



LEWISVILLE

Deep Roots. Broad Wings. Bright Future.

# OLD TOWN NORTH



## SMALL AREA PLAN

PREPARED BY:



FEBRUARY 2018

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# EXECUTIVE SUMMARY

[An Executive Summary will be added here, following City Council discussion of this draft.]

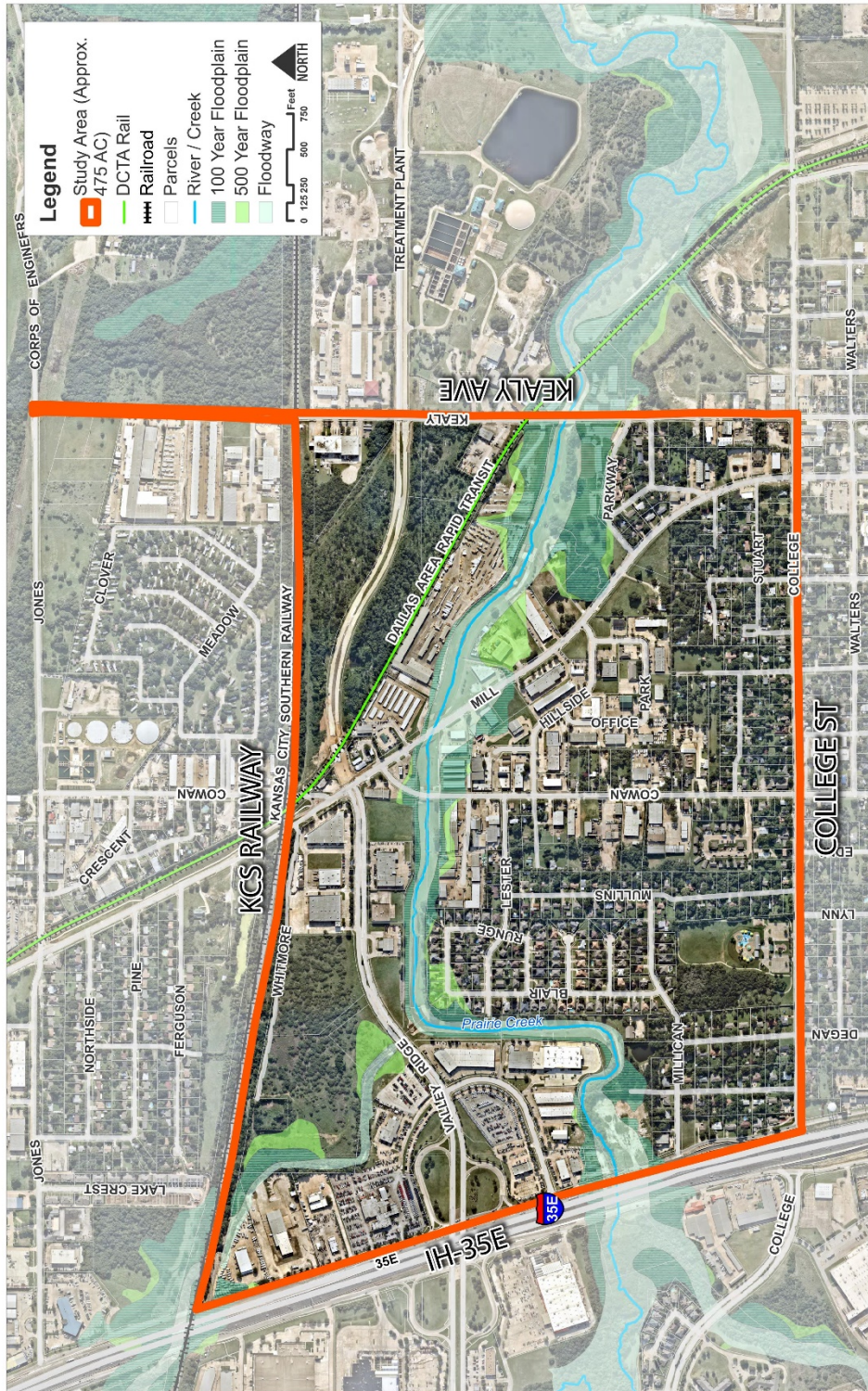
# AREA HIGHLIGHTS

## STUDY AREA

The Old Town North Area Plan study area includes approximately 475 acres. The area is bounded by IH-35E on the west, N. Kealy Avenue on the east, College Street on the south, and the Kansas City Southern Railway on the north. The City's right of way along Kealy extending north of the railroad to Jones Street was also included in the study area due to Kealy's importance as a connection to the Lewisville Lake Environmental Learning Area (LLELA) and Lewisville Lake. Exhibit 1 shows the study boundaries that were used for the purposes of analysis in this plan.



Study Area



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 City of Lewisville  
 City of Planning  
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 Lewisville, Texas

Exhibit 1: Study Area

## COMMUNITY CHARACTERISTICS

### Residents and Households

Old Town North is home to 1,063 residents as of 2017. Most housing units are single family, over 63% of which are owner occupied, and the median household has lived at their current residence for over 13 years. While the median age is higher than that of Lewisville as a whole, the study area has both more residents over 65 and more households with children than the city average. Approximately 36 percent of residents are of Hispanic origin, which is only slightly above the city average.

Indicator	Citywide	Old Town North
2017 Housing Units	44,643	392
2017 Households	41,883	382
2017 Total Resident Population	106,741	1,063
2017 Average Household Size	2.54	2.78
2017 Total Daytime Population	101,241	2,391
Resident: Daytime Population Ratio	1.05	0.44

*Exhibit 2: Housing and Population*

Indicator	Citywide	Old Town North
2017 Median Household Income	\$57,956	\$45,136
2017 Median Age	32.2	37.5
Population 65 and older	4.6%	7.2%
All Households w/ Children	35.5%	36.0%
Single-Person Households	30.1%	24.1%
Hispanic Origin	32.2%	35.8%
Unemployment Rate	4.0%	2.2%

*Exhibit 3: Resident Characteristics*

## Housing and Neighborhoods

Residential development in the study area is concentrated south of Prairie Creek, and while there are several distinct neighborhoods, there are few neighborhood or homeowners' associations in the area. Most housing units in the area are single family. The median age of housing units is 25 years older and the median value is approximately 29% lower than the city average. However, most housing units in the study area are owner-occupied, in contrast to the lower rate of homeownership in the rest of Lewisville.

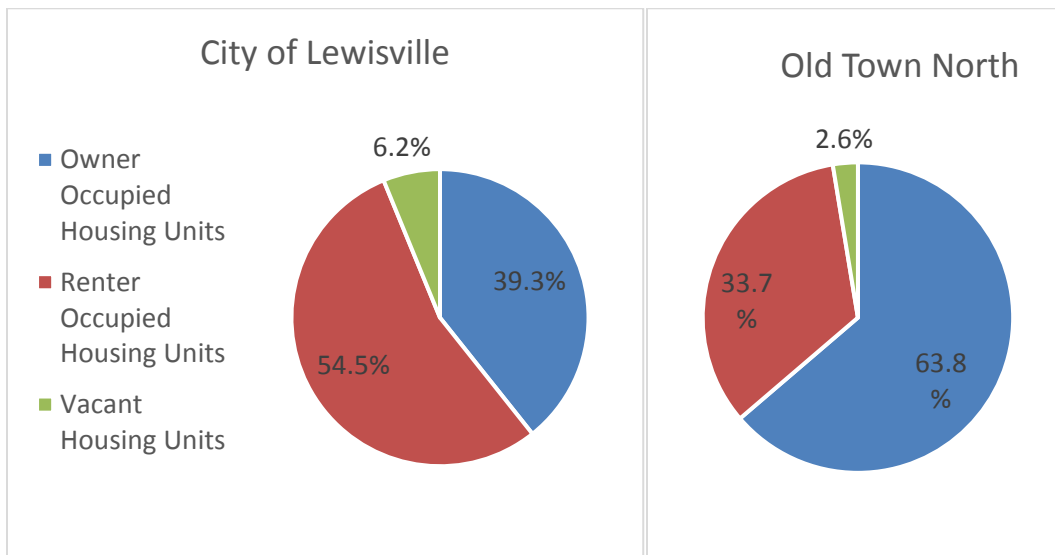


Exhibit 4: Homeownership

Indicator	Citywide	Old Town North
2017 Median Home Value	\$173,806	\$120,495
Median Year Structure Built	1992	1967

Exhibit 5: Housing Characteristics

## Businesses and Employment

Old Town North has a large number of businesses, concentrated primarily along IH-35E, Cowan Avenue, Mill Street, and Valley Ridge Parkway. Businesses are generally commercial or industrial in nature, with a high number of workers employed in manufacturing, retail trade, or service. The large employment base means that the area's daytime population of nearly 2,400 is more than double the resident population of 1,000.

Indicator	Citywide	Old Town North
Total Businesses	3,663	199
Total Employees	46,921	1,686
Total Residential Population	106,741	1,063
Employee/Residential Population Ratio (per 100 Residents)	44	159
Retail Trade Leakage/Surplus	-27.4	-83.7
Food & Drink Leakage/Surplus	-12.6	49.7

Exhibit 6: Business Characteristics

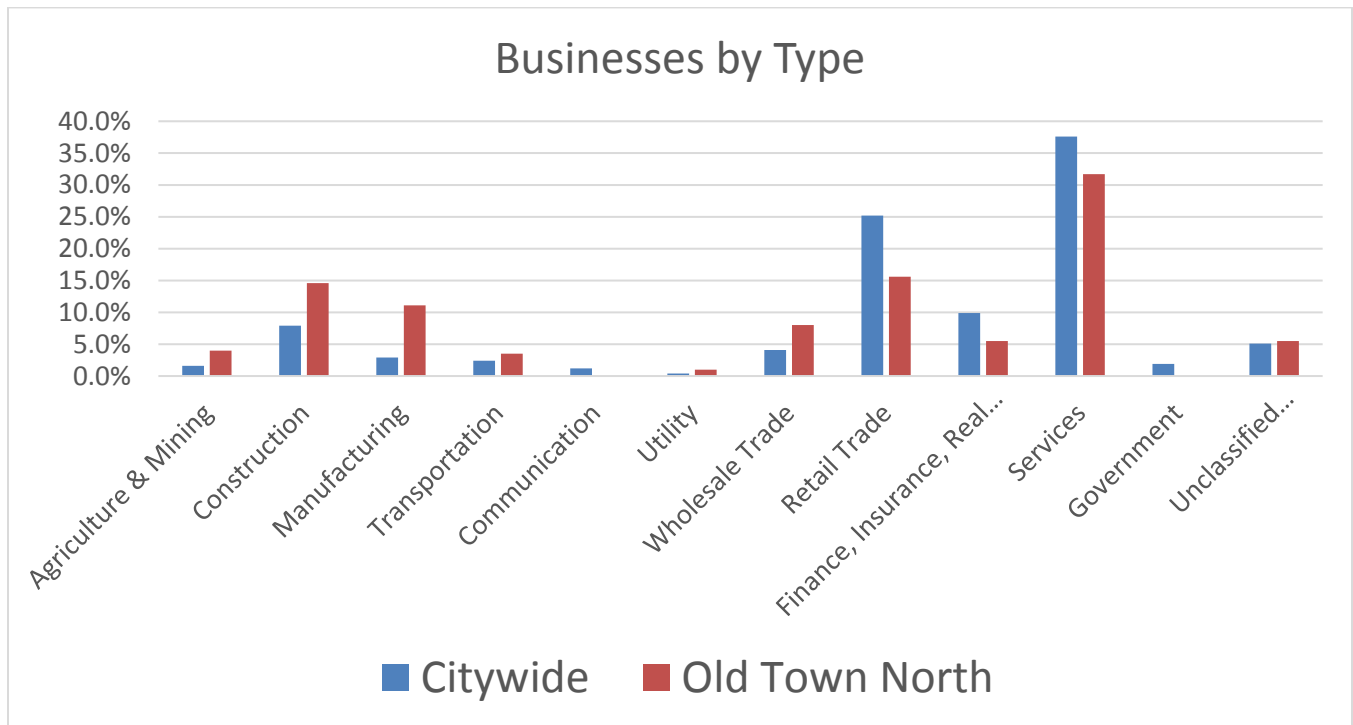


Exhibit 7: Businesses by Type

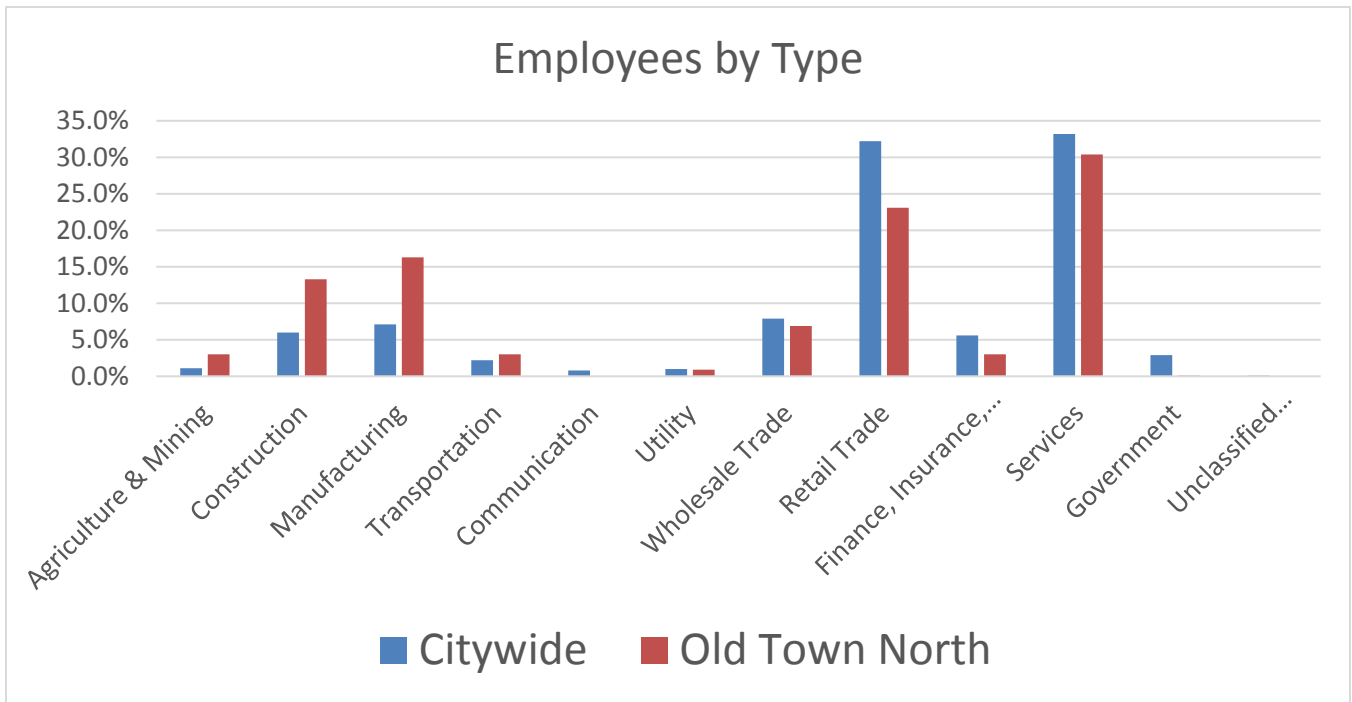


Exhibit 8: Employees by Type

## EXISTING DEVELOPMENT PATTERNS

Old Town North has developed with a mix of single family residential, commercial, and industrial uses. Much of the housing stock is located within a few blocks of College Street, and many of these units are older bungalow homes similar in style to those found in the Old Town District immediately to the south. There are also a substantial number of single family homes located north of Milligan Street, most of which have been built since the year 2000 and are constructed of the brick and masonry typically found in new DFW area housing.

The City's Target Reinvestment and Improvement Neighborhoods program (TRN) identifies residential areas in need of assistance because of housing conditions and a concentration of homes with moderate or major repair needs. Exhibit 9 shows that the study area's easterly neighborhoods are included in this designation.

In the TRN area, a variety of programs provide assistance for home repairs, property enhancement and homebuyer assistance. This area is also a CDBG priority. In the 18 years of the City's CDBG program, most residential streets in the study area and about 42 households have received assistance.

Cowan and Mill have developed into a small business district with a mix of service, industrial, and commercial uses.

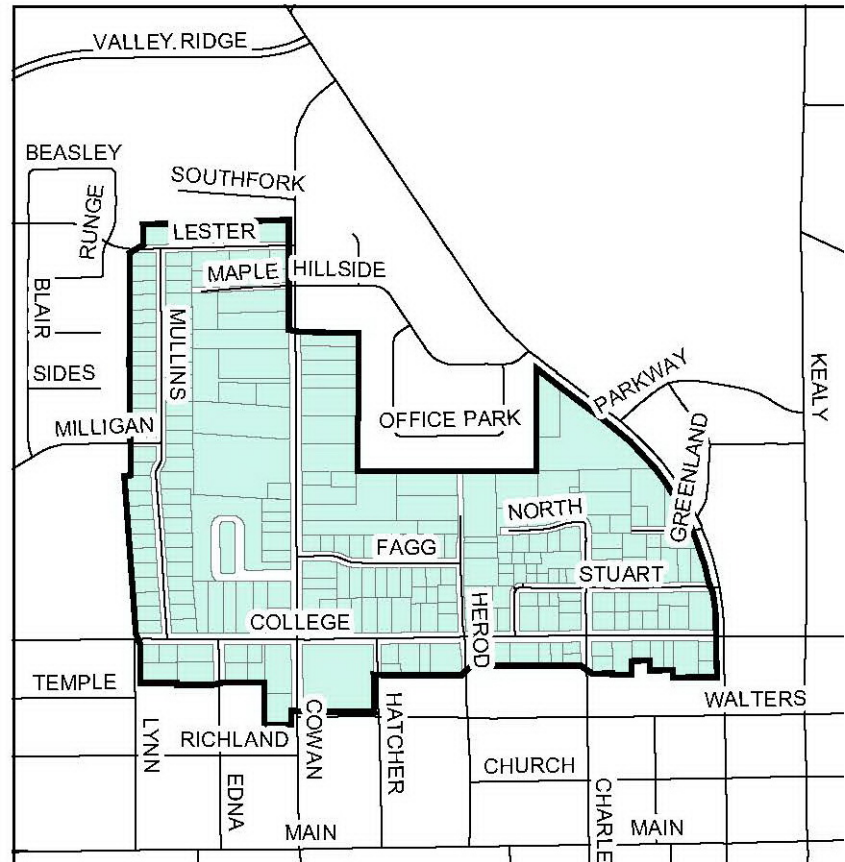


Exhibit 9: Target Reinvestment and Improvement Neighborhood

Commercial uses also dominate along the IH-35E Frontage Road, especially at the interchange with Valley Ridge Boulevard. There are a few commercial buildings on Valley Ridge Boulevard between IH-35E and Cowan Avenue, but the parcels in the northeastern part of the study area are currently undeveloped. This part of the study area has historically been somewhat cut off from other parts of the city by the Kansas City Southern Railway (KCSR) to the north and Prairie Creek to the south, but the recent completion of the Valley Ridge Boulevard extension has improved accessibility and made these vacant parcels ripe for future development. Some of these parcels are already in the process of being subdivided into smaller lots, creating opportunities in the near future for new development that could bring additional employment into the study area.

## Old Town North Small Area Plan -- Draft as of 2/14/2018

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In addition to residential and commercial uses, the study area also has several community green spaces. These include Wayne Frady Park on College Street, the Rodeo Grounds on Kealy Avenue just south of Prairie Creek, and the Fox-Hembry Cemetery next to KCSR.

The Rodeo Grounds property, and some improvements, are owned by the City. The arena improvements are owned by the Lewisville Saddle Club, the non-profit that manages the rodeo. The rodeo is held here every Labor Day. It is also used for other events during the year. Residents in the study area were interested in being able to use the grounds during days when there are no events; neighbors were unclear about whether that was permissible. Area Plan participants were interested in improvements that could include walking paths, a gazebo, seating or picnic areas and similar passive recreational amenities. Recent discussions suggest the Saddle Club may be interested in working with the City in a new partnership to manage the rodeo activities and provide additional neighborhood access to the property. This change could open up new opportunities that would enhance the area.

The Fox-Hembry Cemetery is located in the northern part of the study area, just south of the KCSR line. It is accessed by a dirt road and has reportedly had problems in recent years with illegal dumping. The families associated with the cemetery still use it. The ownership of the site and its access are unclear.

Prairie Creek bisects the district from east to west, and while currently underutilized, it could be improved to serve as a major focal point for the area.

# Old Town North Small Area Plan -- Draft as of 2/14/2018

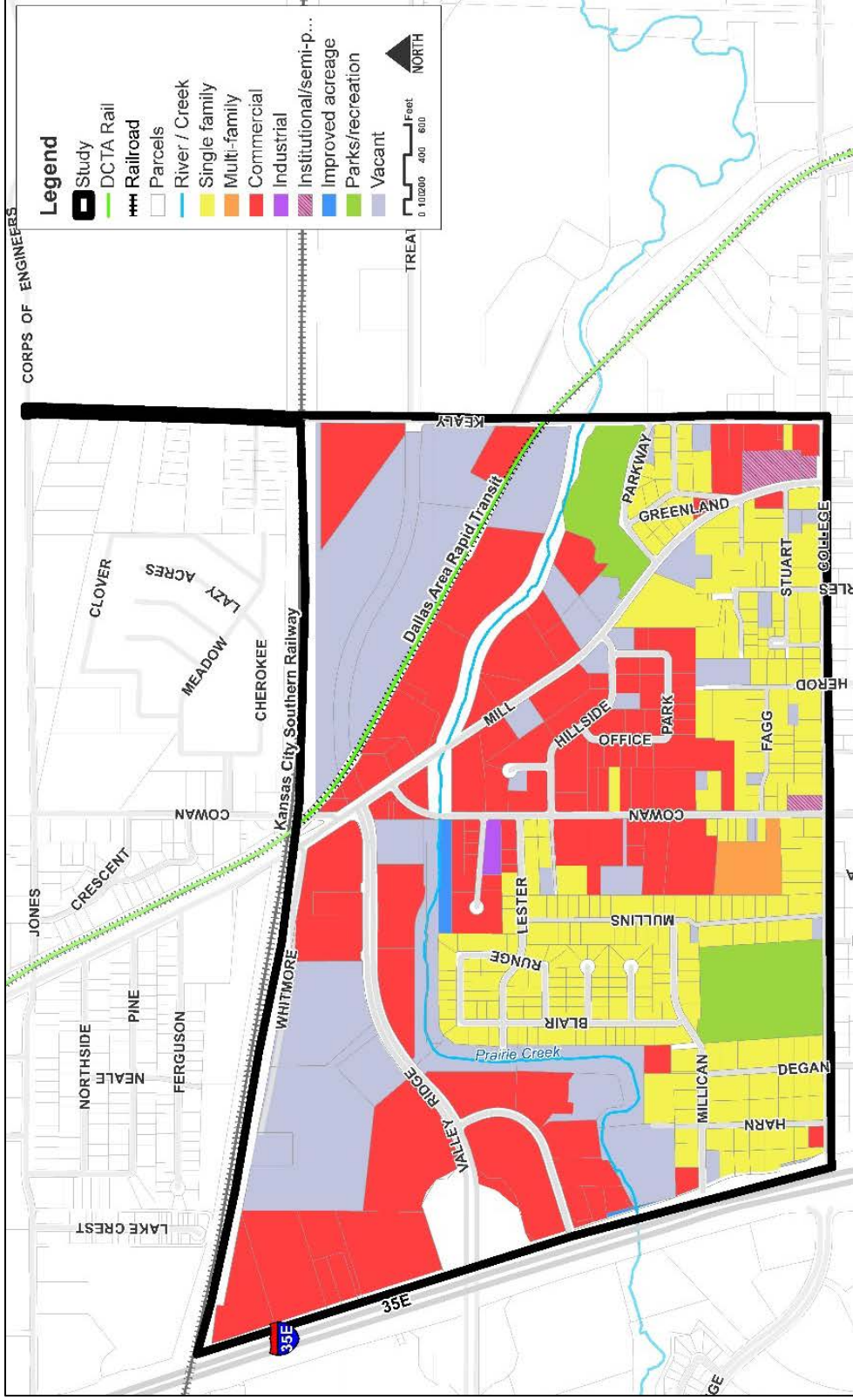


Exhibit 10: Existing Land Use



## ISSUES AND OPPORTUNITIES

The analysis and public input during this process identified a range of issues that will affect the future of the Old Town North area. Based on those discussions, the Plan identifies seven unique opportunities that could support the desired transformation of Old Town North.

1. **Build on Old Town's success.** Lewisville has made significant investments in Old Town over the past decade and these are now bearing fruit in terms of new restaurant and business development. This success makes the neighborhoods close to Old Town more desirable for people who want to live close to this emerging center. By focusing on design, character, amenities and other assets, this Old Town North area can expand Old Town's vitality but with a larger residential component.
2. **Use new transportation investments to create desirable new business locations.** Few areas benefit from major investments and expansions of two major transportation routes at the same time. Old Town North will gain access and visibility from the IH-35E enhancement project as well as the recently-completed Valley Ridge extension. This is a crucial time for planning and economic development initiatives that emphasize the area's improved access and attract targeted new businesses to the area.
3. **Ensure that development in and around existing neighborhoods is compatible.** The mix of residential and non-residential areas within Old Town North is one of the reasons the area has the potential to achieve its desired vision. This mix must be continued and fostered. At the same time, uses immediately next to neighborhoods should be compatible with residential use so the neighborhoods are vital and desirable.
4. **Attract 'creative' new businesses and entrepreneurs.** One Open House participant described this area's character as 'crunchy' – a term suggesting the sort of creative, environmentally-aware environment that appeals to many innovators and young entrepreneurs. This characteristic should be enhanced so these entrepreneurs and their businesses locate here and grow along with Lewisville.
5. **Expand and connect green spaces and corridors.** Old Town North has parks and natural open spaces in and near it, yet they do not yet form a network that is readily accessible and a strong feature of the area's identity. Making these connections will further distinguish Old Town North from other parts of Lewisville and the North Texas region.
6. **Make this a truly multi-modal area.** People who live or work here have easy and convenient choices for travel by car to destinations throughout North Texas. But closer to home, they should not need to drive a car to reach Old Town's shops, restaurants and public places. The DCTA station's proximity offers another option for travel throughout the region. Within Old Town North, the sidewalks, trail, bike and bus routes should be designed so these multi-modal choices are realistic and practical for residents, business employees and business customers.
7. **Build community capacity.** The people who participated in the Open House are very proud of their area. The vision for Old Town North can be more readily achieved if these residents and property owners play an active role in action to improve the area. New or strengthened neighborhood or business organizations, improved communications and a clearer identity for the area are among the

tools that can increase the ability of the people in Old Town North to accomplish the goals for their community.

# STRATEGIC DIRECTION

The area plan's strategic direction includes three important components: A Vision Statement, a set of Guiding principles, and a Framework Plan.

## VISION STATEMENT

The Vision Statement for Old Town North is based on a shared community vision for the future of the study area. A Vision Statement is, by its nature, aspirational; It does not describe the study area as it currently exists. Rather, it is a vision of the future that participants wish to achieve. This foundational statement should be memorable, describing where the community wants to go and what the community wants to be. The following statement has been developed based on discussions and feedback from community members and City staff:

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.

## GUIDING PRINCIPLES

The Guiding Principles provide the overall direction that will be used to guide decisions and investments so they achieve the community's vision. They guide the development of the overall plan, and they shape the individual details and policies for each specific plan component, such as natural asset networks or community character and design. These guiding principles have also been developed in conjunction with city staff and members of the community.

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

The Framework Plan is a graphic representation of the desired future development pattern that will be implemented using the Guiding Principles in order to realize the community's vision. The framework plan, like the Guiding Principles, provides direction for decision-makers as they consider ordinances and make decisions that impact private and public investment in the study area. The Framework Plan for the Old Town North Study Area includes three components: the Natural Asset Network, the Mobility Network, and the Future Development Pattern. These components work together to create a unified vision of the built and natural environment, shaping the development of the area in accordance with the Plan's Guiding Principles.

## NATURAL ASSET NETWORK

### Existing Assets

The Old Town North study area has several green spaces and natural assets within its boundaries. The largest of these is Prairie Creek, which bisects the study area from west to east. There are currently no locations for public access to the creek and it now functions as little more than a drainage ditch in this area, but the potential exists to transform the creek into a 'green spine' that functions as a centerpiece of Old Town North. There are also opportunities near the creek to restore riparian zones and rebuild natural habitat. Along the creek are several large areas of floodplain, some of which have been developed, placing businesses in these areas at risk of potential flooding

In addition to Prairie Creek, the study area has several other green assets that enhance the natural quality of the district. Wayne Frady Park is a major neighborhood resource that includes a heavily wooded area providing natural habitat for mammals, egrets and other birds. A recently acquired property along Prairie Creek and the IH-35E frontage road has a large area that could be used for community gardens or additional habitat restoration. The study area also has a wealth of mature tree canopy in its older neighborhoods, which should be celebrated, mapped, and retained.

### Concepts to Shape the Future

Old Town North's desired future relies heavily on integrating natural assets into the community. Six key concepts are reflected in the Natural Asset Network Diagram.

#### 1. Strengthen the connection to LLELA

Beyond the natural assets within the study area itself, Old Town North also has convenient access to larger natural community assets – LLELA and Lewisville Lake. Kealy Avenue and Mill Street, and the DCTA rail/DCTA Shared-Use Trail provide access to these resources. This area's proximity to these resources should be emphasized through wayfinding and signage in the study area.

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

There are several opportunities to plant new areas of tree canopy in Old Town North, one of the largest of which is at the interchange of Valley Ridge Parkway and IH-35E. The vast expanse of right of way could be planted with

new trees to create an urban forest, similar to replanting initiatives along I-10 in Houston, creating a major gateway element for the area. A forest composed of native trees would create a community asset that is low maintenance and that emphasizes Old Town North's connection to the environment.

### 3. Create a neighborhood natural asset at IH-35E south of Valley Ridge

The City of Lewisville has recently acquired a parcel of undeveloped land adjacent to IH-35 on the south side of Prairie Creek. Since it does not have access from a regional roadway, future users would need to access the property from within the neighborhood. For this reason, the parcel should be used to create a natural asset primarily benefitting the adjacent neighborhoods. It could have access to both a proposed trail along the creek and Millican Drive to the south. Among the possible uses are a pollinator garden, pocket prairie, community garden, a new trailhead, or unprogrammed natural space.

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

There are several green spaces in the study area, including Wayne Frady Park, the Rodeo Grounds, Fox-Hembry Cemetery, and Prairie Creek. These assets are currently disconnected and to some degree isolated. While Prairie Creek does not currently have any trails or access points in Old Town North, the development of a trail system along the creek (consistent with the Trails Master Plan) could knit these civic spaces together and reconnect residents and businesses back to nature, creating a network of green spaces connected to each other and the neighborhood, and functioning as an extension of the natural character provided by LLELA to the north. Several areas along the creek are also prime locations for the restoration of the riparian zones that used to exist along many of North Texas's waterways, and the restored habitat could be used as an outdoor classroom to educate local students about the habitats of North Texas. Some of these areas contain development that is located within the creek's floodplain, and efforts should be made to acquire these properties and restore them to a more natural state, enhancing the natural vitality of the creek and reducing risk to the community.

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

City staff and Lewisville community members have identified the Lewisville Rodeo grounds as a community asset that is currently under-utilized. While the grounds do host the annual Labor Day Rodeo and several 'Play Days' throughout the year, the site could play host to many more community events such as movie nights or small concerts during the times when there are not rodeo activities. Additionally, the large areas of open space could be opened to allow residents of adjacent neighborhoods to use the space for passive activities such as walking, relaxing under a gazebo or holding small family or neighborhood picnics and gatherings. The Rodeo's location along Prairie Creek would allow it to be easily connected the rest of Lewisville's open space network via the proposed Prairie Creek Trail. As mentioned previously, there may be some new opportunities for an expanded partnership with the Lewisville Saddle Club for enhanced use of this property.

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

While Old Town North already has several areas with large, mature tree canopy, there are opportunities for expansion of the study area's tree canopy through the planting of street trees along major corridors like Valley Ridge Parkway, Cowan Avenue, and Mill Street. Expansion of the urban tree canopy has many potential benefits

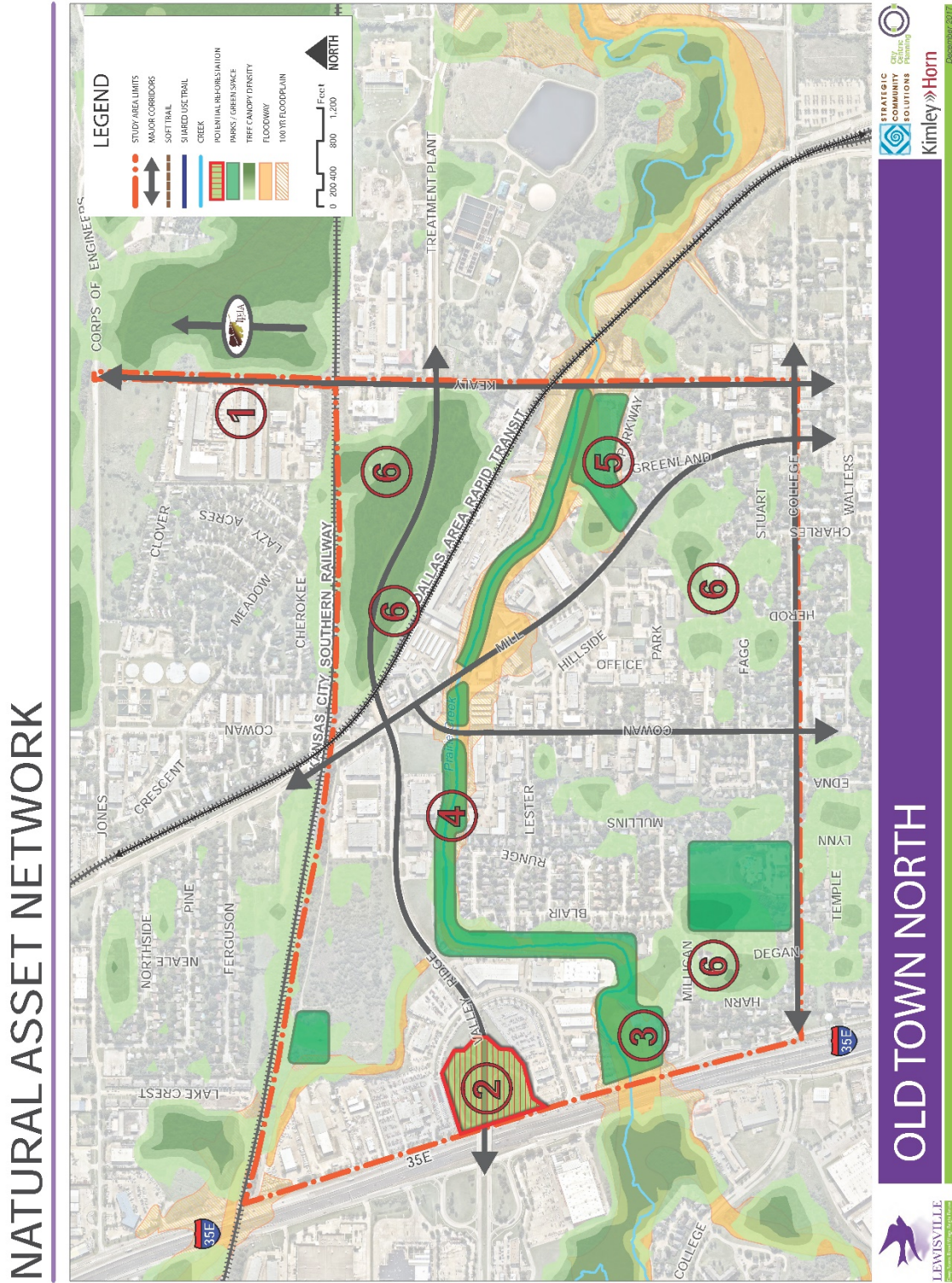


Exhibit 11: Natural Asset Network

for residents and business owners of the area, including reduced electricity costs for summer cooling, a reduction in pollution, a reduction in the urban heat island effect, and increased property values.

## MOBILITY NETWORK

### Existing Assets

The Old Town North Study area is relatively developed, with several strengths playing in its favor. One of the greatest of these is its location immediately adjacent to Old Town, with access to IH-35E to the west, LLELA to the north, and the DCTA rail alignment along the eastern edge. Old Town North has strong vehicular transportation network, with major thoroughfares connecting it to the rest of Lewisville and the DFW region. The study area also benefits from close proximity to Old Town. Many of the major corridors currently have some level of pedestrian access via sidewalks. However, some of the sidewalks along the largest corridors are too small to support a high level of pedestrian activity, and many of the smaller streets in the area have no pedestrian infrastructure at all. The strongest portions of the current pedestrian network, which could serve as a model for upgrades throughout the study area, are the DCTA trail connection along Mill Street north of Valley Ridge Boulevard and the new pedestrian access linking Valley Ridge Boulevard to Cowan Street north of the KCS Railway. While there are currently no DCTA stops within the study area boundaries, parts of the southeastern portion of the study area are within a ten-minute walk of the Old Town DCTA station.

### Existing Corridors

The Old Town North Study Area has several major thoroughfares that provide vehicular access to the rest of the city and the DFW region. IH-35E is the western boundary of the district, with access provided by a major interchange at Valley Ridge Parkway. With the completion of the Valley Ridge Parkway extension, this thoroughfare is now the primary east/west route within the district, and vacant parcels along its length will be very desirable as locations for future development. The other major east/west route is provided by College Street along the southern boundary of the district, which also serves as the connection point between Old Town North and Old Town. Kealy Avenue is the district's eastern boundary and the study area's primary connection to LLELA, while the Cowan Avenue and Mill Street corridors are the primary north/south thoroughfares, providing access to Old Town to the south and neighborhoods, businesses, and Lake Lewisville just north of the Kansas City Southern Railway.

### Concepts to Shape the Future

An effective multi-modal transportation system is an essential part of Old Town North's desired future. Six key concepts are reflected in the Mobility Network Diagram.

#### 1. Continue investments in vehicular mobility

Vehicular infrastructure is currently far and away the strongest and most developed component of Old Town North's mobility system, and the recent extension of Valley Ridge Boulevard has greatly enhanced mobility in the northern part of the study area. Vehicular trips are currently the dominant mode of transportation in the study area, and the city should continue to make investments that maintain and enhance vehicular mobility in the area, both by maintaining the existing street network and by extending this network when necessary to



ensure that all parcels within Old Town North have convenient access to the rest of the city and region. This could include road expansions in areas that suffer from excessive traffic, or road diets and a reduction in lane widths where roads are overbuilt to reduce maintenance cost and foster alternative mobility modes.

## 2. Complete the pedestrian and bike networks

The component of the area's mobility network that would most benefit from greater investment is bicycle and pedestrian infrastructure. Old Town North currently has some sidewalks and bike lanes within its boundaries, but there is a lack of pedestrian connectivity due to gaps in the sidewalk, trail, and bicycle network. Filling in these gaps and widening sidewalks along important corridors would improve mobility for workers and residents in the area, enhancing non-vehicular transportation options and strengthening connections between the study area and other parts of the city.

There are several routes that cross through Old Town North which are identified as "Spine" routes in the 2011 Trails Master Plan. These are the high priority routes that function as lynchpins in the envisioned pedestrian and bike networks, knitting the rest of the trails and sidewalks in Lewisville into a comprehensive system that allows for easy mobility between various parts of the city and DFW region. A proposed trail along Prairie Creek is designated as a pedestrian "Spine" route, while the DCTA trail is designated as a "Spine" route for both the pedestrian and bicycle networks. These routes should have a minimum width of 10', with a preferred width of 12', to accommodate pedestrian and bicycle traffic.

In addition to these "Spine" routes, several additional corridors in Old Town North are identified for sidewalk enhancements or as future bike routes to enhance neighborhood connectivity. Routes identified for sidewalk enhancements include Mill Street, College Street, and Blair Drive, and routes identified for future bike routes include Mill Street and the extension of Valley Ridge Boulevard east of Mill Street. In addition to these corridors, Cowan Street should also receive enhancements due to its location in the heart of the district and the numerous businesses adjacent to it. Enhancements along these routes could take the form of a shared-use path, with a preferred width of 12' to provide continuity with the 12' sidewalks required in the IH-35E overlay plan that will cover the western portion of the district. Additionally, the existing sidewalks and bike route on Kealy Avenue should be extended north of Valley Ridge Boulevard all the way to Jones Street, connecting the pedestrian and bike network in Old Town North to LLELA. While Blair Drive is identified for sidewalk enhancements in the 2011 Trails Plan to create a connection between Wayne Frady Park and the future Prairie Creek Trail, these enhancements may not be necessary with an alternative connection from the Park to the Trail via Millican Drive and Harn Drive.

Several residential streets in Old Town North do not currently have any sidewalks, especially areas developed before the year 2000. Older streets, such as Mullins, Degan, and Stuart, have low traffic levels that are conducive to the mixing of bike and vehicular traffic, but the construction of sidewalks would give pedestrians their own secure path of travel and enhance access to services and facilities in the area.

### 3. Create an appealing College Street

College Street runs along the southern edge of Old Town North, forming the boundary between the study area and Old Town to the south. Because of this location between two historic neighborhoods, the street should serve as a unifying corridor between the two districts. Today, College Street does have a small sidewalk on the south side of the corridor, but there is a gap in the sidewalk between Charles Street and Mill Street intersections, and there are no sidewalks on the north side of the street. To unify the two districts with an appealing streetscape, sidewalks should be added to both sides of the corridor, along with upgrades to the streetscape that could include bump-outs, street trees, or street furniture.

The City has two projects that will address some of these issues. From IH-35 to Mill, the City is designing street improvements. From Mill to the DCTA station, a Sustainability Grant from the North Central Texas Council of Governments is helping fund pedestrian and streetscape improvements. The details of these designs should be coordinated and implemented as part of this Old Town North initiative.

### 4. Create an inviting connection from neighborhoods into Wayne Frady Park

Wayne Frady Park is a major asset for residents of Old Town North. However, the community has voiced concern that the northern entrance into the park is somewhat secluded, and the lack of visibility could present a safety hazard. The 2011 Lewisville Trails Master Plan recommends an enhanced sidewalk connecting the future Prairie Creek Trail and Wayne Frady Park via Blair Drive. and Millican Drive. This would provide a larger and more substantial connection between the park and neighborhoods to the north, but an extension of the sidewalk west of the park along Millican Drive. as well would further enhance connectivity to the surrounding neighborhoods a new community green space at the junction of N. Stemmons Freeway and Prairie Creek. Upgrades to the northern park entrance to create a more substantial and inviting gateway would enhance safety and encourage more residents to use this civic space.

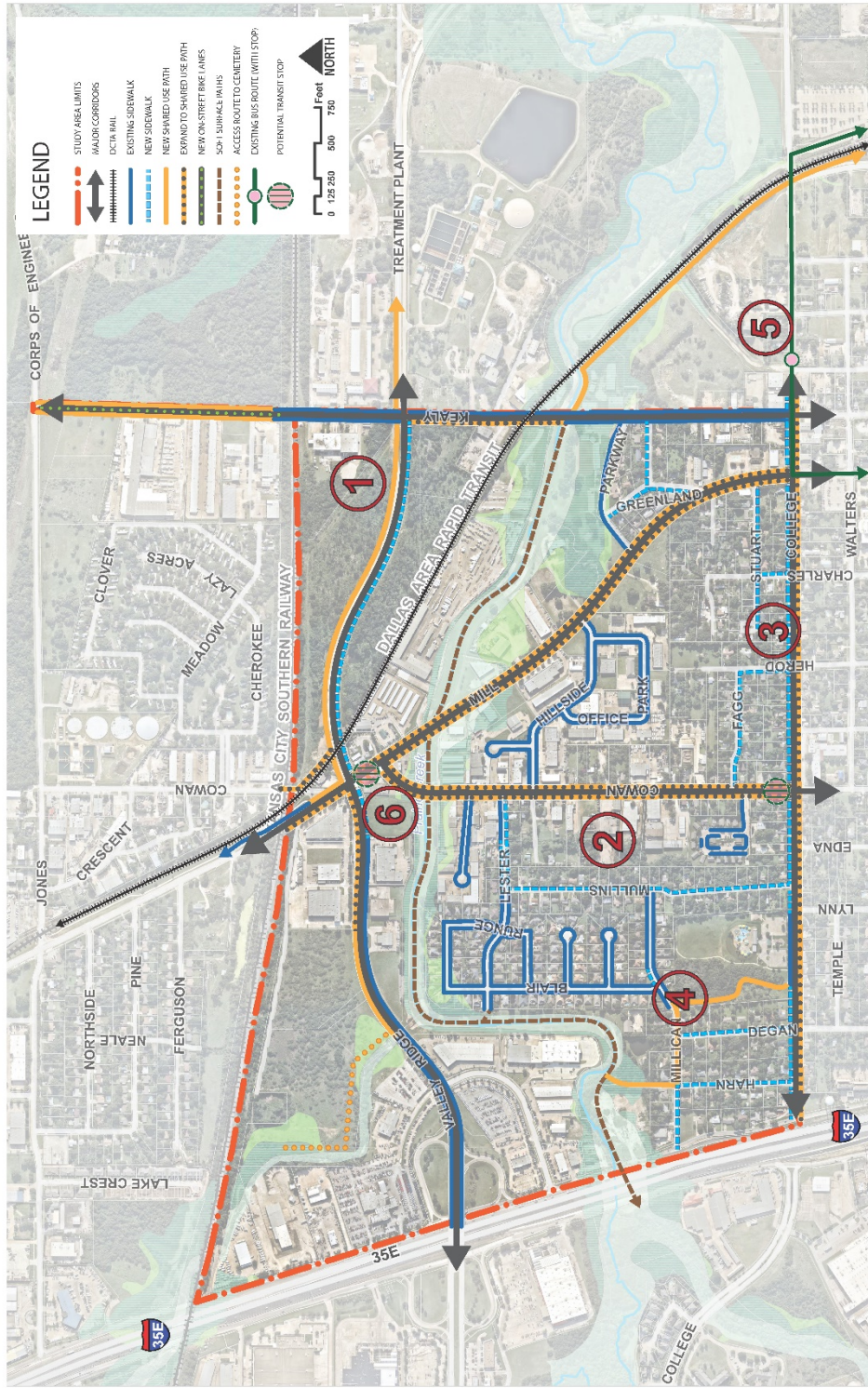
### 5. Strengthen connections to the DCTA station

The close proximity of the Old Town DCTA rail station, which connects the surrounding area to the DCTA rail system and by extension the greater DFW region via DART, has the potential to be a major asset for study area. However, to fully leverage the mobility provided by the rail station, enhancements must be made to the pedestrian and bike network to link the station to residences and businesses in Old Town North. The most important component of that network, with respect to the rail station, is the DCTA trail. This trail, already constructed in some portions of the city, is identified as a "Spine" for both the pedestrian and bike networks running roughly adjacent to the DCTA rail for the entirety of its length through Lewisville. Within the study area, the trail will detour from the rail alignment at Kealy Avenue, run north along the west side of Kealy Avenue, then west along Valley Ridge Parkway back to the rail alignment at the intersection of Valley Ridge and Mill Street.

### 6. Consider a new DCTA bus stop

The Old Town North study area does not currently contain any transit stops within its boundaries. However, there is one bus stop on College Street just east of the study area, and the Old Town DCTA rail station is within a quarter mile of the southeastern corner of the study area. To improve transit options to residents and

MOBILITY NETWORK



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Exhibit 12: Mobility Network

businesses, consideration should be given to extending route 22 into the district, with potential stops located near the intersection of Mill Street and Cowan Avenue, and College Street and Cowan Avenue.

## FUTURE DEVELOPMENT PATTERN

### Concepts to Shape the Future

The character of the places that will be part of Old Town North's future will be determined by the uses and places that remain as they are today, those that are changed or revitalized, and those that will be created in the future. Five key concepts inform the character of places shown in the Future Development Pattern Diagram.

#### 1. Keep existing neighborhoods lively and desirable

The residential neighborhoods Old Town North are an attractive and desirable place to live. Consisting primarily of single family homes, the eclectic mix of architectural styles, from historic bungalows to modern brick ranches, should be protected to maintain the visual and historic appeal of the area. Additional assistance in the Target Reinvestment Neighborhood could assist existing and future residents and support the vitality of these areas.

Additional residents could be accommodated through the allowance of ancillary dwelling units, which could be regulated to match the existing character of the neighborhood. The preservation of green space is also an important part of maintaining the neighborhood character, and the development of ordinances and incentives to preserve mature tree canopy should be explored.

#### 2. Add convenient commercial to serve residents

While the study area has many single-family homes and a variety of construction, trade, and service businesses, there are few commercial developments catering to the everyday needs of neighborhood residents. The northwest corner of College and Kealy could be a prime location for such development. Elsewhere in the study area, conversion of some single-family homes to small boutique businesses could be supported and the development of neighborhood commercial services along Mill and Cowan should be encouraged. These could include a diversity of commercial uses such as coffee shops, pharmacies, or a neighborhood grocer.

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

The interchange of IH-35 and Valley Ridge is currently developed with regional scale commercial. With the extension of Valley Ridge Boulevard, the entire Valley Ridge corridor east of IH-35 has become a much more accessible and desirable location for new development, especially commercial development. This corridor could support a variety of new commercial uses, such as restaurants, local retail, medical offices, or entertainment venues. The IH-35 Design overlay will encourage a higher aesthetic standard for new construction, and the city should expect a high caliber of design to enhance property values and promote quality development.

#### 4. Add new employment opportunities

Old Town North supports a high number of jobs relative to its population. However, with the completion of the Valley Ridge Boulevard extension, the study area could support a number of new businesses and employment opportunities. These could vary from new retail and commercial developments near the IH-35 interchange, to a

variety of service and professional uses along the eastern portion of Valley Ridge. There are numerous undeveloped parcels in this area that could be developed to support businesses offering a range of professional and service jobs, including offices, medical facilities, or business campuses. These types of development generally have high quality design and landscaping, increasing property values and generating a healthy level of tax revenue.

## 5. Establish a 'creative mix' entrepreneurial area

Because of its proximity to the natural assets such as LLELA as well as the eclectic local businesses and historic residences of Old Town, Old Town North is well positioned to attract a variety of entrepreneurs, artisan/makers, and creative types to the area. Enhancements to the trails and natural systems in the area, coupled with the development of a multimodal transportation network, will only enhance the areas appeal to the creative demographic, which is attracted to environmentally conscious living and local production. Some of the existing commercial and industrial buildings in the area could be easily converted to creative spaces and live/work studios for artists, and these repurposed structures, coupled with strategic infill and an enhanced public realm, could be leveraged to create a vibrant and dynamic business corridor along Cowan Avenue and Mill Street.

## Future Development Pattern Diagram

The Future Development Pattern Diagram graphically represents the mix of land uses and the desired future character in the study area. While much of Old Town North has been largely built out, there are still significant tracts of undeveloped property along the northern edges of the study area. These areas, historically less amenable to development because of limited access, are now much more accessible due to the completion of the Valley Ridge Boulevard extension. This diagram should guide decisions on future development proposals in these areas. In addition to guiding development for these unbuilt parcels, the Future Development Pattern Diagram also gives guidance to redevelopment within the study area.

Developed through numerous meetings and conversations with community participants, stakeholders, and city staff, this diagram should serve as a reference point when considering whether future development proposals are in alignment with the community's vision. It will guide future decisions on proposed zoning changes, development applications, and changes to development standards.

## Place Types

Place Types represent the different sorts of places that could exist in the Old Town North of the future. Instead of referencing a single land use, they describe the character of the place – the mix of land uses, the scale, how a pedestrian experiences the area, and other features. Place Types are valuable because they communicate what's important – the character or quality of the place to be created. They give the community more flexibility in addressing development proposals for specific properties and in responding to changing market conditions. The Place Types are used as the 'color palette' for the Future Development Pattern Diagram that depicts desired development patterns in Old Town North.

This Small Area Plan uses six (6) Place Types to represent the places that could be a part of Old Town North's future. Each of these Place Types is described below. For each Place Type, the description includes:

## Old Town North Small Area Plan -- Draft as of 2/14/2018

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- Place Type name;
- A brief description of the intent behind this Place Type;
- Discussion of the primary and secondary land uses expected in the place that is created;
- Where appropriate, information on the range of development density or intensity expected; and
- Illustrative images that illustrate the character represented by the Place Type.





SUBURBAN LIVING	ILLUSTRATIVE PHOTOS
<p><i>Character and Intent</i></p> <p>Suburban neighborhoods will continue to be the dominant residential place type in the study area. Neighborhoods would consist primarily of single-family detached, with some ancillary dwellings and duplexes allowed</p> <p><i>Land Use Considerations</i></p> <p><u>Primary Land Use</u></p> <p>Single Family Detached, Duplex, Ancillary units</p> <p><u>Secondary Land Uses</u></p> <p>Civic and Institutional Uses, Parks</p> <p><i>Indicators &amp; Assumptions</i></p> <p>Lot size less than 1/2 acre</p>	

EMPLOYMENT MIX	ILLUSTRATIVE PHOTOS
<p><i>Character and Intent</i></p> <p>Employment Mix provides a location for businesses offering a range of professional and service jobs. This type of development may support a variety of non-residential uses including offices, research and development facilities, medical clinics, business incubators, and distribution and logistics centers. The street frontages of the businesses are appealing and have an increased level of aesthetic design and landscaping.</p> <p><i>Land Use Considerations</i></p> <p><u>Primary land use</u> Offices, Professional Services, Office Parks, Flex-Office</p> <p><u>Secondary Land Uses</u> Civic and Institutional Uses, Parks and Open Space</p> <p><i>Indicators &amp; Assumptions</i></p> <p>Lot size (range) N/A</p>	



COMMERCIAL MIX	ILLUSTRATIVE PHOTOS
<p><i>Character and Intent</i></p> <p>The Commercial Place type is typically characterized by freestanding buildings containing one or more businesses. May include regional destinations like entertainment venues or lifestyle centers as well as local neighborhood services, such as restaurants, local retail, medical offices, banks, and other retail services</p> <p><i>Land Use Considerations</i></p> <p><u>Primary land use</u></p> <p>Retail and Commercial</p> <p><u>Secondary Land Uses</u></p> <p>Civic and Institutional Uses, Parks and Open Space</p> <p><i>Indicators &amp; Assumptions</i></p> <p>Lot size (range) N/A</p>	

CREATIVE MIX	ILLUSTRATIVE PHOTOS	
<p><i>Character and Intent</i></p> <p>The Creative Mix Place Type is characterized by an eclectic mix of uses. Buildings are often a mixture of new and repurposed structures, and house a diverse mixture of uses such as lofts, retail, live/work spaces, studios, and co-working spaces</p> <p><i>Land Use Considerations</i></p> <p><u>Primary land use</u></p> <p>Retail and Commercial</p> <p><u>Secondary Land Uses</u></p> <p>Civic and Institutional Uses, Parks and Open Space</p> <p><i>Indicators &amp; Assumptions</i></p> <p>Lot size (range) N/A</p>	 	 

PARKS AND GREEN SPACE	ILLUSTRATIVE PHOTOS
<p><i>Character and Intent</i></p> <p>Permanent Open Space is used to indicate areas that are in public or non-profit ownership and that will be dominated by open space over time. Examples include large public parks, floodplains in public ownership, cemeteries and properties subject to long-term conservation easements or similar protections. These areas are not expected to develop with other uses.</p> <p><i>Land use Considerations</i></p> <p><u>Primary land use</u></p> <p>Parks, Open Space, Cemeteries, Ranching, Agriculture, Wildlife Management, Rodeo Grounds</p> <p><u>Secondary Land Uses</u></p> <p>Civic Uses</p> <p><i>Indicators &amp; Assumptions</i></p> <p>Lot size (range) N/A</p>	   

FUTURE DEVELOPMENT PATTERN

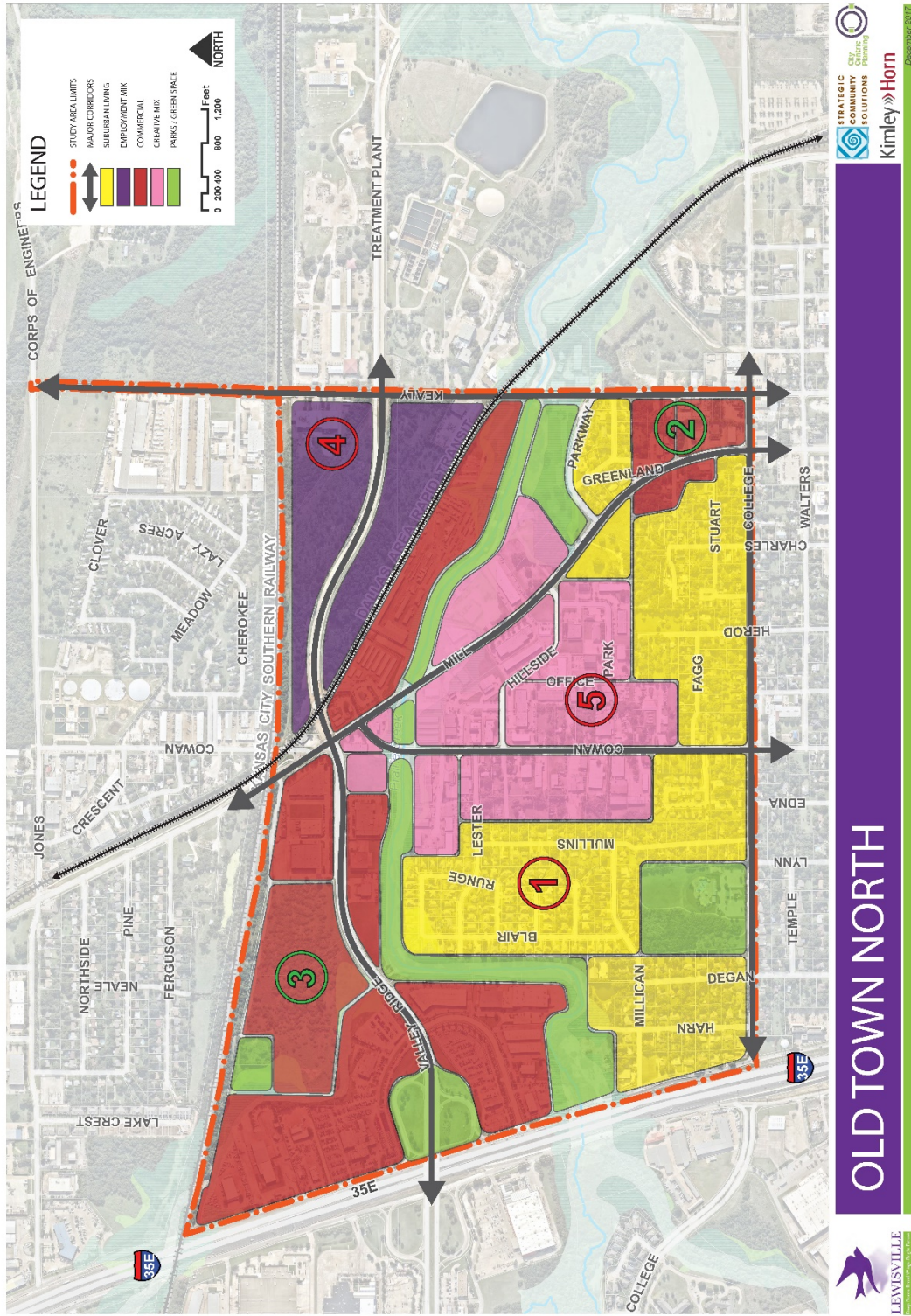


Exhibit 13: Future Development Pattern

# COMMUNITY CHARACTER & DESIGN

Community character and good urban design are essential components of successful placemaking. Good design takes into account community attributes such as topography, vegetation, land use, buildings, culture, and history to strengthen the character and appeal of the community. To be successful, good community character and design policies use distinctive character, good spatial organization, and high aesthetic standards to enhance social equity, strengthen community interactions, and improve quality of life.

This Area Plan addresses important elements of community character and design in three categories:

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

Each of these aspects of design are discussed in detail below.

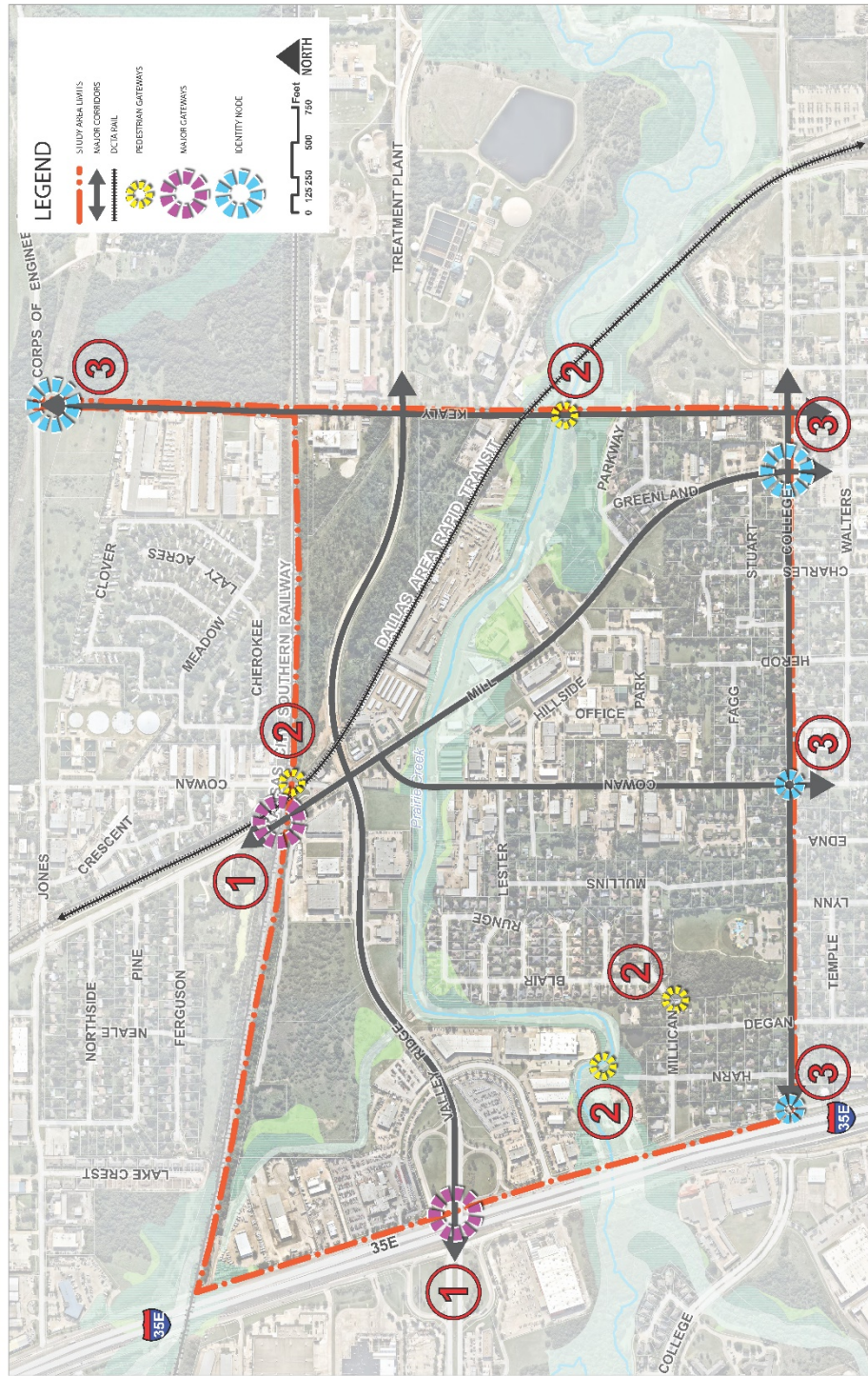
## GATEWAYS AND IDENTITY POINTS

Gateways and Identity nodes make a district more successful by enhancing the imageability of the place. These elements also establish a hierarchy of importance for intersections, corridors, and public spaces, making an area more legible to visitors and residents alike. These gateways and nodes can play an important role in the establishment of an identity, or brand, for the study area as well, and can come in a wide variety of shapes and sizes. These may take the form of signage and monumentation, but can also include large art pieces, ornamental landscaping, or even large stands of trees.

The Gateways and Identity Points proposed for Old Town North are listed below and are shown on Exhibit 14.

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
  - g. Kealy & Jones (LLELA)
  - h. College & Mill
  - i. College & Cowan
  - j. College & IH-35E

GATEWAYS AND IDENTITY POINTS



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Exhibit 14: Gateways and Identity Points

## Major Gateways

There are two locations identified as major gateways into Old Town north that would benefit from Gateway features. The first of these is the interchange of Valley Ridge parkway and IH-35E. The interchange is the only major connection between the interstate and the study area, and the large ROW presents an opportunity for Old Town North to have a memorable feature that identifies the area to the rest of the region. The open space could be an opportunity for reforestation, which would reinforce the area's green space network and ties to LLELA.

The other major gateway location identified is the northern boundary of the study area at Mill Street, where the road passes under the KSC Railway. Mill street is the primary connection between the study area and neighborhoods and businesses north of the district, and as such, is already functioning as a major gateway. Art or monumentation would enhance this gateway and strengthen perception of Old Town North as a defined and specific place.

## Pedestrian Gateways

There are four areas identified for pedestrian gateways in the Old Town North. Pedestrian Gateways are generally smaller in scale than major gateways, and are used primarily to signify entry or transition points for cyclists and pedestrians. The first location identified for a pedestrian gateway is the pedestrian connection that is being built between Valley Ridge Parkway and the cul-de-sac on Cowan north of the KCS rail. This gateway will be a major entry point for pedestrians and cyclists into the business strip along Cowan, and should be built to complement a proposed major gateway on nearby Mill Street. This is also one of the only pedestrian connections between Old Town North and development on the opposite side of the KCS rail, and as such serves as an important link between the study area and the neighborhoods and LLELA to the north.

A second location identified for a pedestrian gateway is the entry into Wayne Frady Park from Millican Street. Members of the community have expressed concern that the entryway to the park is not easily visible, and that the dense tree coverage growing up to the path creates safety concerns for visitors. The construction of a gateway that enhances visibility of the entry trail and creates a sense of safety should be considered to make the park more accessible to community members. This location has also been highlighted as a gateway location in the 2011 Lewisville Trails Master Plan.

The other two pedestrian gateways proposed for the area are located on a proposed trail along Prairie Creek. One of these gateways would be located at the junction between the Prairie Creek Trail, Kealy Avenue, and the DCTA trail, joining the creekside trail to the city's overall bike and pedestrian network, and providing a link between the trail and the Lewisville Rodeo grounds. The other gateway would be located along the creek where a trail spur would connect the trail to Wayne Frady park, serving as a gateway for residents of the neighborhood and park goers who are entering the Prairie creek trail.

## Identity Points

Three areas have been identified by city staff and the community as appropriate locations for identity points along the southern boundary of the district. These nodes do not signify gateways between different districts so much as recognize that there is a transition zone. These three nodes link Old Town North with Old Town, and as such should serve to celebrate and reinforce the shared connections between the two areas. The largest of these is the Mill Street – College Street intersection, as Mill Street is the largest corridor between the two areas. The other identity points are located at the Cowan Avenue and N. Stemmons Freeway intersections on College. These are also major intersections that connect Old Town North with Old Town, but are of secondary importance to the Mill Street intersection. In addition to the Identity points along College Avenue, an additional identity point was identified at the intersection of Kealy and Jones. This point marks the transition from Old Town North to LLELA, one of the community’s most celebrated assets.

## PUBLIC REALM CORRIDORS

City investments to upgrade areas of the public realm can make an important contribution to enhanced neighborhood character and increased private investment. These public investments in design enhancements can set the groundwork for further development within the immediate area or corridor. The public realm, which usually consists of the spaces within and around buildings that are accessible to the public, including streets, squares, parks, and open spaces, is intended here to refer to areas within the public right of way that influence public life and facilitate social interaction. Within the Old Town North study area, six areas have been identified for this design attention within the public right of way. These corridors are shown on Exhibit 16 and discussed below.

### 1. IH-35E Interchange at Valley Ridge Parkway

The first public realm corridor is the interchange at IH-35E and Valley Ridge Parkway, where the large expanses of TxDOT right of way do nothing to enhance the area. The Valley Ridge Parkway corridor has been built with large medians that have been interspersed with trees, creating the foundation for a greener and more natural corridor. Within the TxDOT system of roadways, many examples exist of “Green Ribbon” landscape enhancements utilizing native plantings to establish attractive, low maintenance landscape improvements. TxDOT often will provide funding for the improvements to support the overall look of their corridors, while reducing longer-term maintenance costs. This interchange could be improved with a “Green Ribbon” theme through the planting of trees and native understory plantings to create a new ‘urban forest’ that would function as a major gateway and a landmark for travelers along the IH-35E corridor.

### 2. Kealy Avenue

The corridor currently has sidewalks along most of its length, as well as the only bike lanes currently built within the study area, but this infrastructure ends north of Valley Ridge Parkway, well short of the entry to LLELA at the intersection of Kealy and Jones Road. This infrastructure should be extended northward to Kealy’s terminus, enhancing connectivity to the nature area. There are also sections of the corridor that are visually unappealing and physically uncomfortable to traverse during the hot summer months. Investments should be made to enhance the pedestrian experience, which could include elements such as wider



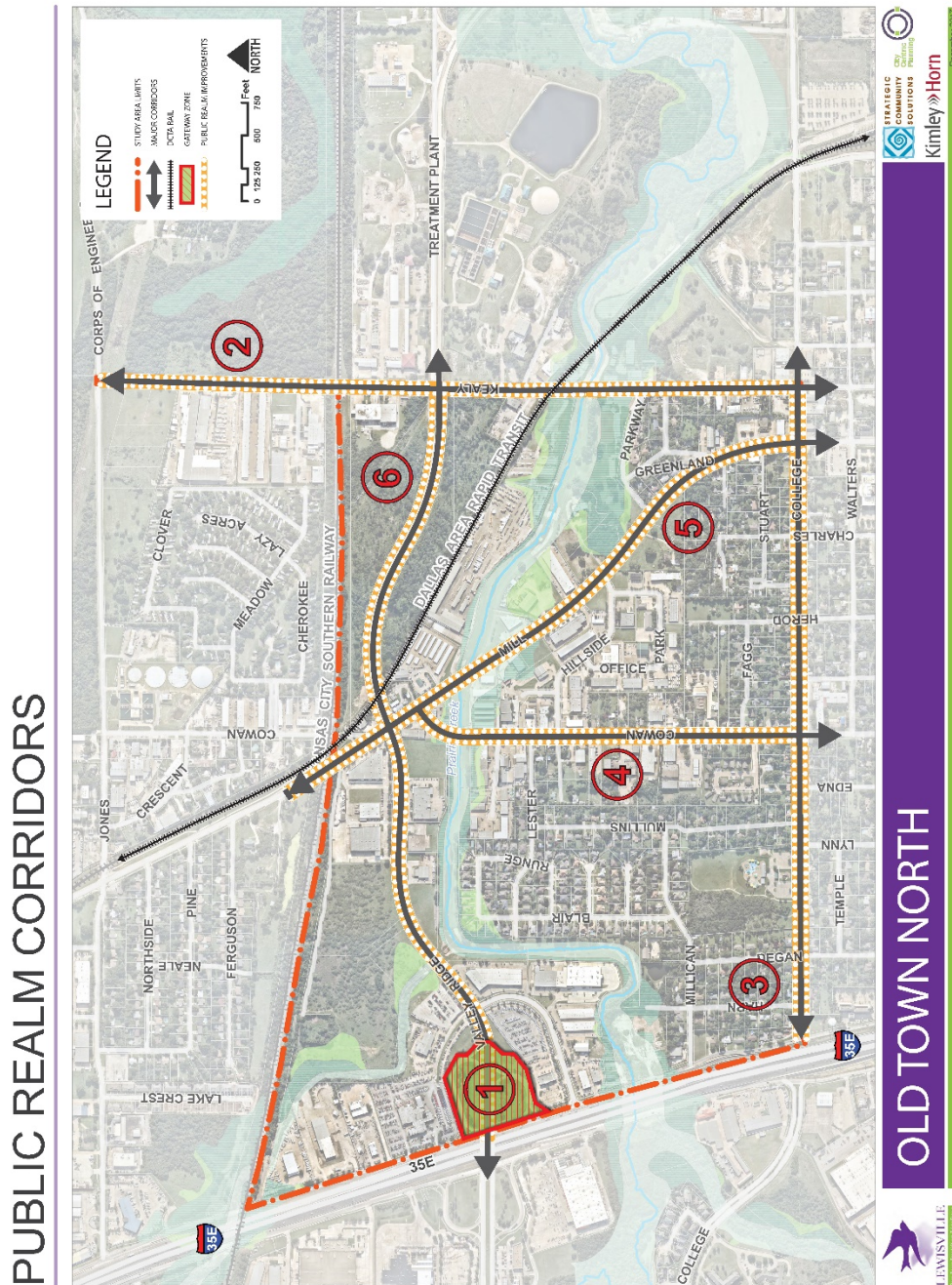


Exhibit 15: Public Realm Corridors

sidewalks where necessary and street trees where possible. There should also be attention given to the interface between Kealy and other public facilities, such as LLELA, the Rodeo grounds, and the future DCTA trail.

### 3. College Street Corridor

College Street currently has a ROW of only 50'. While most of the corridor has sidewalks along the south side of the street, the sidewalk is only 4' wide. This sidewalk could be expanded to a larger shared-use path, or bicycle lanes could be added to complement the existing sidewalk. These changes could be accomplished by reclaiming some of the right of way from the street. The current 36' width provides both a travel lane and a parking lane in each direction, an amount of parking which is excessive for a residential street where every home has a private driveway. The removal of one of these parking lanes and reduction in street width to 30' would allow for large sidewalks on both sides of the street, with room for new street trees and a planted buffer between the street curb and the sidewalk. The remaining parking lane could also be enhanced with bump outs to allow for additional street trees and reduce speeding along the residential street.

The two streetscape projects that are currently under design should be revised to maximize benefits for pedestrians and strength the identity of Old Town North.

### 4. Cowan Avenue

Cowan Avenue, like College Street, has a limited ROW of only 50'. However, also like College, the street is excessively wide, and portions of the existing street could be reclaimed to create a more inviting public realm. This street is also 36' wide, yet has only two travel lanes. The street pavement could be reduced to 30' here as well, maintaining a single lane of travel each direction while adding a dedicated parking lane demarcated with bump outs. Most businesses along this corridor already have dedicated parking located on their own property, but street parking would provide a visual 'safety' barrier for pedestrians and may become more heavily utilized if existing off-street parking is replaced with new development in the future. With the reduced street width, sidewalks could be expanded to 10' on both sides of the street, enhancing pedestrian mobility and creating space for street furniture elements, such as benches, lighting, or trash cans. Because the west side of the street is lined with large utility lines, the parking lane with planted bump outs would ideally be located on the eastern side to give new street trees room to grow, providing shade from the hot summer sun for pedestrians and business patrons.

### 5. Mill Street

This corridor is identified as a "spine" route for both the pedestrian and the bicycle network in the 2011 Lewisville Trail Master Plan. The ROW width is 60' along much of its length, which widens to 90' north of Prairie Creek. The street width is currently 44', but because this street has four lanes and higher traffic volumes than College Street or Cowan Avenue, the street width cannot be reduced. Because of this corridor's importance in the district, as well as the relatively less compact streetscape as compared to College Street and Cowan Avenue, the city should consider purchasing an easement or additional right of way south of Prairie Creek to allow for wider sidewalks. Ideally these sidewalks would be a minimum of 12', allowing them to function as shared use paths for both pedestrians and bikes (in accordance with the bike

route map in the Lewisville 2011 Trails Master Plan). Ideally, these enhanced sidewalks would be separated from the street curb by a vegetated buffer, providing both protection for pedestrian and a location for new street trees. North of Prairie Creek, where the existing ROW is 90', no additional ROW would be required, but the additional public space could be used for a new DCTA transit stop or additional plantings.

## 6. Valley Ridge Boulevard

The Valley Ridge Boulevard extension was opened in 2017, and provides an important east/west connection in the district. However, the newer portions do not yet have any sidewalks or shared use trails, and the older section of the corridor an incomplete network of narrow sidewalks, with gaps on the both the north and south sides of the parkway. These gaps in the pedestrian network should be completed, and sidewalks large enough to serve as shared use paths (consistent with the 2011 Lewisville Trails Master Plan) should be built along the Valley Ridge Boulevard extension. While wider sidewalks may not be necessary to accommodate the limited number of pedestrians near the IH-35 interchange due to the existing auto-centric land uses, much of the western portion of Valley Ridge Boulevard will be covered by the IH-35 Design Overlay that is currently being developed, which requires new sidewalks to have a width of 12'. To keep the corridor consistent, existing sidewalks that are expanded and new sidewalks that are constructed should match this 12' width. In addition to new sidewalks, existing street trees along the corridor west of Mill Street should be preserved. East of Mill Street, new street trees should be planted to complement the existing median plantings and provide shade for the new shared use path.

## DESIGN OVERLAYS

Design overlays are a tool to guide public and private investment within defined corridors or districts. These guidelines establish standards that direct new development in order to make the corridor or district more uniform in appearance and function. Design overlays may address a broad array of design considerations, including building uses, building setbacks, materials, window percentages, parking, signage, lighting, sidewalks, street trees, and landscape plantings. These types of overlays can be used to ensure that new development within existing neighborhoods conforms with the existing built environment, or they can be structured to guide development in a new direction from what is currently on the ground.

This area plan identifies four areas where design overlays would be useful to help guide design considerations for public and private investment. They are discussed below and shown on Exhibit 16.

### 1. IH-35 Overlay

While there are currently no design guidelines in effect within the district, this will change when the IH-35 Zoning Overlay District ordinance is adopted. This document identifies 2 distinct district types along the IH-35E corridor, both of which will overlap parts of the Old Town North study area. Any new design guidelines adopted for the Old Town North study area should be carefully crafted to ensure that they complement the IH-35 guidelines and minimize any jarring transitions that could occur at design overlay boundaries.

## 2. College Street Overlay

The residences in the neighborhoods adjacent to College Street have similar development patterns, land uses, and architecture to the neighborhoods on the south side of College Street in Old Town. However, there are currently no design standards in place to ensure that new housing fits in with the existing neighborhood, and current city design standards have material requirements that are not consistent with the existing architecture. Creation of a design overlay for this area will allow the City to establish appropriate design guidelines to maintain the character of the area.

## 3. College – Kealy Overlay

The area at the intersection of College and Kealy could become a site for neighborhood-serving retail, restaurant and service uses. These uses would benefit the residents of Old Town North; they would also serve residents and employees in Old Town and people using the DCTA station nearby. This area would benefit from design standards that would guide future development to ensure high quality design. While this overlay could be developed as a sub-district of the College Street Overlay, its intent is rather different – focused on non-residential rather than residential uses and emphasizing the character of a newly-created place rather than maintaining existing character. For this reason, it could be considered as a separate overlay.

## 4. Valley Ridge Overlay

This corridor is relatively undeveloped, but is expected to develop now that the extension has been completed. Consider creating design guidelines that guide new development to a high aesthetic standard. Design guidelines or requirements should address orientation of bay doors, screening of vehicles, building façade materials, streetscaping and tree planting. It could be similar in nature to the design guidelines laid out in the IH-35E transitional sub-district guidelines.

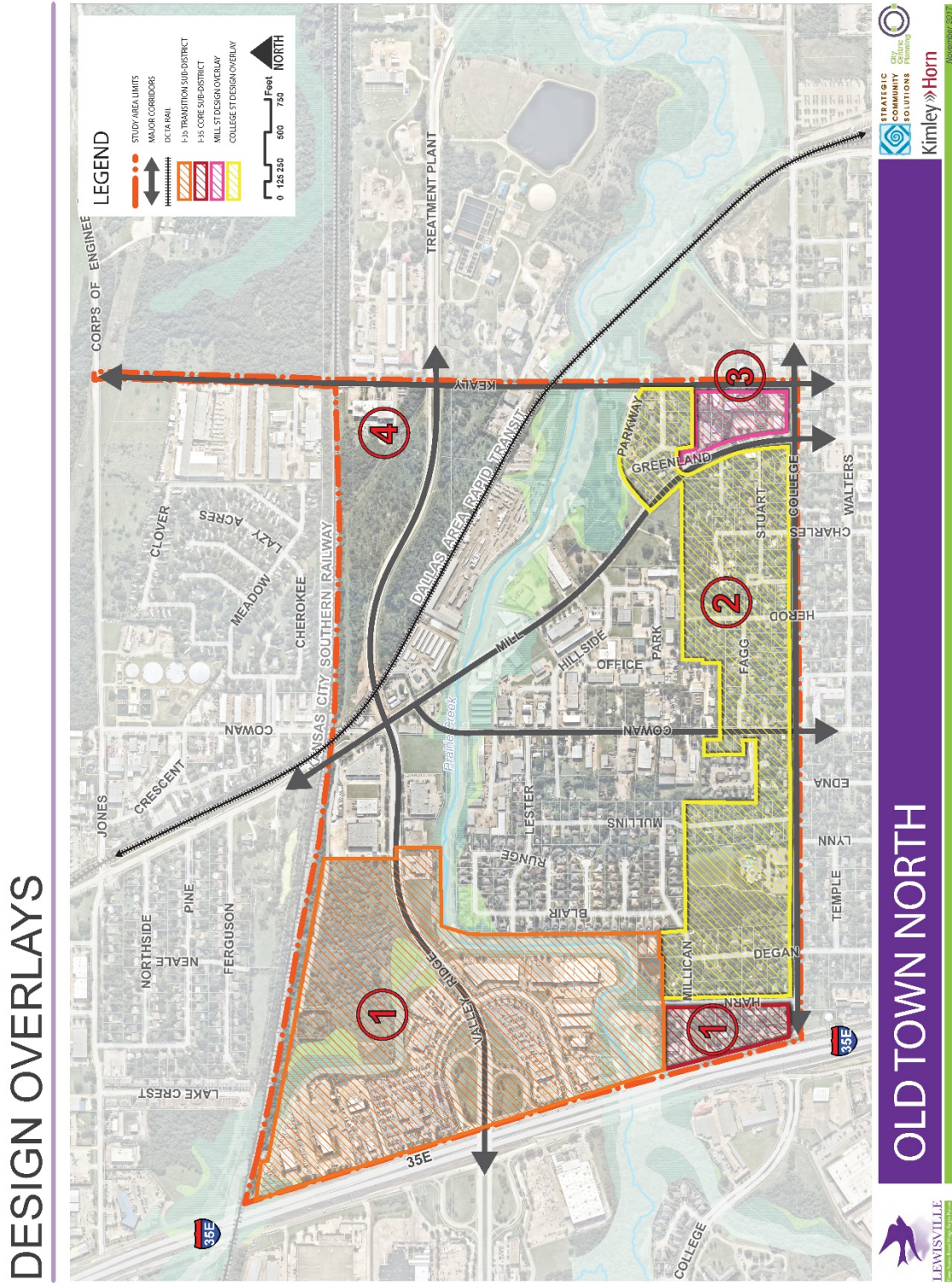
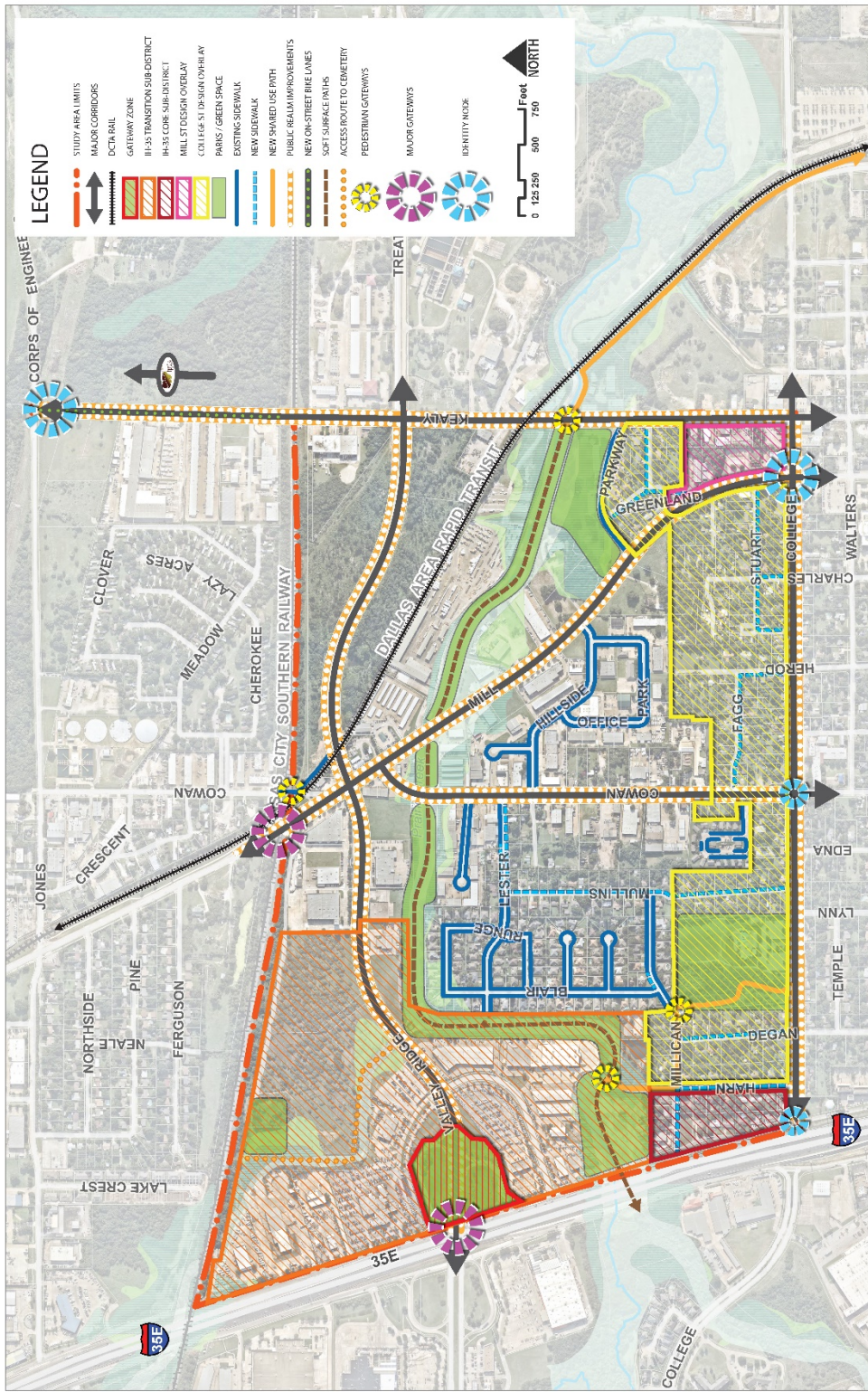


Exhibit 16: Design Overlays

FRAMEWORK PLAN



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Exhibit 17: Framework Plan

## ACTION STEPS

A crucial part of any plan is its implementation. Without a clear and realistic approach to action, the vision expressed by a community through its plan may never be realized. While a plan cannot mandate all the specific actions that will be taken during the many years of its implementation, an implementation program should give a community's leaders and stakeholders a set of priorities for immediate action. This section of the plan identifies important action steps to achieve the desired future for Old Town North. Following public review and discussion of these Action Steps, a matrix will be added to this section, indicating the highest priority Action Steps and providing other information to allow tracking of progress on Area Plan implementation.

### IDENTITY, BRANDING, & CAPACITY BUILDING

During this planning process, residents of the Old Town North area shared the many features of the area they value and enjoy. But many of these assets are unknown to people who do not already live or work here. A clear and positive identity for the area is an important ingredient in attracting new residents and businesses. Capacity building means that the people who live, work or own property in Old Town North will be better equipped to decide on programs for the area and to then implement them.

#### 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'.

This name for the area was suggested by participants at the Open House for this area plan. It should be further discussed with a larger range of the area stakeholders to build support for this name or to decide on another brand.

##### b. Develop materials to communicate the area's brand to residents, businesses and future investors.

Once the area's name is confirmed, materials should be designed that communicate this brand. This includes a graphic logo that reflects the area's identity. Communications materials should be targeted for a range of audiences, such as area residents, customers of Old Town businesses, and young entrepreneurs. These materials could include brochures, flyers, banners, street sign toppers, inclusion on the City's web site and social media platforms.

##### c. Conduct outreach targeted specifically to the 'creative class'.

The central part of the Old Town North area is identified as a location for 'creative mix' development. This concept builds on the existing character, which has been described as eclectic and 'crunchy'. The plan envisions this 'creative mix' area as a location for artist studios, lofts, live-work arrangements, start-ups, co-working offices and maker spaces. Outreach is needed to introduce Old Town North to the people and businesses who will be attracted by this character.

### 2. Design area gateways and identity points to communicate the area's identity.

People need to know when they enter Old Town North. The gateways and identity points recommended in this plan should reflect the brand developed in Action Step #1. A gateway design study should establish the basic features for all these locations so the design concepts can be included in capital improvement projects as those are funded.

### 3. Engage stakeholders in building the 'creative mix' area character.

The desired character of the 'creative mix' area cannot be established simply by a City decision; it needs the creativity and innovation of the people who are a part of the area. The outreach described in Action Step #1c and the initial event recommended in Action Step #9a should identify people who can be part of this effort. A forum for their continuing engagement should be established, whether this is an area organization, a periodic event/gathering, an online group or some other form.

### 4. Increase the capacity of area neighborhood and business organizations.

#### a. Assist residents in creating neighborhood organizations where these do not exist now.

Neighborhood organizations help address issues and concerns that many residents have in common; they also make it easier for communication from the City to reach all the individual households and residents in an area. The City's Neighbors Leading Neighbors program could assist in the creation of these organizations.

#### b. Use City programs and resources to conduct initial events for the area.

An area event should give Old Town North a way to come together, learn about this plan's Action Steps and connect with other City resources. A 'Rock the Block' event including MARTY and other City resources is an example of this initial event. A community clean-up day is another possibility.

#### c. Work with the Chamber of Commerce and local businesses to create an organization representing area business interests.

The businesses in the area now, and those that will be attracted in the future, could benefit by an organization that represents their interests and conducts coordinated marketing and other efforts. Discussions with these business owners and the Chamber could lead to creation of such a business group.

## DEVELOPMENT & COMMUNITY CHARACTER

Old Town North's future character will be shaped by new development and the redevelopment or reuse of existing buildings in the area. Development guidelines and regulations provide the City with the tools to ensure that these new investments are consistent with the area's desired character.

Guidelines provide decision-makers and investors with direction and information about the community's desired development pattern and design, community character or priorities. They are recommendations, not requirements. For this reason, City Council, Planning and Zoning Commission and City staff will consider them



but must use judgment to determine whether an individual development proposal is consistent with the community's desires reflected in the guidelines.

Unlike guidelines, regulations are adopted by City ordinance and do establish requirements to be followed in the design and construction of public or private developments. The City's zoning and subdivision ordinances are important tools for implementing this Area Plan, so refinements or amendments to these or other regulations may be needed to encourage the development envisioned by the plan.

### 5. Develop design guidelines for identified Public Realm Corridors.

Public improvements in the plan's Public Realm Corridors should be designed to enhance and communicate the area's identity. Design guidelines are needed for each of the corridors listed below.

#### a. IH-35 at Valley Ridge Boulevard

This Public Realm Corridor is focused solely on the interchange at IH-35 and Valley Ridge. This is the location where a new urban forest should be created inside TXDOT's cloverleaf. Native tree species should be selected that are appropriate for the area's soils and should be planted closely together with understory plantings consisting of native plant materials. Irrigation systems in this area should be temporary and should be removed once the plant materials are established. Additionally, mulch beds should be specified beneath the trees to minimize future maintenance requirements in these areas. Coordination with TXDOT will be needed to complete this Action Step.

#### b. Valley Ridge Boulevard

The recent extension of Valley Ridge through the study area provides access that should lead to new development in the northern part of Old Town North. The road itself has been completed and has the potential for establishing a "green" theme for the area through the installation of new plant materials in the median and along the edges of the corridor. Additionally, the roadway was built through a heavily wooded area, so there could be an opportunity to enhance the character of the area by preserve existing trees. The City could consider establishing wider setbacks than the usual 10' or acquiring wider landscape easements along the edges of the right of way. Easements could extend a minimum of 50' from the edge of the right of way, and could undulate depending on the presence of large specimen trees within close proximity to the roadway. By maintaining the existing green edge of this corridor, natural screening is established which could allow for less of a focus on future land uses and zoning in the area.

#### c. Mill Street

Changes to Mill Street are needed to make this area truly multi-modal. Mill should be a more inviting route for people traveling on foot or bicycle. While it will continue to provide good access for vehicles, changes to its design will result in a better balance for travel by all modes. Two recommendations should receive further evaluation:

*ii. Consider narrowing Mill Street to two lanes on the southern end (adjacent to the Rodeo Grounds) and where residences face the street.*

Narrowing the street should still provide adequate capacity for vehicular traffic but will slow the traffic as it enters the residential part of the street. This change will also make it easier for residents and visitors to access the Rodeo Grounds.

*ii. Improve the sidewalks along Mill Street so they are more inviting to pedestrians.*

Narrowing Mill Street could allow the sidewalks, which are currently right on the curb, to be reconfigured to make the street corridor more pedestrian-friendly. Moving the curb would allow a landscape buffer or rain garden between people and cars, to make the street safer and more appealing to pedestrians. If this is not feasible, an alternative could be simply widening the sidewalks to at least 10 feet width.

d. **Cowan Avenue**

Although the right-of-way is limited along Cowan Street, the existing sidewalks are set back from the curb which provides an opportunity for landscape enhancements between the curb and sidewalk. The limited width of this area makes it an ideal location for landscape treatments with drought tolerant grasses such as fountain grass. A mixture of these types of grasses can provide a low cost, low maintenance landscape that can have a high visual impact for this corridor.

e. **Kealy Street**

Kealy Street is the connection from Old Town North (and much of Lewisville) to LLELA. The streetscape along this route should communicate this important Green Centerpiece connection and Kealy's design should enhance and invite pedestrian and cyclist access to LLELA. Currently, the sidewalks and bike lanes on Kealy end north of Valley Ridge Boulevard. These improvements should be extended north to Jones Road and the LLELA entrance. Other streetscape enhancements, such as trees for shade, should also be considered.

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

The homes on the north side of College Street, in this Old Town North area, are very similar in character to the ones on the south side of the street. The south side of College Street is subject to the design requirements of the Old Town Design District and review by the Old Town Design Committee. The character of the properties on the north side of the street should be preserved and new development should be designed in a compatible character. To manage this process, a design overlay should be established. This overlay, and its review process, can likely be simpler than the ones used in Old Town itself. The Area Plan depicts the area to be covered by this Design Overlay. This preliminary boundary may be refined in the process of establishing the Design Overlay.

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

Valley Ridge Boulevard now offers convenient access to IH-35. As a result, the future development along this boulevard is likely to include commercial, industrial and other employment uses that need access to IH-

35 for distribution and shipping. With the possibility of such development along Valley Ridge, a design overlay may be needed to reduce the visual impact of trucks and other vehicles. The overlay could incorporate specific requirements for orientation of bay doors, landscaped edges, signage, screening of vehicles staged for repair, and building façade material requirements. In addition, the City's normal requirements for screening of vehicle staging areas, wrecking and impound lots should be enforced here.

### 8. Establish appropriate guidelines and regulations for higher density residential revitalization.

The Old Town North area could benefit from new residential revitalization that is compatible with the area's existing character. To encourage this new investment, the City should consider refinements to the existing single-family zoning that applies to most residential parts of Old Town North. Three zoning revisions are suggested:

#### a. Allow smaller single-family lots.

With property owner input, consider creating an Urban Residential zoning classification that would allow smaller single-family lots. This would allow larger properties to be subdivided for construction of new single-family infill homes. (Note that the residential areas are now uniformly zoned SF-7.5, with a 7,500 square foot minimum lot size. The majority of lots in the neighborhood meet or greatly exceed this minimum, with the exception of several lots on Stuart Street, which has lots as small as 3,500 square feet.) Concerns to be considered during the zoning process could include changes to the traditional street grid, utility capacity, and narrow streets.

#### b. Allow accessory units.

Accessory units allow a smaller second unit on a single-family lot when design concerns are met. This approach offers the option of a 'mother-in-law' unit for multi-generational families, a small unit for a care-giver's residence or a similar purpose.

#### c. Allow duplexes on corner lots.

Duplexes can add additional housing in the area while maintaining a similar scale and character to the existing neighborhoods.

### 9. Implement design initiatives that further the 'creative mix' area character.

The central core of Old Town North is envisioned as an eclectic area that attracts residents and businesses. The new private investment here will come from entrepreneurs and business owners who want to grow their businesses in a setting with opportunities for creative interaction and business support. Uses such as residential, restaurants and arts – not typical components of a commercial or industrial use area – will be important to the character and mix desired here. Three initiatives should be explored to follow through on this concept.

- a. **Hold an event to engage potential future stakeholders in refining this ‘creative mix’.**  
Future stakeholders include the people who live, work and own property here now. They also include the entrepreneurs, artists and small business owners who will become part of the area’s future. An evening event with food and entertainment could provide the opportunity for networking, introducing this concept and identifying possible leaders for the effort.
- b. **Amend the existing zoning to add a wider range of uses and increase flexibility.**  
Some of the uses that will add interest and diversity here are not allowed under the area’s current zoning. By making the zoning more flexible and inclusive, obstacles to this desired new character are removed. The existing LI zoning could be amended to allow artisan workshops, art studios, live/work arrangements and galleries. The parking requirements should not be increased for these uses, however; the existing parking arrangements should be “grandfathered” to encourage the conversion of existing buildings.
- c. **Use creative approaches to add design features to this area.**  
The existing development pattern along Cowan and Mill does not leave a great deal of area for introduction of new streetscape, design features or other amenities. Instead, other creative approaches are needed. Property owners could be encouraged to add landscaping where this can be done without impacting the property’s parking and access. Murals on building walls could all artistic flair without requiring additional public land acquisition for art. Banners could be hung on existing poles to promote the area. These and other ideas should be considered and implemented by organizations and stakeholders in the area with City assistance as needed.
- d. **Support the creation of an organization to represent and advocate for this area.**  
A business or area association should be the voice of this area’s stakeholders and a partner to the City in achieving this vision. The City could work with the Chamber of Commerce and local businesses to create an association to represent business interests in the area.

### CITY CAPITAL INVESTMENTS

The public sector itself makes significant investments that help implement this plan. Facility master plans that determine major capital improvements in Old Town North, such as water or sewer system rehabilitation or expansion, should locate and size facilities in accordance with this Framework Plan. Individual capital projects should support the plan in both their location and their design. By following this plan in making capital investments, the community can be sure that its limited funds are used in a fiscally responsible matter to achieve the community’s established goals. Efficient and effective capital investment gives the community essential infrastructure for its future, and if this infrastructure is designed and sized according to the plan, it will also achieve the community’s desired character.

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

New development in Old Town North will place additional demand on the area's water and sewer systems. The existing systems should be evaluated to identify any needs for rehabilitation or increases in capacity to support new development.

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

The Public Realm Corridors discussed in the plan will require City investment in design, construction, maintenance and potentially the acquisition of land or easements. Since design has begun on the projects for College Avenue, this corridor should be a top priority for completion. The second priority should be on the projects that can have a high level of impact with limited cost to the City (IH 35 at Valley Ridge partnering with TxDOT, and the Valley Ridge Extension with a landscape easement), followed by landscape improvements along Cowan Ave. and Kealy Street. The improvements along Mill Street will require the highest capital cost due to the required street reconfiguration, so is recommended as a longer-term capital project.

### 12. Design and construct the Prairie Creek trail.

This trail has been included in the City's Parks and Trails plans for several years. Since it is a key connection within Old Town North and then on to LLELA, it should have a high priority for completion.

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

Many parts of Old Town North have sidewalks or paths, but there are gaps in these networks. Completion of these systems is important so the area's residents can easily choose to walk or bike.

### 14. Enhance the entry into Wayne Frady Park from the neighborhood.

This entry feature should make access from the neighborhood inviting. A wider trail opening, signage, interpretive information and other improvements should be considered.

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

If there is agreement on steps to make the Rodeo Grounds more usable to nearby residents during times when it is not hosting events, construction of improvements will likely be needed. These could include some sort of passive recreational amenities (like a gazebo or seating area), trails or paths, or other improvements.

## CITY PROGRAMS AND INITIATIVES

The programs and operations provided by local government or the private sector also play a role in implementing the community's plan. Activities and programs create the attractions and excitement that bring people to events in a revitalized gathering place. Maintenance of streets and parks demonstrates the City's commitment to ensure that its residents enjoy the quality of life envisioned by the plan. Annual budgets are

usually the means to fund these programs, so decisions must be made each year about the appropriate level of investment in this aspect of plan implementation.

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

Once this plan is completed and adopted by City Council, it should be communicated to the residents, businesses and property owners in the area. In addition, it should be shared with the general business community and other Lewisville residents. Information should be provided on the City's website and through its social media platforms.

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

Lewisville has a robust set of economic development incentives that apply in various parts of the city. A tailored package of incentives should be considered for the 'creative mix' area. This could include assistance for entrepreneurs and small businesses as well as incentives to support construction or modification of existing buildings to serve businesses locating here.

### 18. Housing assistance

The City has assistance programs that are available to residents in Old Town North. Many of these programs are available to qualified residents or homeowners throughout the city. These programs could provide more assistance in Old Town North as part of a coordinated effort to carry out this Area Plan. Some initiatives could consider a location incentive that would increase the rating of applications from properties in Old Town North. Also, marketing of these programs to Old Town North might make more residents aware of these opportunities.

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

Develop a "speaker series" for City departments to provide information to residents and business owners on topics such as crime watch, property standards and code enforcement, traffic management and non-profit assistance organizations.

## PARTNERSHIPS

Some plan implementation programs require a partnership with organizations in addition to the City of Lewisville. These partnerships bring additional types of expertise, resources and volunteer enthusiasm and energy.

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

The Rodeo has played a role in the Lewisville community for many years. The City should meet with the Lewisville Saddle Club that operates the Rodeo to discuss its plans and resources, and to opportunities for expanded use of the area by the community. An agreement on future uses and responsibilities should be completed to direct this new approach.

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

While Old Town North is not intended to be an expansion of the same activities and uses in Old Town, it is intended as an area that can extend the success of Old Town in a more residentially-focused way. A workshop to bring together Old Town stakeholders and leaders with the Old Town North residents and businesses should identify opportunities to ensure that each area supports the success of the other. As one example, artists and galleries located in Old Town could establish the production part of their operations in the 'creative mix' part of Old Town North.

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

The City now owns the piece of property between Prairie Creek and Millican Drive just east of the IH-35 frontage road. This property should be used in a way that enhances the natural environment and creates an asset for the adjacent neighborhood. A community garden could provide such an opportunity. This and similar possibilities should be explored here.

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

Since students in Old Town North attend LISD schools, the district is already involved in providing educational opportunities in the area. Discussions with LISD could identify opportunities for additional programs and activities. These might include additional after-school programs, job- and skills-training, and educational programs for the parents of LISD students.

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

The Old Town North area has residents of all ages and many residents who have lived in the area for a long time. As the area's long-term residents age, they may need help maintaining their homes. Volunteers from the neighborhood (or from other larger volunteer organizations) could provide assistance so these residents can remain in their homes and maintain the quality of the neighborhood. This assistance could include clean-up of properties, removal of overgrown landscaping or minor building repair.

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

These organizations can work with the City and the area's residents to provide activities that strengthen the sense of community in Old Town North and enhance the neighborhood's character and desirability. Together with the City, they could schedule a community clean-up day or similar event. The City has had such a partnership with Christian Community Action (CCA) in the past; similar efforts with various organizations can provide assistance in the future.

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

This cemetery is currently accessed from an unmarked dirt road, and reportedly has had problems with illegal dumping. As part of action on this Area Plan, the City could meet with cemetery stakeholders to clarify the existing situation and the concerns these family members may have. Increased visibility and better access control could protect the cemetery from dumping and other problems. When development is proposed in the commercial area to the south and east of the cemetery, the site plan should include an access road to the cemetery that can be gated to prevent unauthorized entry. Discussions with the families may identify other opportunities to protect the site and to interpret its history to the larger Lewisville community.