



Pictured (left to right)
 DOUG MOUSEL,
 Vice President of
 Residential Development
 JIM WILLIAMS,
 President
 BRUCE SMITH,
 President of
 Residential Development

LANDPLAN DEVELOPMENT:

Shaping the Land, Developing a Community

by CARRIE TEMPLE
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Long before the Cowboys practice facility broke ground, before Stonebriar Mall and Ikea and afternoons spent shopping, before world class dining and entertainment-all minutes away from home- Frisco was a vast, undeveloped farmland, with only the promise of what was to come. Enter Jim Williams and Bruce Smith, co-founders of LandPlan Development, and the visionaries that helped shape Frisco into the affluent destination it has become. By developing and utilizing the land to its full potential with luxurious homes, high-rise office buildings, and state of the art medical facilities so beautifully designed that they are seamlessly incorporated in their surroundings, LandPlan has crafted a strong community. With eyes trained on the future, LandPlan is ready to take the next step- moving from their current office to a high-rise in Granite Park, closing out the Chapel Creek subdivision, and turning their focus to medical development and a mixed use development in Prosper.

Hailing from east Arkansas, Wil-

liams attended the University of Arkansas, and while working hard to earn his undergraduate degree at the Walton College of Business, he played alongside Jerry Jones and Jimmy Johnson on the football team that won the 1964 National Championship, as well the Southwest Conference the following year. After graduating, Williams had plans to attend graduate school, but graduate school was expensive, and his old 1957 Plymouth served as a reminder that it was out of his price range. He was approached about participating in the drafts for both the National Football League and the American Football League, and with the potential to earn some money for graduate school, he agreed. "It's the strangest story," Williams said, "but that's how life goes." One afternoon, a call came for Williams on the shared hall phone in his dormitory- it was Bud Adams himself, founder of the American Football League and the Houston Oilers, calling to recruit him to play.

A move to Houston and one year on the Oilers later, Williams and



Doug Mousel, Jim Williams, and Bruce Smith

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— BRUCE SMITH

his wife packed up and moved to Dallas, where he would receive his Masters in Business Administration from Southern Methodist University Cox School of Business. It was only after he hired a builder to construct a duplex in Dallas for his family during graduate school that the seed was planted. “When I graduated, I quit my mortgage broker job downtown. It was in a room with no windows and I’m an outdoors kind of guy.” Williams said, “It really got me thinking about what I enjoyed doing, and I really loved going out there and watching them build that duplex.” He got a job with Fox and Jacobs as a site superintendent, overseeing the construction from the pouring of the slab to the roof. Williams was soon given the opportunity to build a larger development of affluent housing. “It

all started with one house, and then I built three... and soon enough, it got in the papers and droves of people came to Preston Trail.” With business at an all time high, Williams had his eye on a particular piece of property off Northwest Highway, and was able to purchase a portion and build Tealwood Square. Afterwards, Williams started his second project, Briarwood Place. “One Sunday afternoon I’m at a speculative house in Briarwood, and this older gentleman walks in,” recalls Williams, “He looks around, told me he likes my work, and that he has a piece of property in North Dallas that I might be interested in.” He walked out to the man’s car to take a look at the map- “It was an old beat up yellow Chevrolet, and I was thinking ‘who is this character?’” The single sheet of rolled up paper in the trunk of the

stranger’s car revealed to be a map of the Caruth Home Place. “I looked at the man and said, ‘What’s your name again?’ And it was Will Caruth. He gave me the great opportunity to develop the land, and I had the chance to work with Mr. Caruth for 15 years.”
Bruce Smith got his start at Texas A&M University, where he received his degree in Civil Engineering. Following graduation, Smith began working as a Project Manager at Los Colinas Corporation. Smith took on the role of Vice President, General Manager at Markborough Development Corporation, where he was responsible for the development and operations for Stonebriar Country Club and Residential Community. With a keen interest in affluent housing, he became Vice President and General Manager of Blue Star Land, and was in charge of

the development and strategic planning of Starwood.
In the 1980’s, growth and employment opportunities in Plano were booming. Ross Perot had built the EDS headquarters on Legacy Drive, and the need for affluent housing was increasing. Smith, was in the process of building Stonebriar Country Club in 1986 when Frisco had less than 5,000 residents. Williams joined up with Smith to construct the town homes, and his architectural firm built the walls, gates, and designed “The Little House on the Prairie” to function as the marketing center. “Little did we know that Stonebriar would become a regional name, not just a country club” Smith said, “It’s pretty much defined itself.” In 2000, when Smith and Williams started LandPlan Development, the marketing cen-

ter was relocated from Stonebriar Country Club, by way of an access road that pre-dated the Dallas North Tollway expansion, to where it stands today on Lebanon. “When we moved up here and bought the land, we were unsure about what was going to happen,” Williams said, “We were the only thing up here!” Smith and Williams may have not known the success that they would achieve, but they focused on quality and forging strong relationships with quality builders, and soon they moved ahead and became pioneers in Frisco – developing Chapel Creek, Stonebriar Park, and Baylor Hospital Frisco.
By the end of the year, LandPlan will be closing out one of their first ventures, Chapel Creek. “The final phases will serve as one of the few remaining opportunities to purchase a home in the exclusive southwest quadrant of Frisco between Preston Road and Legacy Drive,” said Doug Mousel, Vice President of Residential Development. The lots, 103 total, will be divided between The Bluffs, Eldarica Place, Bridge View, and The Arbor.
The Bluffs is situated on 14 acres of wooded cul-de-sac. Each generously appointed half acre lot will be reserved for elite custom builds, and will feature creek side backyards and the added privacy and serenity of a thick tree line. “When I came out here, I said that I only want to look at property with trees and creeks, because Texas has plenty of grass land,” Williams laughed. “We were fortunate enough to get into the affluent area and get 1.9 miles of creek in Chapel Creek.”

Eldarica Place will house 16 custom lots, half of which will back to creek line, and will be focused around a central, lushly landscaped open space. “With only a limited number of custom lots left, we put our arms around the builders we’ve worked with for a number of years,” Smith said. “Sharif-Munir, Lonnie Gray, Bob Bobbitt, John Kelly, Chuck Stephenson, Tony Visconti, Balkman and Associates – we brought them north of 121 about 25-30 years ago, and they never wanted to leave.”
Bridge View will be comprised of 50 houses built by Darling Homes, and can only be accessed by a single entry point off Brookhollow Boulevard that will continue over a gorgeously designed bridge that embodies that old world style that runs through Chapel Creek. Arbor Cove will boast smaller, easy to maintain lots with patio style houses built by Cambridge Homes. Homes in Bridge View and The Arbor will start in the \$650s and \$800s, respectively.
With the development of Eldarica Place, Bridge View, and The Arbor, will come the construction of an collector road that will conveniently link Chapel Creek to Preston Road.
The first custom lots will be completed in June, and the remaining lots will be ready by early 2016.
LandPlan will soon make a pilgrimage from their current office to settle in a new home in Granite Park. The 40 acres surrounding “The Little House on The Prairie” will be claimed by Texas Scottish Rite Hospital for Children (TSRHC) to build a 100,000 square foot ambulatory center for outpatient services and day surgeries. “TSRHC has provided expert care for 94 years to patients with pediatric orthopedic conditions at our main campus in Dallas. Realizing that a significant portion of our patient population lives north of Interstate 635, we know there is a growing need for this facility in Frisco,” said Mark Bateman, Senior Vice President of Public Relations for the hospital. The “Little House on the Prairie” will be used as the management office for the site while TSRHC is being built. Later, Williams is hopeful that they’ll be able to move it to a new location. “This building has lived out its life with us.” Smith said, “We’re moving to greener pastures in a high-rise office building. It’s with regret that we’re leaving this location, but Scottish Rite will do a great job at the end of the day.”
While this era comes to a close for LandPlan, a bright new future is just beginning. After the move from “The Little House on the Prairie” and developing and closing out the remaining Chapel Creek lots, the focus will be on their newest 1,300 acre Prosper mixed use development- a gorgeous plot of land with rolling hills, trees, and a lake and creek system breaking ground tentatively in 2016, as well as medical with Southlake Hospital. “This land has been good to me,” Williams said, “I was lucky to find Bruce and a great team.”

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