

Old Town Master Plan



City of Lewisville

June 2, 2003

Old Town Master Plan

Introduction

In 2000, the City of Lewisville approved the Old Town Center Enhancement Plan that had been prepared by Wilbur Smith Associates. The Enhancement Plan, based upon extensive community input, called for the creation of commercial and residential districts and architectural standards that would preserve and enhance the unique environment of Old Town. This plan was seen as the first step in the revitalization of the area east of Stemmons Freeway that is commonly referred to as Old Town.

The need for a more specific master plan that utilizes the Enhancement Plan as a starting point is seen as the next important step in developing policies, procedures and regulations that will revitalize this unique area of Lewisville. Conserving existing residential neighborhoods and developing new neighborhoods is necessary for the redevelopment of the center core area. Areas that originally developed as residential areas are now better suited to business and light industrial land uses. A well-developed master plan will look farther out from the downtown center and commercial corridors to address these specific issues.

The purpose of this master plan is to examine the current land uses, city regulations and economic conditions for the study area for the purpose of revitalizing the area. The study area includes the original city center or downtown core and some of Lewisville's oldest residential neighborhoods surrounding the core area.

For landlocked Lewisville the idea of revitalization has become important as the area available for new development citywide decreases. The potential of Old Town grows steadily as four important projects move forward. The Texas Department of Transportation (TxDOT) has begun a project to reconstruct Farm to Market Road 1171, Main Street, by constructing a unique couplet utilizing Church Street to create what will become a second Main Street. Existing sections of Main Street will be widened and a median constructed to separate east and west bound traffic. New curb and gutter and storm water systems are being installed as well as new sidewalks to improve pedestrian movement along Main Street from Highway 121 Business to Stemmons Freeway (I35 East).

The Medical Center of Lewisville is in the first stage of a major expansion of their facilities. This expansion follows their decision to expand at their current location in Old Town rather than relocate to another community. The expansion will add beds and improve services offered to Lewisville and the surrounding communities. The expanded hospital facilities will serve as an anchor for the Old Town area. It is anticipated that additional growth will occur in Old Town in the form of offsite medical offices and clinics to support the hospital expansion.

The third project involves a return to Old Town. In late 1989 the City of Lewisville relocated their administrative offices and library services to a new and larger municipal

complex on Main Street west of Stemmons Freeway. This move followed earlier moves by the Police Department and Fire Department administrative offices. In 2000 the determination was made that additional office space was needed. The decision was made to relocate to an Old Town site rather than expand at the current location. The City still retained the block that was occupied by the former library, City Hall, fire station and the historic Well House. The block to the east of the city site was occupied by a number of smaller, older residences in poor condition as well as a number of older commercial buildings some of which were also in poor condition. These properties were purchased and a one-block section of N. Poydras Street was permanently closed to create a larger building site. Construction on the new City Hall began in early 2002 with expected completion in 2003. The new City Hall will contain approximately 60,000 square feet of office space, Council Chambers and work areas. The three-story building was designed in an older architectural style reminiscent of county courthouses in order to add to the existing architectural resources of Old Town.

Temple Baptist Church is currently located at the intersection of Main and Charles Street. Expansion of the church and school facilities was prevented by the lack of site space and the church made the decision to relocate to another area of Lewisville. City officials saw an opportunity to work with the church and acquire additional land necessary for city facilities. In 2001 the City purchase the site and buildings from Temple Baptist Church for the purpose of converting the church facilities into a community center that can host convention type meetings as well as provide space for community art activities such as theater and displays. The church will complete their new facilities in 2003, which will allow the City to move forward on their plans for the building and site.

The intent of this document is guide public and private revitalization and redevelopment efforts to stabilize Old Town and reverse the declining path of the area to create a strong economic and residential center for Lewisville. In order to do this the following steps will be taken to provide a strong base for revitalizing Old Town:

- Establish a specific area for study.
- Inventory existing land uses (commercial, industrial and residential).
- Examine the condition of existing city facilities such as streets, sidewalks, and utility lines.
- Review the general demographics of the community and the specific demographics of the study area.

From this information specific conclusions and recommendations will be prepared for the area and will include any need for modification to existing city ordinances, guidelines or policies.

Project Area

The initial phase of a Master Plan for Old Town will address the area bordered by Stemmons Freeway (Interstate Highway 35E) on the west; College Street on the north, Railroad Street on the east and Purnell Street on the south. Future phases of this master

plan will concentrate on the areas lying north and south of the initial study area. The following figure shows the area's boundaries and the locations of specific landmarks.



Figure 1. Old Town Study Area.

The study area has been divided into four sub-areas to allow for a more comprehensive review of the study area and to provide specific recommendations for each sub-area.

Demographics

The Old Town area of Lewisville experienced the same rapid growth from 1990 to 2000, as did all of Lewisville. The area commonly referred to as Old Town is contained wholly within Census Tract 216.01. Generally, Census Tract 216.01 extends from the railroad right-of-way north of Valley Ridge Boulevard southward with Stemmons Freeway on the west boundary and the Elm Fork of the Trinity River on the east boundary. The southern most point of this census tract is the intersection of Stemmons Freeway and the Elm Fork.

In comparing general city and census tract information from the two census years, the 1990 population of Census Tract 216.01 was 4,569; in 2000 that same figure was 7,884, an increase of 72.7%. Citywide the population grew from 46,521 in 1990 to 77,737 in 2000, an increase of 67.1%. Census Tract 216.01 actually experienced a larger percentage increase in population than did the city as a whole. The number of households in this tract increased from 1,634 in 1990 to 3,332 in 2000. The number of persons per household actually decreased from 2.79 in 1990 to 2.56 in 2000. These changes reflect similar conditions throughout Lewisville.

Detailed 2000 block group level information has recently become available for the master plan study area. The following information is that which developers, property owners, and other interested parties typically find of interest. Additional census information is contained in an attached appendix.

The 2000 census population of the study area was 659. The median age was 30.5 years of age. There were a total of 241 households in the study area with an average household size of 2.63 persons. In reporting ethnic background, 33.8% of the population indicated Hispanic backgrounds. City wide the percentage of Hispanic background was 17.8%. Almost twenty percent (19.1%) of the households reported that the primary language spoke at home was Spanish.

The average household income in the study area was \$57,456 while the median household income was significantly less at \$47,718. Per capita income in the study area was \$20,960. It is interesting to note that 20.1% of the households reported receiving Social Security Income. For comparison purposes the median income for the Dallas Statistical Area was \$66,500. Income guidelines under the City's Community Development Block Grant (CDBG) programs indicate that for a household of three persons the maximum income to qualify at the Moderate Income level is \$47,900.

The top three areas of employment by industry were construction (20.8%), professional/scientific/management (16.1%), and retail trade (9.7%). Food services, manufacturing, and wholesale trade followed the top three areas of employment.

The total number of housing units in the study area was 273, which includes single-family houses, duplexes and apartments. Of this, 47.6% were owner occupied while 52.4% were renter occupied. Over 50% of the study area population reported living in renter occupied housing. The reported median home value of owner occupied housing was \$81,035. The median rent of renter occupied housing was \$736 per month.

The vast majority of persons (92.7%) reported using a car, truck, or van for transportation to work. The next highest category was walking or utilizing a bicycle (5.0%). The average travel time to work was 23.8 minutes. The average number of vehicles per household was 1.89.

Zoning

The current zoning in the study area reflects the conditions and changes that have occurred over time. A review of the zoning map for this area suggests a patchwork quilt made up of a series of small, random pieces of material. This appearance is quite common in older, core sections of communities throughout Texas and represents the development of the community.

Residential zoning in the study area is predominately R7.5 Single Family. This represents the smaller lots and houses that were constructed prior to the adoption of zoning regulations. This zoning classification will allow for continued use and expansion of existing houses. It also allows, with appropriate approvals and permits, reconstruction in the event that a house is demolished or removed from a site.

The GB, General Business zoning along Main and Mill Streets reflects the historical commercial development of the core area and attempts to include all of the various types

of land uses that developed over time. General Business zoning can also be found along Stemmons Freeway (Interstate Hwy. 35E) and reflects the highway strip commercial development that occurred. Much of the GB zoning along the freeway is shallow in depth often less than two hundred feet. A number of residential lots and houses have been converted to commercial use. Commercial businesses directly adjacent to residences are quite common in the study area.

A similar observation can be made regarding the development along W. Main Street. Local Commercial and Office District zoning is predominately a single lot deep and a number of businesses and offices occupy former residences. Larger block sized areas of Office District zoning are currently occupied by residences and a few businesses and reflect a period of speculative zoning changes. The current zoning does not reflect the past and current land uses and would suggest a review of the current zoning classification.

The Medical District zoning reflects ongoing expansion of the Lewisville Medical Center facilities. The district has been recently expanded to allow for new hospital facilities and offices. It is anticipated that this district will continue to expand as the hospital acquires additional property including property currently zoned General Business along Stemmons Freeway. Additional expansions are occurring and will continue to do so as private investors and firms construct additional private office space to support physicians and medical uses associated with the hospital. Landscaping and other site amenities will add to the study area particularly along the W. Main Street corridor.

East of Kealy Street and west of Railroad Street the land is zoned LI, Light Industrial. The close proximity of the railroad and transportation corridors has encouraged industrial type land uses. Light Industrial zoning has also expanded as property values have dropped and sites become financially attractive for industrial uses.

Central Core Area

The study area contains the original town site for Lewisville. It contains the core commercial area and the surrounding neighborhoods that supported the commercial activities. Time and technology have changed Lewisville in the same fashion as they have changed many other communities. Stores and shops have left the central core for strip centers and malls. New residential subdivisions have drawn away those that lived in the area who were looking for new and better homes.

The types of businesses occupying the core area has changed from stores providing the necessary services such as groceries and dry goods to stores that provide specialized services or products. Professional offices occupy buildings where once retail sales occurred on a daily basis. Pedestrian traffic has changed from shoppers caring out daily errands to those making specific trips to visit specialty stores or offices. Pedestrian traffic has dropped considerably as daily shopping has shifted to malls and strip centers away from Old Town. Automobile related businesses such as part sales and repair facilities have replaced many businesses that have relocated. While these businesses do

provide a needed service in the community they typically occupy buildings that have minimal parking and vehicle storage areas. Vehicles being serviced are often parked along the street on a temporary basis occupying needed customer parking.

The commercial core area centered on Main and Mill Streets has remained in a fashion similar to the way it was original developed. Essentially this area consists of small shops and stores that occupy small lots. Buildings are constructed to property lines and often share common walls with neighboring buildings. Many of the buildings have remained much the same for over 50 years. Changes in the form of “modernizations” or style have changed the appearance of the buildings but not necessarily the structures themselves. Buildings have been demolished to make way for newer buildings or parking lots but the core area remains much as it once was.

Building conditions in the core have declined as property owners left and tenants began to occupy buildings. The core area does have a building stock that, if managed correctly, could be redeveloped into a viable commercial area once again. The removal of building slipcovers and false fronts would reveal brick buildings with unique architectural details. The use of proper construction methods and the regulation of improvements could result in a unique commercial center. Regulation of signage, color and architectural features would create an environment where people want to shop and eat. The creation of living units such as apartments on upper floors or at the rear of buildings would provide support for businesses in this core area. The addition of pedestrian scale amenities such as landscaping, benches and streetlights would create an environment that would encourage longer term shopping and attract visitors to the area and the community.

Commercial Corridor Areas

Initially, these areas developed as residential areas surrounding the downtown core area. Over time the need for additional commercial space created the economic pressure to change the use of the property from residential to commercial. Additionally, the increased vehicle traffic along these corridors made living in these areas less desirable. As the community developed, the commercial use of the property changed to meet economic conditions.

Currently, the west portion of Main Street is developing to meet the expanding medical office and facility needs of Lewisville. The Medical Center has initiated a three to four year construction process that will add specialized medical facilities as well as additional hospital beds. A private office building is currently under construction across from the hospital to provide medical office space for physicians and support staff. A second, larger private office building is in the design phase and would also be constructed on Main Street across from the hospital.

As one moves eastward from the Medical Center towards the downtown core area the office use shifts from medical to general professional offices for attorneys, realtors and other similar professionals. At this time there are very limited retail operations along W. Main Street from Stemmons Freeway to the downtown core. East of the downtown core

the land uses are a mixture of older residences, small commercial businesses and light to heavy industrial uses. Most of the businesses have been in operation for some time and predate current code requirements for parking, landscaping and building setbacks. A number of the heavier industrial or warehouse type land uses, e.g. construction yards and automobile storage facilities, exist as legal non-conforming uses. The residences along E. Main Street are mostly rental units and in fair to poor condition and often directly adjacent to a business or industrial use with no screening or separation.

A similar mix of land uses occurs along E. Church Street between Mill and Railroad Streets, although along Church Street the issues of non-conforming land uses and incompatible land uses are more intense. Very few sites are able to address current code requirements for parking, landscaping, setbacks and screening. The original, narrower right-of-way for E. Church Street also brings these issues closer to the street and sidewalks. Overall, maintenance of residential and commercial properties has declined over the past few years.

College Street, east of Mill Street, is similar in nature to that of E. Church Street. Similar land use issues exist along E. College Street. E. College Street also carries heavy traffic in the form of the type of vehicles traveling to and from a landfill operation and a concrete batch plant.

This specific area lying north of E. Main Street, east of N. Mill Street, and south of E. College Street should be considered for complete redevelopment. Commercial, retail and office land uses with accessory residential units should be the main focus of this specific area. Non-conforming warehouse or heavy industrial land uses should be encouraged over time to relocate to appropriately zoned areas to improve the land use compatibility issue.

Mill Street developed as a secondary commercial area to Main Street and as a transportation corridor north and south forming the key crossroad with Main Street. The first few blocks of S. Mill Street have experienced redevelopment at various points in time. One of Lewisville's first strip centers was constructed at the intersection of Elm and S. Mill Streets. A few older buildings were removed to allow for the construction of the shopping center. Farther south along Mill Street, there are quite a number of smaller lots with freestanding businesses. Most of these structures predate current code requirements and are lacking parking, landscaping and appropriate setbacks. Many of these structures have been remodeled and altered over time and have received minimal maintenance.

North of Main Street, Mill Street has a number of smaller lots with freestanding buildings. The land uses vary from residences to offices to automotive services. Again the buildings represent various time periods and have received varying levels of maintenance. The new city hall is being constructed at the intersection of W. Church and N. Mill Streets.

One ratio that may be used as an indicator of commercial and industrial value is the comparison of appraised land value to total value. Properties with higher ratios tend to be located in areas with good accessibility, small-scale developments and large parking or storage areas. Typically higher ratios are also located adjacent to good transportation corridors, street and/or rail.

This ratio can also be utilized, to a degree, to determine areas that are shifting towards possible redevelopment. While the ratio is not a reliable indicator of building deterioration, when combined with site review it can show areas that are being under utilized or experiencing deterioration. Land values for commercial and industrial properties are also directly associated with market trends. Market driven increases in land values can also increase ratios.

Residential Neighborhoods

The neighborhoods surrounding the core area are a mixture of different housing types and conditions that reflect the time of development and the income level that was to be attracted. The study area is a mixture of neighborhoods that are in good condition and owner occupied as well as areas that have become mostly rental in nature with minimal maintenance and improvements.

The ratio of land value to total value can also be utilized as an indicator for residential properties. The ratio acts as an indicator of two different factors, housing condition and market values. Properties that are well constructed and properly maintained will have lower ratios, as land values are a smaller portion of the total value. As the condition of the property improvements declines so does the appraised value and the land portion becomes a larger percentage of the total value.

Ratios under 28% indicate properties that are in good condition and receive appropriate maintenance. Properties with ratios between 28% and 34% suggest inappropriate levels of maintenance and possible deterioration. Values from 34% to 40% have low levels of maintenance and are beginning to experience redevelopment pressures. These are areas where expectations of non-residential land uses are developed. Properties with this ratio in existing neighborhoods begin to have detrimental impacts upon adjacent properties and the neighborhood as a whole. Areas with ratios over 40% are typically prime for redevelopment.

The other condition that these ratios indicate is that of market driven trends. Development of adjacent or area properties can have the affect of raising neighborhood land values. Even though site improvements may be in good condition and receiving appropriate maintenance it is possible for ratios to increase based upon ongoing development. It is important then to assess the condition of the properties to determine if housing conditions are declining or if the market is increasing land values. Increasing land values and higher ratios can indicate an area that has potential for redevelopment even though properties are well maintained.

Ownership records and property values provided by the Denton Central Appraisal District provide information to compare occupancy and value changes. Areas with high owner occupancy and stable property values indicate neighborhoods that should be considered for protection over at least the next five to ten years in the form of conservation areas. These neighborhoods may experience economic pressure for redevelopment depending upon their specific location. Careful consideration should be given to any changes as these neighborhoods provide a stable source of support for area commercial businesses, offices and facilities.

Those areas that show changes in occupancy from owner to rental and declining property values should be the first areas considered for redevelopment. Typically these areas are showing a decline in property maintenance and the value of land is increasing compared to the value of site improvements. These areas are typically located adjacent to existing commercial areas or traffic corridors. The majority of residential structures located east of Mill Street and north of Main Street have become rental properties and are interspaced with non-compatible land uses such as warehouses, vehicle storage facilities, and construction yards. Due to adjacency of transportation corridors, College, Church and Main Streets, and the commercial and light industrial nature of this area the residential element in this specific area should not be conserved and future residential development should occur as accessory uses to commercial development or as higher density multi-family complexes. An example of the accessory type use would be upper floor apartments over businesses and offices.

Housing Condition

In October of 2000 J-Quad & Associates completed a housing condition survey for the City of Lewisville. This survey was done to examine housing conditions in specific residential neighborhoods to determine eligibility for housing improvements under the City's Community Development Block Grant (CDBG) Program. The residential neighborhoods addressed in the study area of this Master Plan were included in the housing survey.

The survey was conducted as a windshield evaluation of property based upon a four-category continuum consisting of Standard, Minor Repair, Major Repair, and Dilapidated units. Standard Units were those where the building exterior was deemed to be in good condition. The paint and roof appeared to be in good shape and doors and windows fit well in their openings. The exterior siding was in good repair with no missing or damaged sections. Minor Repair units required some degree of maintenance. These conditions included minor paint touchup, repair of damaged siding and spot repairs to the roof. Otherwise, the structure is in good condition with no apparent sagging to the roof or porches. Doors and windows are in good condition and fit within their openings.

Major Repair units are those where costly or extensive maintenance is obviously necessary. Examples include repainting the entire structure, redoing the roof, replacement of exterior siding or repairs to damaged brick work, sags in roof and porches lines, and evidence of doors and windows fitting poorly in their openings. Dilapidated

Units are those houses where the condition has so deteriorated that the cost of repairs exceeds the value of the house as an improvement to the property. Foundation problems, severely deteriorated roofs possibly including holes or poorly patched areas, and inappropriate doors and windows often out of size for the opening are examples of issues for this category.

The findings of the survey are included on the attached Housing Condition map. By identifying the location of the different housing categories it is possible to compare this to owner occupancy versus rental information and the ratios of residential land values to total values. Utilizing the three types of information assists in determining which residential neighborhoods are suitable for conservation and those areas that are possible candidates for redevelopment.

Transportation

The study area has very good east-west traffic corridors with College Street, Main Street and Purnell Street developed as collector level and arterial level streets. These three streets have direct connections between Stemmons Freeway on the west and Railroad Street and State Highway 121 on the east. The eastern portion of College Street from Mill to Railroad Street is the weakest link in this east-west corridor system. This section consists of an older section of asphalt pavement without a supporting system of concrete curbs and gutters. The storm water drainage system consists of various segments of ditches or swales. Traffic along this segment is heavy both in terms of the number of vehicles and also the type of vehicles utilizing the street. Heavy construction vehicles as well as waste collection vehicles utilize the street traveling to and from an adjacent landfill and concrete batch plant. This type and number of vehicles is accelerating the decline in the condition of the street.

This situation will be corrected in the next few years with authorization of funding for the reconstruction of this street segment as well as Kealy Street from Main Street north beyond College Street and Railroad Street from College Street to Main Street. The project calls for the reconstruction of the streets with concrete driving surfaces and curbing. An underground storm water system will also be installed at that time to improve system wide drainage in the areas adjacent to the project. Completion of this project will create a strong east-west collector level street system.

The creation of the two parallel couplets, Main and Church Streets, between Railroad and Herod Streets will provide a readily accessible transportation connection for a number of underdeveloped properties along Church Street. Immediate access to a good east-west collector system will greatly improve the redevelopment possibilities for these properties.

The north-south collector level street system is considerably more limited. Stemmons Freeway provides a good transportation link on the western edge of the study area. Cowan Street provides a good connection from Purnell Street north beyond College Street. However, Cowan Street does not extend beyond Purnell Street and as a result does not provide a good link to the southern portions of Old Town. Railroad Street

provides only a limited connection between College and State Highway 121. Mill Street is the only collector level or higher street that provides a link north and south of the study area. Additional north-south connections would improve the traffic flow within the study area. Some type of link to the Fox Street highway overpass should be developed to improve the north-south system. Utilizing existing Purnell Street or High School Drive rights-of-way would minimize the impact upon surrounding properties. This would also provide an additional connection to both the interstate as well as that portion of the city lying west of freeway.

City Utilities

The availability of good water and sanitary sewer systems will be important to the redevelopment of the study area. Over past few years the water system has been upgraded to a level where the smallest supply lines are a minimum of six inch. This provides not only a good level of water for utilization by residential and commercial land uses but also important fire protection. The age of existing lines and the type of new land uses proposed during redevelopment will be important future considerations. It may be necessary for the City of Lewisville to upgrade existing lines to accommodate certain land uses as redevelopment occurs.

The existing sanitary sewer system consists of numerous older lines that are often located in such a manner as to serve as a limiting factor to redevelopment. A capacity analysis of the existing system has not been done to determine which lines are nearing capacity or are under utilized. The age of numerous line segments is also a question. In the downtown core area there are numerous lines that are in excess of 50 years of age and will need to be considered for replacement in the near future.

One project that has received approval for the design phase calls for the upgrading of existing sanitary sewer lines south of Main Street. A number of existing six-inch lines will be replaced with eight-inch and ten-inch sewer lines. A new ten-inch line will be installed to redirect the flow to a new fifteen-inch line that will be installed to replace an existing eight-inch sewer line. This project will significantly improve the redevelopment potential for that area south of Main Street.

Drainage

Drainage issues in Old Town usually take two different forms. The first is the system of bar ditches that serve as the drainage system north of W. Main Street and particularly west of Cowan Street. Each year there are numerous complaints received from area residents concerning the ditches and the desire for concrete curb and gutter streets with an underground drainage system. This area is relatively flat in nature and has no readily accessible outfall into which to direct a system. In addition to this issue is the one of the expense in developing such a system. Improvements will need to be made over time and as funds allow.

The other issue that is often raised is the poor drainage on Main Street and those streets that intersect with Main Street. Standing water in the curb line and slow drains are common complaints following rainstorms. The drainage system that was installed for Main and Mill Streets was designed at a time when a smaller storm event was the normal level of design. Since that time a higher level of design has become standard practice.

There are two ongoing projects that will assist in improving the two issues mentioned above. First, the City has completed Phase 1 of a long-term drainage improvement project. This first phase of the project included underground improvements along Kealy and Harris Streets beginning approximately one block south of E. Main Street and continuing north towards Prairie Creek. The second phase of this project calls for additional underground improvements to extend the system south along Kealy to Whatley Street and then west to Charles Street. The second phase will also look at the possibility of extending the system south along Charles to Purnell Street. This phase has been approved for study only at this time. Future phases will extend the system west and south from Charles Street.

The second ongoing project that will improve drainage in the Old Town study area is the current Texas Department of Transportation (TxDOT) reconstruction of Main Street (FM1171). The original drainage system was designed for the street and certain level of future development. Development has occurred at a higher level than the system was designed for and drainage problems have developed as a result. The reconstruction project significantly increases the capacity of the drainage system along Main Street and adds Church Street to the system. While this project will not correct all existing drainage concerns or issues it will improve the overall drainage system in the study area. Additional improvements will need to occur over time to correct drainage problems or issues.

Recreation and Leisure Services and Facilities.

There are currently two recreational facilities that lie in near proximity to the study area. College Street Park offers area residential neighborhoods playground, picnic, walking, athletic, and swimming facilities. The playground facilities have recently received a major upgrade with new equipment. The pool and related facilities are in need of upgrading and expansion at this time.

The second recreation facility is Sycamore Street Park. This park offers area neighborhoods playground, picnic, and athletic facilities. The playground facilities have also been recently upgraded with new, safer equipment. A walking trail is planned as part of the upgrade.

The Parks Master Plan for the City of Lewisville, Parks and Leisure Services Division, calls for the development of a recreation center type facility to be located east of Stemmons Freeway in or near the Old Town area of Lewisville. The City of Lewisville Parks Board has determined that this is a high priority need and that it should be pursued

when funding is available. While the type of facilities to be provided is not known at this time it is felt that a gymnasium and meeting rooms would be an essential part of the facilities. The ability to offer programming for senior citizens is also seen as an essential element of the future facility.

There is currently a study being prepared that evaluates current and future needs of the City's library facility. One issue being evaluated is the need for additional library facilities in the Old Town area including the study area. The results of this study will be incorporated into the Old Town Master Plan upon its completion.

Sub-Area 1.

The residential neighborhoods in this sub-area are probably the most stable of the study area. The neighborhoods in the western portion of the sub-area will feel the pressure of growth of the commercial areas along Main Street and Cowan Street, as new development occurs to support the expanding medical complex. Neighborhoods in the eastern portion of the sub-area will possibly enter into a transition period as the new City Hall and civic center projects are completed.

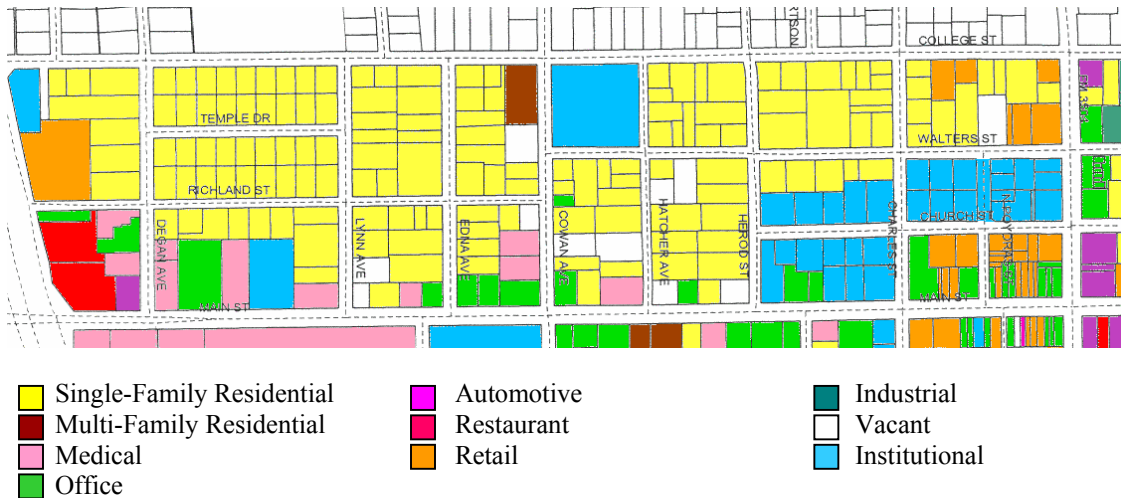


Figure 2. Existing Land Use Map.

The southeast corner of this sub-area contains a portion of the original commercial core area for Lewisville. The majority of land uses in this two-block area are office or service related. Less than half of the buildings are utilized for retail purposes. Parking is very limited in this area and will be even further impacted by the City Hall and proposed civic center. The architecture of the commercial buildings is much the way it was in the early 1900’s. The removal of false fronts and the restoration of the original facades will add considerably to the aesthetics of this area.

The majority of non-residential development west of the commercial core along Main Street is medical or office related. This development is typically only a single lot in depth with residential development directly adjacent to the side or rear. This lack of lot depth limits the type of development that can occur on these lots. Rezoning should be considered to expand the depth of this commercial zoning to allow more flexibility in site design and commercial development.

Housing.

The single-family housing in this sub-area is a mixture of some of the oldest neighborhoods that grew up around the downtown area as well as subdivisions that developed in the 1960’s and 1970’s. The following two figures provide information on owner occupied residences and rental properties as well as housing condition. Housing condition was

determined by the consulting firm of J-Quad & Associates as part of study conducted by the City of Lewisville in 2000.



Figure 3. Owner Occupied Residential.



Figure 4. Housing Condition.

The two figures indicate that the vast majority of housing in this sub-area is owner occupied and in good condition particularly in the western portion of the sub-area. Neighborhoods in the eastern portion have higher levels of renter occupied housing with more indications of minor repairs being needed. The land use map, Figure 2, shows that these neighborhoods have non-residential use mixed in among residences as well as being adjacent to existing commercial areas. The presence of non-residential uses and the proximity to commercial areas creates conditions that are more conducive to housing being utilized for rental purposes.

Sub-Area Demographics.

The 2000 Census provides the following information about this sub-area and Lewisville in general. The Lewisville information is provided for comparison purposes with the sub-area. Updates for 2002 are also provided in the form of actual counts and also as estimates based upon historical data for this sub-area.

	2000 Census	2002	Lewisville
Population	286	295 (est.)	77,737
Households (HH)	98	99 (est.)	30,043
Ave. HH Size	2.97	2.97 (est.)	2.58
Ave. HH Income		\$54,015 (est.)	
Median HH Income		\$48,527 (est.)	\$54,771
Per Capita Income		\$18,162 (est.)	\$24,703
Hispanic Pop.	30.9%	32.6%	17.8%
Non-Hispanic Pop.	69.1%	67.4%	82.2%
Median Age		31.7	29.8
Total Housing Units		104	31,764
Housing Units Owner Occupied		72 (72.2%)	16,184 (53.9%)
Housing Units Renter Occupied		28 (27.8%)	13,859 (46.1%)
Ave. Vehicles/HH		1.8	
Walk/Bicycle to Work (1990)		4.4%	

In comparing the sub-area to the city as a whole there are a few points that do come out of that comparison. First, the average household size is larger in this sub-area as is the percentage of people with Hispanic backgrounds. This last figure is significantly higher than that for the community and appears to be increasing. Average household income as well as per capita income is less than the same number for the community. It is also important to note that owner occupied housing is a higher percentage of the sub-area housing than the city's percentage.

Property Ratios.

By utilizing Denton County Appraisal District information it is possible to evaluate the ratios of land values to total appraised value. What this provides is additional insight into the condition of residential housing as well as any possible economic conditions that may be impacting upon appraised values. The following figure provides the ratio of land value to total value for residential properties in the sub-area on a block-by-block basis.



Figure 5. Residential Ratios.

Blocks with lower percentages consist of properties where the land value is a smaller portion of the total value. The higher the percentage the higher the indication that additional repairs are needed and/or there is some type of pressure for the property to be used for higher density housing or commercial use. Overall, the percentages contained in this sub-area would indicate that the western properties are well maintained and are not experiencing pressure for redevelopment. Higher ratios on the eastern portion of the sub-area reflect additional property maintenance as well as proximately to existing commercial development.

The same ratio can also be utilized for commercial properties though this ratio is not a good indicator of building condition but is more of an indicator of whether the property is being fully utilized based upon the land value. Land values are typically higher along major transportation corridors such as highways or rail lines. The following figure reflects that showing the impact that Main Street (FM 1171) and Stemmons Freeway (I35E) has on commercial properties.



Figure 6. Commercial Ratios.

Sub-Area 2.

This sub-area has experienced a transition from residential use to commercial and industrial type uses over the past decades. Rezoning the majority of the area to Light Industrial assisted this transition. This transition has resulted in a mixture of residences, older apartments, commercial businesses and industrial type land uses. This mix has placed non-compatible land uses directly adjacent to each other, which has also acted to assist in the decline of this area. The following figure illustrates the mix of land uses and illustrates where non-compatible lie adjacent to one another.



Figure 7. Existing Land Use Map.

The southwest corner of this sub-area contains a portion of the original commercial core area for Lewisville. The majority of land uses in this location are retail or automotive related. Non-residential development in this sub-area has been for construction storage yards and similar industrial type uses. A number of small, older retail establishments still exist along E. Main Street.

Housing.

The single-family housing in this sub-area is predominantly small in nature and poorly maintained. The mix of land uses has encouraged the relocation of homeowners to more desirable locations. As a result the properties have become predominantly rental in nature. The following two figures indicate owner occupied residences as well as housing condition based upon the condition study conducted by J-Quad & Associates in 2000.



Figure 8. Owner Occupied Residential.



Figure 9. Housing Condition.

The second figure indicates that the vast majority of housing in this sub-area is in need of additional maintenance. The figure also indicates that there are dilapidated houses in this sub-area. Overall, housing in this sub-area is rental in nature and declining as to condition.

Sub-Area Demographics.

The 2000 Census provides the following information about this sub-area and Lewisville in general. The Lewisville information is provided for comparison purposes with the sub-area. Updates for 2002 are also provided in the form of actual counts and also as estimates based upon historical data for this sub-area.

	2000 Census	2002	Lewisville
Population	133	133 (est.)	77,737
Households (HH)	45	44 (est.)	30,043
Ave. HH Size		3.01 (est.)	2.58
Ave. HH Income		\$41,004 (est.)	
Median HH Income		\$42,874 (est.)	\$54,771
Per Capita Income		\$13,609 (est.)	\$24,703
Hispanic Pop.	35.4%	37.4%	17.8%

Non-Hispanic Pop.	64.6%	62.6%	82.2%
Median Age		30.8	29.8
Total Housing Units		48	31,764
Housing Units Owner Occupied		27 (59.9%)	16,184 (53.9%)
Housing Units Renter Occupied		18 (40.1%)	13,859 (46.1%)
Ave. Vehicles/HH		1.7	
Walk/Bicycle to Work (1990)		7.7%	

Population counts show that this area has seen no growth over the past two years and is the only one of the sub-areas that has not grown. The average household size is the highest of the four areas and is significantly greater than that for the community. Per capita income is the lowest in the study area and is only 55% of the city's average. The percentage of people with a Hispanic background is the highest of the sub-areas and is more than double that of the community. This sub-area has the lowest owner occupied percentage of the study area and is near that of the city.

Property Ratios.

It is fairly clear from the following figure that the vast majority of ratios of land value to total value are very high for this sub-area. This would indicate that the land is becoming more valuable over time and that any houses on these properties receive minimal or no maintenance. The housing condition figure supports this determination. This information would support the need for redevelopment of the housing in this area. Consideration should also be given to the location of non-residential development and its impact upon housing.

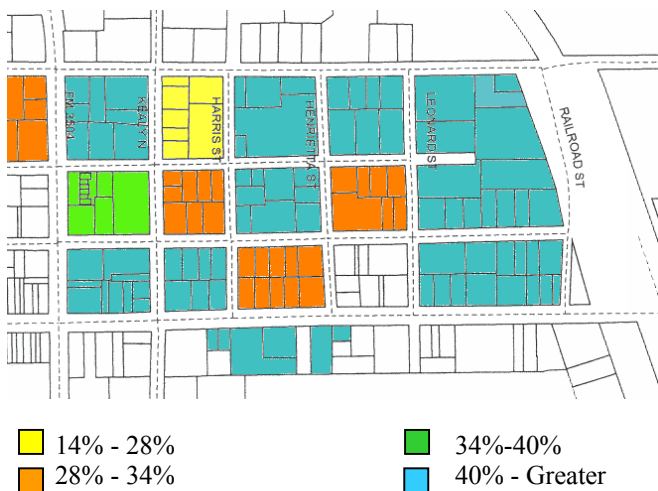


Figure 10. Residential Ratios.

The block ratios for commercial and industrial land for this sub-area also indicates a higher value assigned to land than would seem appropriate. Underutilization of the land would also seem to be contributing to these higher ratios. Construction and automobile

storage yards are heavier industrial in nature and raise the percentages of surrounding properties.

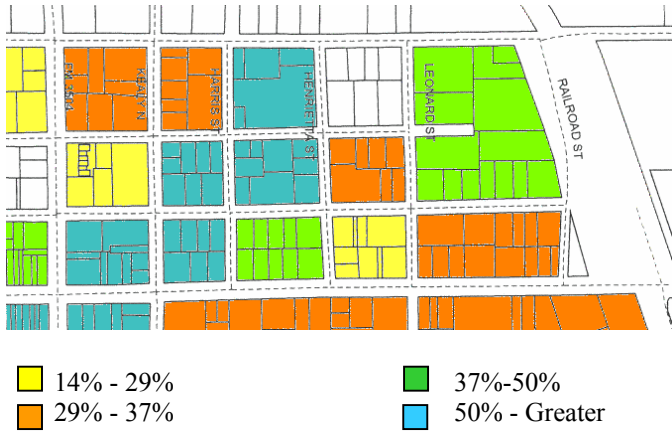


Figure 11. Commercial Ratios.

Sub-Area 3.

The land uses in this sub-area have been influenced by the Medical Center of Lewisville on the western portion and by the commercial development along Main Street and Mill Streets in the eastern portion. The center area contains stable residential neighborhoods that consist of smaller, well-maintained houses.

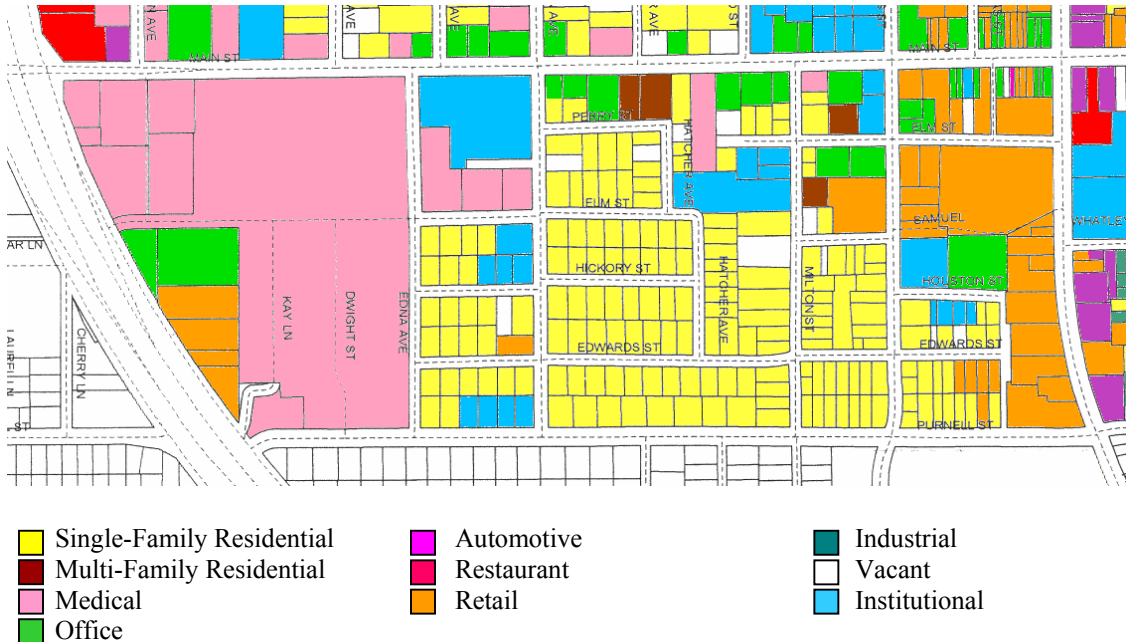


Figure 12. Existing Land Use Map.

The eastern portion of this sub-area contains a portion of the original commercial core area as well as older commercial developments that occurred prior to the exodus of businesses during the 1970’s and 1980’s. The land uses in this eastern area are a mixture of office, retail and service related uses. Parking is limited in this area and should be given future consideration. The architecture of the commercial buildings along Main Street is much the way it was in the early 1900’s. The removal of false fronts and the restoration of the original facades will add considerably to the aesthetics of this area.

The Medical Center has and will continue to influence the residential and non-residential development in the western portion of this sub-area. The current expansion project is adding beds and additional services that will improve their service to the community. This expansion required the purchase and removal of approximately 50 houses located south of the main structure. The additional land area was needed for parking and drainage structures. Expansion of hospital facilities will also result in the need for additional office space for private medical related facilities such as offices and clinics. It is anticipated that this will result in additional rezoning of residential land for these uses.

Housing.

The single-family housing in this sub-area is a mixture of some of the oldest neighborhoods that grew up around the downtown area as well as subdivisions that

developed in the 1960's and 1970's. The following two figures provide information on owner occupied residences and rental properties as well as housing condition. Housing condition was determined by the consulting firm of J-Quad & Associates as part of study conducted by the City of Lewisville in 2000.



Figure 13. Owner Occupied Residential.



Figure 14. Housing Condition.

The two figures indicate that the vast majority of housing in this sub-area is owner occupied and in good condition particularly in the western portion of the sub-area. Neighborhoods in the eastern portion have higher levels of renter occupied housing with more indications of minor repairs being needed. The land use map, Figure 12, shows that these neighborhoods have non-residential use mixed in among residences as well as being adjacent to existing commercial areas. The presence of non-residential uses and the

proximity to commercial areas creates conditions that are more conducive to housing being utilized for rental purposes.

Sub-Area Demographics.

The 2000 Census provides the following information about this sub-area and Lewisville in general. The Lewisville information is provided for comparison purposes with the sub-area. 2002 updates are also provided in the form of actual counts and also as estimates based upon historical data for this sub-area.

	2000 Census	2002	Lewisville
Population	132	149(est.)	77,737
Households (HH)	60	69 (est.)	30,043
Ave. HH Size		2.15 (est.)	2.58
Ave. HH Income		\$56,918 (est.)	
Median HH Income		\$47,639 (est.)	\$54,771
Per Capita Income		\$26,427 (est.)	\$24,703
Hispanic Pop.	18.0%	19.1%	17.8%
Non-Hispanic Pop.	82.0%	80.9%	82.2%
Median Age		27.4	29.8
Total Housing Units		72	31,764
Housing Units Owner Occupied		58 (84.5%)	16,184 (53.9%)
Housing Units Renter Occupied		11 (15.5%)	13,859 (46.1%)
Ave. Vehicles/HH		1.5	
Walk/Bicycle to Work (1990)		8.8%	

The average household size for this sub-area is the lowest of the study area and is significantly lower than that for the community. Per capita income is higher than that for the city and is the highest in the study area. The percentage of people with a Hispanic background is similar to that of the community. The percentage of owner occupied housing is the highest of the study area and is significantly higher than the city as a whole.

Property Ratios.

By utilizing Denton County Appraisal District information it is possible to evaluate the ratios of land values to total appraised value. What this provides is additional insight into the condition of residential housing as well as any possible economic conditions that may be impacting upon appraised values. The following figure provides the ratio of land value to total value for residential properties in the sub-area on a block-by-block basis.



Figure 15. Residential Ratios.

Blocks with lower percentages consist of properties where the land value is a smaller portion of the total value. The higher the percentage the higher the indication that additional repairs are needed and/or there is some type of pressure for the property to be used for higher density housing or commercial use. Overall, the percentages contained in this sub-area would indicate that the western properties are well maintained and are not experiencing pressure for redevelopment. Higher ratios on the eastern portion of the sub-area reflect additional property maintenance as well as proximately to existing commercial development.

The same ratio can also be utilized for commercial properties though this ratio is not a good indicator of building condition but is more of an indicator of whether the property is being fully utilized based upon the land value. Land values are typically higher along major transportation corridors such as highways or rail lines. The following figure reflects that showing the impact that Main Street (FM 1171) and Stemmons Freeway (I35E) has on commercial properties.



Figure 16. Commercial Ratios.

Sub-Area 4.

The major land use classification for this sub-area is industrial with Light Industrial being the main zoning classification. This combination has set the tone for development in this sub-area. A number of automotive related land uses are also located in this sub-area and include service garages, transmission shops, auto part sales, used car sales, and automotive detailing shops. Businesses in this sub-area have been in place for a number of years and do not meet current city development requirements for such issues as on-site parking, storage yard requirements, screening and landscaping.



Figure 17. Existing Land Use Map.

Housing.

The single-family housing in this sub-area is an equal mixture of owner occupied and rental property. Due to adjacent industrial uses owner occupied housing has become rental property as property owners relocated to more desirable locations. Rental property has been poorly maintained and most houses, including some that are owner occupied, are in need of some level of repair and maintenance. A non-conforming mobile home park is located on the northeast corner of the intersection of S. Kealy and E. Purnell Street and contributes to the declining nature of housing in this sub-area. The following two figures provide information on owner occupied residences and rental properties as well as housing condition.



Figure 18. Owner Occupied Residential.

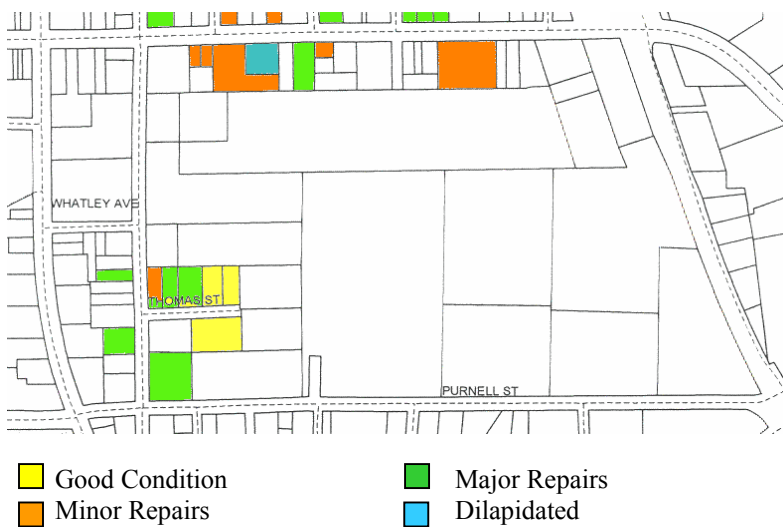


Figure 19. Housing Condition.

The two figures indicate that the housing in this sub-area is a mixture of owner occupied and rental property. The adjacent industrial and commercial land uses creates conditions that are more conducive to housing being utilized for rental purposes. The housing condition figure indicates that the majority of the houses in this area require major repairs with at least one structure being in a dilapidated condition. Also, with the majority of land being zoned for industrial use, it is not conducive for property owners to invest in the existing housing stock.

Sub-Area Demographics.

The 2000 Census provides the following information about this sub-area and Lewisville in general. The Lewisville information is provided for comparison purposes with the sub-area. 2002 updates are also provided in the form of actual counts and also as estimates based upon historical data for this sub-area.

	2000 Census	2002	Lewisville
Population	106	119 (est.)	77,737
Households (HH)	48	55 (est.)	30,043
Ave. HH Size		2.15 (est.)	2.58
Ave. HH Income		\$56,901 (est.)	
Median HH Income		\$47,633 (est.)	\$54,771
Per Capita Income		\$26,410 (est.)	\$24,703
Hispanic Pop.	18.0%	19.2%	17.8%
Non-Hispanic Pop.	82.0%	80.8%	82.2%
Median Age		27.4	29.8
Total Housing Units		57	31,764
Housing Units Owner Occupied		47 (84.5%)	16,184 (53.9%)
Housing Units Renter Occupied		9 (15.5%)	13,859 (46.1%)
Ave. Vehicles/HH		1.5	
Walk/Bicycle to Work (1990)		9.2%	

The demographic comparison for Sub-Area 4 is very similar to Sub-Area 3 with only minor differences. Sub-Area 4 has a smaller population and number of housing units than Sub-Area 3. Compared to the community Sub-Area 4 has a higher per capita income and percentage of owner occupied housing and a smaller average household size.

Property Ratios.

The residential ratios clearly indicate higher than typical land values for this sub-area. Depending upon which specific site is reviewed, one of two factors is predominate. The first is that housing condition in this sub-area is poor with most properties requiring a higher level of maintenance. The second factor is the value of the land as some other type of use other than residential. With commercial and industrially zoned land directly adjacent, the appraised land values are higher to reflect this fact, which brings in the question of highest and best use of the property.



Figure 20. Residential Ratios.

Overall, the housing condition for this sub-area, see Figure 19, indicates that most of the properties are in need of major repairs. The mobile home park located at the intersection of S. Kealy and E. Purnell Street adds to a lower overall housing condition due to the substandard housing found within the park.

The Commercial ratios for this sub-area are typical for industrially utilized property. The higher ratios found along S. Mill Street and E. Main Street reflect the older, smaller buildings and land uses that probably are not the best use of the property. The existing land use map, Figure 17, shows that there are a number of small automotive related uses as well as a number of small industrial uses between S. Mill and S. Kealy Street.

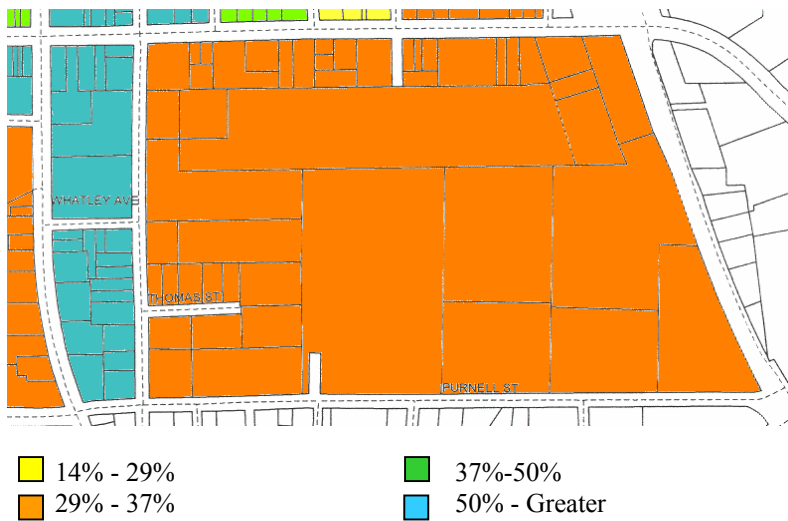


Figure 21. Commercial Ratios.

Sidewalks and Pedestrian Access.

The study area developed prior to current code requirements for the construction of sidewalks by developers and property owners. As a result the system of sidewalks in the study area is very underdeveloped as can be seen in the figure below. The City has constructed the existing sections of sidewalk over the years on an as funding allowed basis. The system is undergoing a major addition at this time with the new sidewalks that are being constructed along Main and Church Streets by the Texas Department of Transportation (TxDOT) and the sidewalks that are being constructed by the City at the new city hall site.

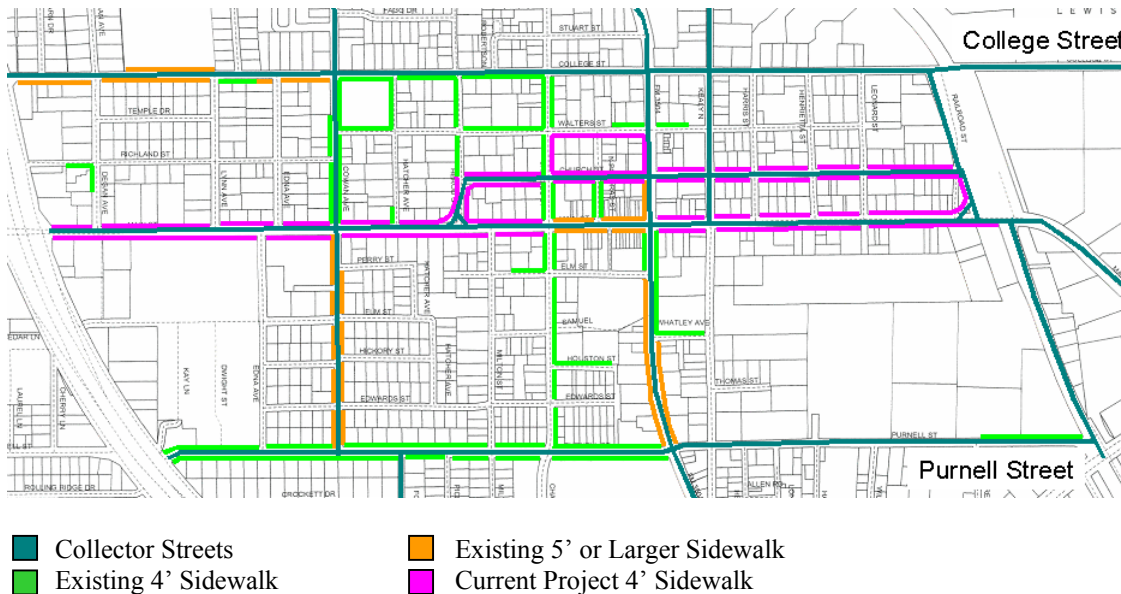


Figure 22. Existing Sidewalks.

The limited size of the existing system forces pedestrians to utilize the paved street as a sidewalk. This results in potential safety concerns for pedestrians as well as discouraging pedestrian movement from one location to another. People are more likely to drive a vehicle to a location even if that location is within a short walking distance. The lack of sidewalks also acts as a barrier to neighborhood interaction, which is an important goal for the Old Town area. This is especially true as the majority of areas without sidewalks are residential neighborhoods.

In order to provide better pedestrian access and neighborhood interaction, it becomes important to expand the sidewalk system by requiring the construction of new sidewalks at the time a property is developed or redeveloped or by requiring a developer to escrow funds for the construction of new sidewalks. In existing developed neighborhoods the City and the residents will need to work together to add sidewalks. The residents would need to provide additional rights-of-way or sidewalk easements to the City so that the City may be able to construct new sidewalks as funding permits. Expanding the sidewalk system will require that the City establish an annual program of sidewalk construction giving priority to new sidewalks in the Old Town area.

Central Core Parking Issues.

Parking in the downtown core area is very limited at this time. Current projects, the new City Hall and proposed civic center facilities, will place an additional burden on this resource. A separate evaluation of the parking situation was conducted earlier this year and is attached to this study; see Appendix 1 for the full document.

The availability of parking in the core area is both an issue of perception and an issue of supply. A common perception is that there is no parking available in Old Town. Typically parking can be found but often outside an acceptable distance to the individual involved. However, if current requirements are applied to the existing mix of businesses in the core area there is in fact a significant overall parking shortage.

Currently the limited parking issue is limited to the two blocks north and south of W. Main Street from Charles to Mill Street. These four blocks comprise the oldest commercial core of the city and were developed prior to extensive ownership and use of automobiles. As a result parking is limited to on street spaces and a few small parking lots located behind buildings and businesses. Business employees typically utilize these small lots with customer space limited to on street parking. On street parking is the only public parking available in this area.

Appendix 1 contains an inventory of available parking in this four-block area as well as a square footage inventory of existing buildings and businesses. If parking demand were examined as in the manner of a retail/office center, the existing buildings and businesses would create a minimum-parking requirement of 583 spaces under current City code, currently there are 322 spaces provided in small parking lots and on street spaces. The difference is a shortage of 261 spaces for these four blocks.

Redevelopment of these four blocks will occur to a large degree on the approach that is taken in addressing this parking need. Developers and business owners understand the importance of parking within the immediate area for success. It is important then to examine what types of land uses are anticipated for this area so that efforts can be made to provide an adequate level of parking.

While the mix of future land uses or businesses is not known, it is possible to look at different scenarios to get an idea of the range of parking that will be needed. Detailed information on these scenarios is found in Appendix 1. Assuming that building square footages will remain essential the same in these four blocks and a mix of retail and office uses the scenarios provide a potential range of the parking spaces that would be needed and then the shortages that would be created. The shortages range from 171 spaces to 338 spaces that would be needed over and above what is currently provided.

One other issue that will impact upon parking in this area is the two City facilities that will be located directly adjacent to the Central Core area. The new City Hall is currently under construction and should be completed by summer or fall of 2003. This facility received a variance to reduce the number of required parking spaces from 311 spaces to

163 spaces. The potential exists for this facility to add to the parking shortage of the area due to the number of employees and anticipated customer level.

The second city facility is the proposed civic or community center that will be located on the existing Temple Baptist Church property at Charles and W. Main Street. While the actual uses and square footage of the facility are not known at this time, the desire to be able to attract group meetings and cultural activities would require that an adequate parking supply is available in the immediate area. This facility also has the potential of impacting the availability of parking in the Central Core area.

The ability to attract new businesses to the Central Core will depend greatly on the availability of an adequate parking supply. Business owners and developers will be reluctant to enter an area where an important resource is very limited or unavailable. The City of Lewisville will be the key player in providing and improving the availability of parking. Specific recommendations for addressing this issue are provided in the following section under recommendations for the Central Core.

Driveway Locations.

As the study area developed prior to current regulations and safety consideration as well as current and anticipated traffic loads, there are numerous locations throughout the project area where driveway locations are not in conformance with current standards. The majority of non-residential driveways that are non-conforming with current requirements are located on Mill Street, Church Street east of Mill Street, and East Main Street between Mill and Railroad Streets. Typical non-conformance occurs in the following fashion:

- Driveways located too close to an intersection.
- Multiple driveways serving a single lot.
- Driveways not meeting separation requirements.
- Driveways not meeting minimum widths and curb return radii.

This situation will need to be addressed as redevelopment occurs over time. Application of all of the current regulations without property redevelopment would probably have an adverse impact upon most of the smaller business locations in the study area. Compliance, to the highest degree possible, with current or future standards should be required as minor improvements are made. Larger improvement projects should be required to meet the full standards of the regulations.

Conclusions and Recommendations

Old Town as a whole is a valuable asset to the community and has tremendous potential to once again become a strong and active commercial and residential center for Lewisville. The unique characteristics of Old Town, instead of being liabilities, can become firm building blocks for revitalization. To accomplish this there are necessary steps that must be taken to preserve these unique characteristics and build upon them.

The following sections are specific recommendations for each of the four sub-areas. Each of the sub-areas is very unique when compared to the others and so should be addressed individually rather than as a whole. However, there are common recommendations that will apply in more than one sub-area. Following the specific sub-areas are recommendations for the Central Core area as well as the study area as a whole.

Sub-Area 1.

This portion of Old Town has the ability to support development not only within its own boundaries but the other sub-areas as well. Its location directly across from the expanding Medical Center campus allows it to serve as a location for private physician offices and clinics. One of these is currently under construction and another is in the design phase. Other properties also offer opportunities to support the Medical Center expansion in a similar fashion.

Older residential neighborhoods provide a stable base for the sub-area and should be protected and maintained. Other areas that consist of rental properties and smaller commercial lots have potential for higher density housing such as townhouses or apartments. These would also provide important housing opportunities for employees of the expanding hospital campus. These neighborhoods can also support a revitalized Central Core area by providing customers and clients for businesses in this area.

The new City Hall will be located in this sub-area directly north of the Central Core. This sub-area will also be home to the proposed community center that is proposed for the existing Temple Baptist Church property. The area surrounding the new city facilities can support businesses and services that utilize city offices and can cater to city employees and customers.

The following recommendations are proposed to accomplish the above concepts.

- Existing single-family neighborhoods north of Richland and Walters Streets should be protected from expanding commercial development along Main Street. This can be accomplished by:
 - Encouraging single-family infill housing on existing vacant lots.
 - Limit commercial expansion to south of Richland and Walters Streets.
 - Minimize the number of commercial driveways on to Richland and Walters Streets.
 - Require additional landscaping and screening between the commercial and the residential properties including when the two areas are separated by public rights-of-way.

- On those blocks where multi-family developments currently exist and where property values are declining, encourage higher density housing in the form of townhouses and well-planned apartment complexes.
- Adopt specific design standards to encourage older style architecture for single-family residences as well as commercial buildings.
- Modify existing development requirements to allow the use of traditional building materials for single-family residences such as wood siding.
- Continue the development of a sidewalk system to improve pedestrian access within neighborhoods as well as access to commercial areas along Main Street and the Central Core area. Obtain rights-of-way and construction funds where redevelopment occurs.
- Expand commercial zoning along W. Main Street by increasing the depth from a single lot to a full block in depth.
- Over time extend the proposed streetscape improvements along Main Street westward from the central commercial core. These improvements will improve the general appearance of this traffic corridor as well as improving pedestrian movement.

Sub-Area 2.

This sub-area has a number of street improvement projects that will greatly expand traffic movement within the sub-area as well as tying the area to the other sub-areas and the community as a whole. These projects include the Church Street couplet and the reconstruction of E. College, N. Kealy and N. Railroad Streets by the City of Lewisville. The existing rail right-of-way has been purchased by DART with planned mass transit service at some point in the future. The possibility of having a transit station in Old Town would encourage higher density housing and commercial development.

With improved internal traffic flow and external connections, this sub-area is prime for redevelopment at higher level of land use. The following recommendations are based upon this opportunity.

- Encourage the relocation of industrial type land uses such as construction yards and automobile storage facilities to appropriately zoned areas.
- Work with the appropriate mass transit authorities to insure that a transit station is developed in Old Town.
- With Church Street becoming a main thoroughfare, encourage the redevelopment of adjacent properties for mixed-use developments that utilize commercial, office and higher density residential land uses. This includes developments that offer first floor retail and upper floor offices and apartments.
- Encourage the redevelopment of properties on the south side of E. College Street and along N. Railroad Street for office and higher density residential development.
- Continue the development of a sidewalk system to improve pedestrian access and support higher density developments. This will also improve access to commercial areas along Main Street and the Central Core area. Obtain rights-of-way and construction funds where redevelopment occurs.

- Over time extend the proposed streetscape improvements along Main Street eastward from the Central Core. Also consider improvements of this type along Church Street.

Sub-Area 3.

The Medical Center of Lewisville will continue to serve as the cornerstone for this sub-area. Other important assets of this sub-area are the Central Core blocks in the northeast corner and the solid residential neighborhoods along Elm, Hickory, Edwards and Purnell Streets. These assets should be protected and enhanced as possible.

This sub-area has tremendous potential as a mixed-use area combining medical, residential and commercial land uses. Those blocks between Edna and Cowan Streets should be considered for office and higher density housing uses. Their location directly adjacent to the hospital campus makes them ideal for these uses. The property between S. Charles and S. Mill Streets should be redeveloped for larger commercial developments, as should the property fronting along W. Main Street.

- Existing single-family neighborhoods between S. Cowan and Milton Streets and south of Elm Street should be protected from expanding commercial development along Main Street. This can be accomplished by:
 - Encourage single-family infill housing on existing vacant lots.
 - Limit commercial expansion to west of Cowan and east of Charles Street.
 - Require additional landscaping and screening between the commercial and the residential properties including when the two areas are separated by public rights-of-way.
- Encourage redevelopment of existing residential housing east of Milton Street as higher density housing in the form of townhouses and well-planned apartment complexes.
- Adopt specific design standards to encourage older style architecture for single-family residences as well as commercial buildings.
- Modify existing development requirements to allow the use of traditional building materials for single-family residences such as wood siding.
- Continue the development of a sidewalk system to improve pedestrian access within neighborhoods as well as access to commercial areas along Main Street and the Central Core area. Obtain rights-of-way and construction funds where redevelopment occurs.
- Support expansion of the Medical Center of Lewisville and additional private offices and clinics by allowing office development and well as higher density residential development to the east and north of the hospital.
- Encourage the redevelopment of existing commercial and residential development along the south side of Main Street for mixed-use developments that utilize commercial, office and higher density residential land uses. This includes developments that offer first floor retail and upper floor offices and apartments. This same type of development should be encouraged along Mill Street south of the Central Core area.

- Over time extend the proposed streetscape improvements along Main Street westward from the central commercial core. These improvements will improve the general appearance of this traffic corridor as well as improve pedestrian movement.

Sub-Area 4.

Industrial and commercial uses are the predominate land uses in this sub-area. With one exception the existing industries have been in their respective locations for a number of years. One industry has additional undeveloped land that would allow for company expansion. The property between S. Kealy and S. Mill Street consists of a number of small businesses on small parcels of land. This area has good potential for commercial redevelopment, as does the property along the south side of E. Main Street. Housing in this area consists of older, smaller residences equally divided between rental property and owner occupied homes.

Sub-Area 4 has two potential directions for overall redevelopment. The first direction is to redevelop the area along S. Mill, S. Kealy and E. Main Streets for commercial and office development. Commercial redevelopment should include some type of housing element such as loft or second floor apartments to support the ground floor commercial development and also the Central Core area. In addition, a large tract of land with frontage along E. Main Street has good potential for higher density housing due to its close proximity to the Central Core area as well as the Medical Center and potential mass transit on the existing rail line to the east. Single-family detached housing on typical subdivision lots should not be encouraged in this sub-area.

The remaining area that fronts along E. Purnell and S. Railroad Streets would retain its industrial zoning classification and the existing industries would be permitted to expand and make other improvements as needed. If this direction is chosen the street infrastructure system will require extensive upgrading. Currently S. Kealy and S. Railroad Streets are asphalt surfaced with bar ditches serving as the drainage system. The asphalt street surface consists of two narrow lanes and the condition of the two streets is declining due to heavy vehicle traffic. Both streets should be upgraded to current city standards for two lane collector level streets. Additional consideration should be given to further upgrading Railroad Street due to heavy vehicle traffic and include wider driving lanes and larger turning radii at intersections. E. Purnell Street will also require reconstruction within a few years. While this street is constructed of concrete curb and gutter and driving surface, heavy vehicle traffic is shortening the life span of this street.

The second possible direction for this sub-area is to consider rezoning the entire sub-area for commercial and higher density housing land uses. This option would not change the proposed redevelopment of the commercial areas along S. Mill, S. Kealy and E. Main Streets. What this direction does is to eliminate the industrial zoning for the existing industries located along E. Purnell and Railroad Streets. These industrial land uses would become legal non-conforming use and would not be permitted to expand at this location.

Existing industrial land uses would be encouraged to relocate to appropriately zoned areas.

This direction is one that will require a number years to effectively see the relocation of the existing industries. It is important to keep in mind that previously industrial zoned vacant land or vacated sites would be slower to develop over time than vacant or underdeveloped land that lies outside or adjacent to the industrial area. Redevelopment of vacated industrial land must also deal with the potential of environmental issues that may have been generated by the previous occupants. While feasible, this particular direction may be more appropriate at some future point in time when redevelopment of adjacent properties has occurred or is occurring.

If this second direction is selected, there are specific street improvements that will be necessary to support area redevelopment. S. Kealy and S. Railroad Streets should be upgraded to current city street standards. With the change in land use, it would not be necessary to allow for heavy vehicle traffic as in the first option. However, with the potential for commercial uses and higher density residential development it would be critical to examine existing water and sanitary sewer capacities for the additional demand that would be placed on the system.

Central Core.

The Central Core area has the potential to become a strong commercial center and a destination point for retail and entertainment activities. This will require the careful regulation of appropriate land uses as well as physical improvements for streetscapes and building facades. Maintaining the older architectural styles will be an important aspect of this effort. The lack of available parking will also be a hurdle that must be overcome for revitalization of the Central Core to work.

The following are recommendations for improvements in the Central Core.

- Limit allowed land uses to those that compliment pedestrian movement such as small store retail, restaurants, and office uses.
- Support existing businesses in the Central Core by constructing public parking lots for customer use. This will also serve to attract new businesses with higher parking demands such as restaurants.
- Adopt design standards for commercial structures to insure the continuation of the Old Town atmosphere.
- Expand the proposed streetscape improvements to those streets that surround the Core area, Church, Charles, Kealy and Elm Streets. Also provide streetscape improvements along North and South Mill Street.
- Encourage the rehabilitation of building facades in the Central Core. Support façade improvements with special funding programs through the Tax Increment Reinvestment Zone.

Core Area Parking.

Revitalization of the Central Core will require a systematic approach to address current parking issues and future development. The City is the key element in addressing this issue as the only group in Old Town with the resources and ability to pull together land for parking lots. The City also has resources such as Public Works that can provide any necessary repair or maintenance type services.

The parking study points out recommendations for short and long term improvements. In the short term, the following recommendations can be implemented with minimal cost.

- On street parking along Main and Poydras Streets are not currently striped and most vehicles are utilizing more than a standard parking space. While Main Street is planned for reconstruction temporary striping would add a number of spaces along Main Street and improve the coordination of parking on Poydras Street.
- Improving signage to existing parking lots would not add parking spaces but would improve the visibility of parking and address the lack of parking perception.

Long-term solutions will require the investment of funds to provide additional public parking. The following are long-term recommendations for improving parking in the Central Core.

- Acquire land for parking lots in the area adjacent to the Central Core as well as the new City Hall. These lots could be designated for employee parking and businesses encouraged to require their employees to utilize the parking lots and allow the closer parking spaces to be utilized by customers or clients.
- Look at one or two opportunities for parking lots within the existing four-block area for either purchase or long-term lease. Such areas could add a number of parking spaces directly adjacent to where they are needed.
- Adopt policies or ordinances that require property owners to participate in parking improvements even though they may not be able to actually provide off-street parking.
- Discourage redevelopment that reduces the overall number of available parking spaces on private property. Variances to reduce parking should be carefully considered as to the impact on existing parking.
- Acquire existing alleyways and associated parking for paving and striping improvements to add parking spaces and improve vehicle movement. A portion could be designated for public parking with the remainder for businesses.
- Establish term parking limitations on Main Street once the street reconstruction project is completed to discourage on street parking by employees and business owners.

Study Area.

Overall, there are a number of improvements that should be made to assist in the revitalization of Old Town. Typically these improvements will be in the form of infrastructure improvements, such as streets and utility lines, which will need to be undertaken by the City or by the Texas Department of Transportation due to both ownership and magnitude of project size and construction costs.

In general the following improvements should occur as the opportunity presents itself.

- Older utility service lines should be inspected and replaced, if necessary, at the time that any street reconstruction projects occur. The existing utility lines are some of the oldest in the community and many are current candidates for replacement. With an increase in housing densities, greater demand will be placed on water and sanitary sewer lines.
- Storm sewer drainage is an issue for the entire study area. Existing drainage lines are undersized for the current level of development. Main Street reconstruction will provide some relief from this situation but could reach capacity in a short period of time without other improvements. Upsizing of drainage lines is necessary throughout the study area.
- A number of unimproved streets exist in the study area particularly in Sub-areas 1 and 2. These streets typically consist of a narrow asphalt surfaced roadway with open bar ditches serving as the means of controlling drainage. A program should be developed to replace these streets as funds become available. This will improve internal traffic circulation as well as storm water drainage.
- A functional sidewalk system will serve an important role in improving pedestrian activity in the study area. Additional rights-of-way for sidewalks should be obtained as redevelopment moves forward. The construction of new sidewalks or the escrowing of funds should be required of all property owners involved with new development or redevelopment.

Proposed Ordinance Amendments.

In order to accomplish the proposed recommendations and to address the unique characteristics of Old Town there will need to be a number of modifications or amendments to existing city ordinances as well as the preparation of new architectural design standards to insure that the Old Town look and feel is continued.

The City's Zoning Ordinance, General Development Ordinance, and Sign Ordinance will each need to be modified to address Old Town's specific conditions and characteristics. The Old Town Center Enhancement Plan includes a number of these recommendations as well as others that should be considered. The Enhancement Plan addresses residential development in the form of conservation districts but does not address higher density development that is an important aspect of the revitalization of this area. The following are recommended modifications to be made to each specific ordinance.

Zoning Ordinance.

The current zoning ordinance for the City of Lewisville is typical of most communities and is designed to address new development more so than redevelopment. The zoning district classifications found in Old Town are typical for commercial, office and medical development. The land uses found within these districts are a strong mix of uses and are heavily influenced by automobile related activities.

There has been much discussion across the country over the past number of years about traditional neighborhood development. The ideas and concepts behind this type of development is seen as a return to developing stronger neighborhoods by encouraging resident interaction as well as pedestrian activity. Under this approach, required building setbacks are reduced or eliminated, front porches become an important element to housing, sidewalks are seen as places for neighbors to interact as well as travel from one area to another thereby reducing automobile use.

The use of these concepts should be considered for inclusion in the standards for Old Town for both residential and commercial areas. This will require that three new districts be created to address the existing conditions of Old Town as well as the ideas and concepts of traditional neighborhood development. One district should be created to address the older central core area that surrounds the intersection of Mill and Main Streets. Here small buildings were constructed on small lots as was typical for downtowns of Lewisville's age. Current code requirements would prohibit similar new development without a number of significant variances. A new commercial downtown district could establish requirements that reflect the existing conditions and allow for their continued use. Infill development and new construction would be able to utilize these same requirements and add to the atmosphere of the Old Town core.

In a similar fashion a new mixed-use residential classification could build upon the concepts of traditional neighborhood development as well as the existing conditions of Old Town residential neighborhoods. When feasible, houses should be allowed closer to the street to allow interaction as well as providing a friendlier pedestrian environment.

To support redevelopment in the area additional area should be considered for higher density residential development such as townhouses and apartment buildings. These should also be allowed closer to front property lines to encourage interaction. Precautions should be taken to limit any potential impact upon adjacent single-family homes by the higher density uses.

The following are recommended for new Old Town Center zoning district.

- In the central core area require buildings to be located on the front setback line to align with adjacent buildings.
- Limit off-street parking to areas behind or to the side of buildings to maintain a pedestrian friendly atmosphere.
- Revising the list of allowed uses in the central core should be considered to encourage pedestrian type businesses and limit the impact of automobile related uses that occupy larger properties and have limited pedestrian activity.
- Encourage apartments as second floor activities. This will add to the evening atmosphere of the central core as well as provide customers for area businesses.

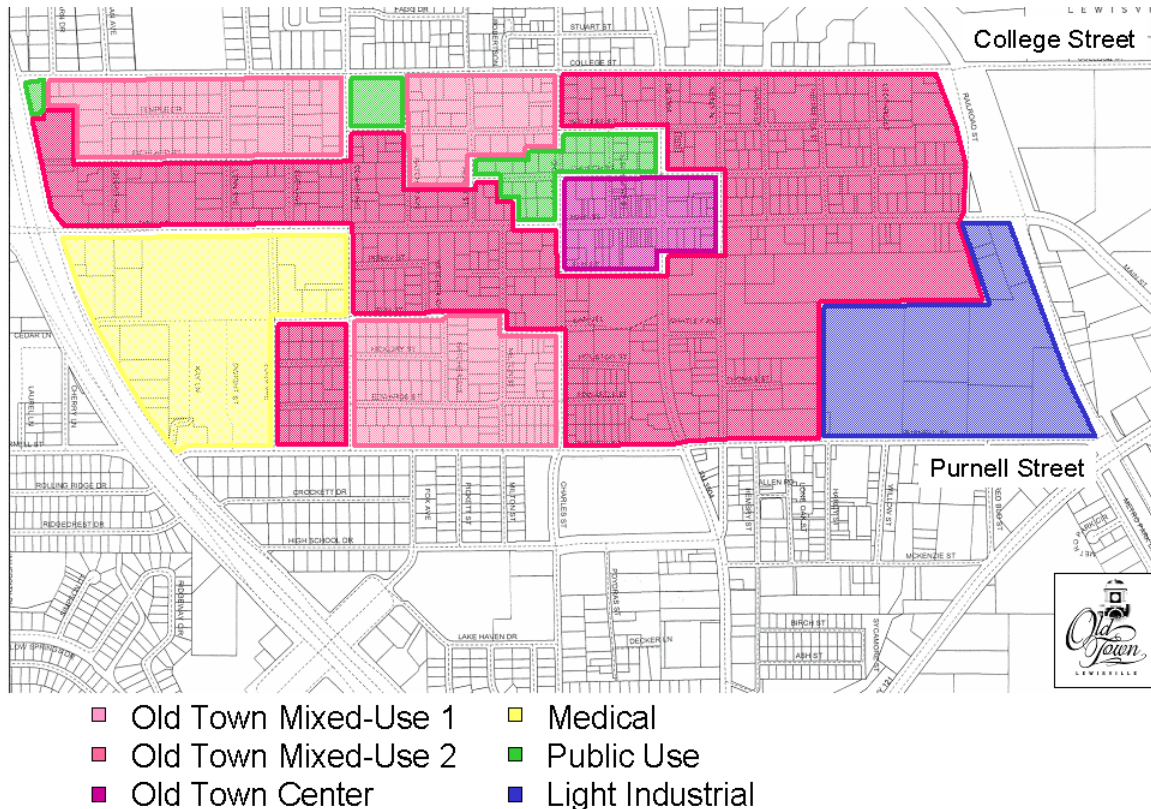
Outside the Old Town Center District:

- Look at creating an Old Town residential district that allows a mix of residential uses including single-family houses, townhouses, duplexes, and apartments. This district can be used to protect viable existing neighborhoods from commercial encroachment while allowing new residential development. The higher density housing will also provide needed customers for area businesses. Standards should be established to limit apartment development to reduce or limit any potential adverse impact upon surrounding properties. Precautions should also be taken to limit the scattering of apartments throughout the area by creating minimum project sizes.
- A second mixed use zoning district should be created to allow a mix of residential, office and retail uses. This district should be used for the largest remaining portion of the Old Town target area. The mixed use concept will allow significant flexibility in attracting new investment.
- Setback requirements should be flexible due to lots that were originally platted for single family use and not commercial use.
- Outdoor storage should be very limited or eliminated.

Consideration should also be given to commercial uses allowed in the second mixed use zoning classification. This corridor would serve as a transition zone from the heavier commercial areas outside of Old Town to the older downtown. The following should be considered for this district.

- Front setback requirements should be reduced or eliminated to allow buildings closer to the sidewalks. This will assist in creating a more pedestrian friendly environment.
- Limit off-street parking to areas behind or to the side of buildings where feasible to maintain a pedestrian friendly atmosphere, perhaps prohibiting parking within the first 15 feet.

- Revising the list of allowed uses in the corridor should be considered to encourage pedestrian type businesses and limit the impact of automobile related uses that occupy larger properties and have limited pedestrian activity.
- Encourage apartments as second floor activities. This will add to the evening atmosphere of the central core as well as provide customers for area businesses.
- The appearance of the corridors leading into the Central Core should be protected with any exterior storage to be required behind buildings or eliminated in these commercial areas.



Proposed Zoning Districts

“A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries”

Figure 23. Proposed Zoning Districts

General Development Ordinance.

The General Development Ordinance, or GDO, contains the requirements for site development and the application of these requirements will significantly impact revitalization efforts. These requirements and standards were developed to apply modern design standards to new development. Their impact upon redevelopment can be quite restrictive in nature and require additional resources to obtain any necessary variances. Each section of the GDO should be carefully reviewed for its impact upon Old Town and thought given as to appropriate modifications.

The following are specific areas that will impact upon revitalization efforts and possible methods to address these specific issues.

- The platting process should be retained, as it currently exists, to support redevelopment in Old Town. A large percentage of land was developed utilizing metes and bounds descriptions rather than by survey and plat. Overtime the recognized boundary lines have shifted with the result that buildings can often be found built over setback lines and often property lines. Surveying property and preparing formal plats will help to tie this area down and assist in area redevelopment.
- The engineering site plan process should be reviewed and modified to address conditions often encountered in Old Town especially in the Central Core. The possibility of establishing a separate list of requirements for site plans in Old Town should be considered. These requirements could better address redevelopment rather than new development on vacant land.
- Site development requirements should be carefully reviewed from a redevelopment perspective rather than as vacant land and new development. There are numerous situations in Old Town where sidewalks and streets do not meet current construction standards. The location of existing driveways will also be a redevelopment issue due to the large number of non-conforming driveways throughout the study area.
- Landscaping requirements, such as the ten-foot landscaped strip, should be re-evaluated.
- In certain areas where wider sidewalks currently exist or are anticipated, thought should be given to allowing required landscaping to be located in beds constructed within the public rights-of-way. This would allow the property owner to fully develop their site by moving the building as close to the front property line as possible. These beds would need to be planted with appropriate plant materials and irrigated to insure healthy growth.
- Additional landscaping requirements should be considered where different zoning classifications are adjacent or face each other across street rights-of-way. Additional trees or shrubs could provide additional screening to reduce any potential impact.
- With the potential for a number of different uses to lie adjacent to one another, the screening requirements should be reconsidered. The use of masonry walls may be appropriate in larger developments but may actually be a detriment in working with the smaller properties that are found in Old Town. Screening is important but other forms of screening such as hedges should be allowed in more situations.
- Parking is a critical issue in the Central Core area as has been discussed earlier in this document. The City of Lewisville should form partnerships with private property owners to provide additional parking areas. This may take the form of long-term land leases or the payment of fees in-lieu of providing actual parking spaces. These fees could be utilized by the City to construct and maintain existing and new parking areas.
- Current GDO requirements have established minimum percentages of masonry or brick exterior finishes for residential and commercial development. While this is

appropriate for new development it can be a limiting factor in the redevelopment of Old Town. Most structures in the study area were constructed prior to any type of exterior finish requirements and as a result are non-conforming. Reconstruction of existing structures or new development that chooses to blend with the surrounding structures would be required to obtain variances. With the development of architectural standards and the creation of an architectural review board, thought should be given to the elimination of masonry or brick veneer requirements.

Of all the ordinances, the GDO will have the greatest impact upon Old Town redevelopment due to its requirements, standards and policies. One final recommendation would be the creation of an Old Town equivalent of the GDO. This document would incorporate all the necessary modifications for Old Town as well as information about zoning, sign ordinance requirements, and proposed architectural standards. This single document would be the “go to” reference for Old Town and would limit any potential confusion about which code or section of code applies in any given situation. This document would be an excellent working tool for developers, architects, engineers, property owners, and city staff.

Sign Ordinance.

The intent of amendments to this ordinance is to create the important older style or feel for signage in the Old Town Design District. Typically signs in downtowns of the early 1900’s utilized a number of smaller signs as well as window signs and A-frame or sandwich board type signs. Signs were usually attached to the building often placed within specifically designed areas called freezes. Freestanding pole signs were not typical during this time period. Signs typically consisted of simpler building materials such as wood and metal sheeting. Lighting was external in nature with neon lighting coming into more common use during this time period.

In order to create the Old Town atmosphere three new districts will need to be created. One district would consist of the Central Core area centered on the intersection of Mill and Main Street. The other districts would include the remaining portion of the full study area. New signs standards will then need to be prepared for each of the districts with the following recommendations:

- In the Central Core, total allowed sign square footage should be reduced due to the size of the buildings and properties. Current square footages requirements allows signs that could potentially cover major portions of a smaller building. Thought should be given to the possibility of utilizing a number of smaller signs instead of one large sign.
- Review of setback requirements should be reviewed for the core area due to buildings being located on the property line. Projecting or canopy type signs would protrude into public rights-of-way, which is prohibited under current code requirements.
- Freestanding pole signs should not be allowed in the Central Core due to site limitations. Roof signs should not be allowed due to similar limitations.

- The use of color itself can be considered signage. Thought should be given to regulating the use of color to limit the use of bright or neon colors, which were not typical of older downtowns. Use of these colors distracts from the intention of highlighting building architecture.
- The portions of the remaining study area serves as transition areas from general commercial and industrial areas to the Central Core. For this reason this district should limit overall sign square footages and the use of freestanding poles signs. The use of monument signs should be encouraged.
- Color use should also be regulated in the area outside the core for the same reasons as in the Core.

Architectural Design Standards.

The key element that makes Old Town unique is the architecture styles of the area, both residential and commercial. Architecture should serve as the corner stone for new development and the redevelopment of existing properties. The use of older architectural styles that are compatible with existing styles should be encouraged to build upon this unique cornerstone.

A number of Texas communities have adopted architectural design standards to serve as the basis for reviewing new development as well as redevelopment or rehabilitation of existing properties. Some communities have adopted very specific standards that are used to protect important historic districts. These standards address every detail of site development and limit architectural styles to a small number to reduce or eliminate any adverse impact upon existing historic resources.

This type of design standards is probably too specific in nature for the Old Town area of Lewisville. While architectural style is important, being too restrictive may actually limit revitalization of the area. It is very important to balance the needs of the area and yet allow for and encourage new development and redevelopment.

The recommendation would be for a more general type of architectural design standards that address specific points that contribute to the area but allows multiple options for those points. For example, instead of requiring that all new residential homes be constructed utilizing one or two specific architectural styles, the direction here would be to identify several older architectural styles that would contribute to the area and allow the property owner to choose from a list of different contributing architectural styles. The property owner gains more flexibility in decision-making and the area retains an older style of housing.

A design charette that was held by the City in 2001 identified several architectural features that business owners and residents relate to Old Town. These features include awnings, brick facades, and pedestrian friendly sidewalks; building setbacks, display windows for first floor businesses, second story loft apartments, and old style business signs. Standards should be written that build upon these basic desires and include others that contribute to the Old Town atmosphere. The City of Fort Worth, Texas and the City

of Georgetown, Texas have developed similar architectural standards. These standards could serve as a template for standards that would address the specific conditions and situations found in Old Town Lewisville.

A key element in utilizing the architectural design standards would be an appointed architectural review board. This board would have the responsibility of reviewing architectural plans to insure that the proposed project meets the architectural standards and is compatible with the surrounding properties. Approval from this board would be necessary before the appropriate construction permits were issued.

While city staff will be important in the application and preliminary review stage, the board would be able to review proposed projects and provide a non-staff point of view. This board should consist of members appointed by the City Council to serve in specific capacities. A 3-5 member board with design professionals such as architects, engineers, landscape architects and interior design professionals would be able to provide a thorough review as to the appropriateness of a project. It would also be important to have at least one layperson on the board to provide a non-professional point of view. This layperson would be a property or business owner in the Old Town area and would have a stakeholder interest in this process.

An appeal process should also be added to allow an applicant the opportunity to plead their case in the event that a project is deemed to be inappropriate. The City Council could serve in this capacity.

APPENDICIES

Appendix 1. Old Town Center Parking Study.

Appendix 2. Old Town Center Enhancement Plan.

Appendix 1.

Old Town Center Parking Study.

One of the more common concerns expressed about Old Town is the lack of available parking. In some ways this is a simple perception issue due to the fact that there was no parking space available within an acceptable distance of a business entrance. However, perception issue aside, there is a definite shortage of parking spaces when the inventory of buildings and businesses is compared to current ordinance requirements. The degree of shortage depends upon the location within the Central Core.

At the present the parking issue is limited to a four-block area along W. Main Street from Mill Street to Charles Street. The two blocks north and south of Main Street comprise the oldest core of downtown and were developed at a time before extensive ownership of automobiles. As a result parking is limited to on street and a few small parking lots located behind buildings and businesses. These small lots typically have not been maintained over the years and are, for the most part, in poor repair. Business owners and their employees typically utilize these lots with customer space limited to on street parking. On street parking is the only public parking available.

An inventory of available parking in this core area indicates that on the north side of Main Street between Mill and Charles Streets there are approximately 46 on street parking spaces and 91 private off street parking spaces, a total of 157 spaces. If the parking demand were looked at in the fashion of a larger retail/office center, the existing buildings and businesses would create a minimum-parking requirement of 284 spaces under current City GDO standards. The difference is a shortage of 127 spaces for these two blocks. The parking area for the Mulkey-Mason Funeral Home is not included due to the lack of lot stripping and the sporadic use of the facilities.

A similar inventory of available parking for the two blocks on the south side of Main Street indicates that there are approximately 32 on street parking spaces and 152 private off street spaces, a total of 185 spaces. Again, using the retail/office center approach creates a minimum parking requirement of 299 spaces, a shortage of approximately 114 spaces. A large unpaved area is utilized for temporary and informal parking for a number of businesses that front on Main Street. This same area is the primary parking lot for the community theater whose main entrance is located directly adjacent to this parking area.

In summary the current building square footages and businesses create a parking shortage of 241 spaces for the four-block area north and south of W. Main Street between Mill and Charles Streets. This shortage is based upon current City GDO standards.

From these numbers it becomes very clear that parking is not only a perception issue but is in fact a very real physical issue even under the current mix of businesses and building square footages. Redevelopment of these four blocks will occur to a large degree on the approach that is taken in addressing this parking need. Knowledgeable developers and business owners understand the importance of parking within the immediate area for

success. While the exact mix of future land uses is not known, it is possible to look at three scenarios to get an idea of the range of parking that will be needed. Using the existing building square footages and the retail/office center approach the following scenarios are offered.

Scenario One states that the predominate land use in the core area will be retail, 75% of building square footages, with the remaining percentage developed as office space. The numbers indicate that 680 parking spaces would be necessary for this use mix. Compared to the existing 342 spaces there would be a shortage of 338 spaces.

Scenario Two utilizes a land use mixture of 50% retail and 50% office uses. Here the two land uses combine to create a need for 630 spaces under GDO standards for a shortage of 288 spaces.

Under the Third Scenario the predominate land use is office use, 75%, with retail forming a much smaller percentage, 25%. This scenario creates the smallest parking need of the three with a standard of 513 spaces. The shortage here is only 171 spaces.

There are a couple of important points to be considered when looking at the three scenarios. First, restaurants as a land use have not been included in the above numbers. Restaurants create a higher parking demand than office or retail land uses and would only increase the above shortages. Attracting additional restaurants has been viewed as being important to the revitalization efforts of Old Town. The addition of even one or two restaurants in this core area would only expand the current parking shortage.

The second point is that the scenarios assume no change in the total amount of building square footage and that existing parking areas will not be replaced with buildings or other land uses.

The final point is the construction of the new City Hall facilities. A variance to the number of required parking spaces was approved that reduced the parking from 311 spaces to 163 spaces. As the north side of Main Street has the greater shortage of parking spaces the new City Hall facilities has the potential of intensifying the parking shortage.

Recommendations.

A systematic approach to address current parking issues and future development is critical to the revitalization of this core area of Old Town. The City is the key element in addressing this issue, as this is the only group in Old Town with the resources and ability to pull together land for parking lots. The City also has resources in Public Works that can provide such services as spot paving and striping.

In the short term, there are some things that can be done that would add parking spaces with a minimal cost in terms of dollars as well as staff resources and signage. The following are offered as recommendations.

- On street parking along Main and Poydras Streets is not currently striped and most vehicles are utilizing more than a standard parking space. While Main Street is planned for reconstruction that is scheduled for next year and striping would add a number of spaces along Main Street and improve the coordination of parking on Poydras Street.
- Improving signage to existing parking lots would not add parking spaces but would improve the visibility of parking and get people thinking about alternate locations. This will be important during the reconstruction of Main Street next spring and summer.

Over the long term the City is in a position to direct development of private and public parking. The City is also in a position to work with property owners to acquire land or leases for parking. The following recommendations are offered to improve parking in the core area.

- Acquire land for parking lots located in the area adjacent to the four-block area along Main Street as well as the new City Hall facilities. These lots could be designated for employee parking and businesses encouraged requiring their employees to utilize the parking lots and allow the closer parking spaces to be utilized by customers or clients.
- Look at one or two opportunities for parking lots within the existing four-block area for either purchase or long-term lease. Such areas could add a number of parking spaces directly adjacent to where they are needed.
- Adopt policies or ordinances that require property owners to participate in parking improvements such as is being considered under amendments to the GDO for the Old Town Center zoning district.
- Discourage redevelopment that reduces the overall number of available parking spaces on private property. Variances to reduce parking should be carefully considered as to the impact on existing parking.
- Acquire existing alleyways and associated parking for paving and striping improvements to add parking spaces and improve vehicle movement. A portion of the lots would be designated for public parking with the remainder for businesses.
- Establish term parking limitations on Main Street once the reconstruction is completed to discourage on street parking by employees and business owners.

The ability to attract new businesses to the Old Town Center will depend greatly on the availability of an adequate parking supply. Business owners will be reluctant to enter an area where an important resource is very limited or unavailable. The City of Lewisville will be a key player in providing and protecting this resource and should be active in seeking out opportunities for improved parking.

Exhibit 1. Parking Calculations.

North Side of W. Main Street

		Required Parking*
Office Use Square Footage	43,176	173
Retail Use Square Footage	<u>20,278</u>	<u>111</u>
Totals	63,454	284
On-Street Parking		46
Off-Street Parking		<u>91</u>
Total		137
Difference (Shortage)		(147)

City Hall Facilities

	Parking
Required Parking*	311
Provided Parking	<u>163</u>
Difference (Shortage)	(148)

South Side of W. Main Street

		Required Parking*
Office Use Square Footage	25,526	102
Retail Use Square Footage	31,219	172
Restaurant Use Square Footage	<u>1,694</u>	<u>25</u>
Totals	58,439	299
On-Street Parking		33
Off-Street Parking		<u>152</u>
Total		185
Difference (Shortage)		(114)

* Required parking based upon current GDO standards for each land use.

Appendix 2. Old Town Center Enhancement Plan.

LEWISVILLE

OLD TOWN CENTER ENHANCEMENT PLAN

Strategic Objectives

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

Purpose

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

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Creating Identity

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

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

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



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

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

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



Old Town Center District



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

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

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

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

District Boundaries

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

District Regulations

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

Old Town Center District continued..

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

Old Town Overlay District

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

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

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

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

District Boundaries

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

Setback Standards

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

Screening and General Appearance Standards

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

Building Standards

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

Landscaping Standards

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

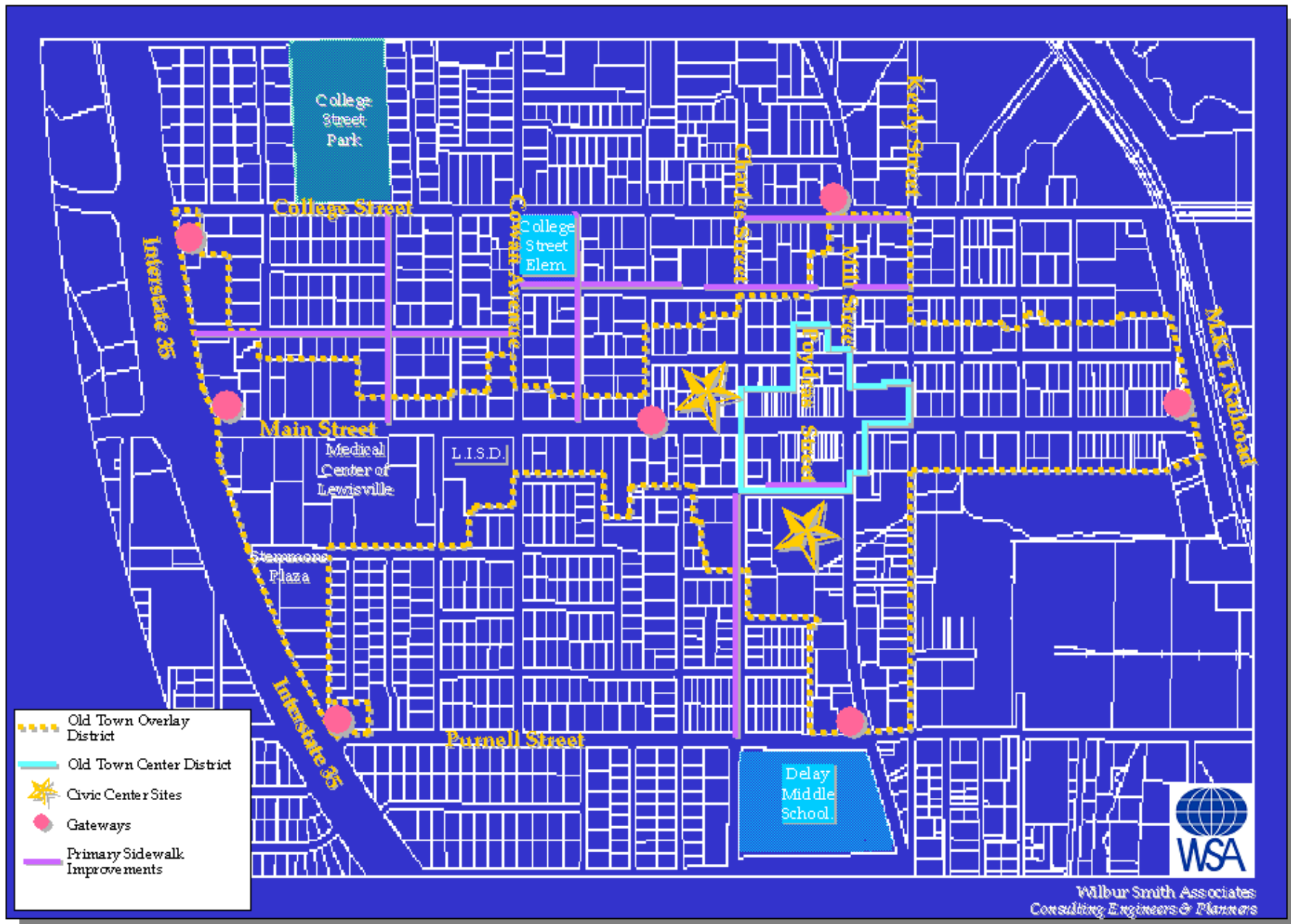
- New trees should be a minimum of 8 feet in height and 3 inches in caliper. A minimum percentage of the trees should have year-around foliage (e.g. Yaupon Holly, Japanese Black Pine, Live Oak) or be a flowering deciduous species (e.g. Crepe Myrtle, Texas Redbud, Bradford Pear, Purple Leaf Plum).
- Newly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

Sign Standards

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

Access and Off-Street Parking Standards

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



IMPLEMENTATION PRIORITY & PHASING

Year One Priorities

Management

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

Parking

Establish funding for property acquisition and lot construction.

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

City Facilities

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

Identity and Marketing

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



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

Infrastructure

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

Development

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

Year Two Priorities

Parking

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

City Facilities

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

Identity and Marketing

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

Infrastructure

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



Development

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

Year Three & Long-Term Priorities

City Facilities

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

Identity and Marketing

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

Infrastructure

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

Long Term Priorities

Parking

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

City Facilities

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

Identity and Marketing

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



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

Infrastructure

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

Development

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

Old Town Center Development Standards

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

Setbacks

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

Screening and General Appearance

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



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

Building Standards

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

Sign Standards

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

Neighborhood Conservation District

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

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

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

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

District Boundaries

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

Waivers Permitted

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

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

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

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

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

Certificate of Appropriateness

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

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

Infrastructure

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

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