

Bringing It All Together:

How Can Communities
Realize Their Potential

Gary Mitchell, AICP

*Vice President &
Managing Director*



KENDIG KEAST
COLLABORATIVE

In Conclusion ...

1. Have a **PLAN**
2. **WORK** the plan

All it Takes is ...



+



Doesn't Have to Be a BIG Plan ...





“Planning is
the triumph of
logic over pure
dumb luck.”

David Pugh, J.D.

Professor Emeritus, Texas A&M University
Texas Planning Legend

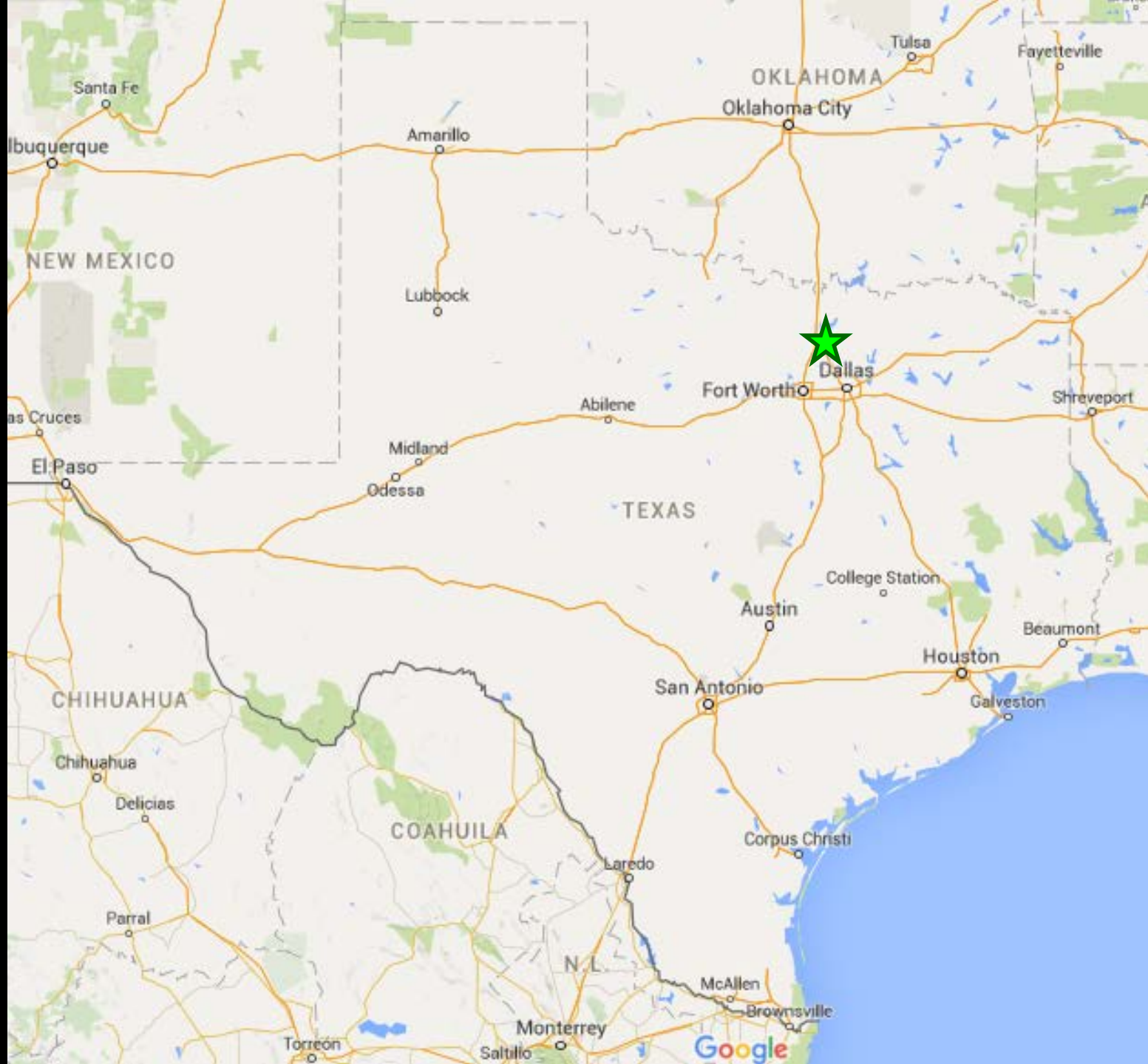


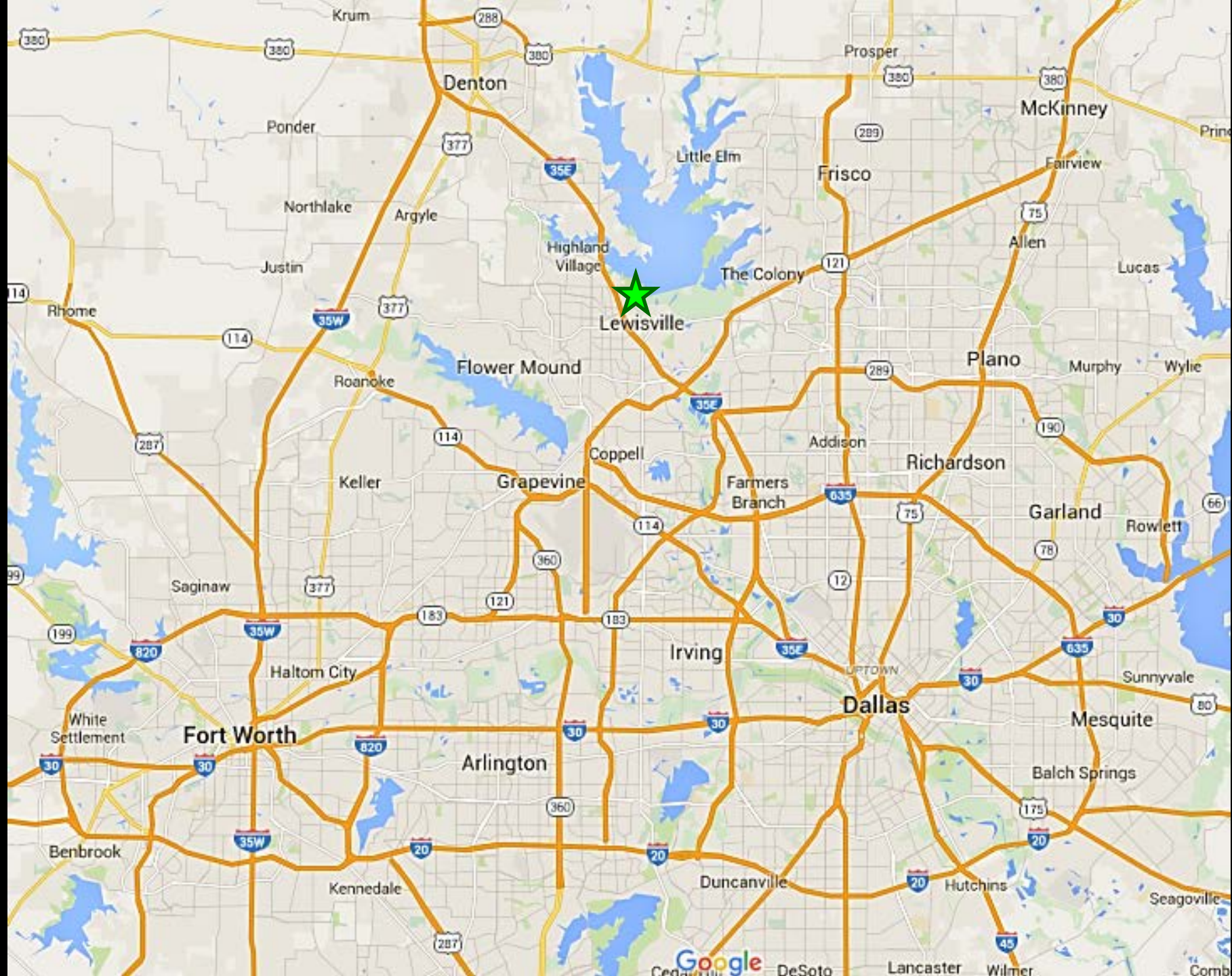
CITY OF

LEWISVILLE



- ▶ **Heard of Lewisville TX?**
- ▶ **Been to Lewisville?**
- ▶ **Born and raised in Lewisville?**





WHY Lewisville?

- ▶ Career highlight
- ▶ Sustained working of a plan
- ▶ Tangible results
- ▶ Lessons for all size cities





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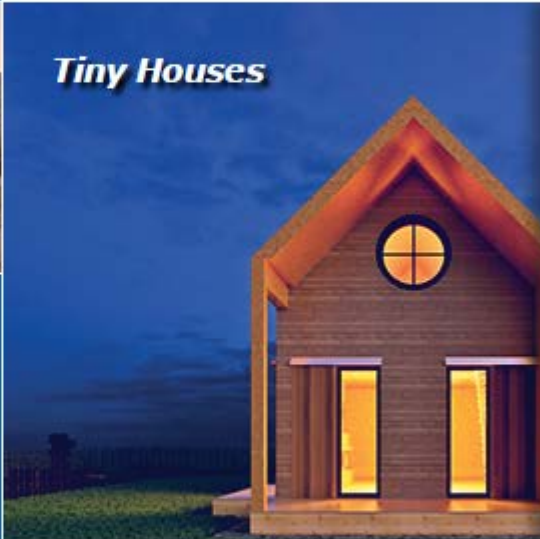
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The Future Belongs To Those Who Prepare For It

Tiny Houses



Plan4Health Coalitions



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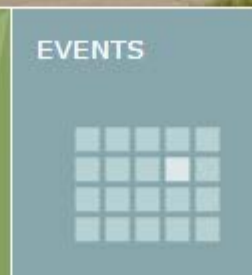
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GREAT PLACES IN AMERICA: PUBLIC SPACES

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Gene Lewis, FAICP

City Planner (Retired)

City of Lewisville, Texas





- ▶ Businesses, churches leaving
- ▶ Vacancy and low-end retail left behind
- ▶ Mainly pass-through traffic vs. a destination
- ▶ Limited activity, street life – no “spark”



Lewisville Main Street and Old Town Center in 1999



- ▶ Suburban-style site design, architecture emerging in Old Town

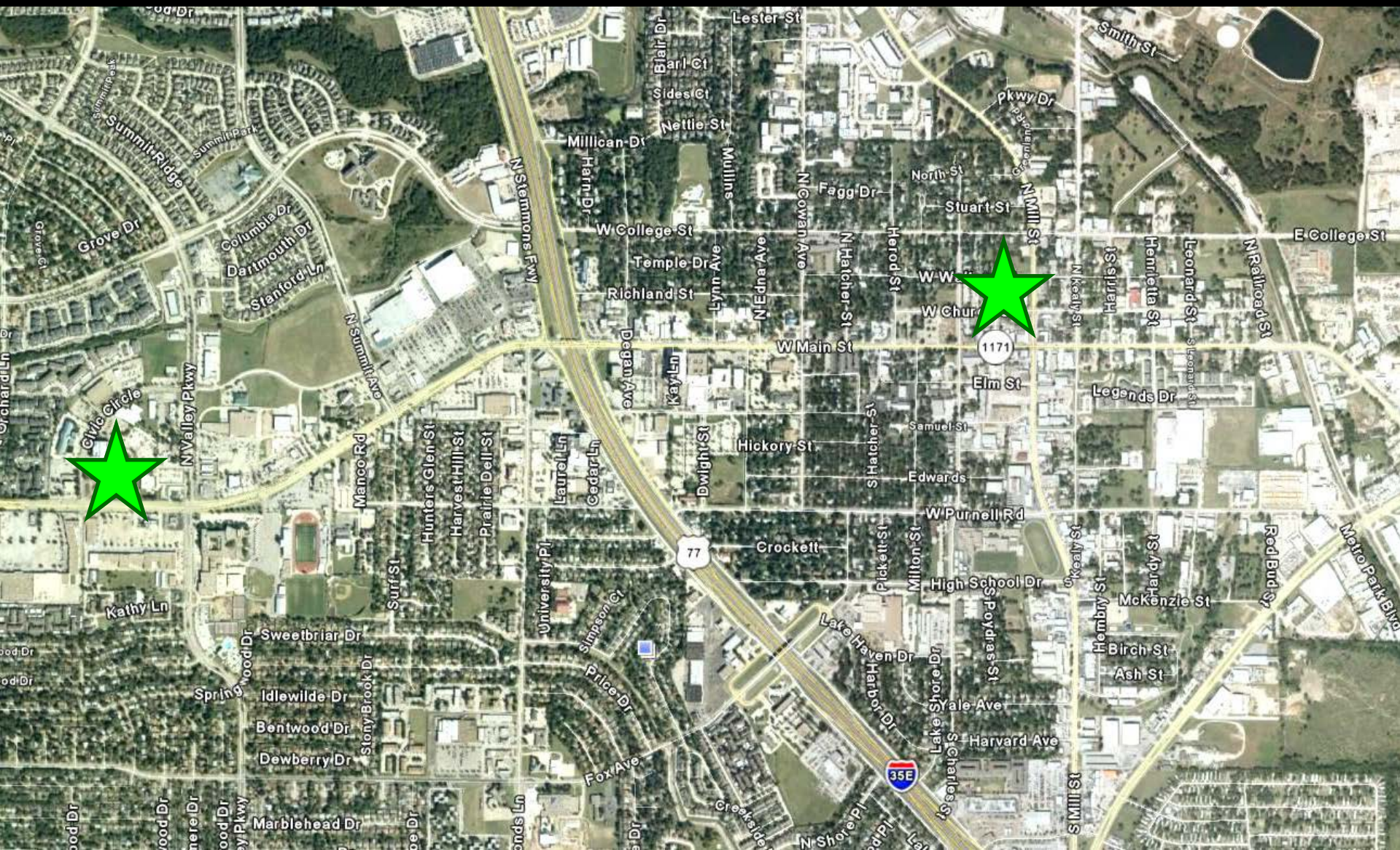




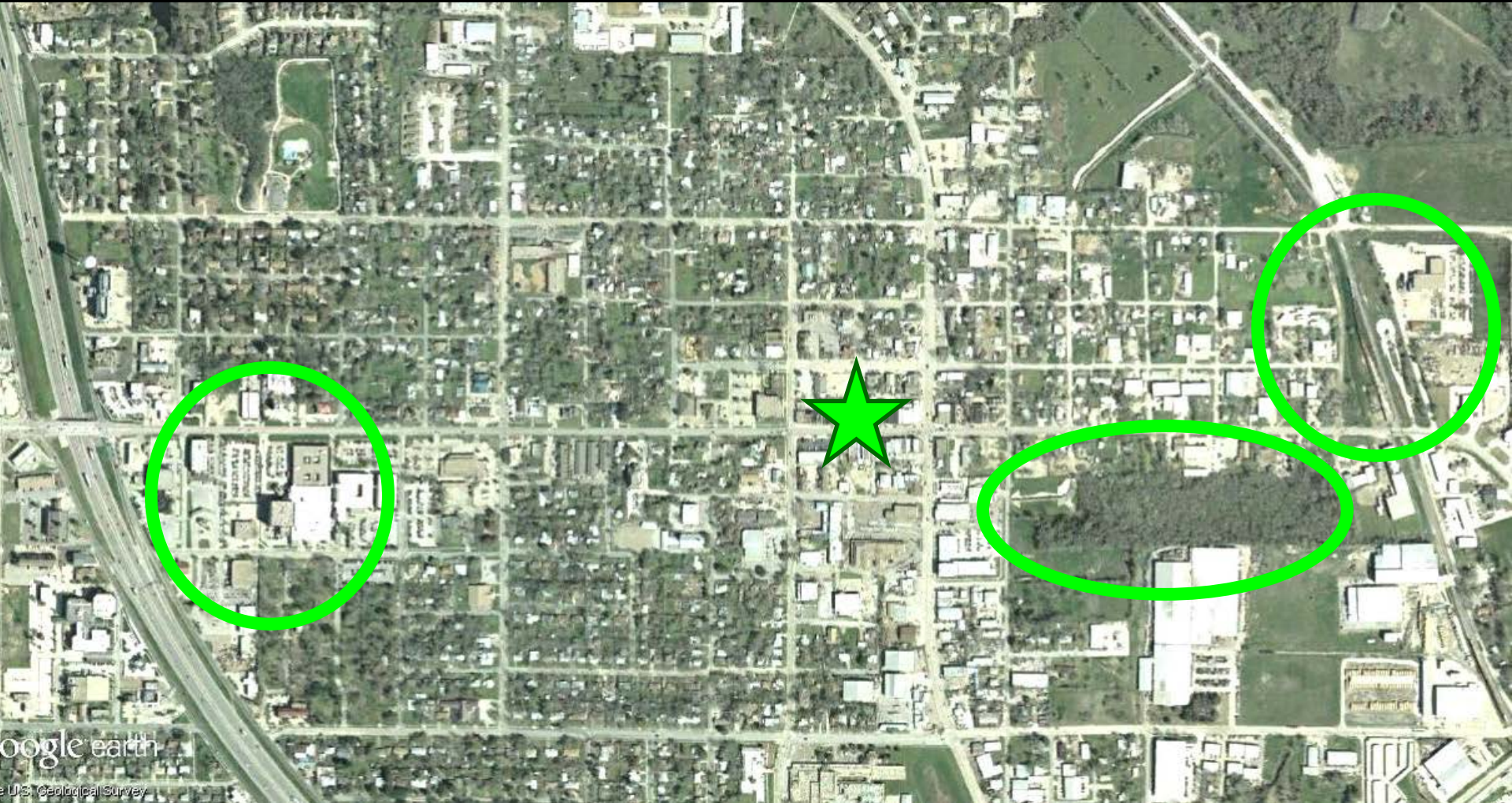
- Established neighborhoods in vicinity concerned about decline of Old Town Center – ***but also about implications of a busier, revitalized downtown***



► Even City government had “abandoned” Old Town ...



... by building a new City Hall west of Interstate 35



Old Town Lewisville circa 2000

**Old Town Center
circa 2000**





OLD TOWN CENTER ENHANCEMENT PLAN

Strategic Objectives

- Establish a unique identity and recognizable "sense of place" by creating entrance gateway, enhancing aesthetics, and developing retail character.
- Enhance 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 in relation to its history, social and civic focal point of the community.
- Promote the local heritage while promoting investment and redevelopment of the existing neighborhoods within Old Town, which are considered significant to the history and origins of Lewisville.
- Create sustainable neighborhood and business environment by increasing the infrastructure of Old Town.
- Maintain a presence of city government to demonstrate the visual interest of the City in revitalizing and enhancing Old Town.
- Develop a multi-purpose civic center within Old Town to generate events and activities that bring residents and visitors to the area.

Creating Identity

- Action Strategy** - Lead a multi-phased 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) branding projects to coordinate with the Old Town Business Association (OTBA), the Old Town Historical Committee (OTHC), and other stakeholders.
- Develop a design competition to have a graphic designer to develop a visual OTC logo and associated theme that can be used consistently throughout the area (on business, 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.
 - Expand elements of the OTC branding/rebranding to include signage and lighting along sidewalks and coordinated landscaping and street tree planting.
 - Work with OTBA and the Chamber of Commerce to develop an ongoing business program that promotes OTC businesses, festivals and activities while adding new color to the area.
 - Coordinate with TxDOT to install accessible environmental amenities, including lighting, benches, and other amenities along the new pedestrian and bicycle paths in the Main Street corridor, with the City sharing full responsibility for operations, maintenance and liability.

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 history and character of the area, and identifies and addresses the most feasible projects that will leverage private investment and serve as a catalyst for redevelopment of the Old Town Center. With the implementation of this plan, the City has a significant opportunity for the City to generate interest and create excitement toward enhancement of the physical environment and the economic vitality of Old Town.

- Design and install directional signage to guide visitors from I-358 and other major area roadways into the OTC area. Street signs will need to be carefully located at the I-358/Main Street area because of the many competing signs and public and private activities in the vicinity.
- Coordinate landscaping, the prominent water tower along I-358 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 located in the area, and promote the use of OTC for other special community activities (fun runs, outdoor art and musical performances, street fairs, art shows, community book sales, bike races, parades, volunteer clean-up events with Keep Lewisville Beautiful).
- Partner with the Texas Department of Transportation to promote the potential for future corridor design to distinguish the Main Street corridor of I-358 and highlight the center of Lewisville.
- Use targeted 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 demonstrate 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, targeted landscaping, and lighting. These sites could be maintained in a partnership between the City and individual businesses or residents. Primary gateway locations are shown on the illustration below.

Old Town Center District continued...

- General merchandise and variety stores; Bakeries; to cream shops and candy stores; Professional offices; Medical/dental clinics; Government offices and facilities; Banks and other financial institutions; Small grocery stores; Boutiques/beauty shops; Book and craft/gift stores; Dry cleaning services and tailors; Restaurants and cafe (no drive-through boxes); 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 reviewed 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).
- Historic occupancy should be preserved as part of second floor dwellings as an extension 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, certain occupations, only solo proprietorships, no separate entrances allowed except for consulting/retail and business, minimal business signage, minimal delivery/dispatch activity, and no vehicle loading or the stacking 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 sidewalks 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 (revised) development standards. The intent of the overlay district is to ensure 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 by the City in its amendments to the General Development Ordinance.

District Boundaries
The overlay district 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 encompasses the historic primary nonresidential land use 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 average setback should be encouraged 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 facade.

Screening and General Appearance Standards

- Open storage should be prohibited except for displaying 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 more than 20 percent of the building's ground floor area.
- All outdoor merchandise 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.
- Before construction should be screened 100 percent from public view and located within an enclosure of a masonry wall or a solid fence.
- All screening device, 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 to which they abut.
- There should be no solid and continuous building facade without provision of visual relief (e.g. building offset, vertical elements).
- Exterior design guidelines to control the architectural design, style, materials, 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 documented.
- New trees should be a minimum of 6 feet in height and 5 inches in caliper. A minimum percentage of the trees should have year-around foliage (e.g. Yucca, Holly, Japanese Black Pine, Live Oak) as well as flowering deciduous species (e.g. Crape Myrtle, Texas Redbud, Bradford Pear, Purple Leaf Plum).
- Newly planted shrubs should be a minimum of five-gallon 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 6 feet.
- Provision 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.
- License 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 footage.
- 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 Crown Street and one side of local residential streets and should be a minimum of 5 feet in width.

Acknowledgments

The City of Lewisville would like to recognize the following individuals for their role in the development of the Lewisville Old Town Center Enhancement Plan:

Old Town Participants

- Lee Baker
- Steve Griffin
- Doris Givens
- Tina Black
- Debbie Warrick
- Greg Timney
- Tracy Delaghetto
- Brian Burns
- Karen Boush
- Frank Vaughan
- Ken Judkins
- Barbara Carey

Ad-Hoc Steering Committee

- Karen Boush
- Ken Judkins
- Steve Griffin
- Dorothy Adkins
- Clay Bays

Old Town Historical Committee

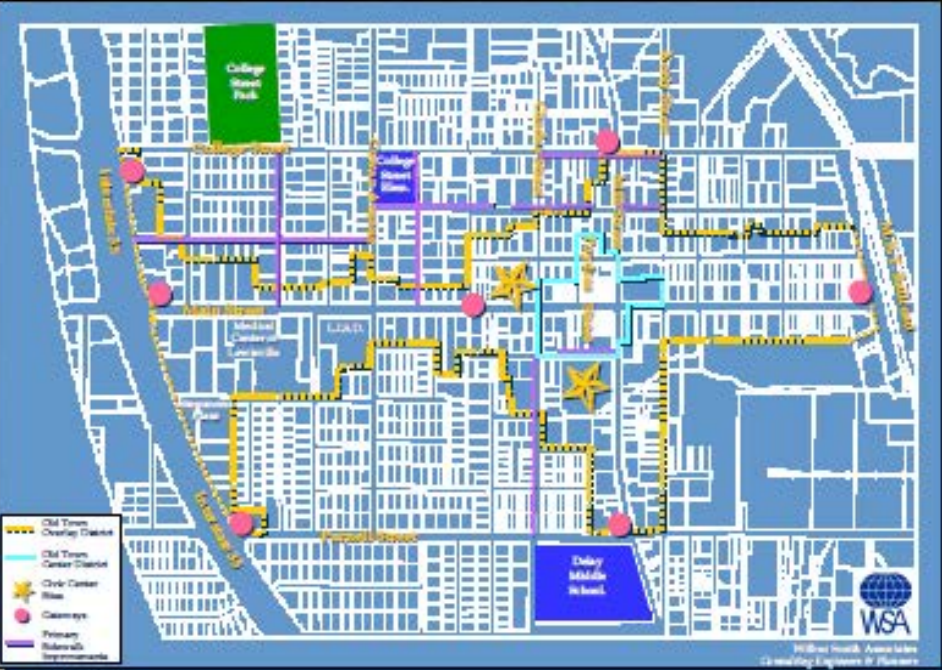
- Kevin Davis
- Fred Richardson
- Judy Crowe
- Cynthia Taylor
- Gina Casey, City Council

City Council

- Debbie J. Mitchell, Mayor
- Mike Metzger
- Dawn Uckert

City Staff

- Claude King, City Manager
- Steve Bouchie, Assistant City Manager
- Erica Smith, City of Community Development
- Fred Herring, Dir. of Parks & Leisure Services
- Lisa Weaver, Administrative Analyst
- Gina Lewis, Planning & Comm. Services Mgr.
- Tara Miller, Economic Development Coord.





IMPLEMENTATION PRIORITY & PHASING

Year One Priorities

Management
Hire a new City planner assigned to the Old Town Lewistown 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 utility 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 corner or adjacent City Block.

Identity and Marketing

Continue close coordination with TADOT regarding incorporation of additional streetscape enhancements (unique-style lighting, median landscaping at the Railroad and Herod "gateway" intersection, etc.) into the Main/Church Street improvement project.

Also, coordinate with TADOT 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 Lewistown 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 leverage destinations and attractions to highlight on new directional signage for Old Town Lewistown.

Explore the creation of financial aid 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 Conner Avenue) and on at least one side of all other streets and highways leading to College Street (University College), College Street (University College), and College Street (University College).

Acquire necessary easements by dedication from adjacent property owners where existing rights-of-way are too narrow to accommodate desired sidewalk improvements.

Complete Phase I of the streetscape improvements.

Vacate Fordway Street north of Main Street.

Development

Approach communities with appropriate public and business/property owners 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 charter with the community/property owners and residents to begin guiding development and future land use decisions for Old Town.

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 Lewistown 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 Lewistown logo wherever 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 project, in the Mill Street corridor at College Street (northwest corner) and at the Mill/Kelly 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 Lewistown business, festivals and activities.

Investigate alternatives to establish a gateway at the intersection of N.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.

Development

Submit proposed district boundaries and zoning/general development ordinance amendments to the Planning and Zoning Commission and City Council.

The Old Town Lewistown Committee should consider:

- Any adjustments 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 existing retail businesses in Old Town Center.

- Adjustments to typical height limitations and setback requirements in the Old Town Center and Old Town Business districts.

- Enforcing 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 Center 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 to an architectural review capacity for certificate of appropriateness reviews for all residential development and redevelopment projects in the district.

- Prepare a proposed amendment to Lewistown Code of Ordinances, Chapter 6, Land Development Regulations, Section 6-161, Exterior Finish Requirements, to exempt new and renovated residential houses in the district from the minimum encroachment of 30 percent for

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 TADOT and others to install Old Town Lewistown directional signage in the I-35E and SH 121 corridors and along Main and Mill Streets.

Complete installation of Old Town Lewistown "gateway" improvements in the Mill Street corridor at College Street (northwest corner) and at the Mill/Kelly 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 Floydian 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 Lewistown and attract visitors.

Work with TADOT to incorporate "Lewistown" into I-35E highway signage and to highlight Lewistown attractions on any future "route" 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 Lewistown 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 Lewistown for other community activities (fun runs, outdoor concerts and theatrical performances, street fairs, art shows, community book sales/exchanges, picnics, volunteer clean-up events with Keep Lewistown Beautiful).

Support private efforts to coordinate advertising and promotions for Old Town Center businesses and activities.

Consider establishing an ongoing Main Street Program for Lewistown.

Coordinate with TADOT on interim or longer-term plans for rehabilitation or replacement of the Main Street corridor of I-35E to incorporate design/color elements that are unique to Lewistown.

Continue periodic updating and maintenance of directional signage and "gateway" improvements.

Infrastructure

Implement sidewalk improvements on residential streets in Old Town Lewistown.

Upgrade streets to curb and gutter standards, where desired, as part of ongoing street rehabilitation activities in Old Town Lewistown.

Development

Following at least a year of implementation, evaluate the effectiveness and community acceptance of the development standards and incentives adjustments and make amendments as

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 evolved streetscape improvements along with legacy pedestrian, canopy and parking enhancements, landscaping, unique yet consistent signage, and other pedestrian enhancements together will create an attractive and desirable destination for residents and visitors of Lewistown. 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, screened facades, and outdoor signage. The following standards and guidelines are recommended for the Old Town Center.

Setbacks

- A new 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 compatible 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.

Neighborhood Conservation District

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

Goals - Assess the Lewistown 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 Lewistown. 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.

Creating a more pedestrian-friendly street and sidewalk environment includes:

- Interventions such as street trees and sidewalk planters, defined pedestrian crossings with plaques, public space and gathering places, decorative lighting, and restored building facades.



Old Town Center Development Standards

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Neighborhood Conservation District continued

- Prevent encroachment of incompatible development that would detract 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

Major waivers are defined as "one time" or "cumulative building additions" 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 additions" 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 present 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, assurance would require:

- 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 otherwise impose any private restrictions.

- To maintain the appearance and historic character of Old Town Lewistown, Ordinance No. 2003-3-92 requiring not less than 70 percent brick or masonry veneer on buildings located in all residential areas that should be amended to exempt those within the Old Town Center.

Infrastructure

Action Strategy - Related to Old Town

Lewistown to upgrade existing infrastructure, create sustainable neighborhood and business environments, and protect future developments of its economic value, appearance, and attractiveness as a place to live, work and shop.

Action - Construct sidewalks and curb and

WILBUR
SMITH
ASSOCIATES
ENGINEERS • PLANNERS

9800 RICHMOND AVE., SUITE 400 • HOUSTON, TX 77042-4521 • (713) 785-0080 • FAX (713) 785-8797

November 4, 1999

Mr. Gene Lewis
Director of Planning & Zoning
Department of Community Development
City of Lewisville
P.O. Box 299002
Lewisville, Texas 75029-9002

RE: Lewisville Old Town Center Enhancement Plan (WSA Project #340500)

Dear Mr. Lewis:

This letter is intended as a supplement to the brochure plan of the Old Town Center Enhancement Plan. As discussed at our last project meeting, we are providing this letter as a more detailed "road map" for City Council and staff as you prepare to embark on implementation of the various enhancement strategies. This letter spells out the specific actions in the plan and presents them in recommended order of priority by laying out a projected time sequence for phased implementation over the next six months and beyond. We also elaborate on the "how to" aspect of certain plan actions.

This letter also includes, for documentation purposes, the detailed results of our site assessment work related to potential siting of a new municipal building on the "City Block" and the potential development of a multi-purpose civic/cultural center in Old Town Lewisville. A summary-level discussion of these topics will be provided on the brochure plan, suitable for public review.

Implementation Priority and Phases

Months 1 through 6

Parking

- o Acquire parcels on the southeast corner of Church and Poydras Streets for a new common parking area north of Main Street. Consider leaving the existing commercial use at the southwest corner of Church and Mill streets to maintain the current building line along Mill Street, with parking behind the building.
- o Acquire the parcel that has an existing gravel parking area to the northwest of the Elm/Poydras intersection (adjacent to the laundromat) for a new common parking area south of Main Street.

Management Letter

- ▶ **Implementation
Priorities and Phasing**
 - **Months 1-6, 7-12**
 - **Year 2**
 - **Longer Term**
- ▶ **Parking**
- ▶ **City Facilities**
- ▶ **Infrastructure**
- ▶ **Development**
- ▶ **Identity**
- ▶ **Management**
- ▶ **"City Block" Assessment
and Recommendations**
- ▶ **Multi-Purpose Facility**

Plan Implementation Methods

FIVE WAYS OF MOVING TOWARD ACTION

Plan implementation generally occurs in five ways:



Capital Projects



Policies and Programs



Regulation and Standards



Partnerships and Coordination



More Targeted Planning



#1

Capital Projects



“Municipal Block” in 1999

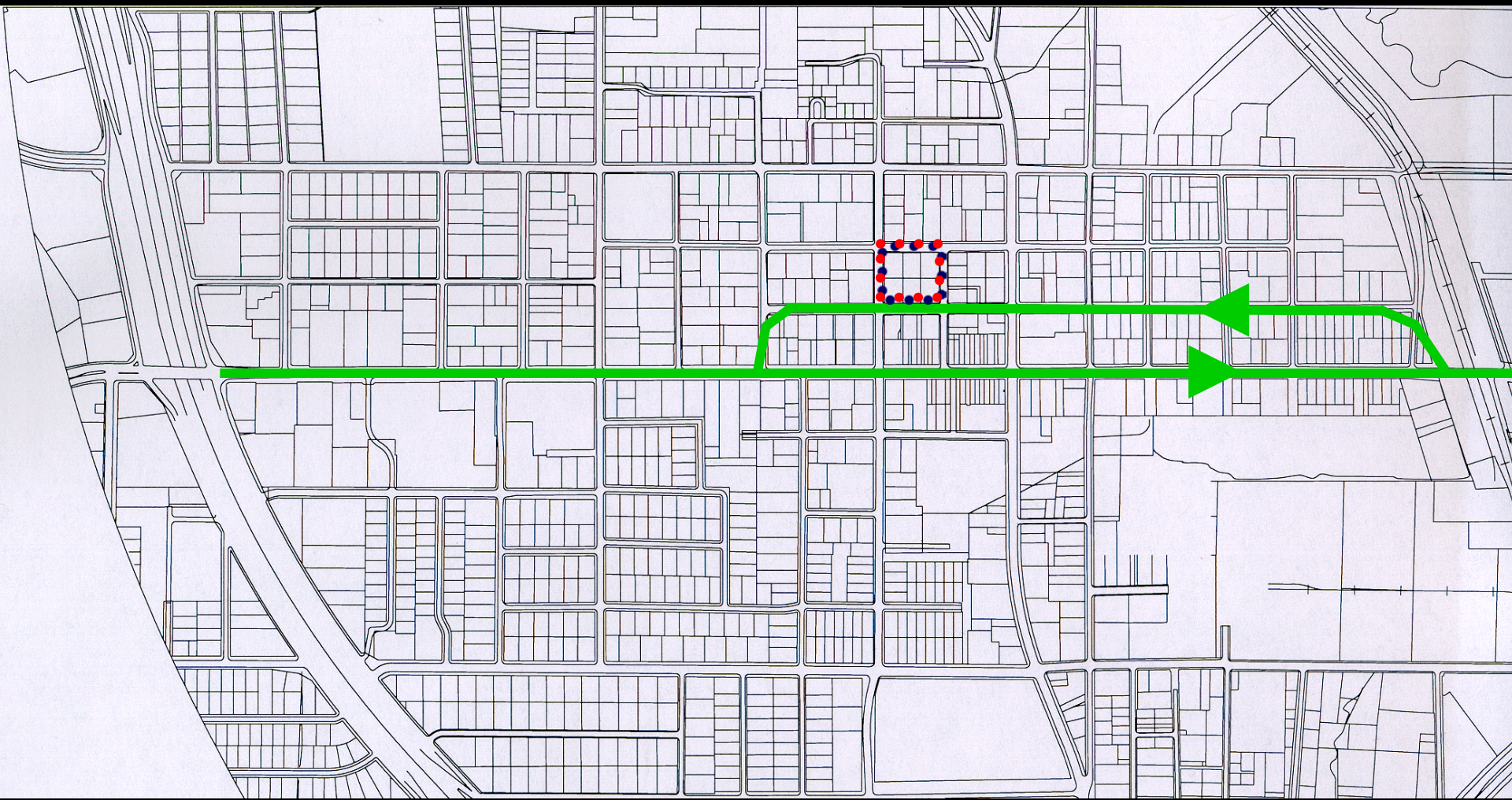
- ▶ **Original City Hall – used as Parks and Rec office**
- ▶ **City Library**
- ▶ **Fire station in metal building**
- ▶ **Historic water pumphouse**



"Municipal Block" in 1999

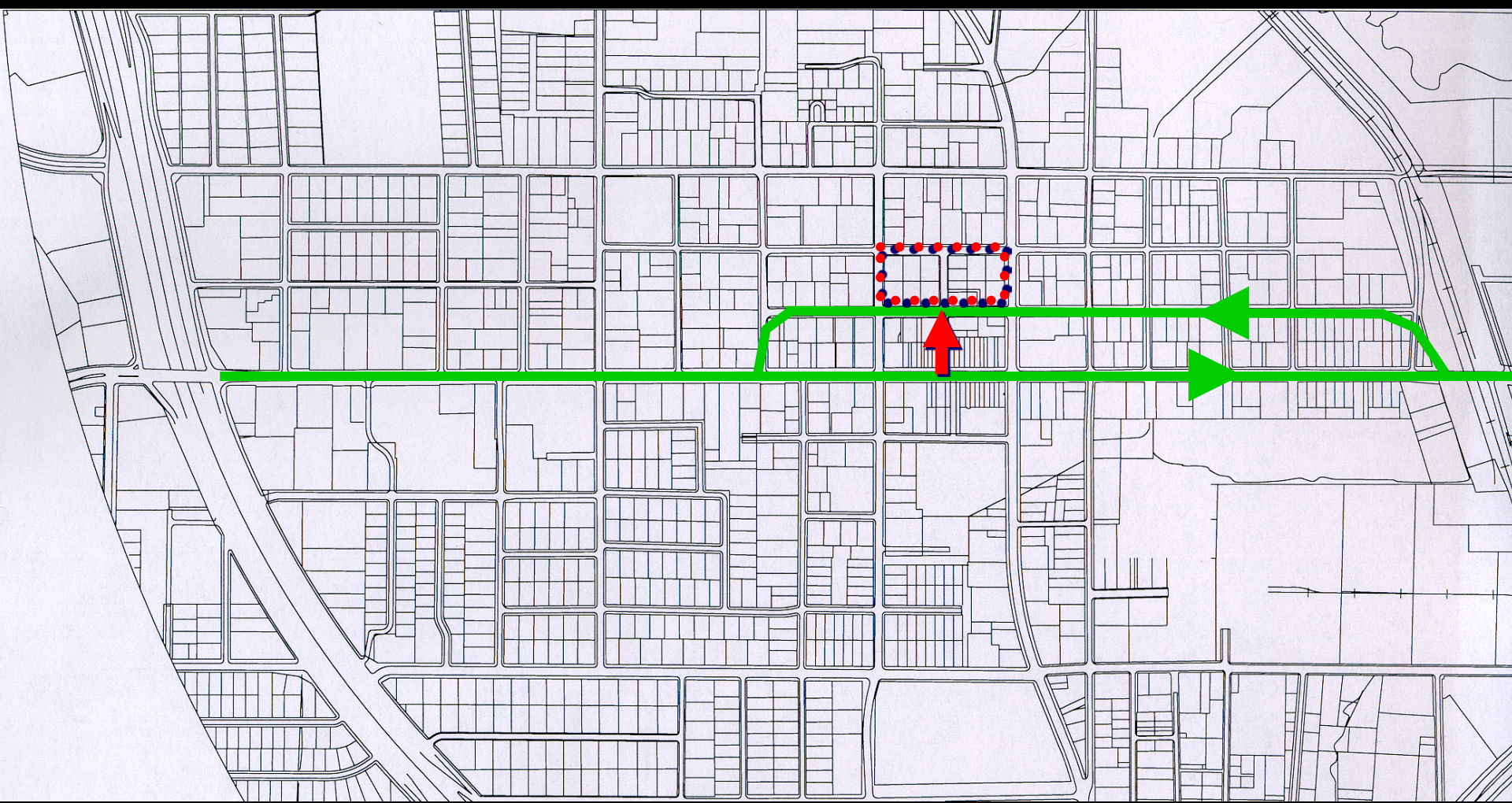
- ▶ **One block north of Main Street**
- ▶ **More traffic flow with TxDOT one-way pair project**
- ▶ **City's thought to move some functions back to Old Town**

New City Hall?



Prominent new City Hall

On a “superblock” and centered on Poydras Street?















THE NEW LEWISVILLE CITY HALL

CONSTRUCTION MANAGER

COMMERCIAL STRUCTURES & INTERIORS, INC.
420 SOUTH FORK DRIVE - LEWISVILLE, TX 75209
972-221-6511 RICK WEST, OWNER

LEWISVILLE CITY REPRESENTATIVES

MAYOR - GENE CAREY

COUNCIL MEMBERS:

DEAN UECKERT

GREG TIERNEY

TIM BLAIR

MIKE NOWELS

CITY MANAGER - CLAUDE KING

PROJECT MANAGER - GARY DAVIS

DESIGN TEAM MEMBER

ARCHITECT OF RECORD -

CSB / JOHN PEVETO, AIA

CIVIL ENGINEERS -

G & A CONSULTANTS, INC.

STRUCTURAL ENGINEER -

FRANK W. NEAL & ASSOCIATES, INC.

MECHANICAL / ELECTRICAL / PLUMBING ENGINEER -

PURDY - MCGUIRE, INC.

LANDSCAPE DESIGN CONSULTANTS -

RON STEWART - LANDSCAPE ARCHITECT

SMOOTH PLATT - DESIGNER

AUDIO - VIDEO CONSULTANTS -

ELECTRO ACOUSTICS & VIDEO

THE FUTURE OF OLD TOWN LEWISVILLE IS UNDER CONSTRUCTION

Lewisville downtown to take on Old Town feel

By **MICHAEL WHITELEY**

Tarrant/Denton Editor

LEWISVILLE — Landlocked and struggling from decades of decay, this city of some 80,000 straddling the border between Dallas and Denton counties is chasing history.

And although the Lewisville City Council is polishing a complex set of zoning regulations that redefines the future of 400 acres in the center of town, the solution seems clear, says Economic Development Coordinator Zane Miller.

Lewisville's best hope for the future lives in its 78-year past. And maybe beyond.

"Just about everybody that you talk to who resides or owns property in Old Town agrees we need to do something," Miller said. "We need the city of Lewisville to step up and protect our interests. We've been focusing on the rest of Lewisville because of this explosive growth we've seen over the last 10 or 12 years."

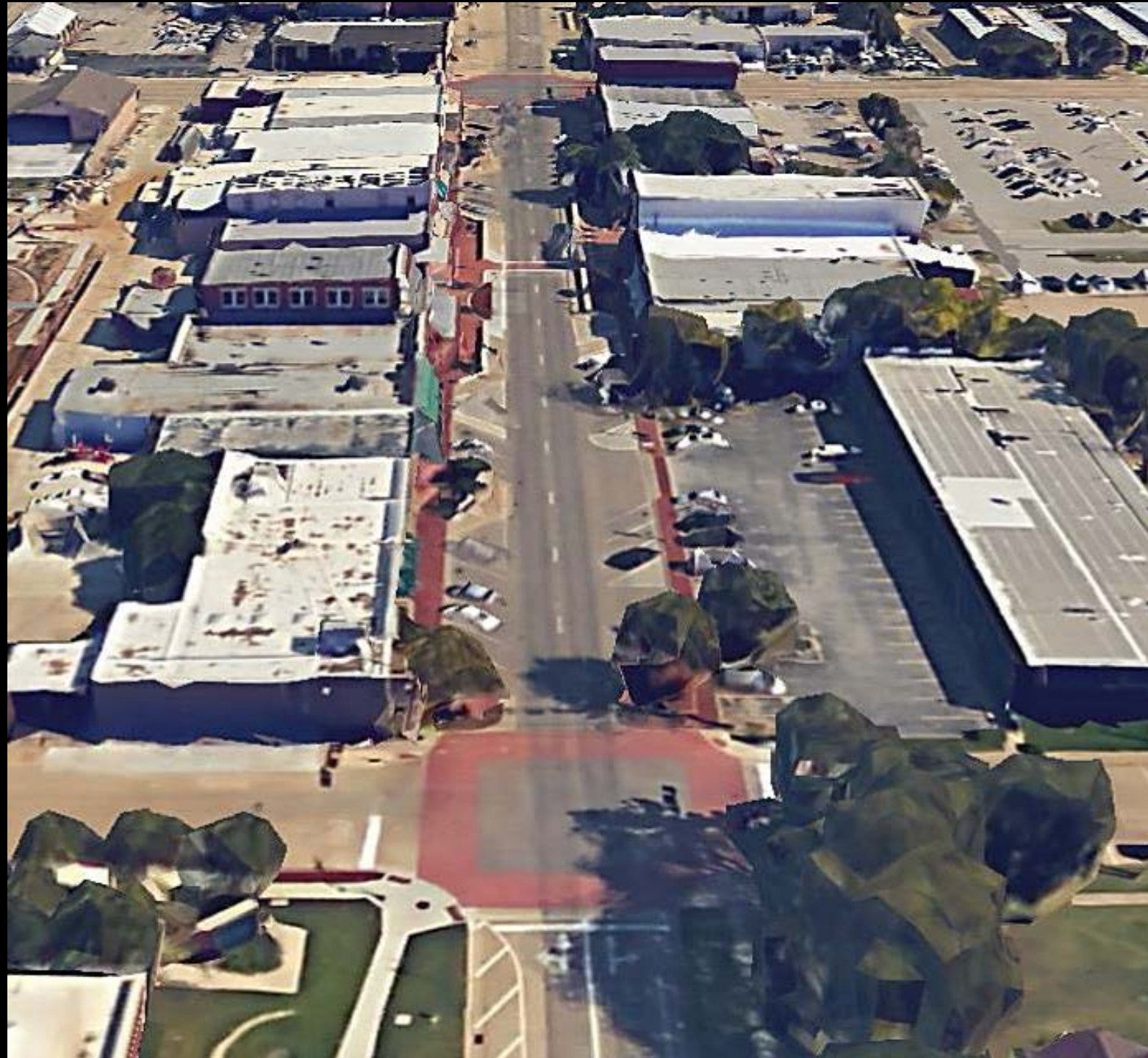
On June 2, capping a process that began more than three years ago, the Denton City Council unanimously adopted the sweeping, 236-page Old Town Development Ordinance that recasts the way property owners will work — and live — in the area bounded by College Street on the north, Railroad Street on the east, Purnell Street on the south and Interstate 35E on the west.



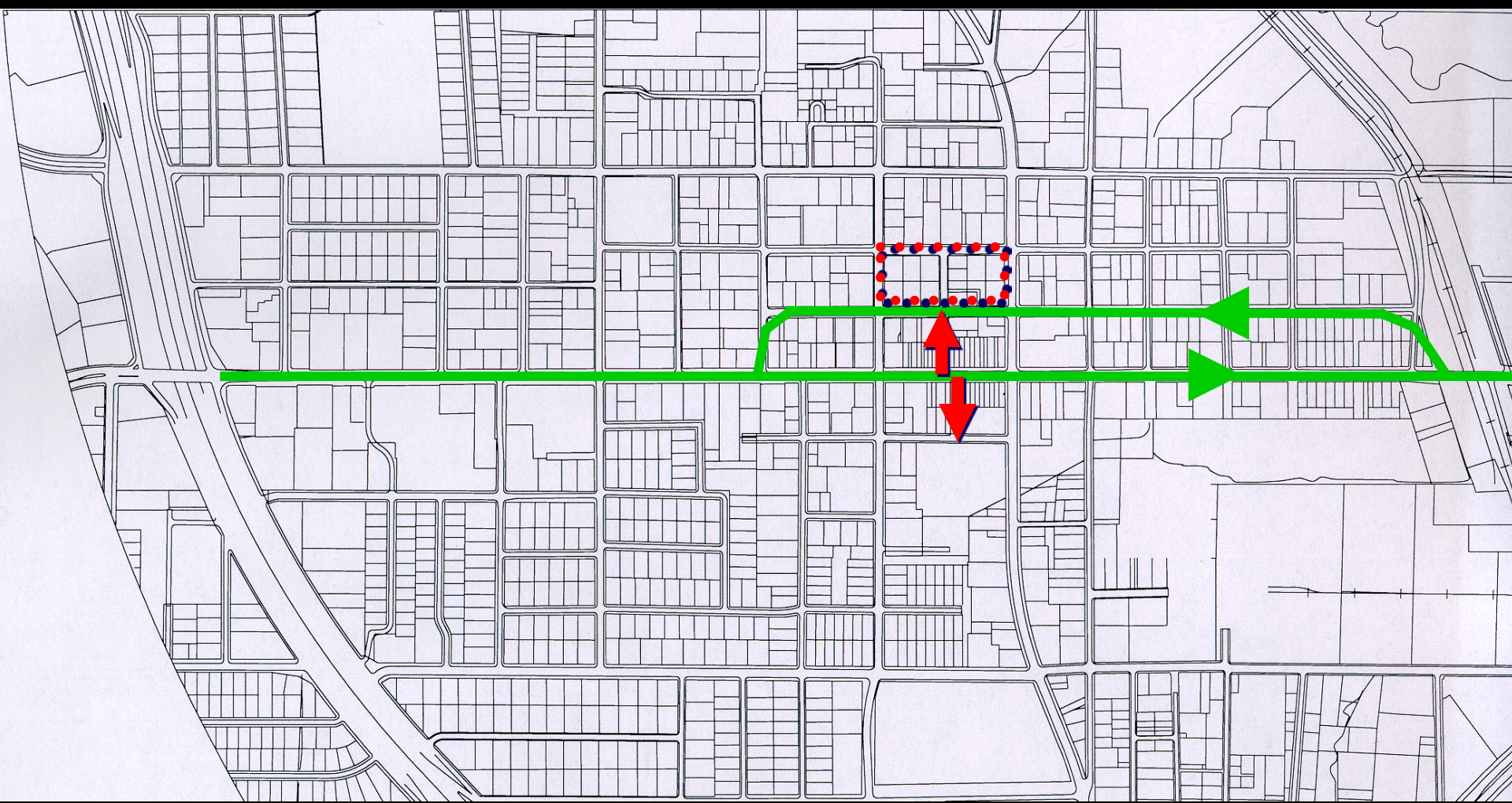
VINTAGE APPEAL: Lewisville's Economic Development Coordinator Zane Miller, right, and project manager Gary Davis in front of the new city hall.

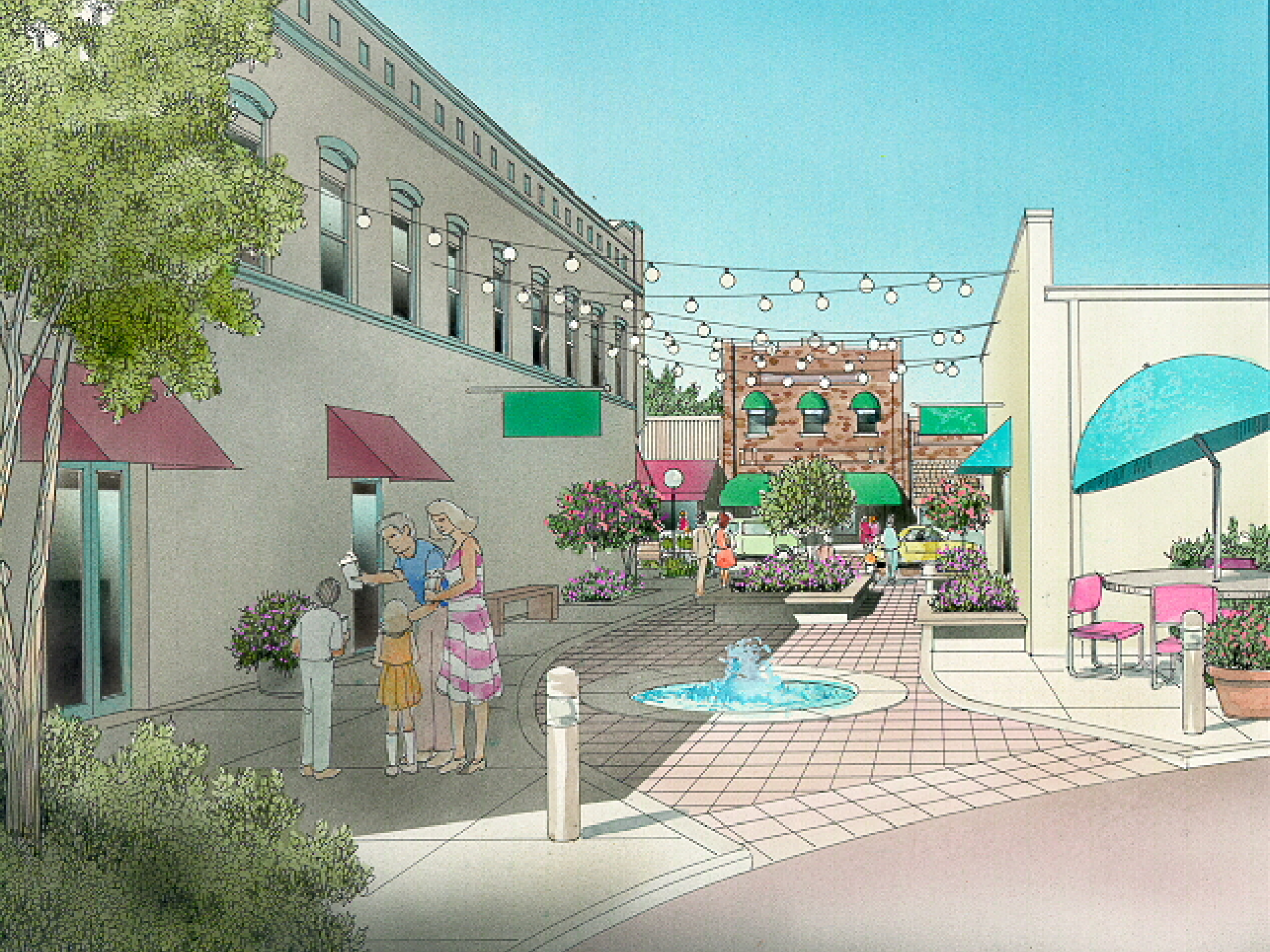
allows for a variety of businesses and larger residences, capped at a height of 3 1/2 stories.





Also link Main Street to parking areas
via Poydras Street south









#2

Regulations and Standards

- ▶ New OTC, OT Mixed 1 and 2 zoning districts
- ▶ OT Design District/Standards (special sign regs)
- ▶ OT Design Review Committee

Medical Center of Lewisville

→ Main Entrance
↑ Medical Arts Building







Medical Center of Lewisville

Medical Center
of
Lewisville





**Results seen in both new construction
and building renovations**







IHOP to Sugar Land and First Colony Standards



**IHOP at Old Town Gateway
(corner of I-35 and Main St)**





#3

Policies and Programs

- ▶ Dedicated staff person focused on Old Town
- ▶ Tax Increment Reinvestment Zone (TIRZ) #1
- ▶ Direct Assistance: *land acquisition, financing, fast-track permitting, tax relief, infrastructure*
- ▶ \$\$\$ Incentives: *retail/restaurants (types, clusters), construction materials, public beautification*
- ▶ Websites and media/promotion
- ▶ Farmers Market









Allen & Ridinger
Consulting, Inc.
and Engineers - Planners

100 W. Main St.
100 W. Main St.

Historical & Architectural
Services, Inc.
Historical & Architectural
Services, Inc.



BRIDAL
BOUTIQUE

we
+
you

Just's
Wedding
Photography

We
love
you
from
your
wedding
to
your
social





Old Town Lewisville Businesses

Retail

BathBar Candle Co. & Spa
189-A W. Main
Soaps, lotions, candles and spa services

Beasley's Jewelry
177 W. Main
The oldest jewelry store in Lewisville

Blue Anjou
6 Main Street, W. Main

Services

A Living Canvas Tattoo
122 W. Main
Full-service tattoos and piercings

Auto Start Auto Supply
120 W. Main
Automotive parts and supplies

Chinese Acupuncture
140-S W. Main
Whole-body healing through acupuncture

Dallas Morning News neighborsgo
131 W. Main
Lewisville's Dallas Morning News and neighborsgo office

Dancers Workshop - OPEN MAY 2008
190 W. Main
Dance classes for beginning through advanced students, children and adults

Lewisville State Bank (ATM)
191-S W. Main
Lewisville's first bank; historic photo collection

Main Street Barber Shop
123 W. Main
Lewisville's oldest barber shop

nest, floral studio
135 West Main Street, Suite 200
Wedding and special occasion design studio

Old Town Boot & Shoe Repair
117 W. Main
Boot and shoe repair services and supplies

U.S. Post Office
320 S. Charles
Full service postal facility

Wayne's Jewelry Repair
190 W. Main
Watch and jewelry repair services



District Retail Guide



City of Lewisville
151 W. Church Street
Lewisville, TX 75057
(972) 219-3400
www.cityoflewisville.com

LEWISVILLE

Welcome to the Old Town Center District!



This exciting and dynamic destination boasts an interesting mix of attractions, retailers and restaurants that make the Old Town Lewisville experience one of a kind.

The Old Town district is both historically and architecturally rich in character. Each storefront is an opportunity to see a vast array of North Texas history.

This guide outlines some of the entertainment, shopping and dining opportunities you will find in the Old Town Center District.

We encourage you to tour the Old Town Historic Home District during your Old Town Center visit. Thank you for visiting and enjoy the tour!

For more information:
www.cityoflewisville.com/oldtown
www.lewisvilleotba.org

Lewisville
texas

Founded: 1844
Incorporated: 1925

2007 Population: 91,550
Land Area: 43 sq. miles

Located in the heart of the D/FW Metroplex along the vital Interstate 35E and Texas 121 corridors, just a short drive from DFW Airport and downtown Dallas, and readily accessible to major shopping, tourism and employment destinations.

For more information visit:
www.cityoflewisville.com



revised 2/2008

The Historic Home District of Old Town Lewisville is a key piece of many interesting components that make up the rich environment of Old Town.

These homes have been researched and compiled by the Old Town Preservation Society, a group dedicated to ensuring that these points of interest are preserved and recognized for the value they bring to Old Town.



In touring the District, you might recognize some sites designated as official City landmarks by the "Lewisville Landmark" seal (above).

We encourage you to stop by the Historic Old Town Shopping District for food and specialty shops during your visit. Welcome to Lewisville, and enjoy the tour.



City of Lewisville
(972) 219-3417
www.cityoflewisville.com/oldtown

Lewisville Convention and Visitors Bureau
1 (800) 657-9571
www.visitlewisville.com

Lewisville
texas

Founded: 1844
Incorporated: 1925

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Land Area: 43 sq. miles

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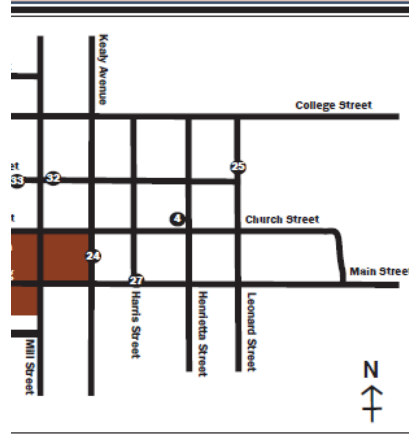


revised 02/2007

Old Town Lewisville Historic Homes Map

- | | | | |
|--|--|---|---|
| 1 227 N. Charles (1920s) - Built by John Lewis | 41 421 W. College | 71 311 Herod (1890s) - Fox/Skilleen family home | 101 219 Stuart (1930s) - "Tiny House" |
| 2 507 N. Charles (1920s) | 42 423 W. College - Part from Dallas added | 72 319 Herod (1925) - Built by J.M. Edwards | 102 107 W. Walters (1895) - Built by Hatcher family |
| 3 526 N. Charles (1930s) | 43 211 N. Cowan (1910s) | 73 337 Herod (1905) - Built by C.I. Thomas | 103 135 W. Walters (1900) - Served as parsonage |
| 4 407 E. Church (1900s) | 44 123 N. Edna (1920) - Built by Ben Savage | 74 145 N. Keady (1905) - Old Brooks homestead | 104 230 W. Walters (1910) - Rev. Archley's House |
| 5 305 W. College (1900) - Home of 1st mayor | 45 442 Elm (1920) - Originally on Main St. | 75 329 N. Leonard (1930s) | 105 231 W. Walters - Texas historical marker |
| 6 326 W. College (1930s) - Built by Thomas Houston | 46 225 N. Hatcher (1920s) | 76 216 W. Main (1911) - Old Huffines homeplace | 106 240 W. Walters (1920s) |
| 7 332 W. College (1930s) | 47 365 N. Hatcher (1920s) - Traditional craftsman home | 77 302 E. Main (1800s) - Built by Dr. Kennedy | 107 247 W. Walters (1930s) |
| 8 334 W. College (1920s) | 48 119 Herod (1910s) - Old Degan homestead | 78 334 W. Main (1915-20s) - Built by Roy Howard | 108 344 W. Walters (1895) - Old Traveland homestead |
| 9 337 W. College | 49 235 Herod - Example of new Old Town housing | 79 477 Richland (1897) - Built by Sigler family | 109 368 W. Walters (1920s) |
| | | | 110 477 Richland (1897) - Built by Budley family |

DCTA Connect Stop



Historic Home District



LEWISVILLE

151 W. Church Street
Lewisville, TX 75057
(972) 219-3400
www.cityoflewisville.com



Old Town Center

Public Parking Map

Main Street (FM1171)

Lewisville, Texas

Finding your way around downtown....



Core Business District



Public Parking Area

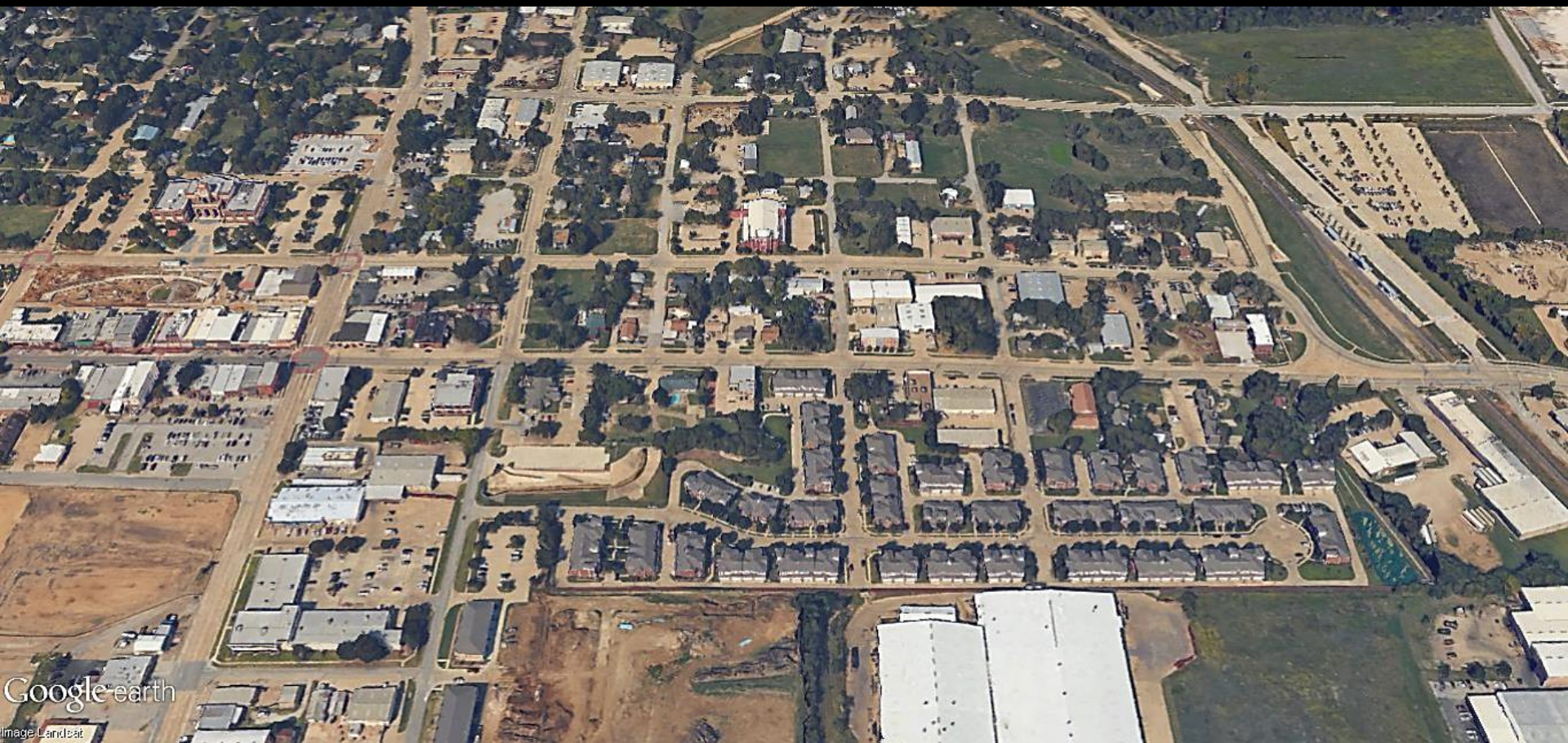
Welcome to Old Town!

We hope you enjoy your visit to Old Town Center. This map will help you find your way to the various public parking locations near retailers, restaurants and interesting destinations in the Old Town Center District. Please pick up or download a copy of the Old Town Center Retail Guide (www.cityoflewisville.com/oldtown) for more information on the shopping and dining opportunities you will find downtown.

www.cityoflewisville.com/oldtown



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(21 [REDACTED] 49
LEWISVILLE
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CHANGE REQUESTED
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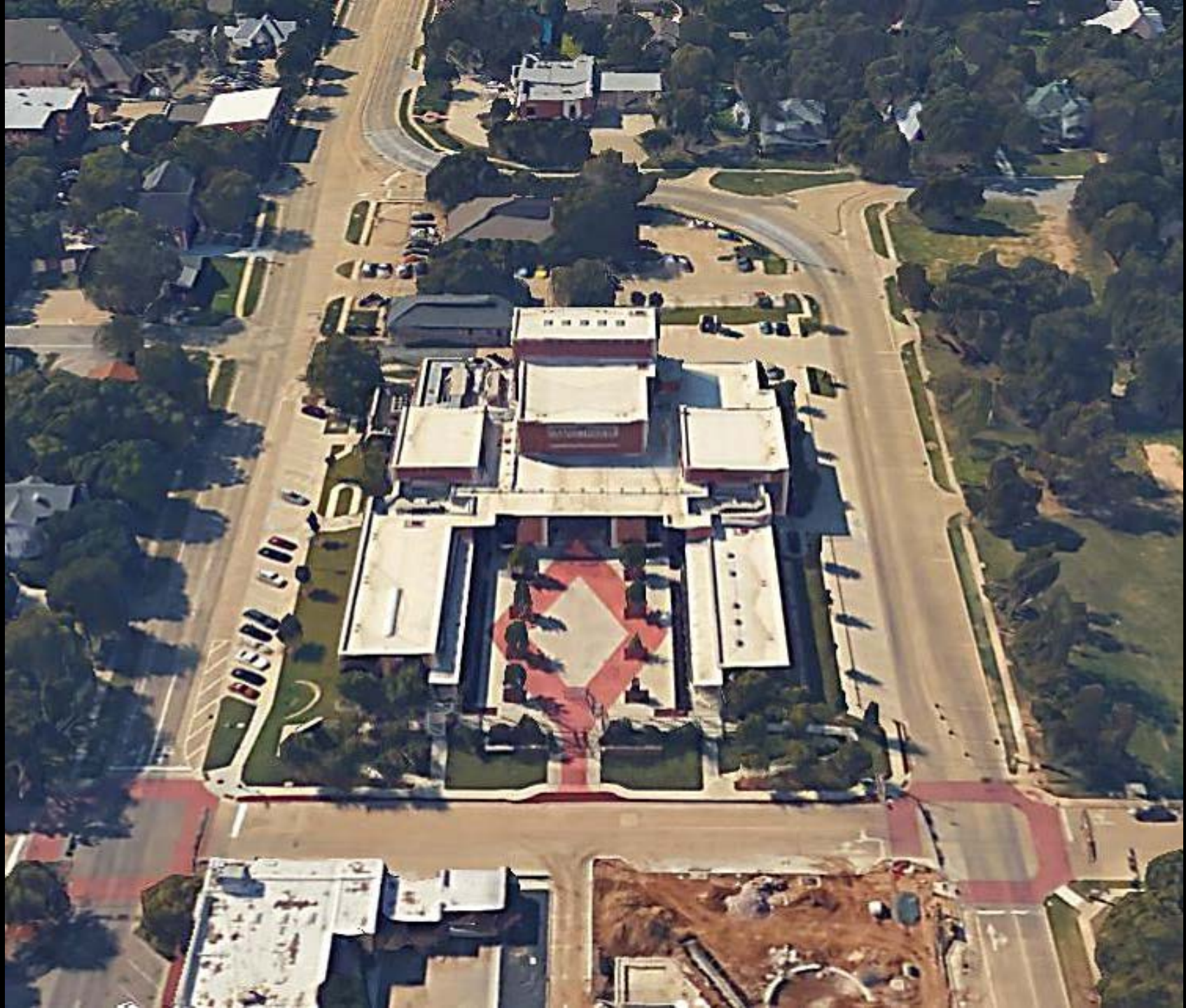


#4

Partnerships and Coordination











Denton County Transit Authority **A-Train** to Denton and DART/Dallas









HISTORIC
LEWISVILLE

O

T

B

A

Old Town
Preservation Society



#5

More Targeted Planning

Old Town Master Plan



City of Lewisville

June 2, 2003



Final Report

OLD TOWN LEWISVILLE DEVELOPMENT IMPLEMENTATION PLAN MARKET ANALYSIS REPORT

Prepared for:

CITY OF LEWISVILLE
151 Church Street
Lewisville, TX 75029-9002

Prepared by:

CDS | Spillette
1250 Wood Branch Park Drive
Suite 100
Houston, Texas 77079

November, 2006



Final Report

OLD TOWN LEWISVILLE DEVELOPMENT IMPLEMENTATION PLAN ECONOMIC AND FINANCIAL PLAN REPORT

Prepared for:

CITY OF LEWISVILLE
151 Church Street
Lewisville, TX 75029-9002

Prepared by:

CDS | Spillette
1250 Wood Branch Park Drive
Suite 100
Houston, Texas 77079

June, 2007





Old Town Transit-Oriented Development Master Plan



Old Town Transit-Oriented Development Master Plan





**Old Town
Plaza and Park**

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Lewisville - Flower Mound

Progress comes slowly to Old Town Lewisville

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Courtesy art

An artist's rendering shows the Old Town Park Plaza being built across the street from City Hall in Old Town Lewisville.

Plaza originally set for completion during summer

By Tim Cato

The Dallas Morning News

Published: 16 November 2014 11:32 PM

Updated: 17 November 2014 05:20 AM

Six months after its original completion date, the new look of downtown Lewisville's Old Town Plaza is still a work in progress.

PURCHASE A NEW CONDO AS A RENTAL INVESTMENT IN MIDTOWN

\$150K-\$500K

PREVIEW PLANS AND PRICES

Special report | On the Record

Lewisville - Flower Mound: A

Below are the 8 agencies included in this study with geographic footprints within the Lewisville - Flower Mound edition of Neighborsgo. Their overall score was 90.4%, with some individual agencies scoring higher and some scoring lower. That compares with a B average for all agencies in the study.

Trending





"You can do
this."

Bringing It All Together:

How Can Communities
Realize Their Potential

Gary Mitchell, AICP

Vice President | Managing Director

281.242.2960

gary@kendigkeast.com



KENDIG KEAST
COLLABORATIVE