



The Eldorado Parkway (FM720) Construction Guide

Summer 2011



The Town of Little Elm, Your Business Partner

Special points of interest:

- What You Can Do To Help Your Business Prosper
- Before Construction
- During construction
- After Construction
- New Mapping Application
 - Highlighting Affected Businesses
- Centerfold Map for Reference

While the long-term benefits of an improved Eldorado Parkway (FM 720) are significant, we understand that the construction period will present short-term challenges. Please know that the Town will strive to keep you informed and minimize inconveniences.

One step in this process is to provide you with this construction guide produced by the Town Staff. The guide offers tips, resources and contacts to help your business prosper before, during and after the road improvements.

Additionally, The Economic Development Corporation Executive Director and Town Staff are available to assist with any issues that you may encounter. The Town construction manager who is available to answer questions. The Town of Little Elm will also provide timely updates on the Town's website, www.littleelm.org.



With your involvement and understanding, we will weather the upcoming construction phase and soon welcome the expanded business opportunities the Eldorado Parkway (FM 720) improvements will bring.

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Sincerely,

LITTLE ELM ECONOMIC DEVELOPMENT

Jennette Killingsworth, EDC
Executive Director
Town of Little Elm

Jason Olsen
President
Little Elm Economic Development Corporation



LITTLE ELM
Chamber of Commerce



Little Elm: A Growing Retail & Business Destination

The Town of Little Elm has experienced explosive growth in the last decade.

The population of Little Elm grew by an estimated 498% between 2000 and 2007, ballooning from 3,646 to 21,793 making the Town one of the fastest growing in not only the state of Texas but also the United States. Our population increased from 3,646 citizens in 2000 to 25,898 by the 2010 Census, with an estimated average

household income of \$80,794. Current 2011 estimates show the population to be 26,850, making Little Elm one of the fastest growing municipalities in Texas since 2000 in terms of percentage growth. Little Elm's current retail trade area is over 90,000 people and is expected to increase to over 105,000 people by 2016.

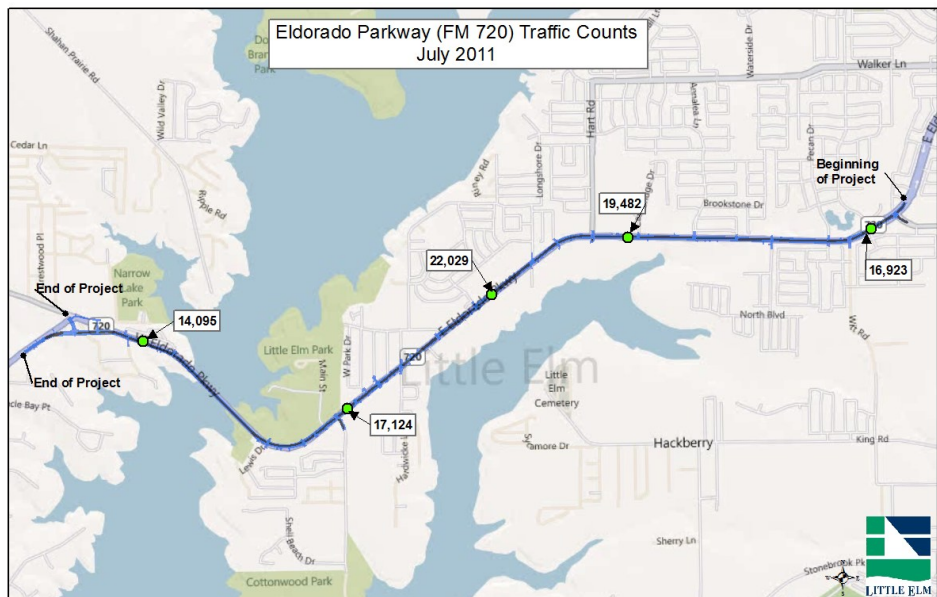
Daily traffic counts on Eldorado exceed 20,000 vehicles per day in a number of places, including Eldorado & Main, and Eldorado & Walker. These numbers will only increase as construction is completed and the Little Elm Retail Trade Area continues to grow.

This is great news for a Town that has aggressively planned for growth and the economic development opportunities it brings.

“Traffic Counts on Eldorado Parkway Exceed 20,000 Vehicles Per Day”



Representation of the New Little Elm Bridge Over Lake Lewisville



Eldorado Parkway Widening Project

The Eldorado Parkway (FM 720) Widening Project is an important component in regional efforts to ensure an infrastructure that will safely and conveniently accommodate the expected increase in residents, visitors and customers.

Eldorado Parkway (FM 720) was let for construction in July 2010. The winning bid was \$55 Million, submitted by J.D. Abrams. Work is expected to begin October 2011 and conclude in the

Spring of 2014. There will be 566 contract days and 30 months of barricades.

This project consists of a half mile six lane bridge over Lewisville Lake, a single span bridge over Peach Creek, and a three-span bridge over Hart's Branch. Included in the design are 27 side street intersections, 5 signals, 25 retaining walls, urban storm sewer and culvert crossings, aesthetic treatments, and storm water treatment units approved by the U.S. Army



Corps of Engineers. The road work in Little Elm will involve widening approximately four miles of Eldorado Parkway (FM 720) from Little Elm Parkway West to French Settlement.

“The Winning Bid Was \$55 Million, Submitted by J. D. Abrams.”

CONTACT INFORMATION:

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Route Description—Lewisville Lake Corridor & Eldorado Parkway (FM 720)

The Lewisville Lake Corridor is approximately 13.8 miles and creates an east-west connection between Interstate Highway (I) - 35E and the Dallas North Tollway (DNT). It includes improvements to the portions of roadway that follow existing western and eastern arterials near Lewisville Lake. The corridor is divided into eight sections, with Sec-

tions 4, 5, and, 6 designated under the current TxDOT FM 720 project.

FM 720 is a suburban road that begins at US 380 just west of the Lincoln Park town limits. It travels southward, through Oak Point, before turning to the southeast and entering Little Elm. It merges onto eastbound El Dorado Parkway, while the Parkway westbound

connects with the Lewisville Lake Toll Bridge and the city of Lake Dallas. The route continues northeast and east, as the main thoroughfare through Little Elm. In eastern Little Elm, Eldorado Parkway branches off to the north, while Little Elm Parkway (FM 720) continues east to its terminus at FM 423. A map of project limits can be viewed on Page 8 and 9.



Eldorado Parkway Will Be Under Construction for 566 Days After Construction Starts.

WHAT YOU CAN DO TO HELP YOUR BUSINESS PROSPER...

BEFORE CONSTRUCTION:

- ◆ Get Informed – Watch for information about project meetings and attend.
- ◆ Get Involved – Contribute ideas and make your concerns known at these meetings or by calling or writing to the Town. The earlier your concerns are voiced, the better prepared the project team can be to respond. Disruption from construction can be mitigated if there is communication and proper coordination between business owners, Town officials and contractors.
- ◆ Be Prepared – When you are informed ahead of time, you are able to prepare to prosper during and after road construction.



Representation of the New Little Elm Bridge Over Lake Lewisville

TIPS TO CONSIDER:

- ◆ Keep your staff lean. If you expect a decrease in customers once construction begins, consider leaving positions that become vacant before the project open rather than rehiring immediately. Other options include job sharing or reduced hours if necessary.
- ◆ Reduce your inventory to prepare for slower sales.
- ◆ Secure a line of credit while business is good. This gives you access to finances when and if there's an emergency.
- ◆ Build a database of customer e-mails and home addresses so that you can keep them informed on road conditions, best routes and promotional specials during the construction period.
- ◆ Get employees involved. Discuss marketing and customer service strategies for staying prosperous during construction. Employees will have fresh ideas and appreciate the opportunity to participate.



Staying Informed and Involved
will Allow Businesses to Plan
Ahead

“Get Informed!”

“Get Involved!”

“Be Prepared!”



**The Town
With A Lake
Attitude!**

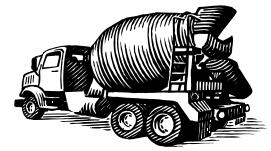
WHAT YOU CAN DO TO HELP YOUR BUSINESS PROSPER...

DURING CONSTRUCTION

Communicate – This will be critical during the entire construction project. As a business owner, you must communicate with the construction project managers, your employees, other businesses, and most importantly, your customers.

TIPS TO CONSIDER:

- ◆ Keep the construction manager's contact information close at hand.
- ◆ Allocate more time or money to cleaning in order to keep construction dust to a minimum.
- ◆ Create a friendly rapport with construction workers. Offer them discounts or deliver meals to them.
- ◆ Make it convenient for customers to buy from you by delivering products/ meals to their home or office.
- ◆ Keep a script next to your phone to ensure that you and your employees are consistent and clear in the information that you give to customers about the construction and access to your business.
- ◆ Continue to stay informed by attending all meetings relating to the construction project. Be sure to open and read all correspondence from the Town.
- ◆ Extend business hours to make it easier for customers to get to your business after the construction crews are finished working each day.
- ◆ Be flexible to accommodate customer demands and other perceived needs as they arise.
- ◆ Consider off-site parking for your employees. This will help avoid more congestion in reduced parking areas. Depending upon the number of people you employ, you may even consider offering a carpool or shuttle from an agreed-upon location.
- ◆ Make the construction work for you. If you need to remodel your store, restaurant or office, consider doing so during the road construction project. Use this slower period to get things done that you don't normally have time to address.
- ◆ Keep a positive attitude about the construction project with customers. Talk about the benefits of an improved Eldorado Parkway. You want customers to feel good about shopping and doing business along Eldorado Parkway...now and in the future.



**Keep the Construction Manager's
Contact Information Close at
Hand"**

*"Communication
Will Be Critical
During the Entire
Construction
Project"*



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History of Eldorado Parkway (FM 720)

FM 720 was first designated in neighboring Collin County in 1947; it replaced an old alignment of SH 24 between SH 289 and US 75, connecting Frisco and McKinney. In 1955, the route was extended



into Denton County, to the new alignment of SH 24, replacing FM 388 and portions of FM 423. The route was truncated in 2001, when the portion from



Frisco to US 75 was removed from the state highway system; the additional re-designation of some mileage as FM 423 in 2002 brought the route to its current length.



Little Elm GIS Information

The Town of Little Elm GIS Department has created a graphic representation to help our Businesses during the TxDOT Eldorado Parkway (FM 720) Expansion Project. The web mapping application allows businesses to see, using aerial photography and a

Computer Aided Design (CAD) drawing, how the expansion is going to impact their business and the business' around them. Not only does it show the expansion boundaries it also shows the stamped concrete and median decoration.



"The Town of Little Elm GIS Department Has Created a Graphic Representation...Using Aerial Photography and Computer Aided Design"

Web Mapping Application


STEPS FOR USING THE MAPPING APPLICATION:

- ◆ Follow the link <http://littleelm.dfwmaps.com/> to see details on the Eldorado Parkway (FM 720) project and how it will affect your property in Little Elm.
- ◆ On the left side of the map under **"Find a Location"** type your businesses address or use the default for Town Hall address and click **"Go"**.
- ◆ Turn on the **"Pan"** tool by clicking on the hand icon on the upper left of the map. Use the tool to move to your business location on the map.
- ◆ Next, on the left, under **"Layers"** click on check box next to **"Business"** to show the boundary of the road expansion project, streetscape and your business parcel. Then click on **"Aerial"** to show the buildings and other imagery.
- ◆ If the **"Business"** layers are greyed out, then you have not zoomed in close enough. Use the magnifying glasses at the top of the map with the plus and minus signs for zooming.




Following the Directions to the Left Will Allow Each Business to Review Potential Construction Impact of the Eldorado Parkway Constriction Project.

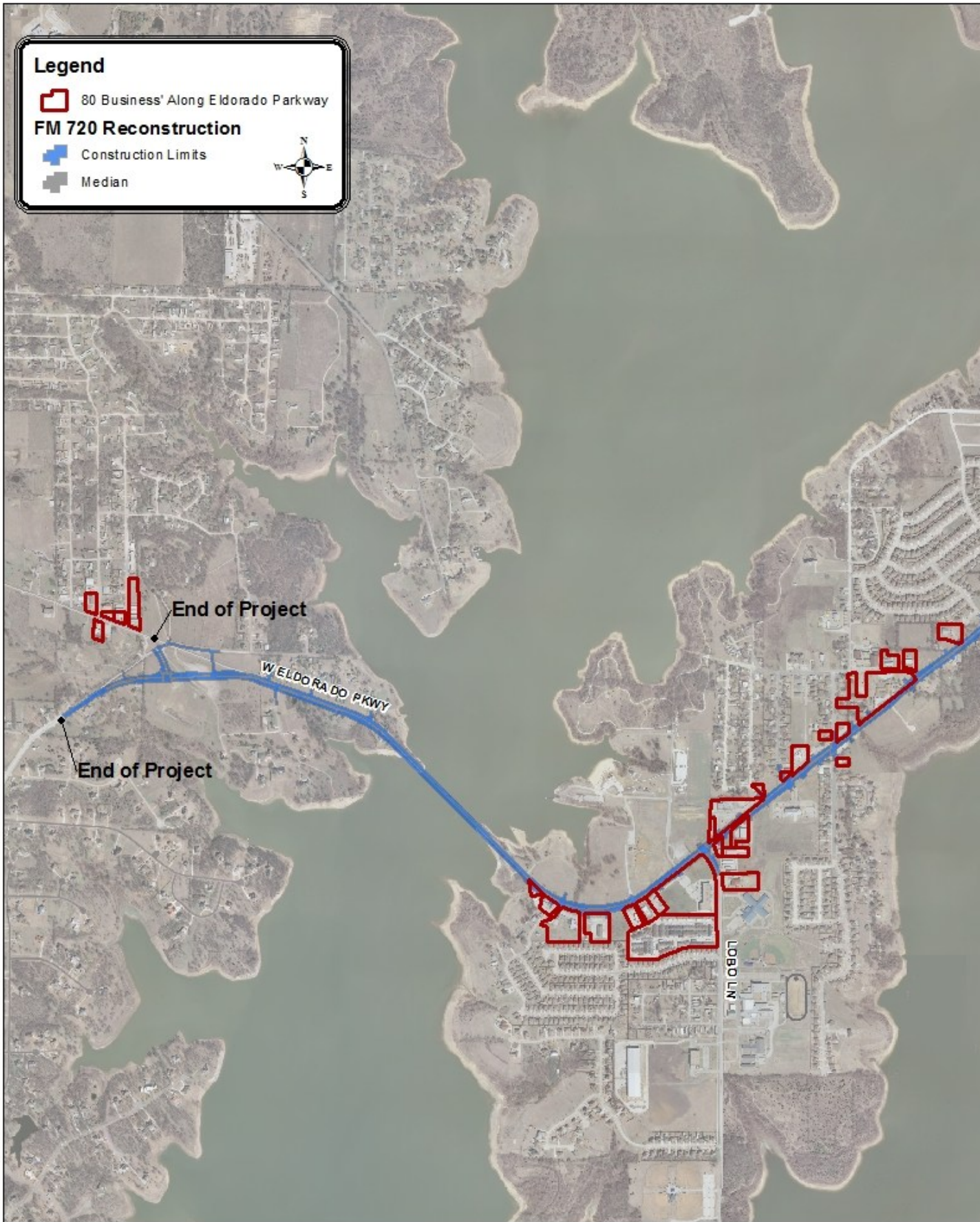
Legend

 80 Business' Along Eldorado Parkway

FM 720 Reconstruction

 Construction Limits

 Median



WHAT YOU CAN DO TO HELP YOUR BUSINESS PROSPER...

MARKETING IDEAS:

- ◆ Be creative in your marketing and promotions to come up with ways to make the construction period a fun and compelling time to visit your business:
- ◆ Example: One business owner affected by road improvements had a construction worker sit outside of his shop during the lunch break to talk to kids and families about the ongoing project. The trucks were a big draw for kids.
- ◆ Example: Another store owner established her own “Where’s Waldo,” inviting customers to search store windows each week for a hidden character. People then submitted the location into an orange barrel and their names were used for a prize drawing every week.
- ◆ Example: You can create an ad campaign around the construction project. A fabric store had employees take pictures in front of the large, orange construction barrels holding swaths of the store’s fabric. Postcards were then sent to customers saying “We at the Fabric Gallery know that a fabricaholic won’t let a little road construction stand in the way.” The store also set up an 800 number customers could call to get construction updates and directions to the store.
- ◆ Example: Put a “construction center” on your website for construction updates, directions and special offers.
- ◆ Example: Hold special events and open houses to entice customers to visit your business during the construction project.
- ◆ Example: Offer construction discounts and other specials on your products, services or menu.
- ◆ Example: Pool advertising resources with other businesses in the construction zone to let the public know that you are still open for business.



Marketing and Promotion of Your Business , Offering Discounts Can Enhance Sales During Construction.

“Pool Advertising Resources with other Businesses in the Construction Zone to let the Public Know that you are still Open for Business”



The Town with A Lake Attitude!

WHAT YOU CAN DO TO HELP YOUR BUSINESS PROSPER...

SIGNAGE TIPS:

- ◆ Make signage and access to your business easy to follow.
- ◆ Monitor signs placed by construction crews and the Town to make sure they make sense for your business. If they don't, contact the construction supervisor.
- ◆ The type of signs used will include: Driveway Signs to help tell motorists where to turn into your area of business; Alternate Business Access Signs that are placed in advance of intersections to inform motorists where to turn; and Directional Signs that are used to direct the motorists using a side street to your business.
- ◆ The Town Council has approved a temporary construction signage policy:
 1. This policy applies to businesses and tenants located on properties that are impacted by road construction.
 2. For the purposes of this provision Impacted by Road Construction means, when active road, public utility, or other infrastructure construction is occurring immediately adjacent to the subject property and is impacting an access drive of the property or visibility to the business.
 3. One (1) stake sign, per lot, no greater than six (6) square feet in size, is allowed for business identification or directional assistance during the time the property is impacted by road construction as long as it is located on the subject property. No signs are allowed in the right-of-way (or visibility triangle) unless placed there by a governmental agency.
 4. These temporary signs do not require a permit, are valid during construction activities, can be "A" or "T" frame in style if unable to be planted in the ground, and may remain installed as long as they are maintained in good condition.
 5. This policy does not grant any additional sign rights other than listed.
 6. This policy is revocable, and signs erected under this policy may be removed without notice if it is determined that they are unsafe, were installed in violation of this policy, constitute a public hazard, or otherwise determined perilous by the Town Engineer, Fire Marshal, or Building Official.

NOTE: More information about signage used during the Eldorado Parkway Road Construction project will be provided at the informational meetings or can be obtained by contacting the Town.

Consider using a back entrance to your business, restaurant or store for better customer access during the construction project. Use signs to direct customers to this entrance.

Be sure to also advertise the back entrance in all communications with customers.



The Use of Temporary Signage has Been Approved by Town Council.

"More information about signage used during the Eldorado Parkway Road Construction project will be provided at the informational meetings or can be obtained by contacting the Town."



LITTLE ELM

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WHAT YOU CAN DO TO HELP YOUR BUSINESS PROSPER...

AFTER CONSTRUCTION:

- ◆ It is time to celebrate and build your market share.
- ◆ Promote the completion of the project in your print and online advertising.
- ◆ Send e-mails and postcards to your customer database announcing the completion of the project.
- ◆ Join with area businesses to host a “construction completion” event with freebies and special offers.
- ◆ Take advantage of your Chamber membership by hosting a ribbon cutting ceremony. Invite the media, or send your own press release and photograph to your media contacts.



It Will Be Time for Celebration at Completion of the Eldorado Parkway Project!

BUSINESS PLANNING AND MARKETING RESOURCES

Small Business Administration | www.sba.gov SBA D/FW District Office 4300 Amon Carter Blvd. Suite 114 Fort Worth, Texas 76155 (817) 684-5500 Phone

SCORE Counselors to America’s Small Businesses | www.score.org A SCORE Counselor is available in the SBA D/FW District Office (listed above) Tuesdays, Wednesdays and Thursdays. Make an online reservation: www.scorefortworth.org or call (817) 871-6002.

North Texas Small Business Development Center | www.ntsfdc.org Serving the Collin County Area | Hosted by Collin County Community College The Courtyard Center for Professional & Economic Development 4800 Preston Park Blvd., Suite A126/ Box 15 Plano, Texas 75093 (972) 985-3770

Bill J. Priest Institute | www.elcentrocollege.edu/bjp
El Centro College
1402 Corinth Street Dallas, Texas 75215
(214) 860-5900

“Take Advantage of Your Chamber Membership by hosting a Ribbon Cutting Ceremony. Invite Media or Send Your Own Press Release...”



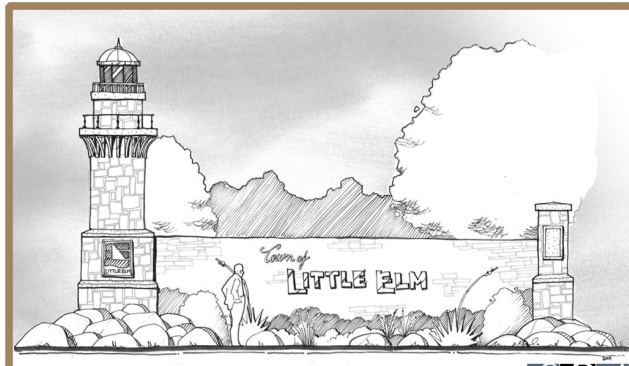
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Eldorado Parkway Streetscape and Gateway Improvements

Project Description

The Streetscape and Gateway – Phase I Improvements will construct landscape, stamped concrete hardscape, and irrigation median improvements from the Little Elm Parkway intersection to FM 423 intersection along Eldorado Parkway. A gateway monument will be constructed just to the West of FM 423 in the median that will highlight that entrance into the Town and start the streetscape theme that will be associated with Little Elm.

Also, included within the scope are the monument signs for the Senior Center and Recreation Center Site at Main Street and Lakeshore Drive, The Town Hall Sign, Little Elm Park Sign, Cottonwood Park Sign, and the message board signs at Walker Lane and at Little Elm Parkway along Eldorado Parkway. The East gateway project also includes modifying the street paving to move the median break and left



turn lane on Walker Lane for better access into the Lowe’s Shopping center main drive off Walker Lane. This project also includes widening of the drive approach at Towne Crossing to line up with the signal on Walker Lane as originally intended. Future phases will bid out as TxDOT finishes FM 720 and FM 423 and funding is secured.



“The Eldorado Parkway Project Will Enhance the Curb Appeal the Entire Length Of Eldorado Parkway”.



The Town With A Lake Attitude!



Summer 2011

LITTLE ELM

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**100 West Eldorado Parkway
Little Elm, Texas 75068**



**Please See Us on the Web!!!
www.littleelm.org**

Message From our Mayor Charles Platt

We strive to make our community a safe, relaxing, and friendly environment that you can call home. Whether you are a visitor or a resident, we open our arms to you. We are always looking for new ideas from our citizens and the business community to ensure that we build Little Elm with the citizens' and business-

nesses vision and goals in mind. We hope to see you around town, whether as a board member, commission member, sponsor or just volunteering at one of our annual events.

Little Elm has a progressive plan for the future for our entire community, family and friends. With the development of busi-

nesses, recreational facilities, road ways, and public safety facilities etc... we expect that you will call Little Elm home for many years to come. On behalf of the Town Council and staff, I want to say WELCOME to Little Elm.

Thank You,
Charles Platt, Mayor



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