Old Town North Small Area Plan
Plan Recommendations

February 24, 2018

Study Area

Legend
- Study Area (Approx. 475 AC)
- DCTA Rail
- Railroad
- Parcels
- River / Creek
- 100 Year Floodplain
- 500 Year Floodplain
- Floodway

Feet: 0 125 250 500 750 NORTH

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STRATEGIC COMMUNITY SOLUTIONS
City Centric Planning

Lewisville, Texas

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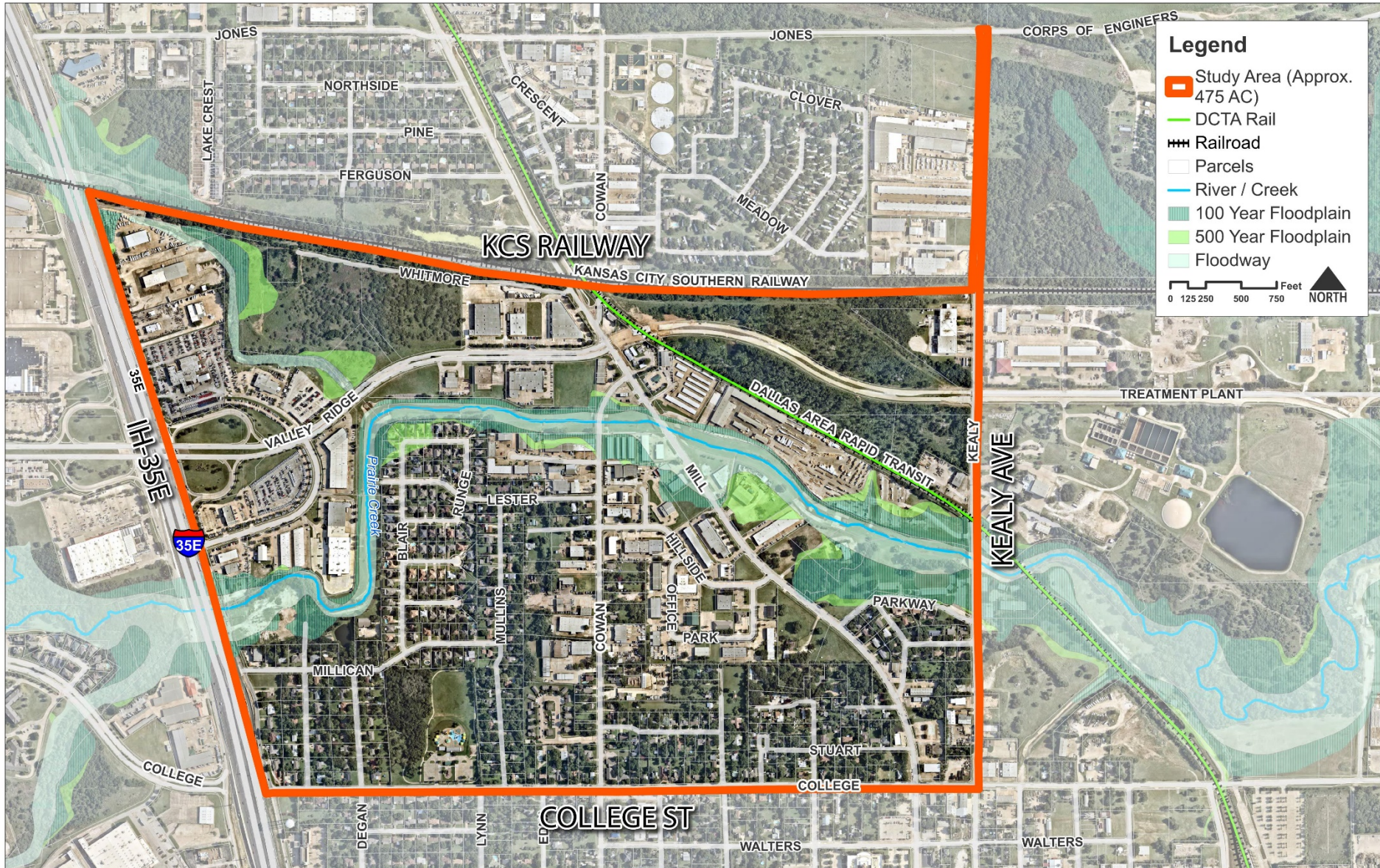
Highlights of Community Input

- Desirable future?
  - Cultural, natural, walkable, unique interesting, desirable, family friendly, revitalized, hip, crunchy
- Very important features (100% of iPad surveys)
  - Walking and biking trails close to the neighborhood
  - Sense of safety
  - Public services and facilities
- Very important features (Over 80% of keypad polling)
  - Feeling safe
  - Good schools
  - Desirable community character
  - Sustainable and efficient water use

Highlights of Community Input

- Had in the past that doesn't have now?
  - Community
  - Grocery store, ice cream shop, barber shop, Sonic
  - Access to Rodeo Grounds

- Would like to see?
  - Trails and sidewalks
  - More local businesses
  - Better connections between neighborhood and parks
  - Natural Prairie Creek
  - New housing that maintains 'old growth' trees
  - Senior housing

Issues and Opportunities

1. Build on Old Town's success.

2. Use new transportation investments to create desirable new business locations.

3. Ensure that development in and around existing neighborhoods is compatible.

4. Attract 'creative' new businesses and entrepreneurs.

5. Expand and connect green spaces and corridors.

6. Make this a truly multi-modal area.

7. Build community capacity.

Strategic Direction

- Vision Statement
- Guiding Principles

Go north of Old Town to find nature, charming neighborhoods and convenient business locations connected to the heart of Lewisville and the rest of the North Texas region.
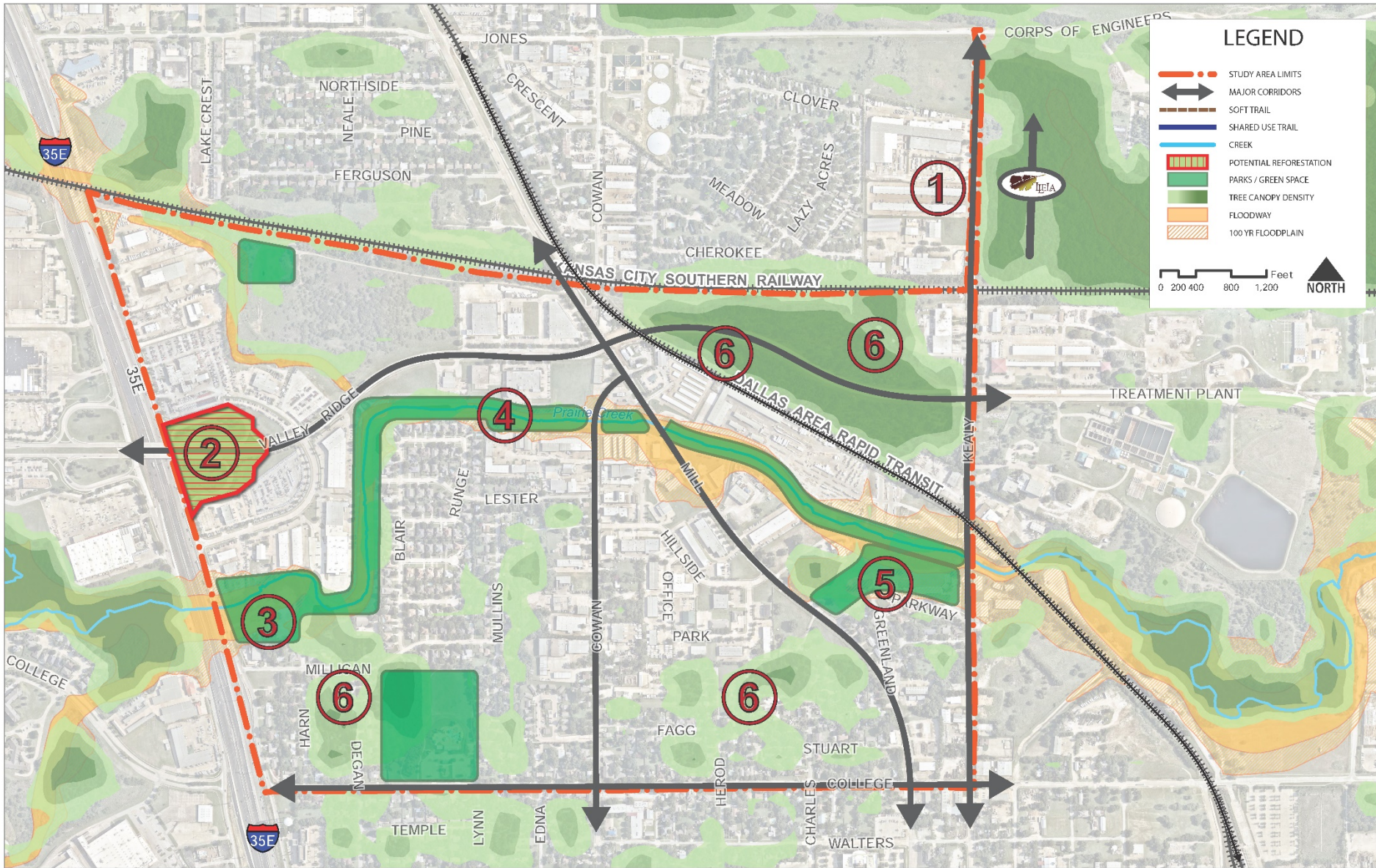
Draft Guiding Principles

1. Old Town North seamlessly extends Old Town's character north of College.

2. The scale, character and vitality of existing neighborhoods is retained and enhanced by compatible new investment.

3. The area appeals to people of diverse backgrounds and all ages.

4. Access to Old Town's destinations – on foot, by bike or in a car – is quick and easy.

5. New retail and employment offers convenient jobs and shopping for Lewisville residents.

6. Old Town North's neighborhoods are well-connected to the DCTA station and nearby emerging neighborhoods.

7. Public and private investments make Old Town North even more walkable and connected to nature so residents can enjoy healthy lifestyles and great access to Lewisville Lake, LLELA, City parks and other open spaces.

8. The people who live, work and play in Old Town North collaborate to improve and celebrate their community.

Framework Plan

- Natural Asset Network
- Mobility Network
- Future Development Pattern

NATURAL ASSET NETWORK

LEGEND

- — ·· — STUDY AREA LIMITS
- ←→ MAJOR CORRIDORS
- - - - SOFT TRAIL
- ——— SHARED USE TRAIL
- ——— CREEK
- ▦ POTENTIAL REFORESTATION
- ▧ PARKS / GREEN SPACE
- ▨ TREE CANOPY DENSITY
- ▧ FLOODWAY
- ▨ 100 YR FLOODPLAIN

0 200 400 800 1,200 Feet

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Natural Asset Network Recap

1. Strengthen the connection to LLELA

2. Plant a new native forest at IH-35E and Valley Ridge

3. Create a community gardens or other neighborhood natural asset at IH-35E south of Valley Ridge

4. Make Prairie Creek a green 'spine' of trails and open space

5. Include the Rodeo Grounds in the community's open space network

6. Encourage a healthy tree canopy to support business & neighborhood vitality

MOBILITY NETWORK
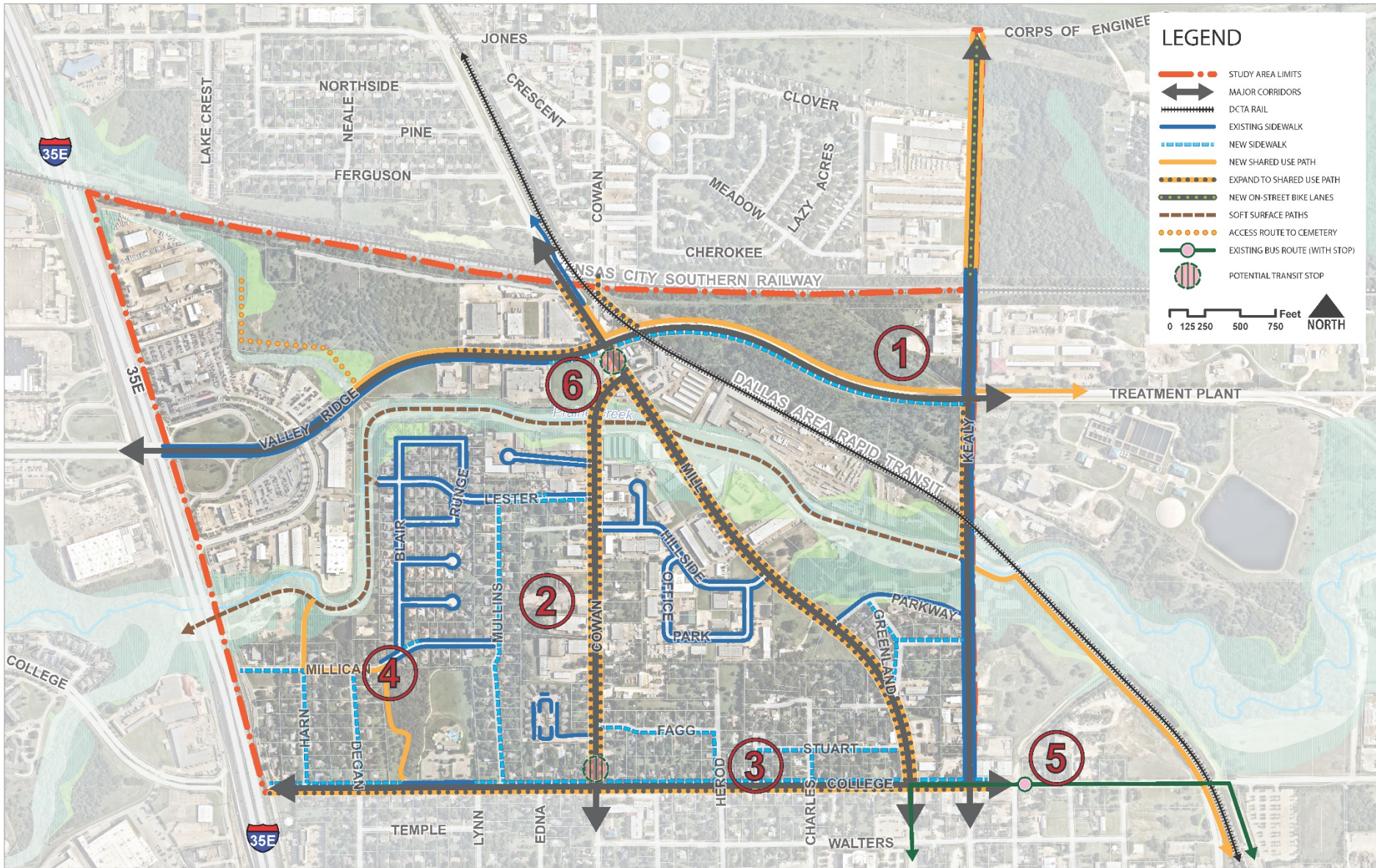
LEGEND

- ▬▬ STUDY AREA LIMITS
- ⟷ MAJOR CORRIDORS
- ⊞⊞⊞⊞ DCTA RAIL
- ▬▬ EXISTING SIDEWALK
- ▬▬ NEW SIDEWALK
- ▬▬ NEW SHARED USE PATH
- ●●●● EXPAND TO SHARED USE PATH
- ▬▬ NEW ON-STREET BIKE LANES
- ▬▬ SOFT SURFACE PATHS
- ●●●● ACCESS ROUTE TO CEMETERY
- ⊙▬ EXISTING BUS ROUTE (WITH STOP)
- ⊙ POTENTIAL TRANSIT STOP

Feet
0 125 250   500   750

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Mobility Network Recap

1. Continue investments in vehicular mobility
2. Complete the pedestrian and bike networks
3. Create an appealing College Street
4. Create an inviting connection from neighborhoods into Wayne Frady Park
5. Strengthen connection to DCTA station
6. Consider a new DCTA bus stop

Future Development Concepts

1. Keep existing neighborhoods lively and desirable
2. Add convenient commercial to serve residents
3. Enhance commercial value related to IH-35 and Valley Ridge
4. Add new employment opportunities
5. Establish a 'creative mix' entrepreneurial area

Place Types

- Suburban Living
- Employment Mix
- Commercial
- Creative Mix
- Parks / Green Space

Suburban Living

- ## Character and Intent
  - Suburban neighborhoods consist primarily of single-family detached homes, along with townhomes and some duplexes

Illustrative Images

Employment Mix

- Character and Intent

  - A range of professional and service jobs

  - Non-residential uses including offices, research and development facilities, medical clinics, logistics centers, distribution hubs and business incubators

  - Support services, such as retail or dining, that support other employment uses in the area

Illustrative Images

Commercial

- Character and Intent
  - Freestanding buildings containing one or more businesses
  - May include regional destinations like entertainment venues or lifestyle centers
  - Also local neighborhood services, such as restaurants, local retail, medical offices, banks, and other retail services

Illustrative Images

Creative Mix

- Character and Intent
  - Eclectic mix of uses
  - Mix of new and repurposed buildings and structures
  - Diverse uses such as lofts, retail, live/work spaces, studios, and coworking spaces
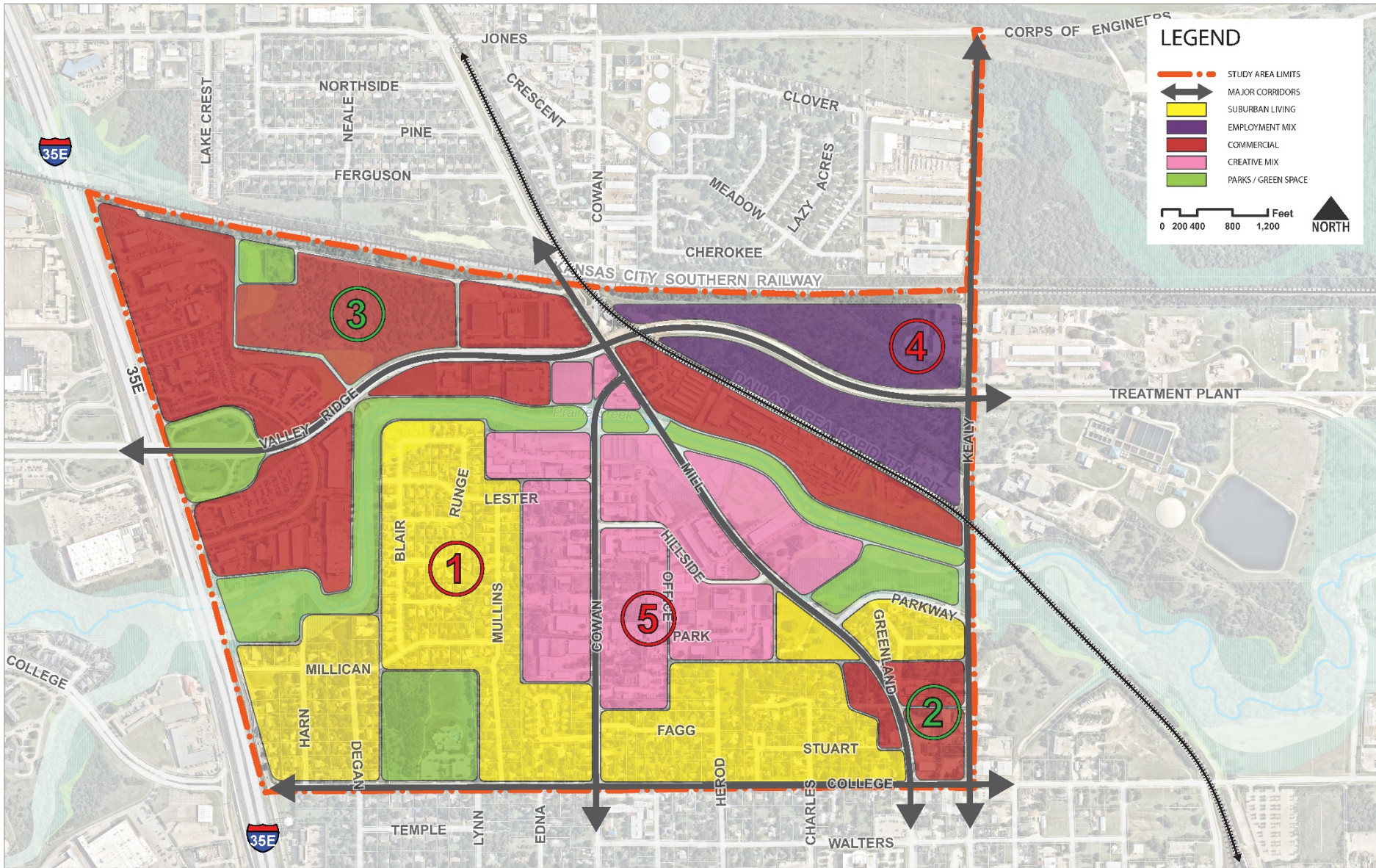
Illustrative Images

Parks and Green Space

- ## Character and Intent
  - Areas in public or non-profit ownership
  - Dominated by open space over time
  - Large public parks, floodplains in public ownership, cemeteries and properties subject to long-term conservation easements
  - Not expected to develop with other uses

Illustrative Images

FUTURE DEVELOPMENT PATTERN

LEGEND

- — — Study Area Limits
- ⟷ Major Corridors
- Suburban Living
- Employment Mix
- Commercial
- Creative Mix
- Parks / Green Space

0 200 400 800 1,200 Feet

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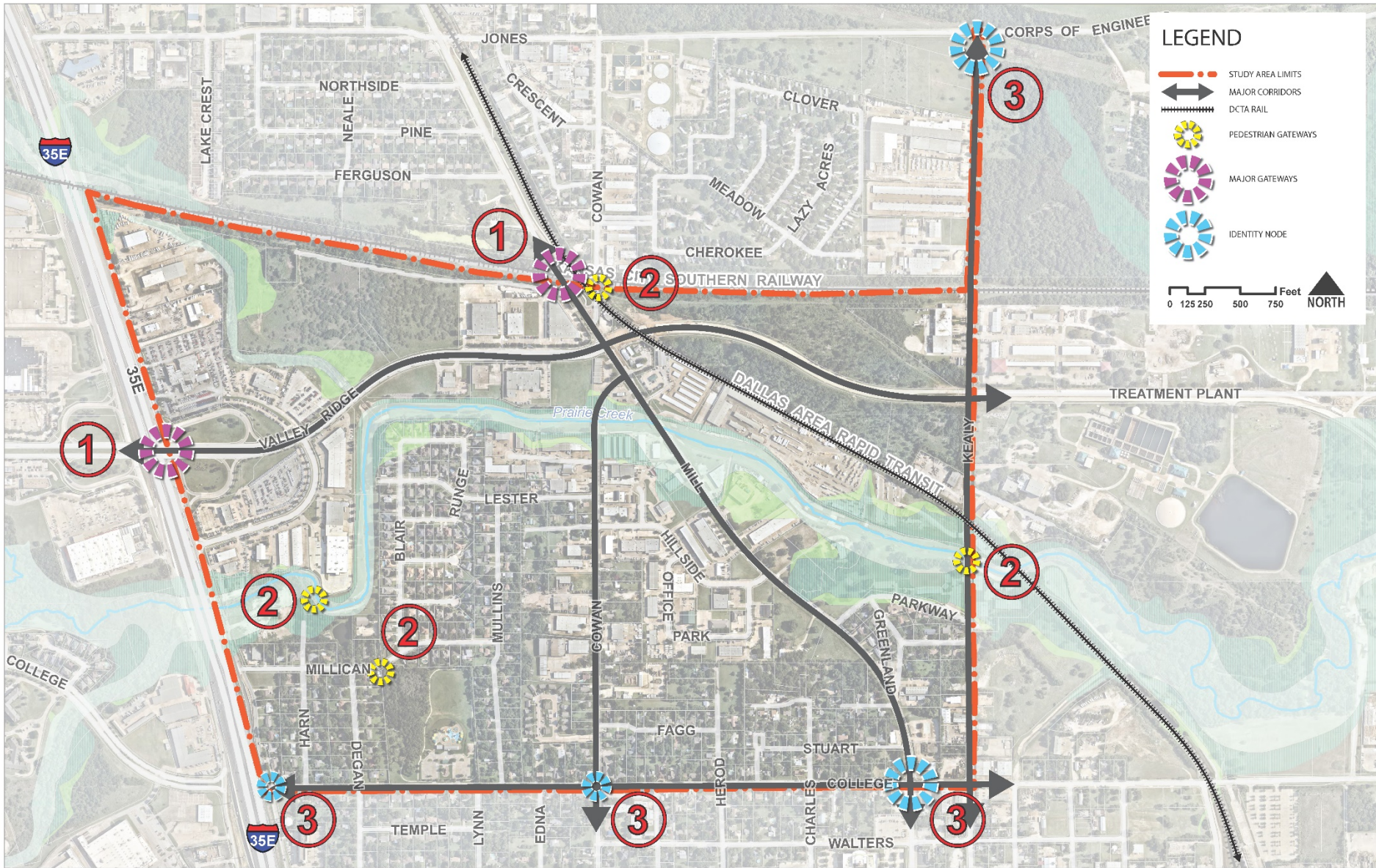City Centric Planning
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Future Development Pattern Recap

1. Keep existing neighborhoods lively and desirable

2. Add convenient commercial to serve residents

3. Enhance commercial value related to IH-35 and Valley Ridge

4. Add new employment opportunities

5. Establish a 'creative mix' entrepreneurial area

Community Character and Design

- Gateways and Identity Points
- Public Realm Corridors
- Design Overlays

GATEWAYS AND IDENTITY POINTS

LEGEND

- — STUDY AREA LIMITS
- ↔ MAJOR CORRIDORS
- DCTA RAIL
- PEDESTRIAN GATEWAYS
- MAJOR GATEWAYS
- IDENTITY NODE

Feet
0 125 250 500 750

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Gateways and Identity Points Recap

1. Major Gateways
   A. IH-35E & Valley Ridge
   B. Mill at KCSR
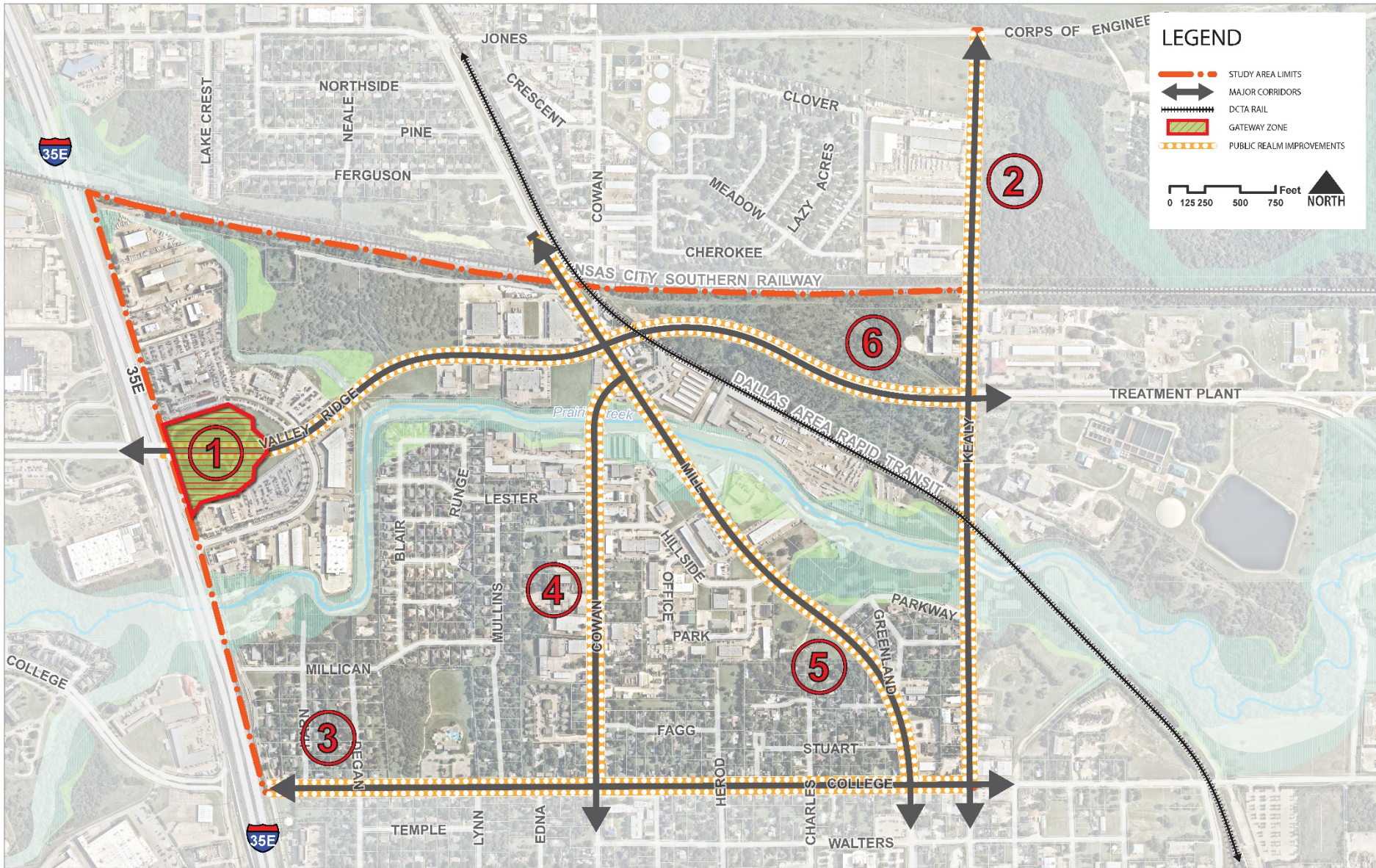
2. Pedestrian Gateways
   C. Cowan at KCSR
   D. Prairie Creek & Kealy
   E. Prairie Creek & Harn
   F. Millican & Wayne Frady Park

3. Identity Points
   A. Kealy & Jones (LLELA)
   B. College & Mill
   C. College & Cowan
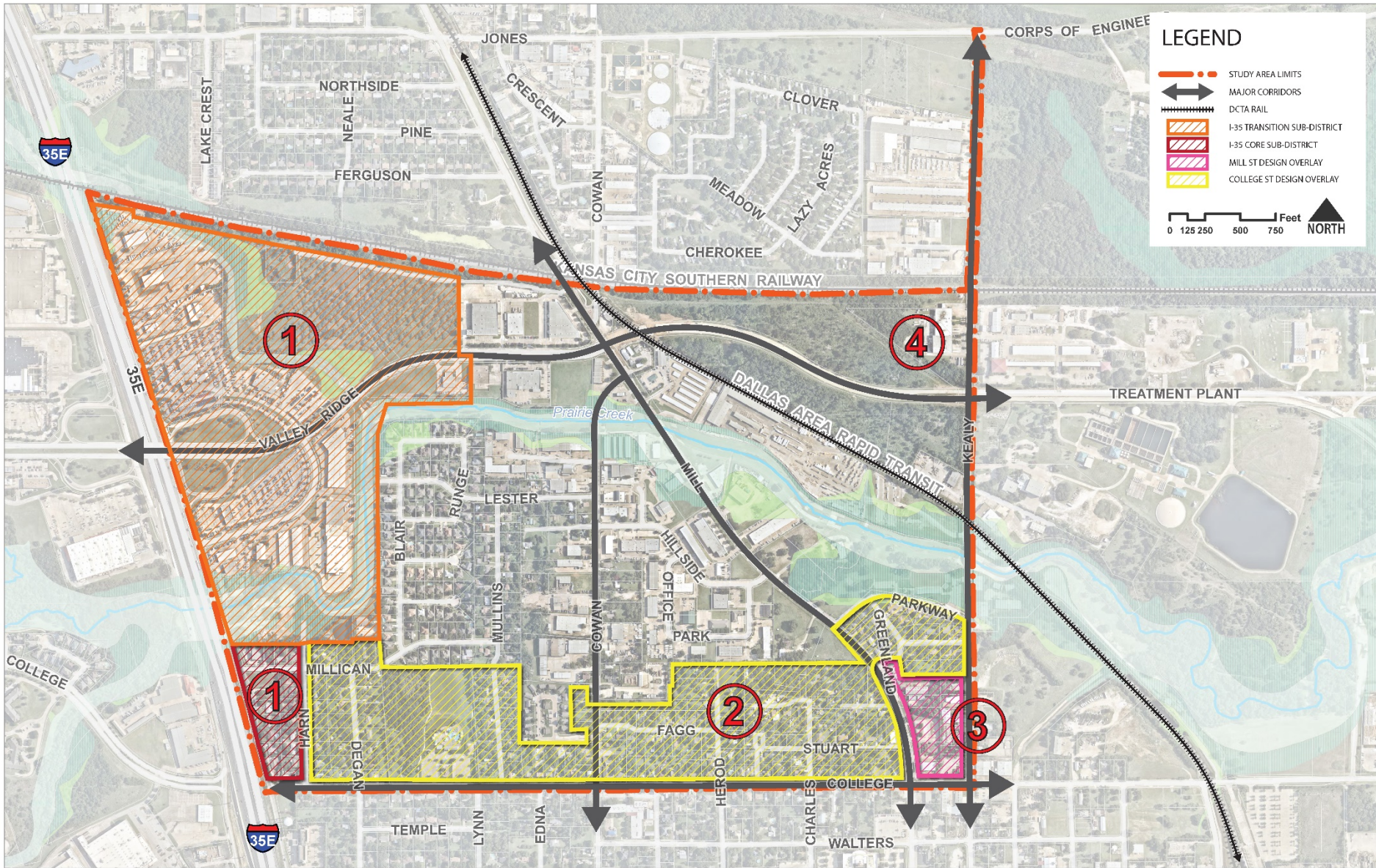   D. College & IH-35E

Insert images of examples

PUBLIC REALM CORRIDORS

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b. Public Realm Corridors

- Places where investments in the public realm (public sites and rights-of-way) need special design attention

- Key recommendations
  1. IH-35E Interchange at Valley Ridge Parkway
  2. Kealy Avenue
  3. College Street Corridor
  4. Cowan Avenue
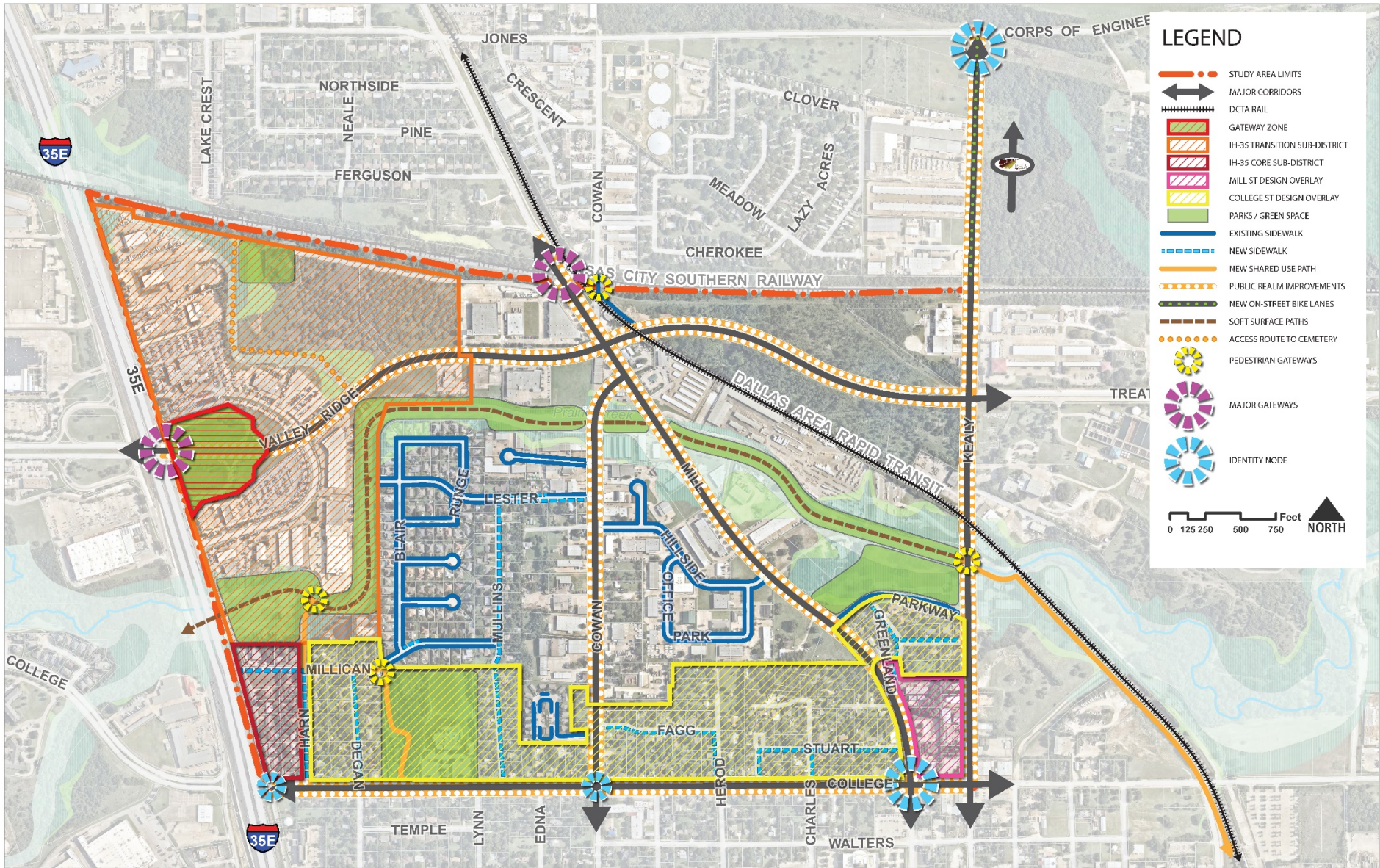 5. Mill Street
  6. Valley Ridge Boulevard

DESIGN OVERLAYS

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LEGEND
- STUDY AREA LIMITS
- MAJOR CORRIDORS
- DCTA RAIL
- I-35 TRANSITION SUB-DISTRICT
- I-35 CORE SUB-DISTRICT
- MILL ST DESIGN OVERLAY
- COLLEGE ST DESIGN OVERLAY

NORTH

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Design Overlays

- Places where public and private investment need design guidance or direction

- Key recommendations:
    1. IH-35 Overlay (Core and Transition Areas)
    2. College Street Overlay
    3. College – Kealy Overlay
    4. Valley Ridge Overlay

FRAMEWORK PLAN

LEGEND

- ▬ ▬ STUDY AREA LIMITS
- ◄► MAJOR CORRIDORS
- DCTA RAIL
- GATEWAY ZONE
- IH-35 TRANSITION SUB-DISTRICT
- IH-35 CORE SUB-DISTRICT
- MILL ST DESIGN OVERLAY
- COLLEGE ST DESIGN OVERLAY
- PARKS / GREEN SPACE
- ▬ EXISTING SIDEWALK
- ▬ NEW SIDEWALK
- ▬ NEW SHARED USE PATH
- PUBLIC REALM IMPROVEMENTS
- NEW ON-STREET BIKE LANES
- SOFT SURFACE PATHS
- ACCESS ROUTE TO CEMETERY
- PEDESTRIAN GATEWAYS
- MAJOR GATEWAYS
- IDENTITY NODE

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Action Steps

Action Steps

- Next steps to make the plan a reality
- Public and private action included
- Groups
  A. Identity, Branding & Capacity-Building
  B. Development & Community Character
  C. City Capital Investments
  D. City Program/Service Initiatives
  E. Partnerships

IDENTITY, BRANDING, & CAPACITY BUILDING

1. Conduct a branding campaign to refine and communicate the area's identity.
   a. Meet with stakeholders to confirm or modify the brand 'Old Town North'.
   b. Develop materials to communicate the area's brand to residents, businesses and future investors.
   c. Conduct outreach targeted specifically to the 'creative class'.
2. Design area gateways and identity points to communicate the area's identity.
3. Engage stakeholders in building the 'creative mix' area character.
4. Increase the capacity of area neighborhood and business organizations.
   a. Assist residents in creating neighborhood organizations where these do not exist now.
   b. Use City programs and resources to conduct initial events for the area.
   c. Work with the Chamber of Commerce and local businesses to create an organization representing area business interests.

5. Develop design guidelines for identified Public Realm Corridors.
   a. IH-35 at Valley Ridge Boulevard
   b. Valley Ridge Boulevard
   c. Mill Street
   d. Cowan Avenue
   e. Kealy Street

6. Develop a design overlay for the College Street area.

7. Consider a design overlay for new development along Valley Ridge Boulevard.

8. Establish appropriate guidelines and regulations for higher density residential revitalization.
   a. Allow smaller single-family lots.
   b. Allow accessory units.
   c. Allow duplexes on corner lots.

9. Implement design initiatives that further the 'creative mix' area character.
   a. Hold an event to engage potential future stakeholders in refining this 'creative mix'.
   b. Amend the existing zoning to add a wider range of uses and increase flexibility.
   c. Use creative approaches to add design features to this area.
   d. Support the creation of an organization to represent and advocate for this area.

CITY CAPITAL INVESTMENTS

10. Evaluate the need for rehabilitation or replacement of aging water and sanitary sewer systems to support planned development.

11. Implement the streetscape designs for the Public Realm Corridors.

12. Design and construct the Prairie Creek trail.

13. Construct sidewalks and paths to complete the pedestrian and bicycle network.

14. Create the entry into Wayne Frady Park from the neighborhood.

15. Construct needed improvements at or adjacent to the Rodeo Grounds after agreement with Rodeo stakeholders (see Action Step #20).

CITY PROGRAMS AND INITIATIVES

16. Share the Area Plan's goals, action steps and progress with the community.

17. Consider new economic development incentives for the 'creative mix' area.

18. Housing assistance

19. Conduct a City "speaker series" for Old Town North.

PARTNERSHIPS

20. Engage Rodeo stakeholders in enhancing the Rodeo Grounds for expanded events and non-event recreational use.

21. Collaborate with Old Town stakeholders on initiatives that connect the two areas.

22. Working with the neighborhood and other partners, explore creation of a community garden on identified City property.

23. Partner with LISD to implement programs and activities for area residents.

24. Partner with volunteer groups to assist elderly or disabled residents with clean up, mowing and other minor property repairs.

25. Partner with local community and faith-based organizations to implement desired neighborhood programs and activities.

26. Work with the Fox-Hembry Cemetery stakeholders to appropriately manage that community asset.