

LAND USE, PLACEMAKING, + MODS

MODS MURPHY OPPORTUNITY DISTRICTS: 1-6



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DUBLIN
GATEWAY



MOD 2:
HERITAGE
GATEWAY



MOD 3:
BRAND
GATEWAY



MOD 7:
MURPHY
MARKETPLACE
EAST

MODS MURPHY OPPORTUNITY DISTRICTS: 7-11



MOD 8:
KINNEY DRIVE
TRACT



MOD 9:
MAXWELL
CREEK
EAST



MODs 4 + 5:
COMMUNITY CENTER SOUTH +
CITY HALL SOUTH



MOD 6:
MURPHY
CROSSING



MOD 10:
McCREARY
GATEWAY



MOD 11:
NORTH
MURPHY
GATEWAY

LAND USE, PLACEMAKING, + MODS

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MOD 1 DUBLIN GATEWAY

LOCATION MAP + EXISTING CONDITIONS

LOCATION: 700 FM 544, at the northeast corner of FM 544 and Dublin Road

SIZE: Approximately 3 acres

EXISTING ZONING: Neighborhood Services (NS) and Agriculture / Open Space (AG)



EXISTING CONDITIONS

The site currently includes a mix of auto-oriented and residential uses, including an auto repair business, a used car dealership, a cell tower, and two single-family homes. Sidewalk infrastructure is present along FM 544, providing an initial foundation for future pedestrian connectivity.



LAND USE, PLACEMAKING, + MODS

MOD 1 DUBLIN GATEWAY continued

FUTURE CONDITIONS

VISION

MOD 1 is envisioned as a welcoming entry into Murphy that establishes a strong sense of arrival through enhanced landscaping and coordinated entry signage. Development is focused on the corner of the site with commercial buildings oriented around shared green space, creating an active and visible focal point. Building scale and site design transition toward less intensive development, parking, or open space along the north end of the site to ensure compatibility with adjacent residential areas.



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MOD 2 HERITAGE GATEWAY

LOCATION MAP + EXISTING CONDITIONS

LOCATION: South of FM 544, between Heritage Parkway and the DART rail line

SIZE: Approximately 4 acres

EXISTING ZONING: Planned Development Retail (PD-R) with mixed-use development permitted up to three stories, with ground-floor commercial and residential above.



EXISTING CONDITIONS

The site is largely undeveloped and includes mature trees, with adjacency to the DART rail line and Eden Branch. The area functions today as a natural edge condition along the corridor.



LAND USE, PLACEMAKING, + MODS

MOD 2 HERITAGE GATEWAY continued

FUTURE CONDITIONS

VISION

MOD 2 is envisioned as a gateway site that balances natural character with carefully scaled development opportunities. Two potential development directions were identified through the planning process, each grounded in preservation of existing trees where possible.

One option supports low-intensity outdoor recreation and/or a destination-oriented restaurant integrated within the existing tree canopy. This concept emphasizes shared outdoor space with picnic seating and gathering areas, with the potential for small-scale amenities such as an acoustic music area and string lighting oriented along Eden Branch and the adjacent rail corridor.

Alternatively, if developed with residential uses similar to the existing zoning, the site may accommodate mixed-use development organized around shared green space. Architecture should be compatible with nearby residential areas, incorporating materials such as brick and stone, pitched roof forms, and a neutral color palette.

Under either approach, preservation of existing trees is highly preferred and is a defining element of the site's character and future development.



Existing PD Zoning Rendering

LAND USE, PLACEMAKING, + MODS

MOD 3 BRAND GATEWAY

LOCATION MAP + EXISTING CONDITIONS

LOCATION: North of FM 544, east of the railroad tracks

SIZE: Approximately 22 acres

EXISTING ZONING: Light Commercial (LC)



EXISTING CONDITIONS

The site includes a mix of auto-oriented and commercial uses, including a used car dealership, retail center, office space, auto repair, dry cleaner, self-storage, and a car wash. Development is generally oriented toward individual parcels rather than a cohesive site layout.



LAND USE, PLACEMAKING, + MODS

MOD 3 BRAND GATEWAY continued

FUTURE CONDITIONS

VISION

MOD 3 is envisioned as a major gateway opportunity along FM 544, positioned for coordinated redevelopment that elevates the corridor's image and supports destination-oriented commercial activity. The site is appropriate for multi-story commercial uses, such as a hotel with conference and event facilities and/or a campus-style medical development.

Future redevelopment should establish a unified look and feel across the site, with coordinated architecture, site design, and signage. Shared green space is encouraged as an organizing element to create a more cohesive, campus-like environment and enhance the overall character of the gateway.



LAND USE, PLACEMAKING, + MODS

MOD 4+5 MOD 4: COMMUNITY CENTER SOUTH + MOD 5: CITY HALL SOUTH

LOCATION MAP + EXISTING CONDITIONS

MOD 4:

LOCATION: Along the west side of Murphy Road, north of FM 544 and the railroad tracks

SIZE: Approximately 12 acres

EXISTING ZONING: Town Center (TC) and Planned Development Town Center (PD-TC)

MOD 5:

LOCATION: Along the east side of Murphy Road, north of FM 544 and the railroad tracks

SIZE: Approximately 12 acres

EXISTING ZONING: Public / Semi-Public (P/SP) and Single-Family – Patio (SF-PH)



EXISTING CONDITIONS

MOD 4: The site includes City-owned and private properties with existing civic and community-serving uses, including the City Animal Shelter, Activity Center, Community Center, a salon, and mature trees. These uses establish the area as a center for public services and community activity.

MOD 5: The site is currently undeveloped and presents a significant opportunity for coordinated, future development.



MOD 4

MOD 5

LAND USE, PLACEMAKING, + MODS

MOD 4+5 MOD 4: COMMUNITY CENTER SOUTH + MOD 5: CITY HALL SOUTH continued

FUTURE CONDITIONS

VISION

MOD 4: On City-owned properties, MOD 4 builds upon its existing civic role by expanding community-focused facilities, amenities, and programming that enhance public use and activity. On privately owned properties, the vision supports office or residential uses, including low-density townhomes, that complement surrounding civic functions and reinforce a cohesive Town Center character.

MOD 5: MOD 5 is envisioned as a multi-story, destination-oriented campus that may accommodate office, residential, and/or boutique hotel uses. Opportunities for co-working space and conference facilities support flexible employment and gathering needs, while enhanced landscaping and shared green space establish a high-quality, campus-style environment.

TOGETHER, MODs 4 and 5 are intended to function as a coordinated place, with intentional design and connectivity across Murphy Road and between site elements. Streetscape improvements, shared open spaces, and visual continuity reinforce their relationship and create a cohesive civic and employment-oriented destination north of FM 544.

MOD 4



MOD 5



LAND USE, PLACEMAKING, + MODS

MOD 6 MURPHY CROSSING

LOCATION MAP + EXISTING CONDITIONS

LOCATION: South of FM 544, east of Murphy Road

SIZE: Approximately 12 acres

EXISTING ZONING: Planned Development Retail (PD-R)



EXISTING CONDITIONS

The site includes approximately 44,000 square feet of existing commercial space across five buildings, with 29 total tenant spaces. Current uses include shopping, services, and dining. The site is characterized by large surface parking areas, limited landscaping, and a primarily auto-oriented layout.



LAND USE, PLACEMAKING, + MODS

MOD 6 MURPHY CROSSING continued

FUTURE CONDITIONS

VISION

MOD 6 is envisioned as a reinvestment opportunity that enhances the function and appearance of an established commercial center. Two potential approaches were identified to support long-term viability while maintaining compatibility with surrounding residential areas.

One approach supports redevelopment with office, retail, and restaurant uses organized around shared green space. This concept emphasizes improved site design, enhanced landscaping, and building placement that creates a more cohesive and pedestrian-friendly environment.

Alternatively, the site may focus on targeted site improvements, including reconfiguration of parking areas and the addition of shared green space. This approach prioritizes incremental upgrades that improve functionality, aesthetics, and comfort without full redevelopment.

Under either approach, design should remain compatible with adjacent residential uses and reinforce Murphy's expectations for high-quality development.



Source: SHOP Companies

LAND USE, PLACEMAKING, + MODS

MOD 7 MURPHY MARKET PLACE EAST

LOCATION MAP + EXISTING CONDITIONS

LOCATION: West Side of North Maxwell Creek Road, approximately 250 feet north of FM 544

SIZE: Approximately 8 acres

EXISTING ZONING: Planned Development Retail (PD-R)



EXISTING CONDITIONS

The site is currently undeveloped and includes sidewalk infrastructure and street trees along Maxwell Creek Road, establishing a strong streetscape foundation for future development.



LAND USE, PLACEMAKING, + MODS

MOD 7 MURPHY MARKET PLACE EAST continued

FUTURE CONDITIONS

VISION

MOD 7 is envisioned as a destination-oriented marketplace that brings together food, activity, and gathering in a vibrant, people-focused setting. The site is well suited for uses such as restaurants, retail, family-friendly entertainment, and hospitality, supported by shared outdoor spaces that encourage lingering and community interaction.

Features such as a food truck park, informal performance space, seating areas, and event-oriented amenities reflect the intended character of the site, while allowing flexibility for a boutique hotel or similar destination use that complements the overall experience. Development should emphasize placemaking, high-quality design, and an inviting atmosphere that builds on the site's visibility and existing streetscape.



Existing PD Zoning Layout

LAND USE, PLACEMAKING, + MODS

MOD 8 KINNEY DRIVE TRACT

LOCATION MAP + EXISTING CONDITIONS

LOCATION: Kinney Drive
SIZE: Approximately 16 acres
EXISTING ZONING: Parks / Open Space (PK)



EXISTING CONDITIONS

The site is currently undeveloped and closely associated with the surrounding trail network and natural landscape.



LAND USE, PLACEMAKING, + MODS

MOD 8 KINNEY DRIVE TRACT continued

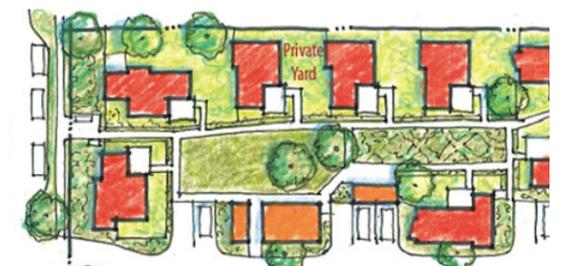
FUTURE CONDITIONS

VISION

MOD 8 is envisioned as a trail-oriented place that emphasizes nature, outdoor experience, and thoughtful integration with the surrounding landscape. Development, if pursued, should be low-intensity and oriented north toward the trail system, reinforcing the site's role as a destination for recreation and connection to nature.

Appropriate uses may include a low-density residential concept, such as a pocket neighborhood, or a small-scale trailhead and nature-focused destination. These uses may be supported by complementary elements such as event space, small shops, office space, and/or a restaurant, provided they remain secondary to the site's natural character.

Nature restoration, native vegetation, and partnerships that support environmental stewardship are central to the vision for this site. Any future development should incorporate a trailhead and small park element, ensuring public access, outdoor gathering, and continuity with the broader trail network.



Source: Ross Chapin Architects, Pocket Neighborhoods

LAND USE, PLACEMAKING, + MODS

MOD 9 MAXWELL CREEK EAST

LOCATION MAP + EXISTING CONDITIONS

LOCATION: South of FM 544 at South Maxwell Creek Road

SIZE: Approximately 6 acres

EXISTING ZONING: Single-Family Residential 20 (SF-20)



EXISTING CONDITIONS

The site includes three single-family residences and is shaped by the presence of Maxwell Creek and associated floodplain areas. Mature vegetation and natural creek corridors define the site's character and create a strong connection to the surrounding landscape.



LAND USE, PLACEMAKING, + MODS

MOD 9 MAXWELL CREEK EAST continued

FUTURE CONDITIONS

VISION

MOD 9 is envisioned as an intimate, creekside destination that celebrates nature, relaxation, and simple moments of connection. The site lends itself to a patio-style restaurant experience nestled within the landscape, where dining spaces open toward the creek and surrounding greenery, offering views, shade, and a strong sense of place.

Green areas are envisioned as extensions of the dining experience, with outdoor seating woven into the natural setting to encourage lingering, casual gatherings, and family-friendly activity. Any future use should be thoughtfully designed to respect the creek, preserve natural features, and maintain the quiet, organic character that makes this location distinctive.



Source: ShacksAustinRanch.com

LAND USE, PLACEMAKING, + MODS

MOD 10 MCCREARY GATEWAY

LOCATION MAP + EXISTING CONDITIONS

LOCATION: Northwest corner of FM 544 at McCreary Road

SIZE: Approximately 8 acres

EXISTING ZONING: Retail (R) and Planned Development Retail / Light Commercial (PD-R / LC)



EXISTING CONDITIONS

The site includes an active church, a retail strip center, and a gas station fronting FM 544, with sidewalk infrastructure and street trees along the corridor. An undeveloped area lies behind the existing commercial uses, adjacent to the railroad tracks, creating an opportunity for future infill or coordinated expansion.



LAND USE, PLACEMAKING, + MODS

MOD 10 MCCREARY GATEWAY continued

FUTURE CONDITIONS

VISION

MOD 10 is envisioned as a flexible, destination-oriented gateway that builds on existing development along FM 544 while unlocking new opportunities behind it. The site is well suited for office, retail, and/or restaurant uses that incorporate recreation or play-oriented components, creating an active and welcoming environment for everyday use and gathering.

Alternatively, the vision supports adaptive reuse or expansion of existing front buildings, paired with activation of the rear portion of the site. This approach allows new uses to extend beyond the corridor frontage to form a destination-style plaza or patio experience, where outdoor space, dining, and informal activity become defining features. In either case, development should emphasize connectivity across the site, thoughtful placement of buildings and open space, and a cohesive design that enhances this visible corridor location.



Source: Heath Economic Development Corporation

LAND USE, PLACEMAKING, + MODS

MOD 11 NORTH MURPHY GATEWAY

LOCATION MAP + EXISTING CONDITIONS

LOCATION: Southeast corner of North Murphy Road at Betsy Lane

SIZE: Approximately 3 acres

EXISTING ZONING: Single-Family Residential Attached (SF-A)



EXISTING CONDITIONS

The site includes one single-family residential structure and two undeveloped lots. A meandering trail is located along Betsy Lane, with sidewalks along Murphy Road, which provide connectivity to the property. The site has several mature trees. Since the nearby corners have been recently developed/ redeveloped, this site is positioned for for compatible reinvestment at a neighborhood scale.



LAND USE, PLACEMAKING, + MODS

MOD 11 NORTH MURPHY GATEWAY continued

FUTURE CONDITIONS

VISION

MOD 11 is envisioned as a small-scale, neighborhood-serving development that provides a sensitive transition to adjacent residential areas. The site is appropriate for retail and office uses designed at a compatible scale, with architecture, materials, and site layout that reflect a low density, residential character. Development should be oriented towards Murphy Road and Betsy Lane and emphasize pedestrian connections to nearby Maxwell Creek to reinforce walkability and access to open space. Given its prominent intersection location, the site is also envisioned as an opportunity for enhanced landscaping and potential gateway-type features that establish a sense of arrival into Murphy.

