

OLD TOWN CENTER ENHANCEMENT PLAN

Strategic Objectives

- ❖ *Establish a **unique identity and recognizable “sense of place”** by creating entrance gateways, enhancing aesthetics, and developing visual cohesiveness.*
- ❖ *Exercise control over the visual, aesthetic and functional characteristics of development by establishing standards to **preserve the community’s heritage and enhance the aesthetic appeal and economic integrity of Old Town.***
- ❖ *Design development guidelines to **recognize and reinforce the unique characteristics of the Old Town Center** to maintain its viability as an economic, social and civic focal point of the community.*
- ❖ *Preserve the local heritage while promoting **reinvestment and redevelopment of the existing neighborhoods** within Old Town, which are considered significant to the history and origin of Lewisville.*
- ❖ *Create **sustainable neighborhood and business environments** by reinvesting in the infrastructure of Old Town.*
- ❖ *Maintain a **presence of city government** to demonstrate the vested interest of the City to revitalize and redevelop Old Town.*
- ❖ *Develop a **multi-purpose civic center** within Old Town to generate events and activities that will bring residents and visitors to the area.*

Purpose

The purpose of the *Old Town Center Enhancement Plan* is to prepare a plan of action that identifies priorities and recommends specific actions and projects to be undertaken by the City. The plan considers the findings and conclusions of previous plans and studies and determines the most feasible projects that will leverage private investment and serve as an impetus for redevelopment of the Old Town Center. With the improvement of Main Street, there is a significant opportunity for the City to generate interest and create momentum toward enhancement of the physical environment and the economic vitality of Old Town.

Acknowledgments

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Creating Identity



Action Strategy – Lead a public/private effort to establish a clear identity and promote a unique and recognizable image for the Old Town Center area.

Action – Implement various Old Town Center (OTC) image-building projects in coordination with the Old Town Business Association (OTBA), the Old Town Historical Committee (OTHIC), and other stakeholders.

- Sponsor a design competition or hire a graphic designer to develop a vivid OTC logo and associated theme that can be used extensively throughout the area (on banners, flags, street signs and directional signage; at gateways, the Civic Center and other public facilities; and, on advertising and promotional materials).
- Design and install unique street signs in the OTC with a non-standard color and the OTC logo.
- Extend elements of the OTC streetscape enhancements out to I-35E along the Main Street and Mill Street corridors, including the use of decorative pavers in crosswalks at major intersections, decorative pedestrian-level lighting along sidewalks, and coordinated landscaping and street tree planting.
- Work with OTBA and the Chamber of Commerce to develop an ongoing banner program that promotes OTC businesses, festivals and activities while adding new color to the area.
- Negotiate with TxDOT to install acceptable enhancements (monuments, landscaping, lighting, median pavers) along the new medians and traffic islands in the Main Street corridor, with the City taking full responsibility for operations, maintenance and liability.
- Design and install directional signage to guide visitors from I-35E and other major area roadways into the OTC area. These signs will need to be carefully located at the I-35E/Main Street area because of the many competing signs and public and private activities in the vicinity.
- Consider incorporating the prominent water tower along I-35E into the identity effort since it is highly visible and is near the Main Street entry.
- Build on the OTC identity and theme through annual festivals and events hosted in the area, and promote the use of OTC for other special community activities (fun runs, outdoor concerts and theatrical performances, street fairs, art shows, community book sales/exchanges, parades, volunteer clean-up events with Keep Lewisville Beautiful).

- Explore with the Texas Department of Transportation the potential for future color/design treatments to distinguish the Main Street overpass of I-35E and highlight the center of Lewisville.
- Use coordinated advertising and promotions to highlight the variety of existing OTC businesses and activities and the reasons to visit OTC.

Action – Target identification markers and other distinctive design elements at key “gateway” locations to demarcate and draw attention to the OTC area.

The City should use existing right-of-way, acquire or lease easements, or accept donated space at strategic locations to develop gateway features, including OTC entry monuments, irrigated landscaping, and lighting. These sites could be maintained in a partnership between the City and individual volunteers or organizations. Primary gateway locations are shown on the illustration below.



Old Town Center District



Action Strategy – Design land use and development guidelines specifically for the historic downtown area to preserve and reinforce its unique function and atmosphere and to maintain its viability as an economic, social and civic focal point of the community.

Action – Amend the Lewisville Zoning Ordinance to establish an Old Town Center (OTC) district.

A downtown zoning district recognizes the unique characteristics of a traditional Main Street area, including a lively mix of uses and a pedestrian-oriented commercial setting with buildings close to the street, clusters of storefronts for window shopping, and the potential for second-floor residential dwellings above commercial uses. The OTC district complements efforts to establish a unique identity and “sense of place” in Old Town Center. Targeted regulations also can guide future development and redevelopment patterns by specifying and limiting the permitted uses in the area and establishing standards for development.

The following district regulations represent a set of guidelines for use in preparing a draft amendment to the Zoning Ordinance. Typical regulations governing lot size, building height, setbacks and off-street parking are pre-empted by more appropriate standards that take into account the nature of Old Town Center.

District Boundaries

The OTC district regulations apply to the future development, redevelopment, and use of all land within the designated area. The proposed boundaries for the new district encompass all or portions of several blocks immediately north and south of Main Street and primarily west of Mill Street as shown in the illustration to the right.

District Regulations

- The list of permitted uses should be refined from those currently allowed in the General Business (GB), Local Commercial (LC) and Office (OD) districts and should include the following preferred types of retail, service, office and entertainment uses:

Old Town Center District continued...

- General merchandise and variety stores;
- Bakeries, ice cream shops and candy stores;
- Professional offices;
- Medical/dental clinics;
- Government offices and facilities;
- Banks and other financial institutions;
- Small grocery stores;
- Barber/beauty shops;
- Book and card/gift stores;
- Dry cleaning services and tailors;
- Restaurants and cafés (no drive-through lanes);
- Florists;
- Pet shops;
- Theaters;
- Museums and galleries;
- Studios (art, dance, photography);
- Travel agencies; and
- Hotels and motels.
- The height and setback of new or redeveloped structures should be dictated by the adjacent or nearest buildings to ensure compatibility and consistency.
- Off-street parking requirements should be removed in favor of shared public/private parking arrangements in close proximity to the Main Street commercial area.
- Second-story dwellings in commercial buildings should be permitted by right (and efforts to promote this activity could be supplemented by tax incentives or regulatory flexibility to interest property owners in this potential use).
- Home occupations should be permitted as part of second-floor dwellings as an enticement to downtown living, with certain limitations (clearly a subordinate and incidental activity to the primary residential use, involving less than 50% of the gross floor area, only certain occupations, only sole proprietorships, no separate entrances allowed except for cosmetologists and barbers, minimal business signage, minimal delivery/shipment activity, and no undue burden on the abutting or adjoining neighbors).
- Outdoor service areas associated with eating establishments should be encouraged within certain parameters.
- The City should have the ability to approve occasional displays of merchandise along the public sidewalk during special promotional activities, with limitations on the extent of such displays.

Old Town Overlay District

Action Strategy - Manage future development and redevelopment to maintain a unique identity, create an enhanced aesthetic environment, and sustain the economic integrity of Old Town.

Action - Amend the Lewisville General Development Ordinance to incorporate an Old Town Business Overlay District.

The Old Town Business Overlay District would supplement the standards of the underlying zoning districts with increased development standards. The intent of the overlay district is to exercise greater control over the visual, aesthetic and functional characteristics of development. Development standards may be utilized to preserve the community's heritage and enhance the aesthetic appeal and economic integrity of the area.

The following development regulations represent a set of guidelines for use in preparing a draft amendment to the General Development Ordinance.

District Boundaries

The corridor overlay standards apply to the future development, redevelopment, and use of all land within the designated area. The proposed boundaries are shown in the illustration below, which generally encompass the higher intensity nonresidential land uses adjacent to Interstate 35, Main Street and Mill Street.

Setback Standards

- Newly constructed buildings and building additions should be setback a distance that is equal to the average setback of all lots on the same side of the street and within the same block. Setbacks that are greater (farther back) than the mean setback should be discouraged to maintain visual harmony.
- Off-street parking areas should be located to the rear of properties when adjacent to Main and Mill Streets to maintain a consistent frontage.

Screening and General Appearance Standards

- Open storage should be prohibited except for dealership display of vehicles for sale.
- Merchandise should be kept off the public sidewalks and streets, should not be placed within a required setback area, should not reduce the capacity of a parking lot below that required, and should not occupy greater than 20 percent of the building's ground floor area.
- All outdoor mechanical and utility equipment as well as vehicle loading/unloading areas should be 100 percent screened from public view with dense shrubbery having year-around foliage, or a decorative wall, fence, or architectural element that is compatible with the building.
- Refuse containers should be screened 100 percent from public view and located within an enclosure of a masonry wall or a solid fence.
- All screening fences, whether required or not, that are visible from a street should be constructed of solid wood (not including plywood or particleboard), brick, or stone. Chain-link fences and corrugated metal or fiberglass panels should be prohibited.
- All electric, telephone, and cable TV wires should be buried underground from the property line to all structures.

Building Standards

- The architectural design of structures and their materials and colors should be visually harmonious with the overall appearance, history and cultural heritage of Old Town.
- The height, mass and exterior finishes should be compatible with the character of the area.
- All buildings should be oriented toward the primary street in which they abut.
- There should be no solid and continuous building facades without provision of visual relief (e.g. building offsets, vertical elements)
- Establish design guidelines to control the architectural design, style, placement, and appearance of buildings, including materials, colors, use of design elements, ornamentation, and other visual elements.

Landscaping Standards

- Site plans should be designed to preserve existing trees and sensitivity to building location and orientation and parking lot configuration should be demonstrated.

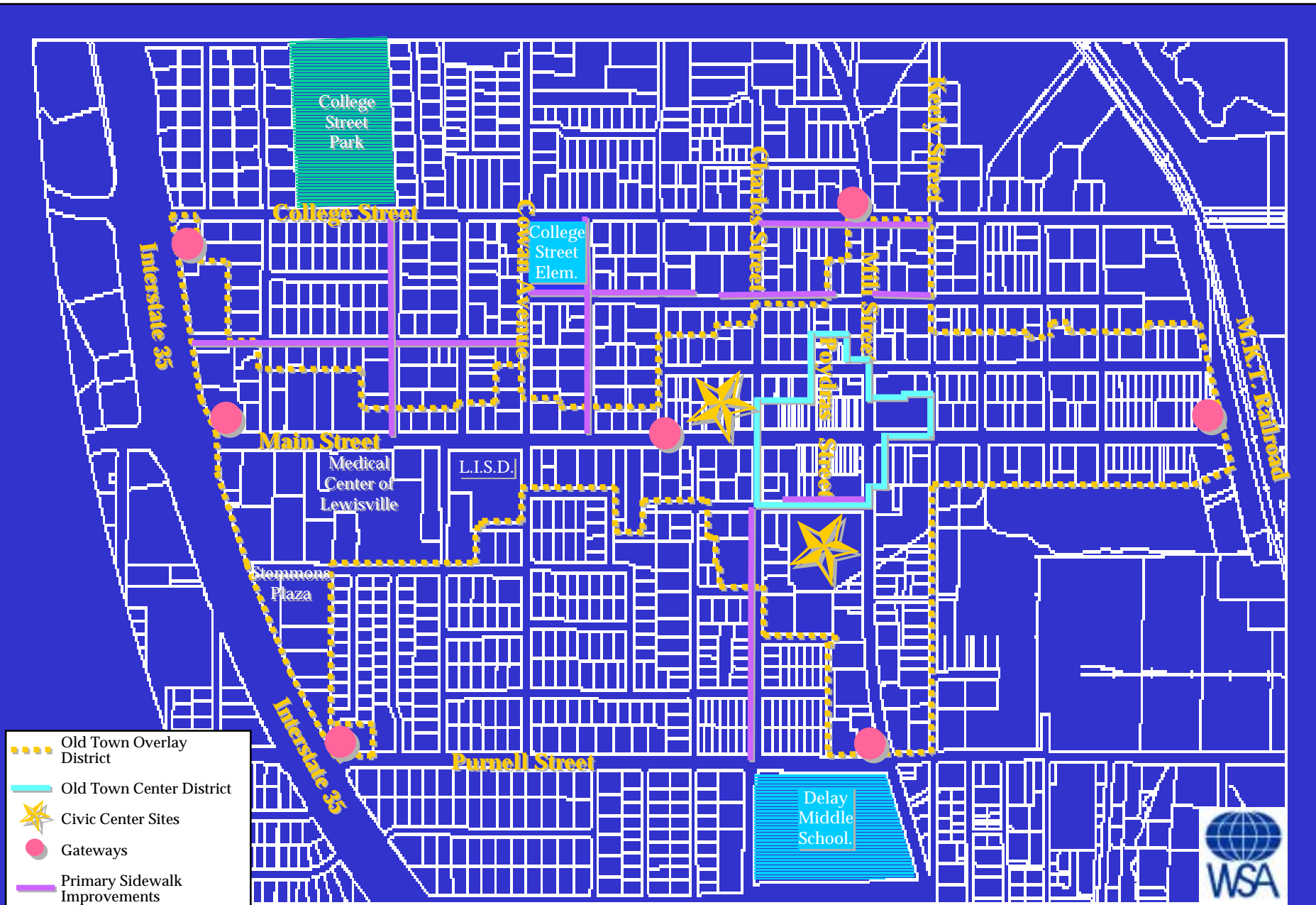
- New trees should be a minimum of 8 feet in height and 3 inches in caliper. A minimum percentage of the trees should have year-around foliage (e.g. Yaupon Holly, Japanese Black Pine, Live Oak) or be a flowering deciduous species (e.g. Crepe Myrtle, Texas Redbud, Bradford Pear, Purple Leaf Plum).
- Newly planted shrubs should be a minimum of five-gallons or larger in size.






Sign Standards

- No more than one business identification sign should be located on any premise, except those which abut more than one street.
- No more than one projecting sign should be placed on any premise, which should not project more than 30 inches nor have a vertical dimension that exceeds 4 feet.
- Premises with awnings may have painted or affixed signage no more than 9 inches in height.
- Temporary signs should be prohibited.
- Roof signs should not be permitted.
- Signs having revolving, flashing, blinking, or traveling lights should be prohibited.
- Interior illuminated signs should be prohibited.

Access and Off-Street Parking Standards

- Regulate the number of driveways permitted for each lot based upon the amount of lot frontage.
- The minimum separation between driveways and distance between driveways and street corners should be regulated.
- Parking areas with more than 20 spaces should have landscape islands with a minimum of one shade tree and ground cover.
- Public sidewalks should be constructed on both sides of Main Street, Mill Street, Church Street, Charles Street and Cowen Street and one side of local residential streets and should be a minimum of 5 feet in width.



-  Old Town Overlay District
-  Old Town Center District
-  Civic Center Sites
-  Gateways
-  Primary Sidewalk Improvements



IMPLEMENTATION PRIORITY & PHASING

Year One Priorities



Management

- Hire a new City planner assigned to the Old Town Lewisville Enhancement Program.

Parking

Establish funding for property acquisition and lot construction.

- Acquire parcels for a new common parking area north of Main Street.
- Acquire property or cooperative agreements for new common parking areas south of Main Street.
- Initiate design of access, circulation and parking layout for the new common parking areas north and south of Main Street, including any necessary alley improvements.
- Develop plans for directional signage on Main and Mill Streets to direct visitors to the new parking areas.
- Initiate a design competition for the “public parking” signs and graphics.

City Facilities

- Initiate a site feasibility study including preliminary site planning and architectural design for new municipal facilities on the current or enlarged City Block.

Identity and Marketing

- Continue close coordination with TxDOT regarding incorporation of additional streetscape enhancements (antique-style lighting, median landscaping at the Railroad and Herod “gateway” intersections, etc.) into the Main/Church Street improvement project. Also, coordinate with TxDOT to extend the Old Town Center streetscape improvements out to I-35E.
- Hire a graphic designer or marketing/advertising specialist to develop an Old Town Lewisville logo design, color scheme, and associated theme.

- Coordinate with the Old Town Business Association, the Chamber of Commerce and other appropriate public and private organizations to identify high-priority Lewisville destinations and attractions to highlight on new directional signage for Old Town Lewisville.
- Explore the creation of financial and/or other types of incentives for business location and retention in the Old Town Center, and make this a key element of ongoing economic development and marketing efforts.

Infrastructure

- Design first-priority sidewalk improvements to eliminate gaps and provide sidewalks on both sides of secondary arterial streets (Charles Street and Cowan Avenue) and on at least one side of continuous street segments leading to College Street Elementary School (College, Richland, Walters Streets and Hatcher Avenue), Delay Middle School (Charles Street), and College Street Park (Lynn Avenue).
- Acquire necessary easements by dedication from adjacent property owners where existing rights-of-way are too narrow to accommodate planned sidewalk improvements.
- Complete Phase I of the streetscape improvements including ADA accessibility, sidewalk repair/replacement, landscaping enhancements, and pavement enhancements.
- Vacate Poydras Street north of Main Street.

Development

- Appoint a committee with appropriate public and business/property owner involvement, for identifying preferred boundaries for the Old Town Center, Old Town Business, and Old Town Neighborhood Conservation Overlay Districts.
- Utilize the committee to develop a design charette with area business/property owners and residents to begin crafting development standards and regulatory adjustments for Old Town Lewisville.

Year Two Priorities



Parking

- Begin construction of new/upgraded common parking areas north and south of Main Street.

City Facilities

- Finance and acquire property to develop municipal facilities in the Old Town area, as determined by feasibility studies.

Identity and Marketing

- Install new street signs in the Old Town Lewisville area (as delineated on the map on the reverse side of this brochure) with a unique color scheme and the new logo design for Old Town.
- Begin using the Old Town Lewisville logo whenever possible – on banners, flags, street signs and directional signage; at gateways and public facilities; and, on promotional materials.
- Install “gateway” treatments at the Herod and Railroad Street intersections as part of the Main/Church Street couplet project, in the Mill Street corridor at College Street (northwest corner) and at the Mill/Kealy Street “triangle” intersection.
- Work with the Old Town Business Association and the Chamber of Commerce to develop an ongoing street-pole banner program along Main and Mill Streets to promote Old Town Lewisville businesses, festivals and activities.
- Investigate alternatives to establish a gateway at the intersection of S.H. 121 and I-35E to attract visitors and passers-by to the Old Town area.

Infrastructure

- Implement the first-priority sidewalk improvements.
- Complete Phase II of the streetscape project, including ...

Development

- Submit proposed district boundaries and zoning / general development ordinance amendments to the Planning and Zoning Commission and City Council.
- The Old Town Lewisville Committee should consider:
 - Any refinements to the list of permitted uses currently allowed in the underlying zoning districts within the Old Town Center district, and also to allow second-story dwellings and/or home occupations above commercial uses and outdoor service areas adjacent to eating establishments in Old Town Center.
 - Adjustments to typical height limitations and setback requirements in the Old Town Center and Old Town Business districts.
 - Removing off-street parking requirements in favor of shared public/private parking arrangements in the Old Town Center district.
 - Establishing special standards for general appearance, screening, buildings and signs in both the Old Town Center and Old Town Business districts, plus additional standards for landscaping, access, off-street parking areas and public sidewalks in the Old Town Business district.
 - Establishing an Old Town Neighborhood Conservation Board to serve in a quasi-judicial role for determinations on requested waivers from district-specific development standards and in an architectural review capacity for certificate of appropriateness reviews for all residential development and redevelopment projects in the district.
- Prepare a proposed amendment to Lewisville Code of Ordinances, Chapter 6, Land Development Regulations, Section 6-161, Exterior Finish Requirements, to exempt new and renovated residential homes in the district from the minimum requirement of 80 percent brick veneer.

Year Three & Long-Term Priorities



City Facilities

- Prepare to initiate construction of the City's new municipal facilities on the City Block after completing land acquisition and approving a final site plan and building design.

Identity and Marketing

- Work with TxDOT and others to install Old Town Lewisville directional signage in the I-35E and SH 121 corridors and along Main and Mill Streets.
- Complete installation of Old Town Lewisville "gateway" improvements in the Mill Street corridor at College Street (northwest corner) and at the Mill/Kealy Street "triangle" intersection.

Infrastructure

- Initiate a street rehabilitation/reconstruction study to identify a prioritized list of streets to be improved through either the City's annual street maintenance program or future bond programs.

Long Term Priorities

Parking

- Conduct periodic follow-up surveys of parking accumulation and turnover in Old Town to monitor trends in parking demand and supply and identify necessary adjustments or improvements.

City Facilities

- Explore the possibility of extending the Poydras pedestrian mall concept from Main Street south to Elm Street and tie in with upgraded common parking areas south of Main Street.

Identity and Marketing

- Explore the possibility of an overhead gateway structure over Main Street just east of I-35E to highlight Old Town Lewisville and attract visitors.
- Work with TxDOT to incorporate "Lewisville" into I-35E highway signage and to highlight Lewisville attractions on any future "brown" tourist information signs along the I-35E corridor.

- Continue to take advantage of the high-profile water storage tower along the I-35E corridor as a way to highlight Lewisville to passing motorists from across the Metroplex and beyond.
- Work with the Old Town Business Association, the Chamber of Commerce and other local organizations to improve and expand on the variety of special events and festivals that are hosted in and around the Old Town Center.
- Promote the use of Old Town Lewisville for other community activities (fun runs, outdoor concerts and theatrical performances, street fairs, art shows, community book sales/exchanges, parades, volunteer clean-up events with Keep Lewisville Beautiful).
- Support private efforts to coordinate advertising and promotions for Old Town Center businesses and activities.
- Consider establishing an ongoing Main Street Program for Lewisville.
- Coordinate with TxDOT on interim or longer-term plans for rehabilitation or replacement of the Main Street overpass of I-35E to incorporate design/ color elements that are unique to Lewisville.
- Continue periodic updating and maintenance of directional signage and "gateway" improvements.

Infrastructure

- Implement sidewalk improvements on residential streets in Old Town Lewisville.
- Upgrade streets to curb and gutter standards, where desired, as part of ongoing street rehabilitation activities in Old Town Lewisville.

Development

- Following at least a year of implementation, evaluate the effectiveness and community acceptance of the development standards and regulatory adjustments and make amendments as necessary and appropriate.

Old Town Center Development Standards

The Old Town Center, the traditional downtown along Main Street between Charles Street and Mill Street, has unique qualities and features to require supplemental design standards beyond those for the larger Old Town Business Overlay District. As displayed in the illustration on the reverse side, the proposed streetscape improvements along with façade restoration, canopy and awning replacement, landscaping, unique yet consistent signage, and other pedestrian enhancements together will create an attractive and desirable destination for residents and visitors of Lewisville. The standards should seek to preserve the character and heritage of the Old Town Center through consistent setbacks, screening of undesirable views, pedestrian enhancements such as street furniture and landscaping, renovated facades, and cohesive signage. The following standards and guidelines are recommended for the Old Town Center.

Setbacks

- A zero front and side setback should be maintained.
- Rear setbacks should be maintained for convenient delivery access, parking and other functional uses.
- Any newly developed or redeveloped buildings immediately adjacent to the Old Town Center on Main Street or Mill Street should maintain a consistent setback.

Screening and General Appearance

- The rear elevation of buildings should be maintained to a level comparable to the front and side elevations.
- Merchandise should be kept off the public sidewalks.
- All outdoor heating, ventilation, air-conditioning, and utility equipment as well as vehicle loading/unloading areas should be 100 percent screened from public view with a decorative wall, fence, or architectural element that is compatible with the building.
- All roof-mounted mechanical equipment shall be screened with a parapet wall or an architectural element that is compatible with the building.
- Refuse containers should be screened 100 percent from public view and located within an enclosure of a masonry wall or a solid fence.



- Screening fences constructed of solid wood (not including plywood or particleboard), brick, or stone should separate adjacent uses.
- All electric, telephone, and cable TV wires should be buried underground from the property line to all structures being served on private or public property.
- All parking areas should be constructed of concrete and be striped in accordance with City standards.

Building Standards

- The architectural design of structures and their materials and colors should be visually harmonious with the overall appearance, history and cultural heritage of the Old Town Center.
- The height, mass and exterior finishes should be compatible with the character of the area.
- The original brick facades should be restored to reflect the history and cultural heritage of Old Town.
- Awnings and overhangs that are compatible with the appearance, history and cultural heritage of Old Town should be constructed and maintained on all buildings (as appropriate).
- No awning should have interior illumination.

Sign Standards

- No more than one business identification sign should be located on any premise.
- Projecting signs should be placed on all premises, but should not project more than 30 inches nor have a vertical dimension that exceeds 4 feet.
- Premises with awnings may have painted or affixed signage no more than 9 inches in height.
- Temporary signs should be prohibited.
- Roof signs should not be permitted.
- The size of window/door signs should be restricted.

Neighborhood Conservation District

Action Strategy – Preserve and protect the historic value, aesthetic integrity and economic stability of the Old Town residential neighborhoods.

Action – Amend the Lewisville General Development Ordinance to incorporate an Old Town Neighborhood Conservation Overlay District.

The Old Town Neighborhood Conservation Overlay District is intended to preserve the local heritage by protecting the visual character of the existing neighborhoods, which are considered significant to the history and origin of Lewisville. The objectives of the district are to:

- Promote development or redevelopment that is substantially consistent and compatible with the character and physical appearance of the existing neighborhoods.
- Prevent encroachment of incompatible development that would disturb the heritage and local historic significance of the district.
- Ensure maximum compatibility to protect the neighborhoods from any undesirable, adverse impacts and to protect the interests of the area property owners and public at-large.

District Boundaries

The boundaries of the district encompass all areas outside of the Old Town Business Overlay District, and may extend beyond the study area into other neighborhoods that have similar characteristics.

Waivers Permitted

Major or minor waivers from the height and area requirements of the underlying zoning district should be permitted by the Planning and Zoning Commission. These waivers are allowed in order to promote development or redevelopment that will conform with existing conditions.

Major waivers are defined as “one time” or “cumulative building addition” increases in floor area of greater than 15 percent; and any other proposed change that is deemed by the Planning and Community Services Manager to be a major reduction of existing requirements. The Planning and Community Services Manager may administratively approve minor waivers, which do not change the concept or intent of the existing land development.

Minor waivers are defined as “one time” or “cumulative building addition” increases of 15 percent or less, restoration and/or rebuilding (on the original foundation) of structures, and any other proposed change which is deemed by the Planning and Community Services Manager to be a minor reduction.

To grant a minor or major reduction there must be the following findings:

- That the waivers are necessary for the proposed development/redevelopment to be compatible with the surrounding area;
- That approval will not adversely impact the use or value of surrounding properties;
- That approval does not reduce the standards of the underlying zoning district; and,
- That the waivers will not change the concept or intent of the existing land development.

Certificate of Appropriateness

The purpose of issuing a certificate of appropriateness is to encourage and promote development or redevelopment that is substantially consistent and compatible with the prevalent appearance and conditions of the neighborhood. Requests for development/ redevelopment would be subjected to a review process to consider the appropriateness of a change, which may impact the character and integrity of the neighborhood. Before a certificate is granted by the Planning and Zoning Commission, assurances would ensure:

- The certificate will not substantially change or alter the general character and/or physical appearance of the area;
- Approval will not place an undue significant burden on the use or value of surrounding properties; and
- It will not reduce the City’s standards or abrogate any private restrictions.
- To maintain the appearance and historic character of Old Town Lewisville, Ordinance No. 1683-3-92 requiring not less than 70 percent brick or masonry veneer on buildings erected in all residential districts should be amended to exempt those within the this overlay district.

Infrastructure

Action Strategy – Reinvest in Old Town Lewisville to upgrade existing infrastructure, create sustainable neighborhood and business environments, and prevent future deterioration of its economic value, appearance, and attractiveness as a place to live, work and shop.

Action – Construct sidewalk and curb and gutter improvements throughout Old Town.