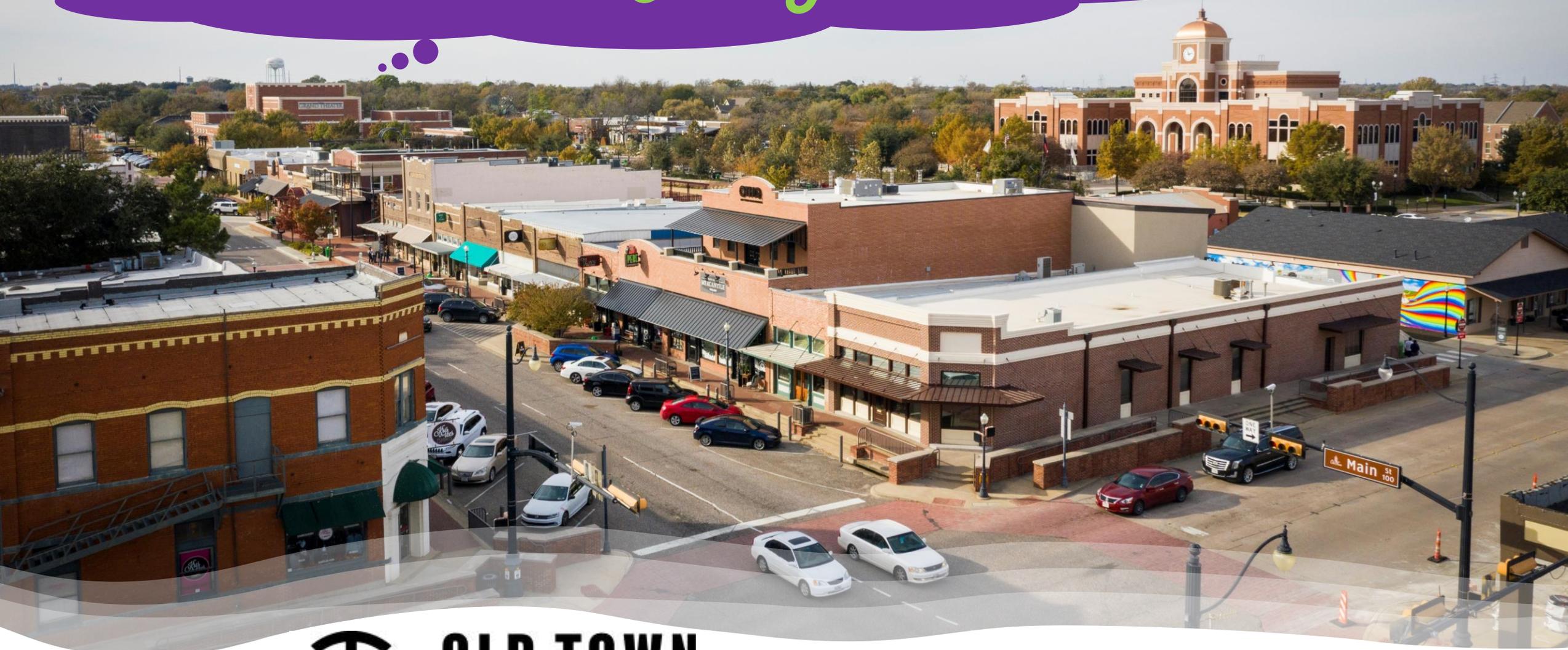


*Welcome to Old Town Lewisville!*



**OLD TOWN**  
*The Heart of Lewisville*

**Entry Feature Options**

# Physical Identifiers

## Current Site Branding Elements



Installed in Phases (2020-2022)



# About Entry Features

- Used to enhance awareness of a defined geographic area, especially historic districts, among residents and visitors. They also can serve as a highly photographed feature that expands awareness to a broader audience.
- Entry features generally fall into one of four categories:
  - 1) Overhead Signage
  - 2) Monument Signage
  - 3) Art Feature
  - 4) Decorative Landscaping
- Some entryways use a combination of two, three, or even four of the common types.
- The idea of Old Town Lewisville entry features has been discussed since at least 2004 (the Babendure Design Group Wayfinding Plan). Other touchpoints have included the Tourism Strategic Plan (2007), two Old Town Marketing Plans (2017 and 2020), and indirect references in the Lewisville 2025 vision plan.

# 1) Overhead Signage

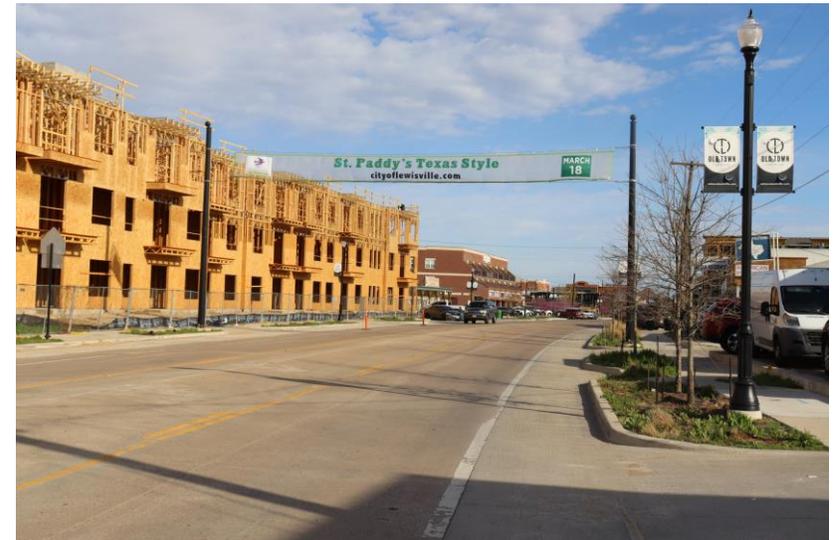
Most traditional of the options, used in urban settings since the 1800s across roadways or large pedestrian paths.

Almost always features the name of the district across the overhead span.

Commonly called an “archway” although it can feature a straight span.

Typically placed at the physical edge of the marked district, but sometimes placed within view of nearby major roadways on the outskirts of the marked district.

Key decision points include material selection for the columns, design of the metal span, design of the signage, and lighting (if any).



# Beaumont

Entrance to historic Crockett Street, includes two identical arches, one at each end of the district. Crockett Street is an entertainment district that consists of five restored buildings built at the turn of the 20th century.

Brick Columns w/Lights  
Open Metal Archway  
Mounted Box Letters  
Internal Lighting

Built: Circa 2002



*Crockett Street*

# Fort Worth

This sign spans Exchange Avenue and marks the western entrance to the historic Fort Worth Stockyards. The sign with its huge columns, was originally built in 1910 and has become a Texas landmark

Stucco Columns  
Open Metal Span  
Vinyl Sign  
External Lighting

Built: 1910



*Fort Worth Stockyards*

# Corsicana

A 2017 addition to Corsicana, this arch was meant to “serve as an attractive gateway to the downtown area.”

Brick and Metal Columns  
Open Metal Archway  
Embedded Letters  
External Lighting

Built: 2017

Est. Cost: \$63,851



*Historic Corsicana*

## 2) Monument Signage

Most conservative of the four options and generally requires the least ongoing maintenance.

Almost always features the name of the district, although sometimes a familiar icon is used. Most often used for city boundaries.

Typically placed at the physical edge of the marked district alongside a major road or large pedestrian passage, often in medians.

Often used in conjunction with decorative landscaping of some sort.

Key decision points include materials, design, and content of the sign along with lighting (if any).



# New Braunfels

Two gateway signs (one on I-35N and one on I-35S) welcome drivers to New Braunfels, Texas. They are architectural in structure, featuring a light fieldstone base, aluminum girders, and a cedar-planed tower bearing the “New Braunfels Since 1845” logo in an illuminated circle. “New Braunfels” spans the lower part of the sign on a field of Bavarian blue.

Mixed Materials

Horizontal Structure

Extending Letters

Limited Internal Lighting

Built: 2020



*Gateway Monument at I-35*

# McKinney

Three neon signs were installed in McKinney (one on the rooftop of a multi-story building) to promote their downtown. “We wanted to honor our past; we wanted to [create a] sense of place; we wanted a photo op; and we wanted to show that we are open at night.”

Neon Pole Sign  
Vertical Structure  
Embedded Letters  
Internal Neon Lighting

Built: 2019-2020



*Historic Downtown McKinney*

# Lakeway

Lakeway citizens participated in the decision-making process of creating the City of Lakeway city limit gateways. The gateway is a piece of artwork reflective of the pride and vision citizens have of Lakeway.

Mixed Materials (Sculpture)

Vertical Structure

Embedded Letters

Internal and External Lighting

Built: 2009



*Lakeway  
Gateway  
Sculpture*

# 3) Art Feature

Most contemporary of the four options and often implemented as part of a larger public art program.

Generally does not present the name of the district, relying instead on a striking visual appeal that ties into the district's identity.

Typically placed at the physical edge of the marked district alongside a major road or large pedestrian passage, often in medians or traffic circles. Sometimes reflected by other art featured placed within the district.

Often, but not always, a vertical feature.

Key decision points include type of art feature, subject of the feature, and lighting (if any).



# Dallas

Bell Tower reminiscent of Colonial Mexico intended to become a focal point for the redevelopment of the Hispanic community in that area.

Installed: ?

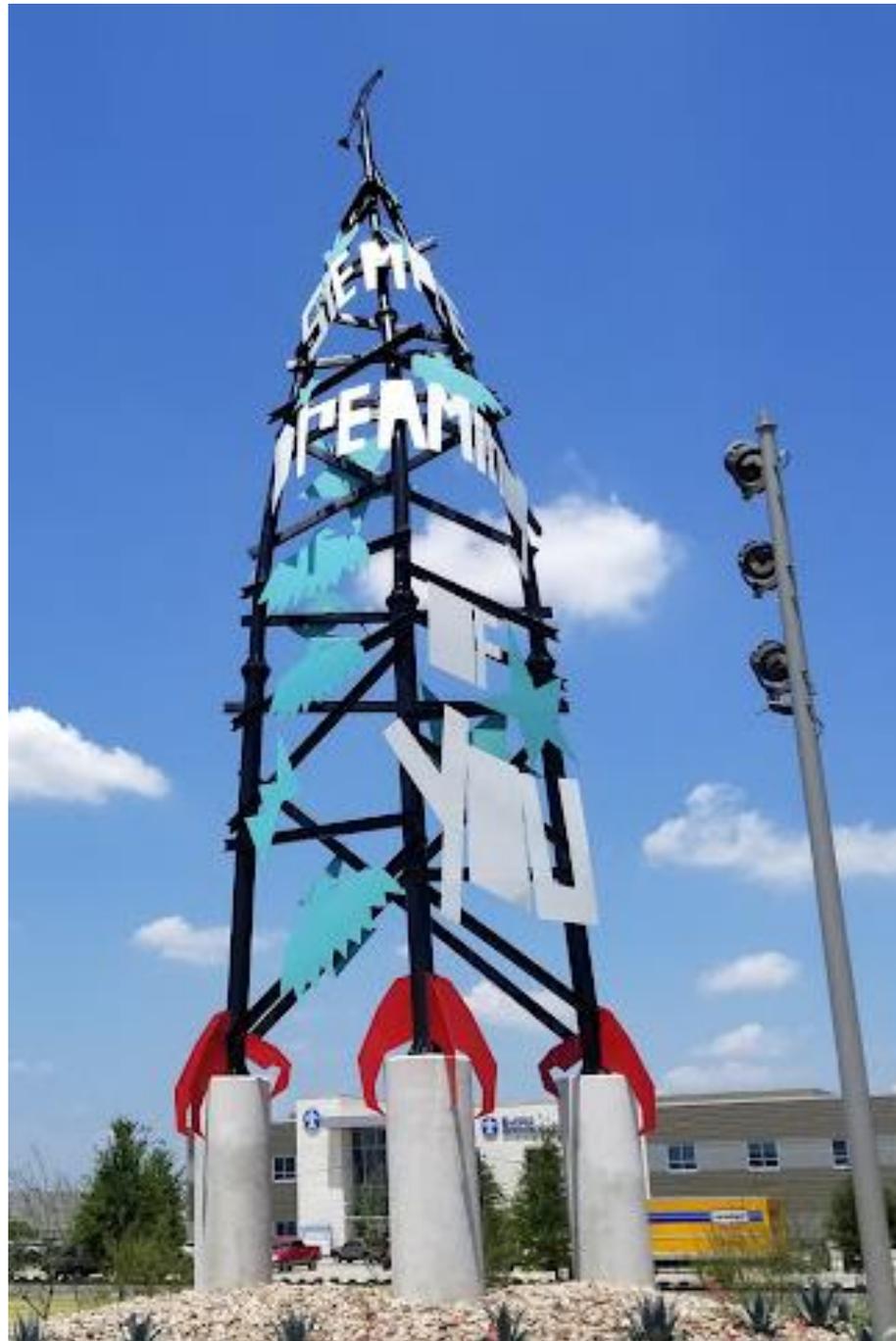


*La Torre  
de la  
Amistad*

# San Antonio

"Dream Song Tower" by San Antonio artist Cruz Ortiz serves as a welcoming gateway to the South San District. It is 60 feet tall.

Installed: 2017



*Dream Song Tower*

# Dallas

Seventh is a site-specific sculpture comprised of trolley tracks excavated from the surrounding area. It incorporates historical texts from recollections about the Oak Cliff neighborhood from 1913-1953 creating a connection to the neighborhood's history.

Installed: 2010



*Seventh*

# Dallas

A collection of three giant sculptures spread throughout the Deep Ellum neighborhood in Dallas. Each of the figures is built of polished metal sheets held together with rivets, all meant to evoke the railway history of the neighborhood of Deep Ellum.

Installed: 2009

Est. Cost: \$1.4 million



*The Travelling Man*

# Memphis

This entry to the Memphis Zoo spans a bicycle pathway into the park and zoo. It was designed by a local artist and contains more than 300 recycled bicycles donated by the community.

Installed: 2013

Est. Cost: \$50,000



*Overton Park Bike Gate*

# 4) Decorative Landscaping

Most environmentally friendly of the four options, especially of low-water native plantings are used in place of colorful seasonals.

Can require frequent maintenance based on the growth cycle and seasonal changeouts.

Typically placed at the physical edge of the marked district alongside a major road or large pedestrian passage, often in medians.

Often includes some sort of signage with the district name, either using plantings or using a permanent physical structure.

Key decision points include planting types (seasonal or native) and district name inclusion.



# Irving

Las Colinas, Irving's master-planned community, welcomes visitors with a magnificent Flower Clock, a working timepiece adorned year-round with fresh blooms and greenery.

Shrubs and Seasonals  
Name in Plantings

Installed: 1981



*Las Colinas Flower Clock*

# Erie, Pennsylvania

This urban rain garden, titled *Tricky Situation*, marks a corner of the downtown district and also is part the Downtown Erie Sculpture Walk.

Shrubs and Seasonals  
Name not Included  
Public Art Incorporated

Installed: ?



*Tricky Situation*

# Walt Disney World

A bed of seasonal color planted in the shape of Disney's iconic Mickey Mouse. The plantings are changed out multiple times each year to reflect different seasons or events, using plants grown in a Disney greenhouse.

Seasonals

Name not Included (but seen in the background)

Installed: 1971



*Magic Kingdom Entrance*



# City Council Discussion

- Is there an interest in pursuing entry features for Old Town Lewisville?
- Is there a preference on the entry feature type (or combination of types)?
- Is there a preference for the location(s) of entry features?

