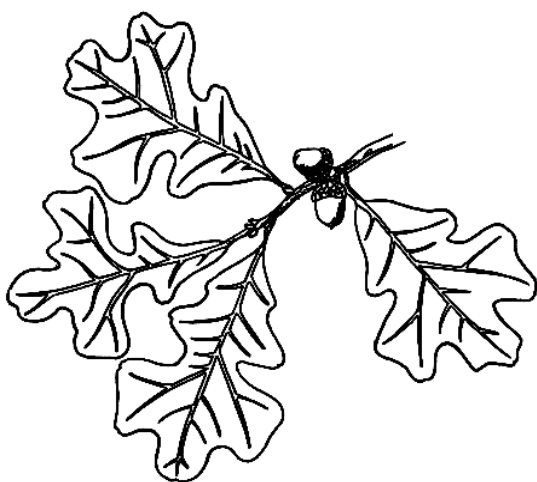


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Furst Ranch encompasses over 2,000 acres ideally located at the intersection of FM 1171 and State Highway 377. Originally unincorporated property in southern Denton County, the ranch now stretches across multiple jurisdictions, including the Town of Flower Mound, the Town of Bartonville and the extraterritorial jurisdictions of Bartonville and Argyle. It is bordered by Cross Timbers Community Church and Liberty Christian School on the north (property that was formerly part of the ranch), Union Pacific Railroad on the west, Lake Grapevine on the south and Montalcino Estates on the east. The entire Property is contained in the Argyle Independent School District and is also served by Liberty Christian School.

Denton county is one of the fastest growing counties in Texas and with this northward growth, the center of the metroplex is shifting north. Furst Ranch is forecasted to be located in the center of this growing metroplex. Many of the amenities serving the 7 million people who call this area home are less than an hour's drive from the ranch. These amenities include Dallas-Fort Worth International Airport, Fort Worth Alliance Airport, Texas Motor Speedway, AT&T Stadium, Globe Life Field, American Airlines Center, the Dallas Arts District, and the Fort Worth Cultural District. Higher education opportunities abound at nearby schools such as the University of North Texas, Texas Women's University and North Central Texas College.





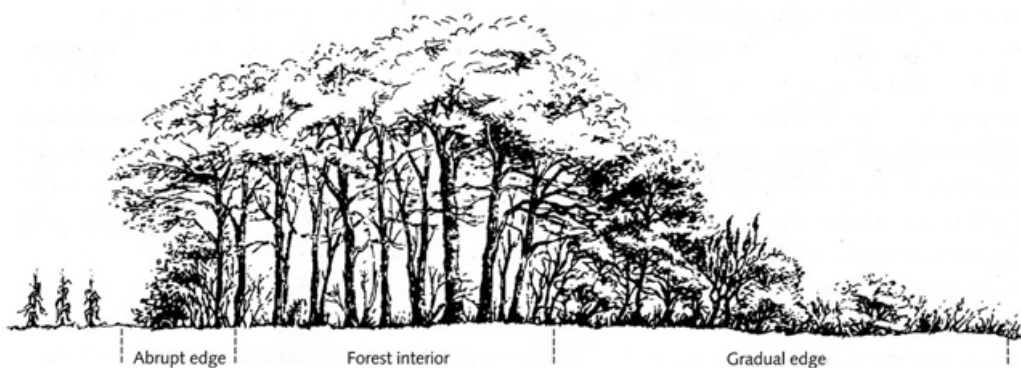
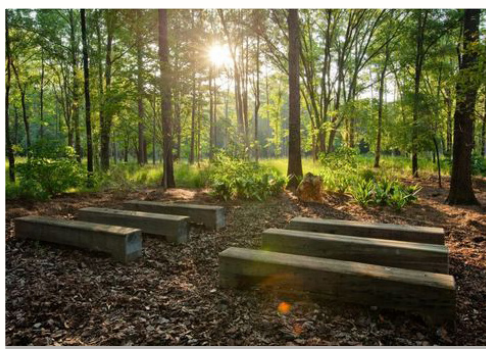
THE PROCESS

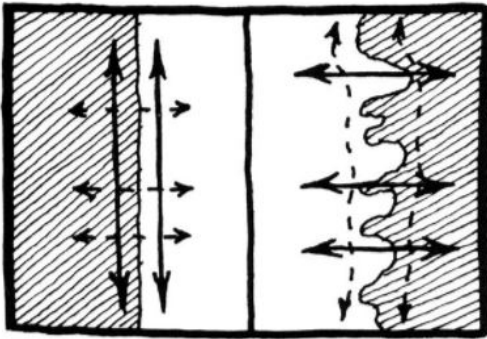
# THE PROCESS: DESIGN

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## PHILOSOPHY

An innovative balance of preserving the natural beauty of the land and connecting people to nature creates a thriving community. Furst Ranch authentically connects people to nature through a series of open space experiences centered around the heart of a vibrant mixed-use district.

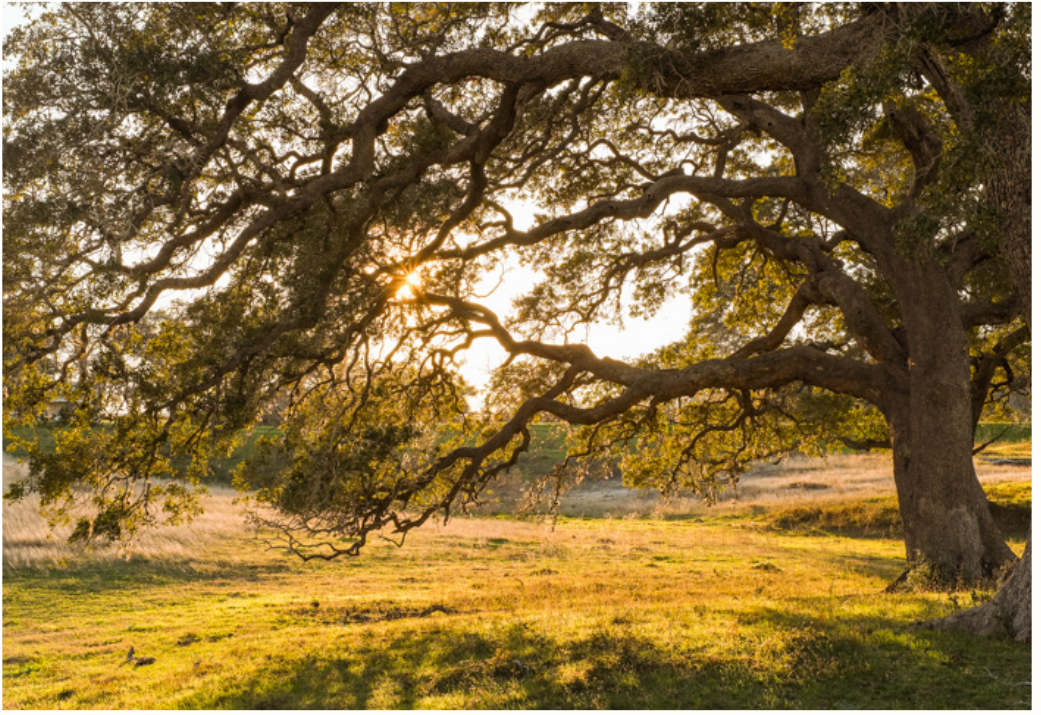




The design theme of the project is based on blending the connection between two things that are different, merging the distinct to become unified. Furst Ranch is located within two ecosystems, the Blackland Prairie and the Eastern Cross Timbers. These edges or fringes are coming together to create a unique ecosystem. This idea also connects humans to nature; it merges the natural and built environments in an organic, sustainable manner. Combining mountain and prairie architectural styles creates an authentic look and feel.







The following Core Principles will be the touchstones for the project and will fulfill the objective of creating an environment that respects the land and is truly authentic. They are measuring tools to ensure that components of the design fulfill these goals. Everything that is proposed as part of this project, must be connected to one of the five principles.

Authentic | Nature  
Innovative | Community  
Vibrant



CORE  
PRINCIPLES

## Authentic

au-then-tic | of undisputed origin; genuine



## Nature

na-ture | the phenomena of the physical world, including plants, animals and the landscape



## Innovative

in-no-va-tive | introducing new ideas; original and creative in thinking



## Community

com-mu-ni-ty | feeling of fellowship with others, as a result of sharing common attitudes, interests & goals



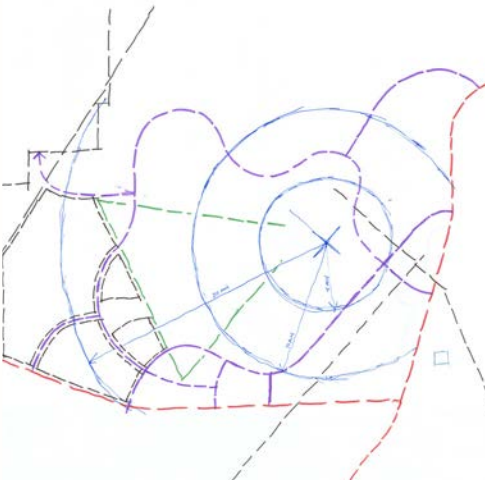
## Vibrant

vi-brant | full of energy, color & life; bright and striking



# THE PROCESS: DESIGN EVOLUTION

Similar to any design process, gathering all of the information had to come first. Through extensive site analysis, inspirational research, and group sketching the design team flushed out some preliminary concepts which led to a refined framework plan.



Spatial Relationships



Conceptual Land Uses





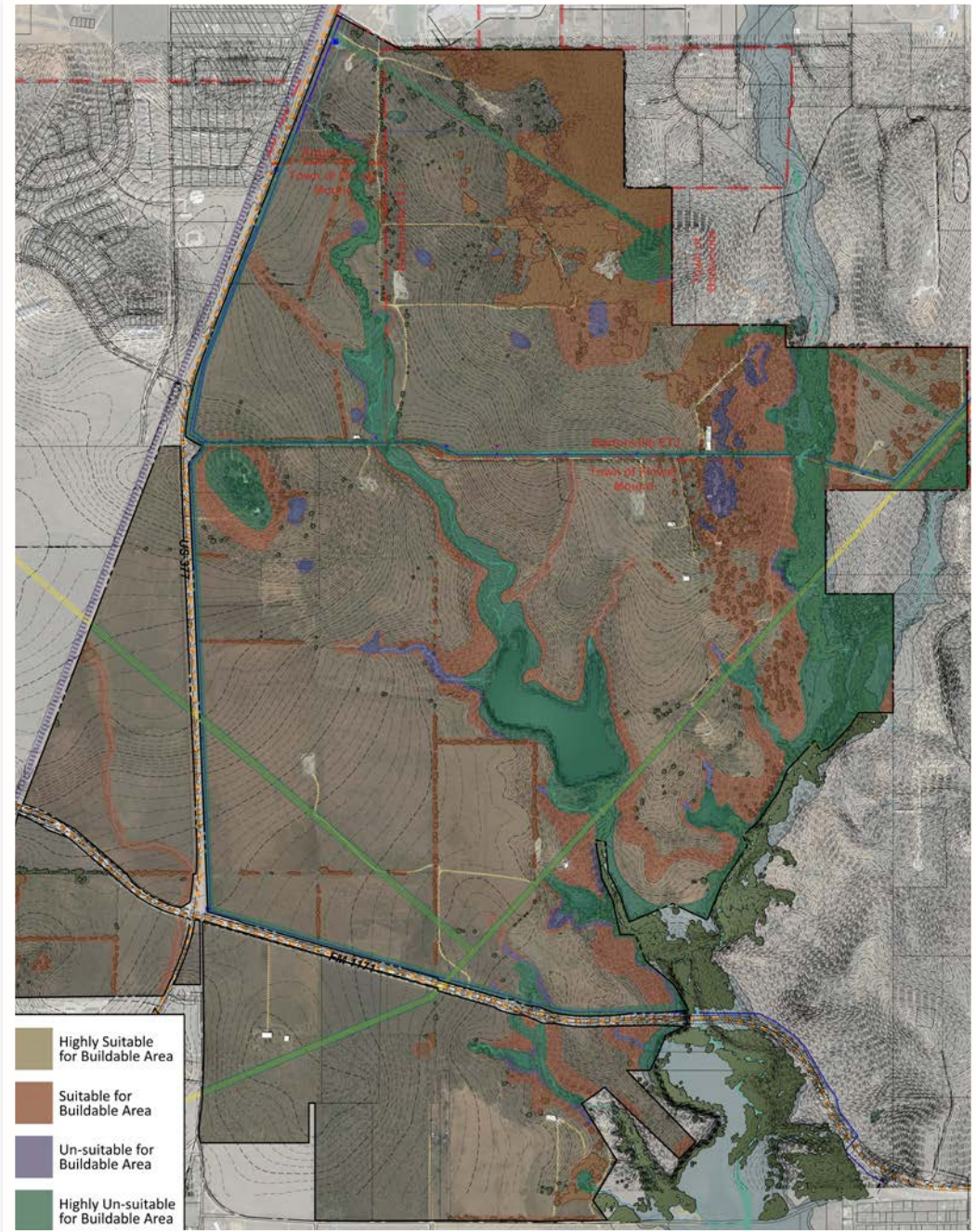




From prairie to rolling hills and ridges, the terrain gradually becomes more distinct along the eastern portion of the property as the prairie grass lands merge with the Cross Timbers. Burger Lake is a 25-acre body of water positioned at the convergence of several streams and creeks. Water leaving the lake travels south under FM 1171 and into Lake Grapevine. The streams, creeks, and Burger Lake are all located within FEMA floodplain. Smaller ponds are scattered throughout the property and some are connected to the stream system while others are not.

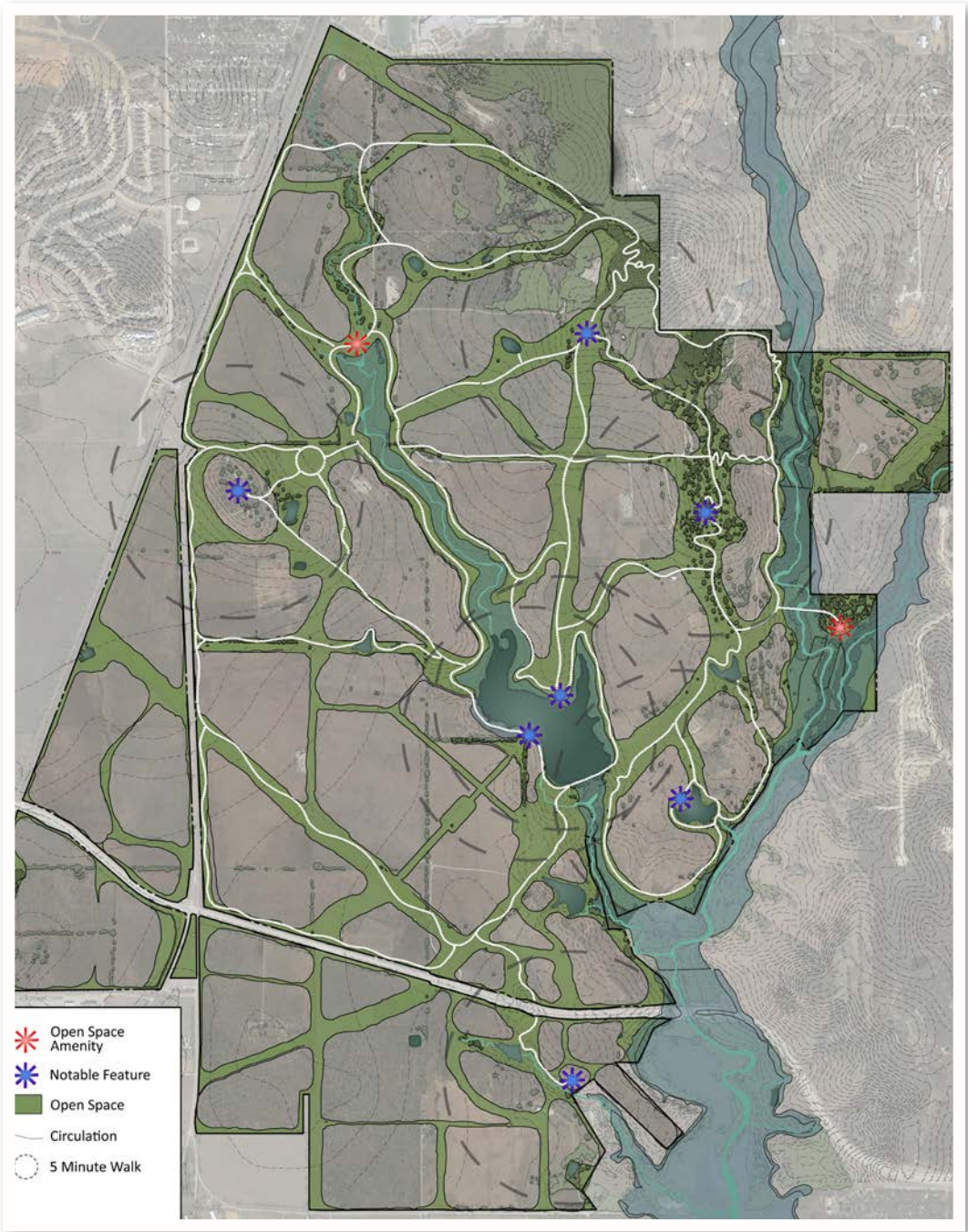


# BUILDABLE AREA STUDY



While varying terrain, wetlands, and dense woods provide character and unique views for the Furst Ranch development, they also limit the land areas suitable for building. The areas indicated in purple and green above would best be preserved as open space in order to prevent increased construction costs and loss of habitat. Areas shown in tan and brown have less slope and are not as environmentally sensitive, and therefore, are better suited for development.

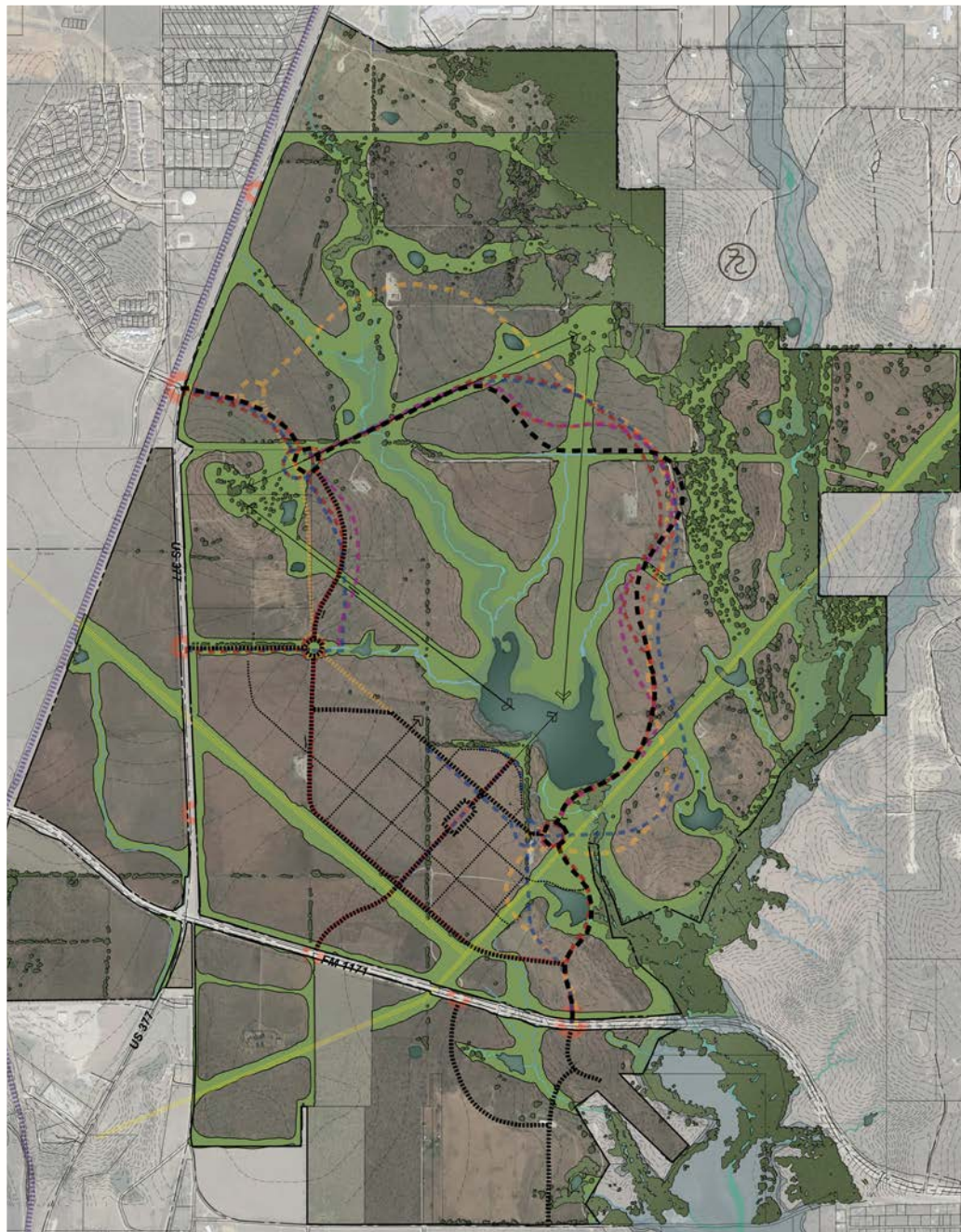




Locations of anticipated neighborhood amenity centers, indicated in red, are dispersed throughout the development in areas of significance. Notable features of the property are shown in blue, and are unique areas to be highlighted as key features. Most are within a five-minute walk of adjacent residential neighborhoods. An extensive trail system provides pedestrian connections throughout Furst Ranch and encourages a healthy lifestyle.



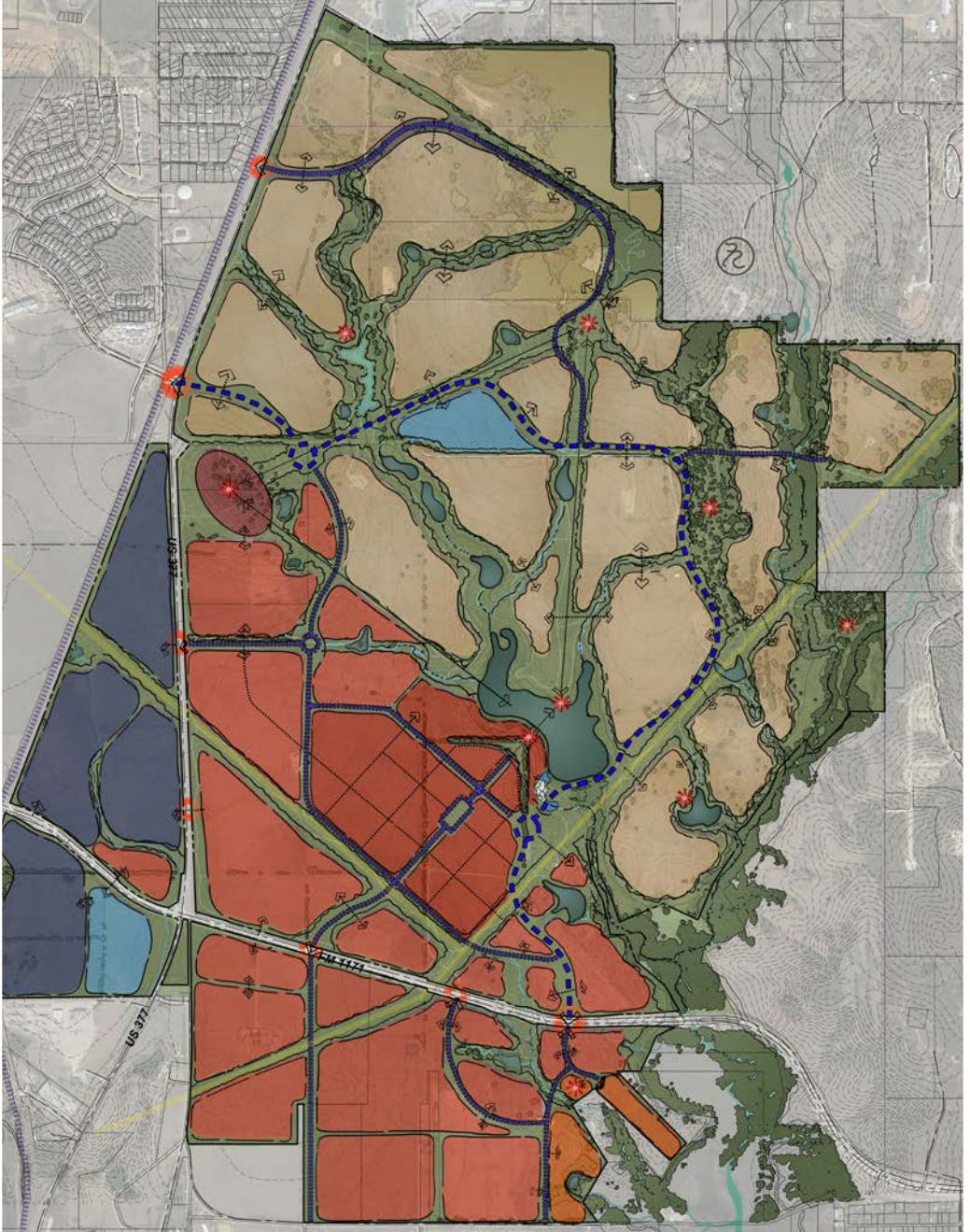
## VEHICULAR CIRCULATION




Various vehicular circulation paths were explored for the main collector roadway running through Furst Ranch. Flood plain crossings, view-sheds, pedestrian green way adjacencies and topography were taken into consideration before settling on the right path, which is indicated in black.




# THE FRAMEWORK PLAN




The patchwork of colors in the above framework plan demonstrates the integration of green space within the various uses. When you listen to the land and work with its unique characteristics the design tends to create itself. Above, the tan color represents single family residential areas and the array of red and orange indicates increased density. The red stars identify the notable features of the site and could potentially be parks, amenity centers, or outdoor education facilities.




**SINGLE FAMILY:** Single family homes, townhomes, and cottages make up the various foot prints of this district and are connected through a series of open spaces.




**VILLAGE CORE:** Boutique Retail, Mixed-Use, Dining and Light Commercial terminate into The Lake District. Users gather here to recreate, dine, and shop.




**LAKEFRONT CONDOS:** High density condos offer views of Lake Grapevine, and direct connections the Furst Ranch trail system.




**THE MARKET:** This district will become the commercial retail and office hub of western Flower Mound, serving the residents of Furst Ranch and those in the area.



**CIVIC:** Furst Ranch will warrant additional schools to the highly sought after Argyle ISD. Ideally centrally located in the residential district and near open space.



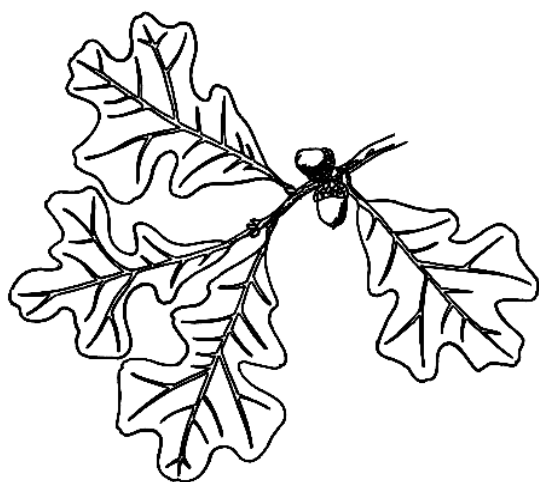
**BUSINESS PARK:** The enhanced facades and landscape of the Business Park at Furst Ranch will buffer the remaining districts from the railroad tracks to the west.



**HOSPITALITY:** The district will provide lodging accommodations in key areas of the site, and will serve and enrich users.



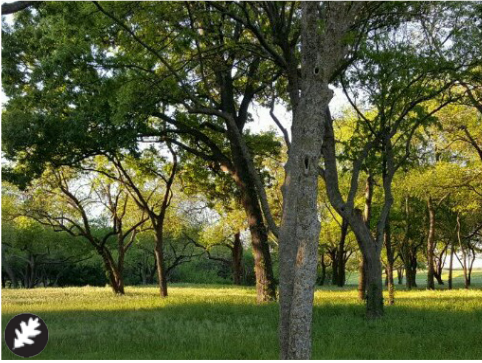




THE PLACES

# PARKS AND OPEN SPACE

at Furst Ranch



Neighborhood parks and natural open spaces provide a multitude of benefits to the human population and are vital for wildlife habitats. With a minimum of 30% open space, Furst Ranch is a one of a kind development located in the heart of DFW. Natural and programmed open spaces will provide all residents access to nature through an extensive trail system and a centralized park. These areas will also provide relief from the built environment and protection of the most valuable natural resources. Pocket parks, plazas, and community lawns will give the urban areas a natural open space feel and promote a healthy lifestyle. All residents are encouraged to navigate the extent of Furst Ranch through the trails and open space connections.



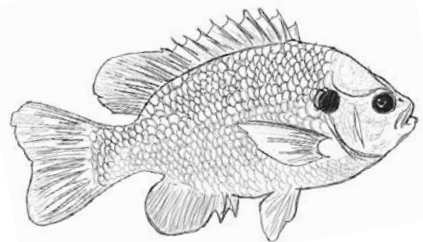




← Neighborhood Amenities



Trail System



Sun Perch





↖ Nature

"Because the living environment is what really sustains us."

E.O. Wilson



↖ Preservation

Thistle Hill Amenity Center ↗



Common  
Thistle





Outdoor Education





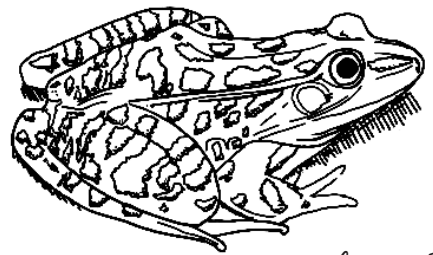
# THE LAKE DISTRICT

at Furst Ranch



The lake district is centrally located within Furst Ranch and will be the anchor to the centralized park. The north side of the lake offers residents recreational activities, such as kayaking and paddle boarding. Envisioned is a unique boat house and community center for hosting private events and gatherings. The south side of the lake will be the Hub of Furst Ranch and will promote a more active scene. An iconic public gathering space for hosting cultural events and a grand community lawn provide an ideal focal point for restaurants, pubs, and the retail center.





*Leopard Frog*



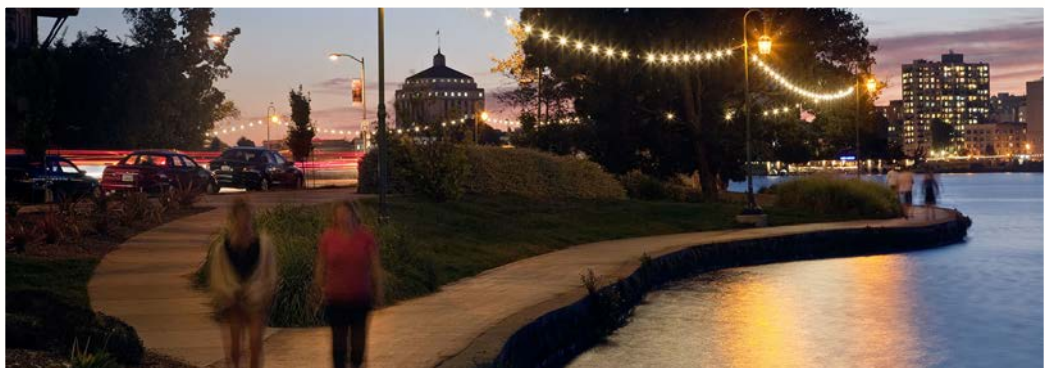




"Sustainability development  
is the masterful balance  
of meeting our own needs  
without jeopardizing future  
generations' ability to do  
the same."

.....

Light of Mine



Boardwalk — ↗







The Boat House



Community lawn

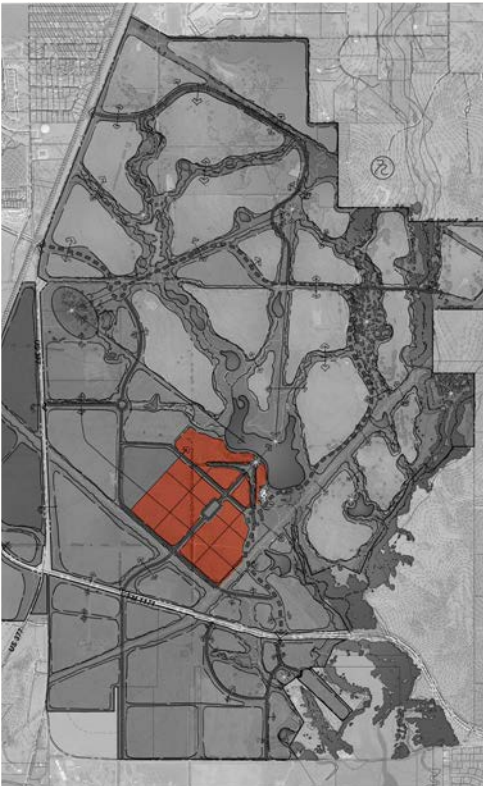


Side Oats  
Grama





# THE VILLAGE CORE at Furst Ranch



Pocket Park →





Diversity

The Village Core hosts a mixture of retail, office and residential uses bringing the Live, Work, Play concept to life. Three to four story buildings that face the street and wide enhanced sidewalks give this district a pedestrian scale. Parking shall be located interior to the block to emphasize the village concept. Along the two major streets, the buildings will have ground floor retail and/or office uses topped with urban residential. Building facades will portray a cohesive architectural style throughout the district.



Gathering

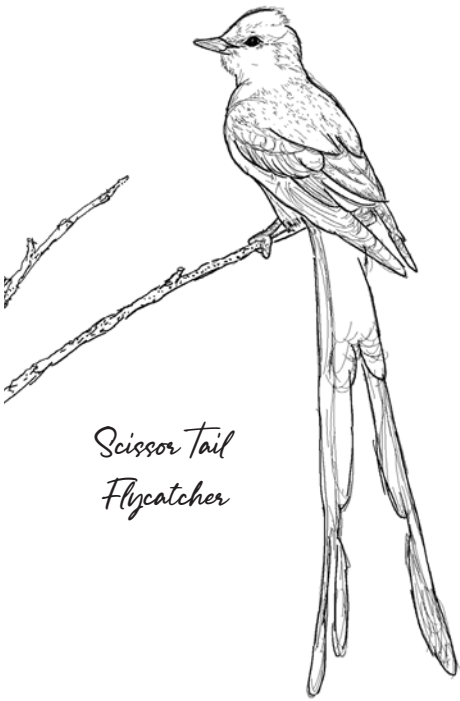
Vibrant,  
Economically Viable,  
Timeless,  
Placemaking



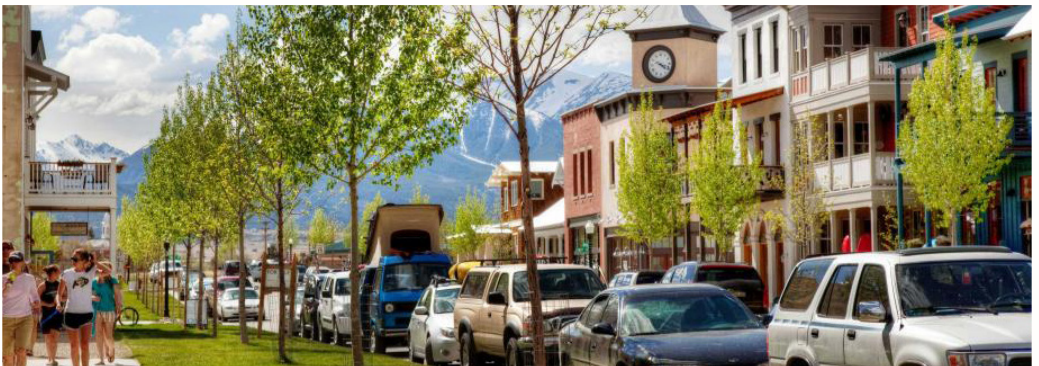




Entertainment



Scissor Tail  
Flycatcher







← Mixed-Use



"Nature holds the key to  
our aesthetic, intellectual,  
cognitive and even spiritual  
satisfaction."

.....

E.O. Wilson

# NEIGHBORHOODS

at Furst Ranch



Natural open space and drainage ways connect the neighborhoods, so that all residents have access to the Furst Ranch trail system. In order to remain authentic to the land, the non-traditional coving method will be applied to many of the neighborhoods. This method works with the topography to reduce required infrastructure and increase green space. An elementary school is centrally located to serve the growing community. Varying lot and building footprint sizes will promote a diverse demographic and create a sense of community among users. Amenity centers will be dispersed throughout and provide recreational gathering opportunities for residents.



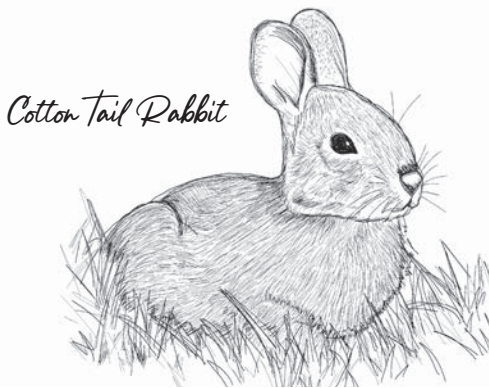




Age in Place —→



Trail System,  
Biophilia,  
Safe Streets,  
Age in Place



Cotton Tail Rabbit



Active —→







"When we see land as a  
community to which we  
belong, we may begin  
to use it with love and  
respect."

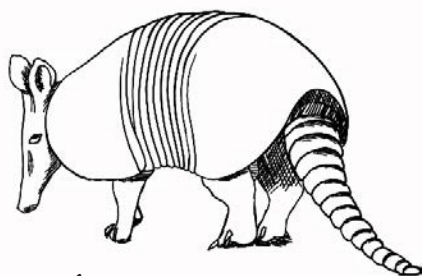
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Aldo Leopold



Elementary Schools,  
Community,  
Cross-Generational,  
Shared Amenities





*Armadillo*



Lifestyle →





CIVIC  
DISTRICT

at Furst Ranch



The growing population and the lack of existing healthcare nearby, make Furst Ranch an ideal location for a medical campus. The site offers access to both Highway 377 and FM 1171, with close proximity to Interstate 35W. Town or county municipal buildings would also fall in this district. Architecturally, these building would make a statement and set the tone of the Furst Ranch character.



Municipal Building →







*Native Pecan*

Medical Center →

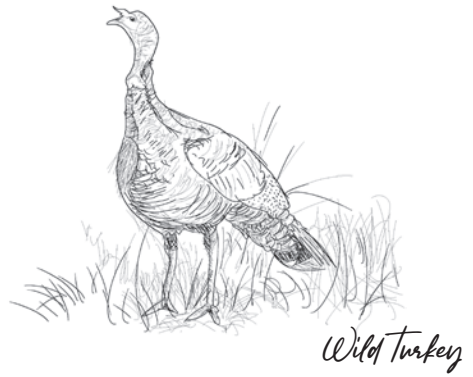




Market demands and Town of Flower Mound's economic strategy both indicate a need for a business park. The business park at Furst Ranch will consist of office and light industrial uses. This district will be nestled between Hwy 377 and the Union Pacific Rail Road, which will provide an ideal buffer to the remaining development. Users will have access to Hwy 377 and FM 1171, and are within close proximity of Interstate 35W. High development standards and enhanced architectural materials will be used to ensure that these facades complement the adjacent Furst Ranch development.



Enhanced landscaping and screening will be used to protect view corridors and complement the over all look and feel of the remaining development.



Convenience,  
Green Technology,  
Efficiency,  
Forward Thinking





# THE MARKET

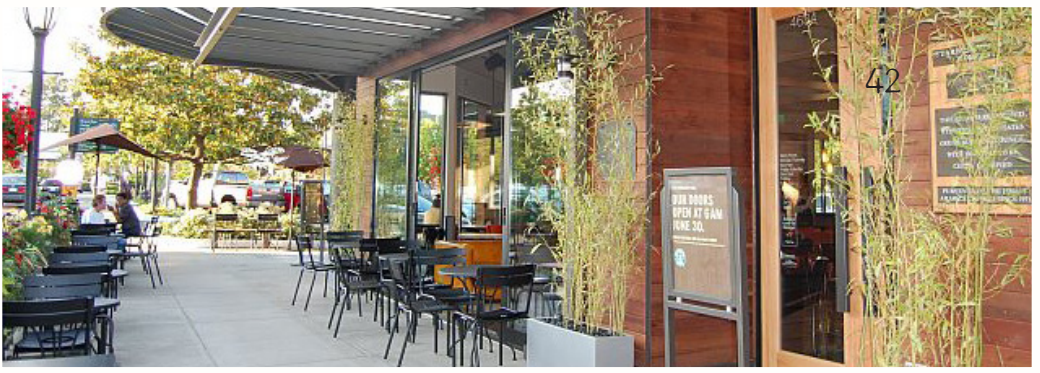
at Furst Ranch



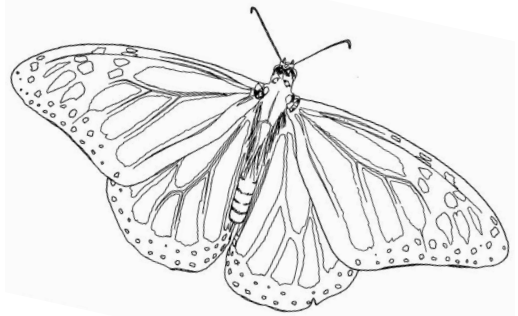
The Market will provide the western, growing side of Flower Mound convenience shopping and retail space. This area will front along FM 1171 and have large landscape areas adjacent to the roadway to enhance the scenic views and provide screening to the site. This area backs up to the large overhead power lines, providing a transition to the Village Core, Corporate Campus and Civic Districts. The development of this area will take the form of suburban building placement with coordinated architectural and material elements to provide a cohesive theme.

Proposed Market





↖ Daytime Economy



*Monarch Butterfly*



Daytime Economy,  
Entertainment,  
Lifestyle,  
Convenience





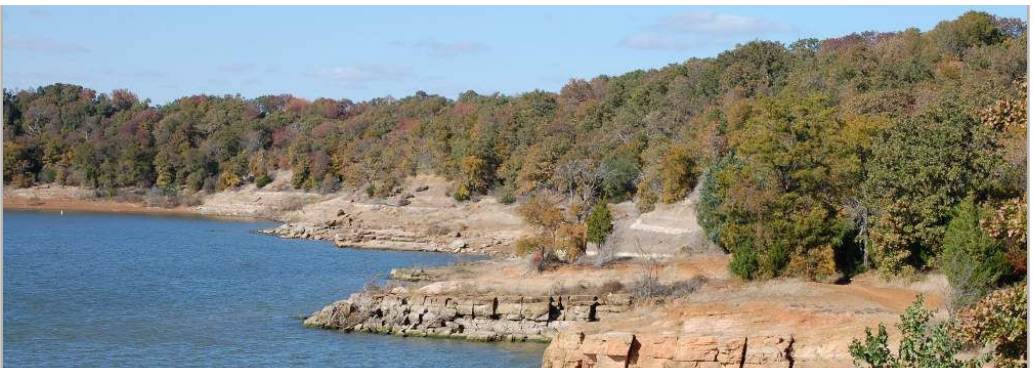
# LAKE FRONT CONDOS

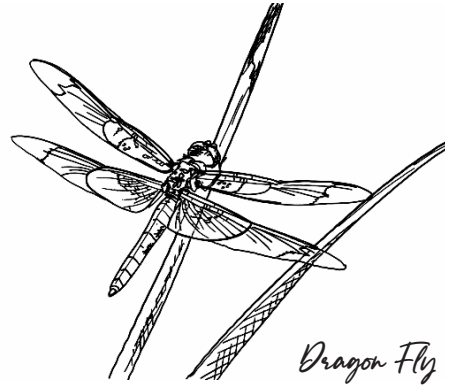
at Furst Ranch



The proposal for the area adjacent to Grapevine Lake is to develop high rise residential structures that take advantage of the lake and natural areas. This site will be unique to the surrounding area by providing a housing type not currently found in close proximity. The views will be stunning and the somewhat secluded area will be a desired option for Furst Ranch. A nearby trail head will serve as dining and entertainment, as well as connect the Lake Front Condos to the northern portions of the development.

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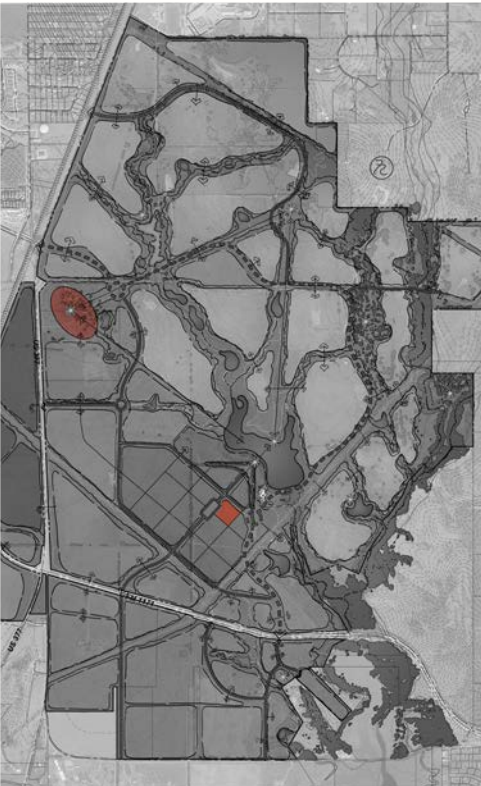




# HOSPITALITY at Furst Ranch

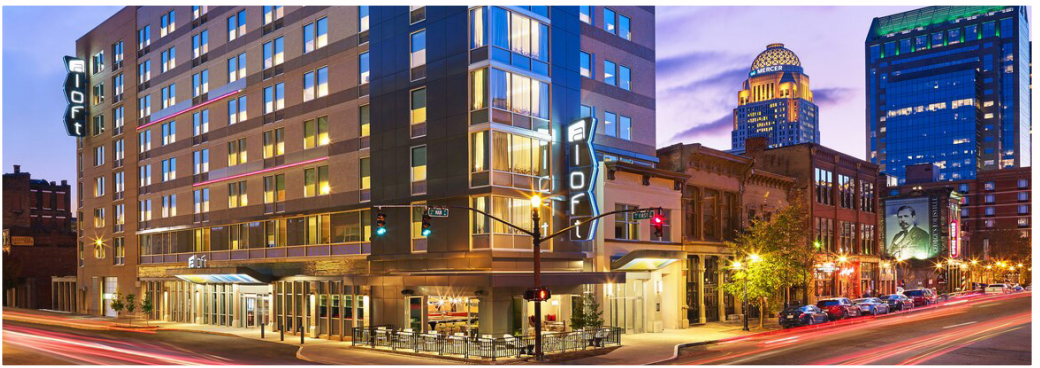


Relax





The proposed corporate offices, as well as the existing need, justify the demand for hotels within the Furst Ranch development. The project vision and unique land features of the site would attract a retreat style facility with environmentally sensitive values. This oasis could serve as an event center or meeting place, but most importantly a beacon of the Furst Ranch character. An additional hotel could be nestled in the heart of the Village Core. This more urban location craves a hip, innovative atmosphere that fosters an active lifestyle.



View Corridors —→





# URBAN RESIDENCES

at Furst Ranch



Healthy Lifestyle

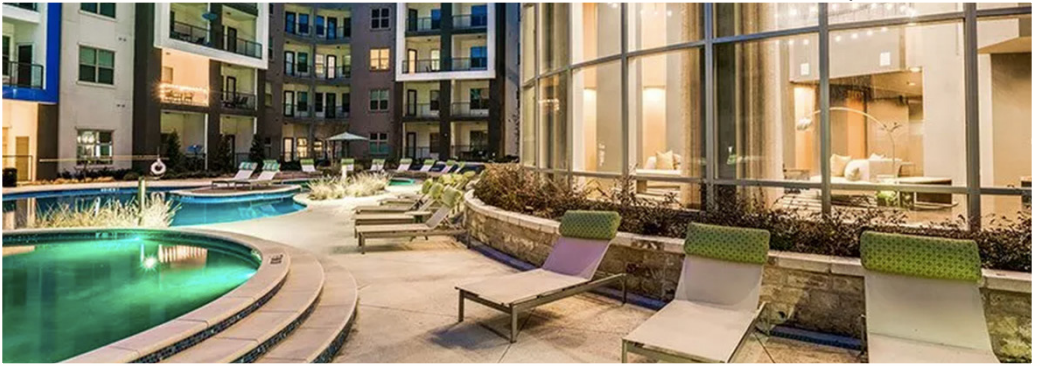




The Urban Residences area will contain a mixture of residential uses designed to complement the urban districts and Corporate Campus areas. The common theme of the area will be pedestrian oriented with connection to both the active areas within the urban district and the centralized park. Also, as with the Village Core, the parking for this area will be interior to the blocks. Alleys may serve some of the housing types in this area.

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Urban Amenities →



Diversity,  
Community,  
Complete Streets,  
Mixed-Use





# CORPORATE CAMPUS

at Furst Ranch



← Greenspace





The growth of the metroplex has driven the need for corporate campus space. Furst Ranch, with its unique picturesque land, mixture of uses and development standards, is the ideal place for a corporate campus. These office uses will be an asset to the development and the Town of Flower Mound.

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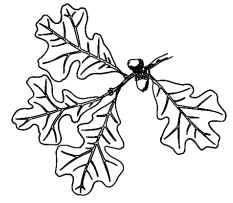


↙ Biophilic Offices



SOAK  
UP THE  
SUN





# THE PURPOSE

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The purpose of Furst Ranch is to create a **innovative, vibrant** mixed use **community** that **authentically** works with **nature**. The goal is to generate a unique living environment while establishing a hub and economic engine in Western Flower Mound for generations to come. A phased approach will create neighborhoods and commercial districts that will continue to increase in social and economic value. This world-class development will create an unparalleled sense of place for residents and will serve as a destination for the surrounding communities. The resulting benefit will be the long-term growth in the tax base for the Town of Flower Mound and Argyle ISD.

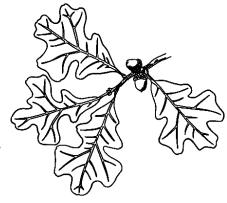






# THE PEOPLE

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Jack Furst has been involved in business and commerce in the Metroplex for decades. He reached out to the most experienced and respected developers to gauge interest in the site. After many meetings and conversations, the Fursts chose Hines and McAdams as their partners to bring their vision to reality.

## Hines

Hines is a privately-owned, global real estate investment, development and management firm that is known for undertaking large projects. The firm has over 4,000 employees working on 128 current projects in 24 countries. Hines is one of the largest and most respected real estate organizations in the world and brings a wealth of knowledge and expertise to the development team. Some of their local work includes:

- Carillon | Southlake, TX
- Edgestone at Legacy | Frisco, TX
- Lakes at Las Colinas | Las Colinas, TX



## MCADAMS

McAdams is a full service design firm offering Planning, Landscape Architecture, Engineering and Surveying services. The firm will serve as the lead designers and see the project through the zoning and entitlement phases. McAdams will bring thoughtfulness to the design while advancing the clients toward their vision.

After creation of the partnership between the Fursts, Hines and McAdams, they looked at bringing on development experts to round out the team. Included in the group of companies to work on the development plan are Catalyst, LJA Engineering, Apex, and Muncipal.



### Marketing Consultant

Catalyst is a Dallas based consultancy focused on innovative solutions for public and private entities.



### Traffic Consultant

LJA is a multi-discipline development engineering and consultation firm assisting with transportation planning.



### Environmental Consultant

Apex offers comprehensive professional and field services to assess, prevent, and cure environmental issues.

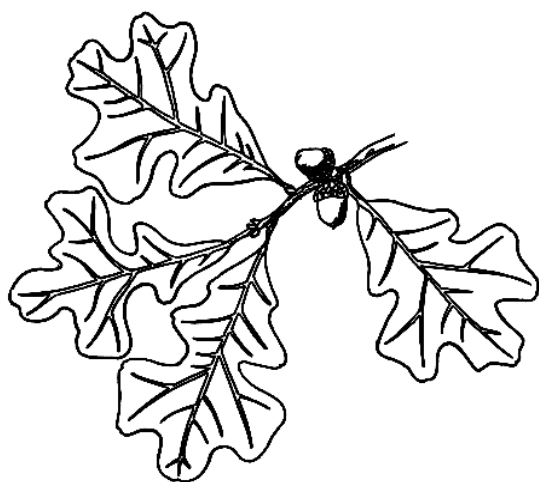


### Financing Consultant

MuniCap, Inc. is a public finance consulting firm that specializes in funding services for real estate development.







THE PATH FORWARD



# THE PATH FORWARD

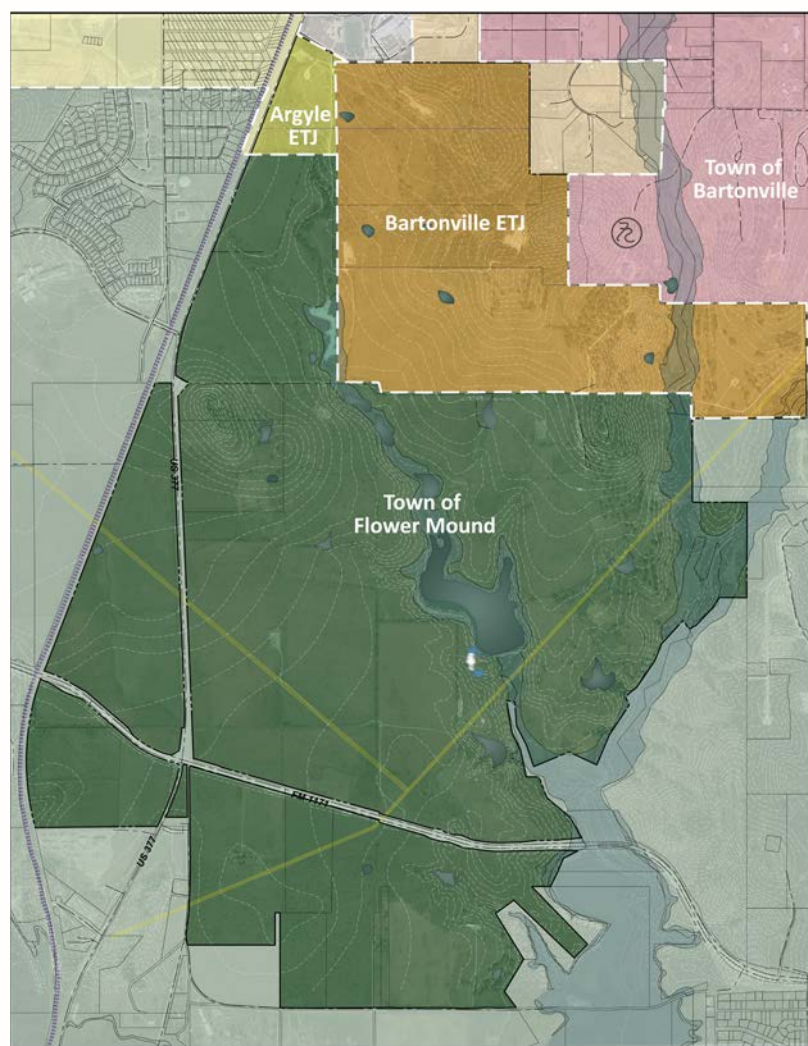
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Furst Ranch will be a landmark development, but the size of the project and the length of development will require an extremely complex set of actions to move through the development process. The following sections describe the major areas of work that will have to be accomplished in order to bring this exceptional development to fruition. The following is a description of the major components that will need to be undertaken. However, it should also be stated that the path may change due to the lengthy time needed to fully develop the property.

1. Dis-Annexation & Annexation
2. Master Plan Amendments
3. Mixed Use Zoning
4. PID District & TIRZ Creation



# DIS-ANNEXATION & ANNEXATION



The first element to realizing the vision of the Furst Ranch is to bring all of the property within the Town limits of Flower Mound. As represented, a total of 2,068 acres are within the Furst Ranch development currently, 556 acres are within Bartonville's ETJ, and another 33 acres are within Argyle's ETJ. The plan is for all of this property to be annexed into the Town of Flower Mound. This will enable uniform regulation and development of the property under one municipal jurisdiction.

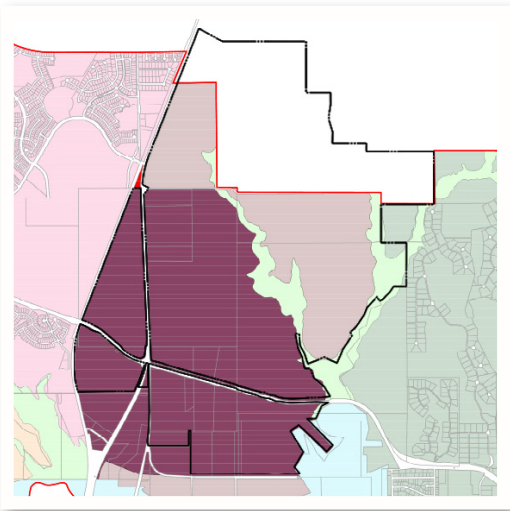


# MASTER PLANNING & ZONING

The second element relates to the Town of Flower Mound's Master Plan, which is the guiding document for development within municipal limits. The proposal is to amend Future Land Use Designation of the development to Mixed Use. The common designation for all of the property within the Furst Ranch will enable a seamless development approach and coordinated development standards. In addition to the land use change, the Thoroughfare Plan will need to be amended to reflect the design of the collector road servicing the proposed development. Specifically, to align the roadway network of the Thoroughfare Plan with the proposed development of the property.

In conjunction with the Master Plan amendments, the zoning of the property will need to be changed to match the Master Plan. The current zoning of Agriculture and Interim Holding are only temporary designations slated to change with the ultimate development of the land. Also, the property currently not within the Town of Flower Mound will need to be given a zoning designation when it is annexed by the Town of Flower Mound.

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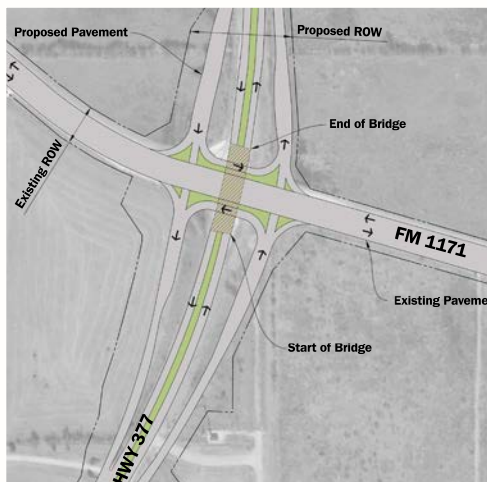


## Master Plan Land Use

The Zoning on the property is currently Agricultural (A) and Interim Holding (IH). These designations represent the rural, undeveloped nature of the site and that the property was annexed into the Town.

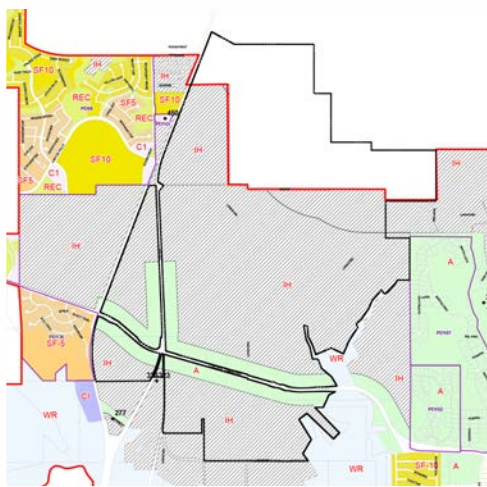
## Master Plan Thoroughfare Plan

The current Thoroughfare Plan shows the need to have a connector roadway between FM 1171 and US 377. The location should be determined by the actual development of the property. The plan also shows the need to have internal collector roadways to serve the new development.



## Planned TXDOT Flyover Interchange

There is a current plan to widen US 377 and upgrade the intersection with FM 1171. The TXDOT plans show a six-lane roadway and a grade separated interchange with US 377 being elevated above FM 1171. The construction of the interchange will have a significant impact on Furst Ranch.



## Existing Zoning Map

The Land Use for the property is mainly Mixed Use; approximately 433.5 acres are designated as Prairie Vista. The Mixed Use area is to provide for a wide variety of commercial, office and residential uses. The Prairie Vista area is to buffer the intensity of the adjacent residential district.



# INFRASTRUCTURE & COST ESTIMATES

This development is complex and will take many years to complete in multiple phases. A project of this size requires significant major infrastructure costs. The list below highlights a few major line items, including major roadways and dam reconstruction.

- Lake & dam reconstruction
- Bridges
- Collector Road between FM 1171 & US 377
- On-site utilities & roads
- Off-site utilities
- Amenities
- Community Parks & Greenspaces
- Tree Farm



# PID DISTRICT & TIRZ











As listed to the left, the major infrastructure costs for the proposed development are estimated at approximately 320 million. Fortunately, not all of the costs will be at the start of the project. However, some of these costs will need to be incurred earlier in the process, as a first step in the development. Due to the magnitude of the project, Furst Ranch will need to use funding mechanisms to pay for some of this major infrastructure. Creating both Public Improvement Districts (PID) and Tax Increment Reinvestment Zones (TIRZ) is critical to developing Furst Ranch. The PID district will require authorization by Town Council and a vote by the citizens of Flower Mound. A TIRZ can be created by the Town Council, and it is expected that Denton County would also participate.

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# ABSORPTION TIME LINE

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6
 BUSINESS PARK		100,000 sf business		250,000 sf business		250,000 sf business
 HOSPITALITY					150 hospitality	
 OFFICE			50,000 sf office	50,000 sf office	100,000 sf office	
 RETAIL			30,000 sf retail		80,000 sf retail	
 MULTI-FAMILY			250 multi-family units	250 multi-family units		300 multi-family units
 CONDOS				50 condos	50 condos	
 TOWNHOMES				30 townhomes		30 townhomes
 SINGLE FAMILY	180 single family homes	250 single family homes	280 single family homes	300 single family homes	320 single family homes	325 single family homes

YEAR 7	YEAR 8	YEAR 9	YEAR 10	YEAR 11+	TOTAL
	250,000 sf business		500,000 sf business	700,000 sf business	2,050,000 sf business park
	150 hospitality			350 hospitality	650 hospitality
200,000 sf office	200,000 sf office		500,000 sf office	500,000 sf office	1,600,000 sf office
250,000 sf retail		250,000 sf retail		350,000 sf retail	960,000 sf retail
300 multi- family units		300 multi- family units		2,600 multi- family units	4,000 multi-family units
80 condos		80 condos		500 condos	760 condos
	60 townhomes		120 townhomes	160 townhomes	520 townhomes
325 single family homes	330 single family homes	280 single family homes	242 single family homes		2,832 single family homes



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