



Old Town Master Plan Update

City Council Workshop

July 21, 2025

Agenda

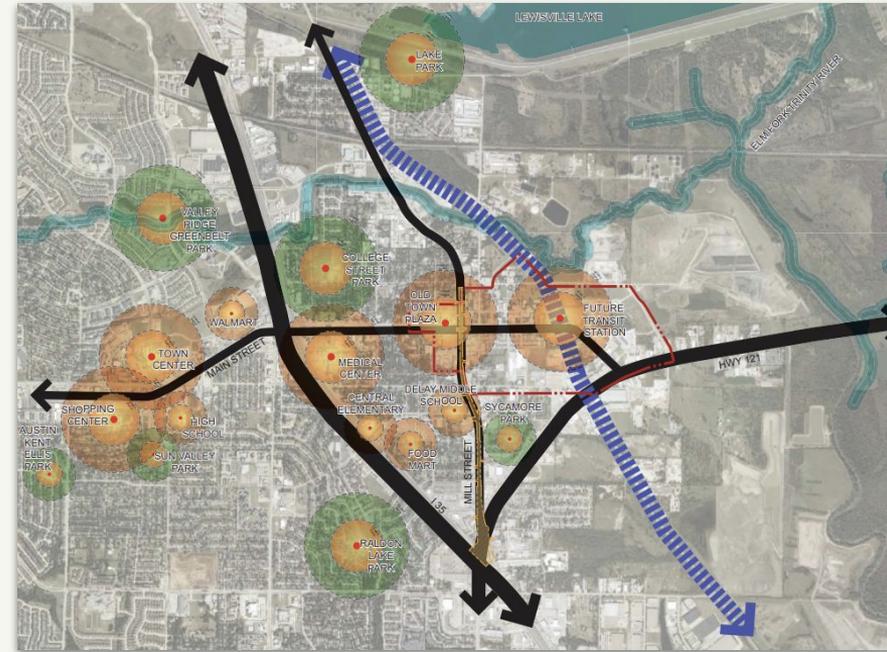
Old Town Master Plan

- 01 Relation to Existing Plans
- 02 Data Update
- 03 Outreach Summary
- 04 Next Steps
- 05 Council Feedback

OT TOD Plan Goals

- Create synergy between Old Town and the Old Town Station.
- Better connectivity and circulation between vehicles, bicycles, and pedestrian will allow ease of access and mobility to support the growing uses.
- Create attractive and pedestrian friendly environment.
- Well defined urban character with a range of residential housing types that will attract residents to live in Old Town.
- A dynamic and rich environment will extend from Old Town to the Old Town Station, ensuring the wholistic vitality of the area.

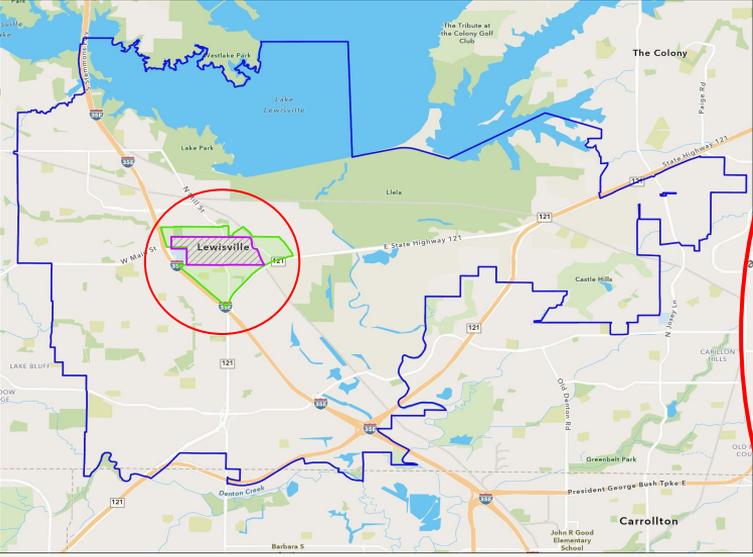
Exhibit from 2010 TOD Plan



Bringing TOD Goals into Master Plan

- Strengthen Physical and Visual Connectivity Strategies
 - **Pedestrian Corridors:** Continue to expand network of safe, well-lit, and attractive walkways that directly link the station to Old Town's core. Such as has been completed in Main Street and in progress on College
 - **Wayfinding & Signage:** Install additional branded signage guiding visitors between the station and the core. Wayfinding exists in Old Town but not yet in the TOD area under development.
 - **Streetscape Enhancements:** Additional lighting, benches, landscaping, and public art between the areas to visually connect them.
 - **Bicycle Infrastructure:** Continue to add bike infrastructure and bike parking.
- Establish a compelling and recognizable urban character rooted in authenticity.
 - **Design Guidelines:** Continuous requiring new development to reflect Old Town's architectural language (materials, rooflines articulation, colors).
 - **Preservation Incentives:** Continue to offer incentives (tax credits, facade improvement grants, waive fees, or other) for restoring historic buildings.
 - **Cultural Assets:** Highlight local landmarks, artisan crafts, or cultural histories through public art and cultural centers.
- A dynamic and rich environment will extend from Old Town to the Old Town Station, ensuring the wholistic vitality of the area.
 - **Housing Above Retail:** Encourage mixed-income housing units above ground-floor businesses to support around-the-clock use.
 - **Office/Co-Working Options:** Include flexible office spaces for startups, creatives, or remote workers.
 - **Tourism + Local Life Balance:** Manage event scheduling and commercial development to serve both locals and visitors harmoniously.

Old Town Study Area



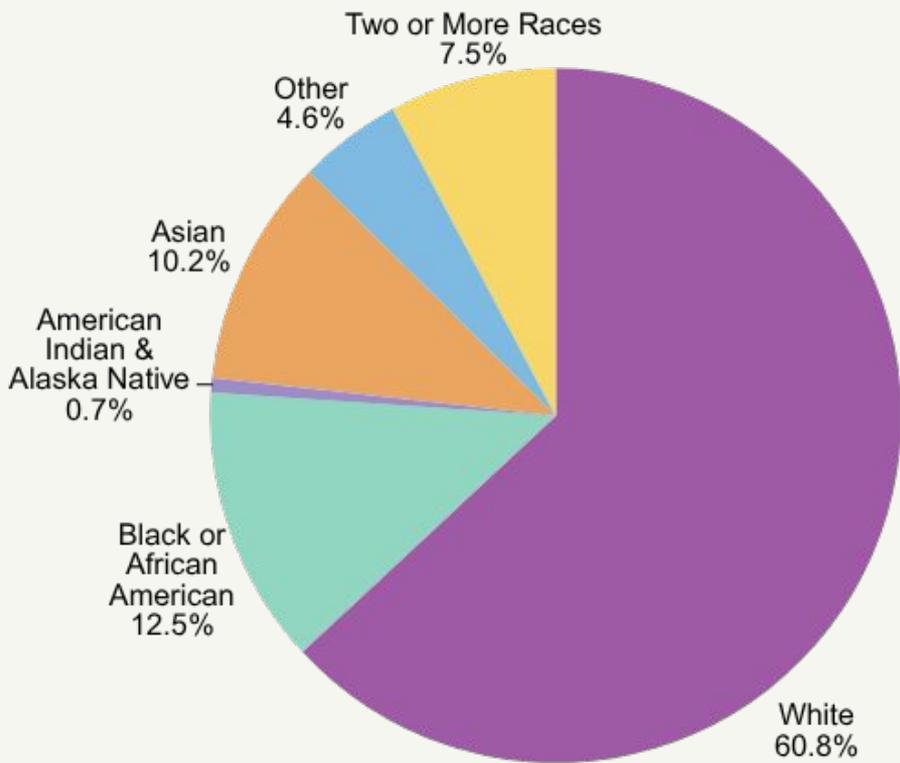
Demographic Comparison - People

	City		Current OT		Study Area	
	2010	2020	2010	2020	2010	2020
Total Population	95,691	111,822	1,083	1,793	1,708	3,346
Population Growth (2010-2020)	14.4%		39.6%		48.9%	
Hispanic Population	28.3%	32.1%	39.4%	41.8%	45.7%	54.5%
Median Age	32.5	33.5	33.4	31.2	37.5	34.5

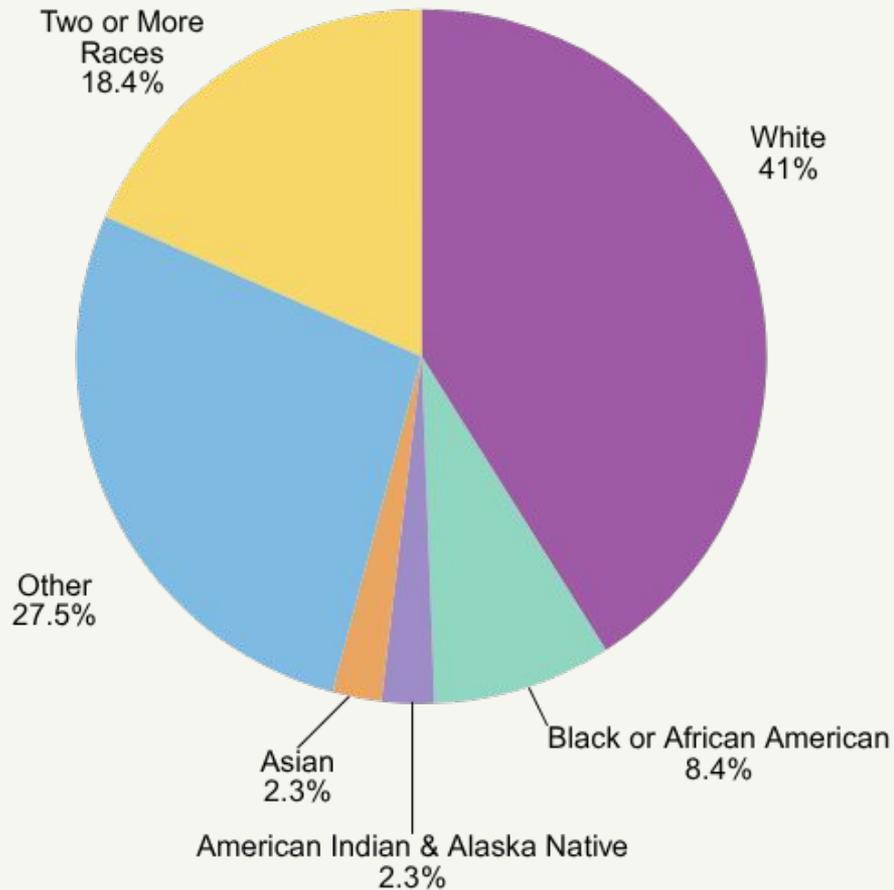
Demographic Comparison - Housing

	City		Current OT		Study Area	
	2010	2020	2010	2020	2010	2020
Total Housing Units	40,037	42,845	491	724	775	1,233
Occupied Housing Units	92.1%	92.6%	91.4%	95.7%	91.5%	94.1%
Average Household Size	2.4	2.6	2.2	2.5	2.5	2.7
Households With Seniors (65+)	11.8%	17.9%	18.3%	20.9%	17.7%	20.8%
Households With Children (<18 years)	31.9%	33.4%	29.3%	32.2%	32.1%	31.5%
Ownership Percentage	45.1%	42.5%	41.3%	50%	56.8%	53.4%

City 2020



Study Area 2020

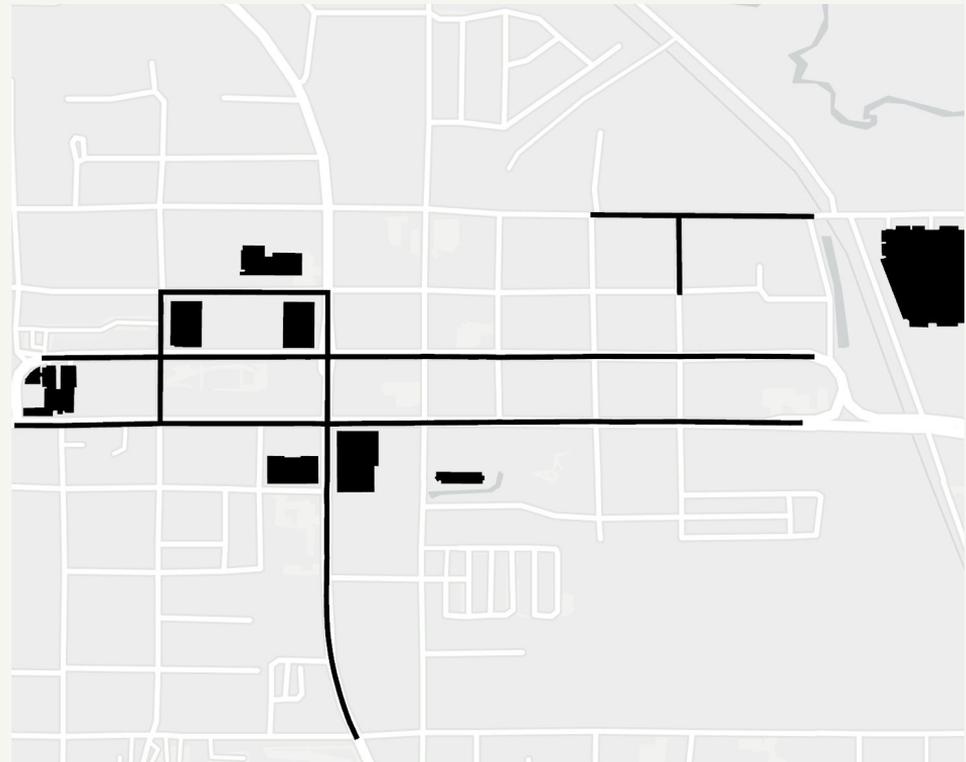


Parking Summary

Methodology:

- Striped, public spaces only (1,351 total spaces)
- Data taken over the course of two Tuesdays and two Saturdays
 - Tuesday examination times: 8am, 2pm, 8pm
 - Saturday examination times: 12pm, 5pm, 8pm
- Two routes: each taking approximately 15 minutes by car
 - A driver and a counter in each car

Public Parking Map



Parking Summary

- Parking is not a problem yet – occupancy peaked at 33% overall.
 - For parking within a 10-minute walk from the Old Town core, this occupancy peaked at 44%
- Parking near newer multifamily has the highest occupancy, indicating a need for more parking near these locations.



Outreach Summary

Phase I (9/12/24 - 10/19/24)

Methods: Mapping activity, mini-survey, conversations

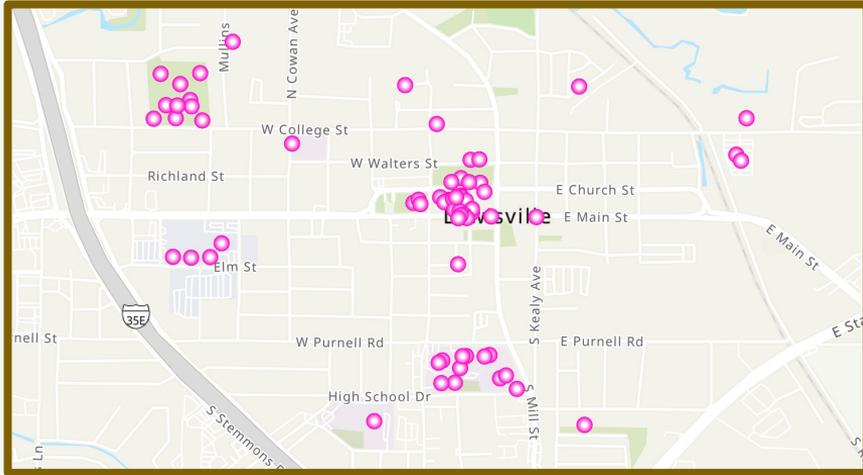
Participants: All attendees (300+ engaged)

Engagement Events:

- Mill Street Community Resource Fair
- Western Days
- OTBA Board Meeting
- National Night Out at Uptown Villas
- McKenzie Hembry Neighborhood Meeting
- First Friday
- Tribute Band Jam Festival

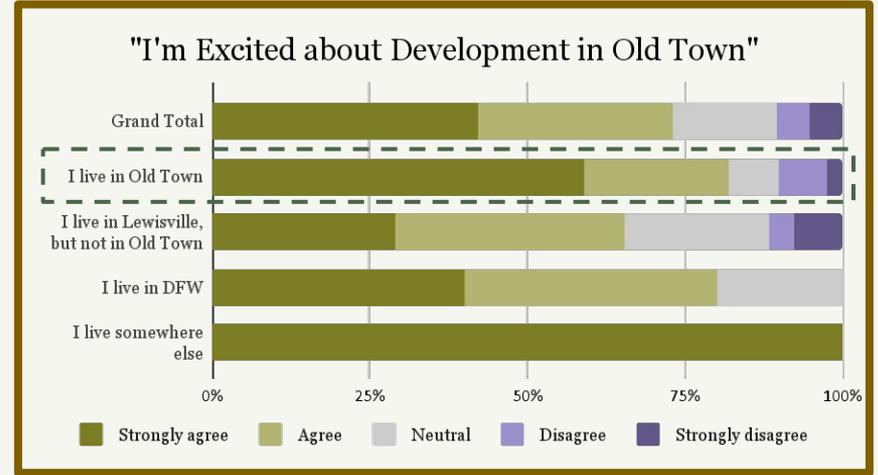


Outreach Summary - Phase I



What People Love About Old Town - Digitized Pin Board

- Strong love for public spaces and local schools

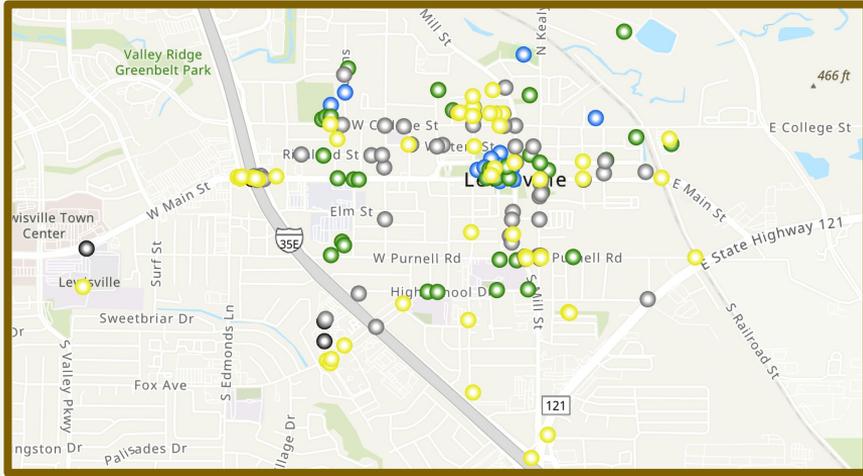


(43 total respondents)

82%

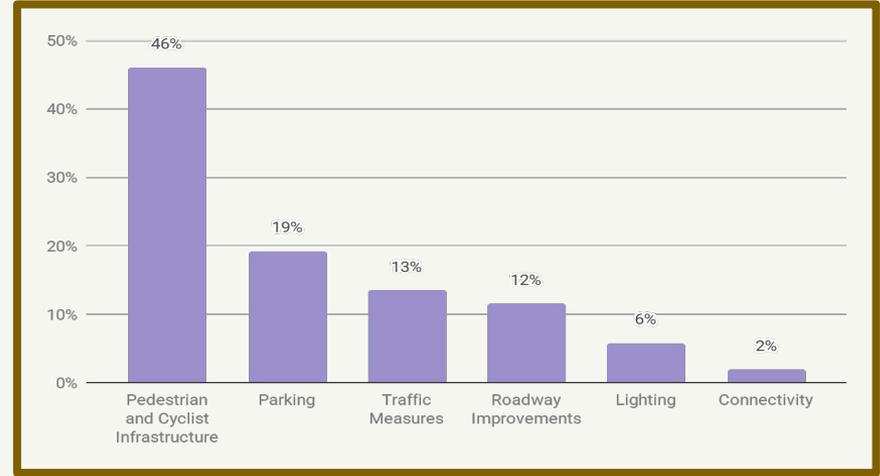
of Old Town Residents are excited about the development of Old Town

Outreach Summary - Phase I



What Old Town Needs - Digitized Pin Board

- Transportation was the most pinned need (54 pins)
- Other identified needs: more restaurants and entertainment, and grocery store



(52 total respondents)

Desired Transportation Improvements - Survey Responses

Outreach Summary

Phase II (3/24/25 - 05/15/25)

Methods:

- Survey (online and mailed formats)
- Departmental SWOT Analysis

Participants:

- Residents within study area boundary
 - Over 1,400 mailed surveys
 - (330 total respondents across formats)
- Staff from Planning, ED, PARD, CRT, Traffic & Engineering, Library, Neighborhood Services, Public Services

Old Town Master Plan Update Engagement Survey
Old Town Resident Survey

The City of Lewisville is updating the Old Town Master Plan, a long-term guide that shapes decisions about planning and development in this historic district. The current plan, created in 2003, needs an update to reflect the community's evolving needs and priorities. This new plan will help guide growth and improvements for the next 20 years, and your input is vital to ensure it truly represents the vision and desires of Old Town residents. We look forward to hearing your ideas! The first 50 people to complete and return this survey will receive a coupon for a free cupcake from Irene's Bakery in Old Town. This survey is estimated to take 5-10 minutes.

For more information on the project, please visit: <https://www.cityoflewisville.com/special-projects>

Q1. Which type of housing do you currently live in?

Single-family home Townhome Other
 Duplex Apartment/Condo

Q2. Do you currently rent or own your home?

Rent
 Own
 Other

Q3. How long have you lived in Old Town?

Less than one year 7 - 9 years
 1 - 3 years 10 - 20 years
 4 - 6 years More than 20 years

Q4. Why did you move to Old Town?

Q5. How would you rate the quality of the following aspects of daily life in Old Town?

	Excellent	Good	Fair	Poor	No Opinion
Childcare	<input type="checkbox"/>				
Education	<input type="checkbox"/>				
Healthcare / Medical Services	<input type="checkbox"/>				
Parks and Green Space	<input type="checkbox"/>				
Sports and Recreation Facilities	<input type="checkbox"/>				
Employment Opportunities	<input type="checkbox"/>				
Groceries and Essentials	<input type="checkbox"/>				
Shopping (Non-essential)	<input type="checkbox"/>				
Entertainment (Restaurants, Bars, Music, etc.)	<input type="checkbox"/>				

1

*Printed and Online
Survey Versions*

Old Town Resident Survey

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Para español, haga clic en el botón de arriba.

What type of housing do you currently live in?

Apartment / Condo

Single-Family Home

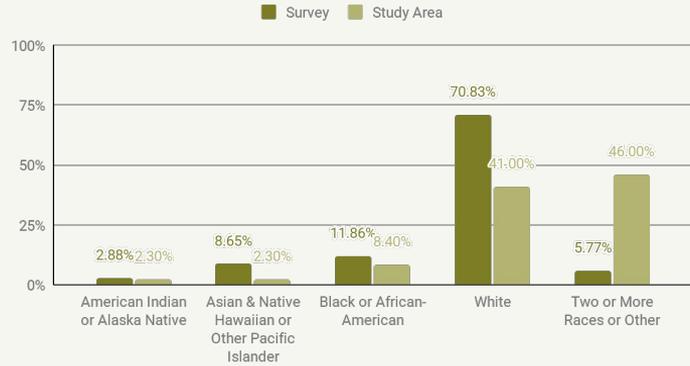
Duplex

Townhome

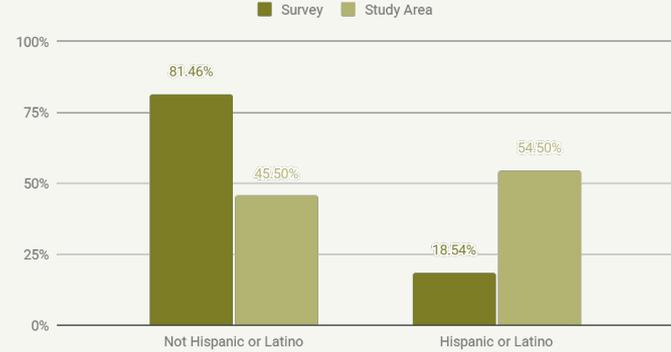
Other

Outreach Summary - Phase II

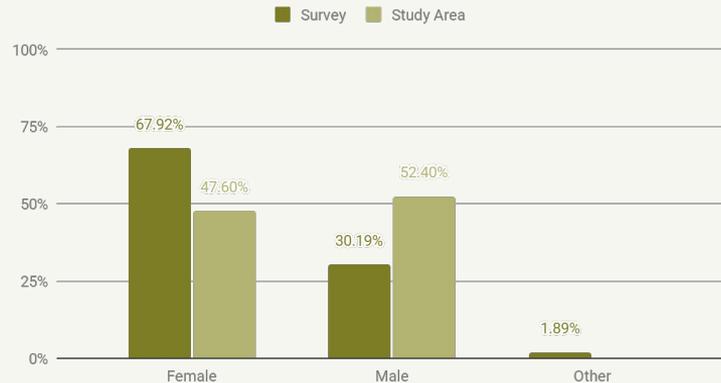
Survey & Study Area Comparative Demographics - Race



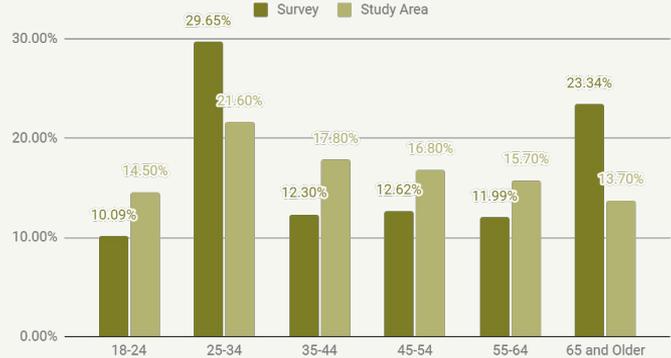
Survey & Study Area Comparative Demographics - Ethnicity



Survey & Study Area Comparative Demographics - Gender



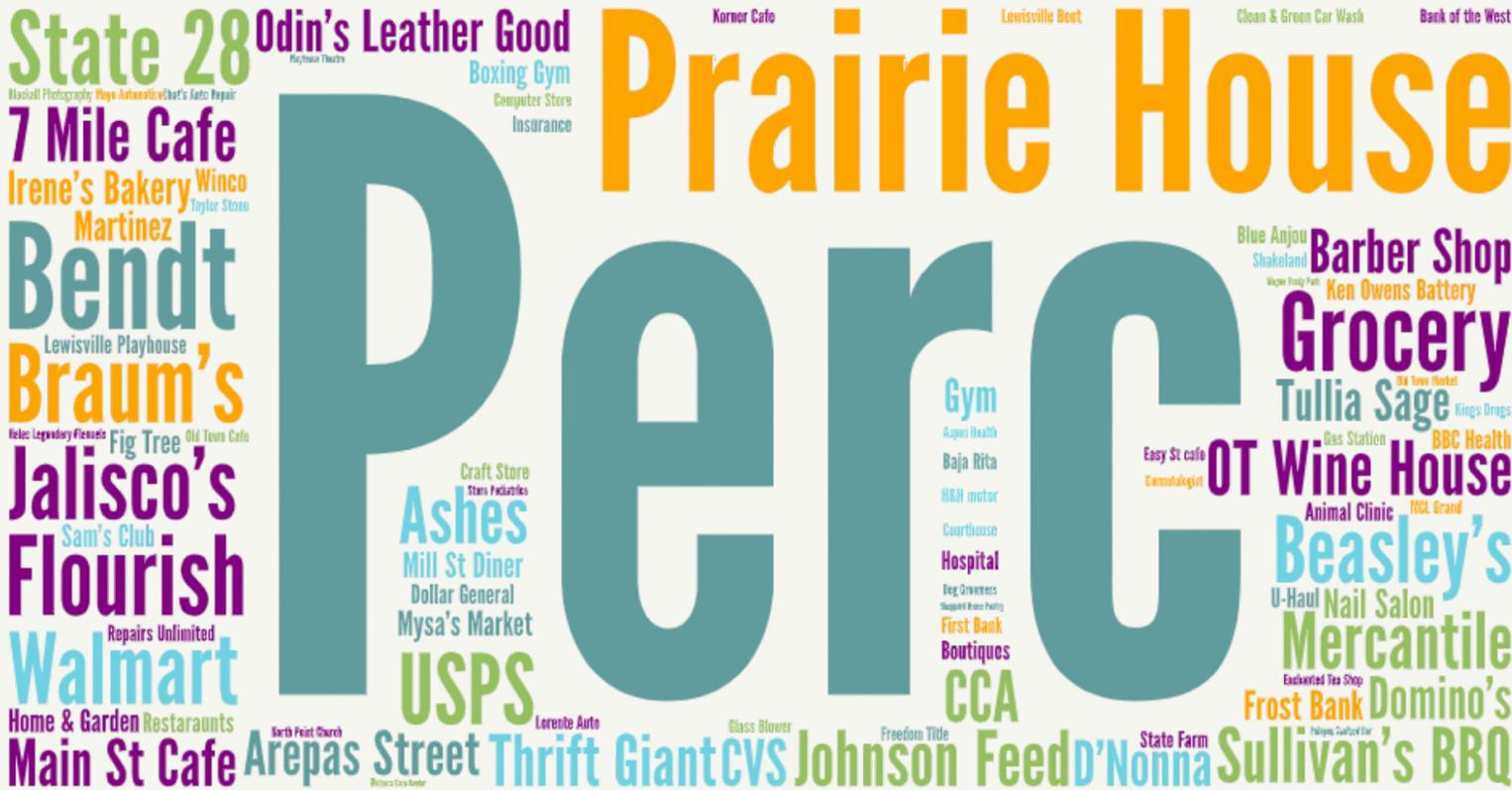
Survey & Study Area Comparative Demographics - Age



Survey Response:
Why Did you
move to Old
Town?



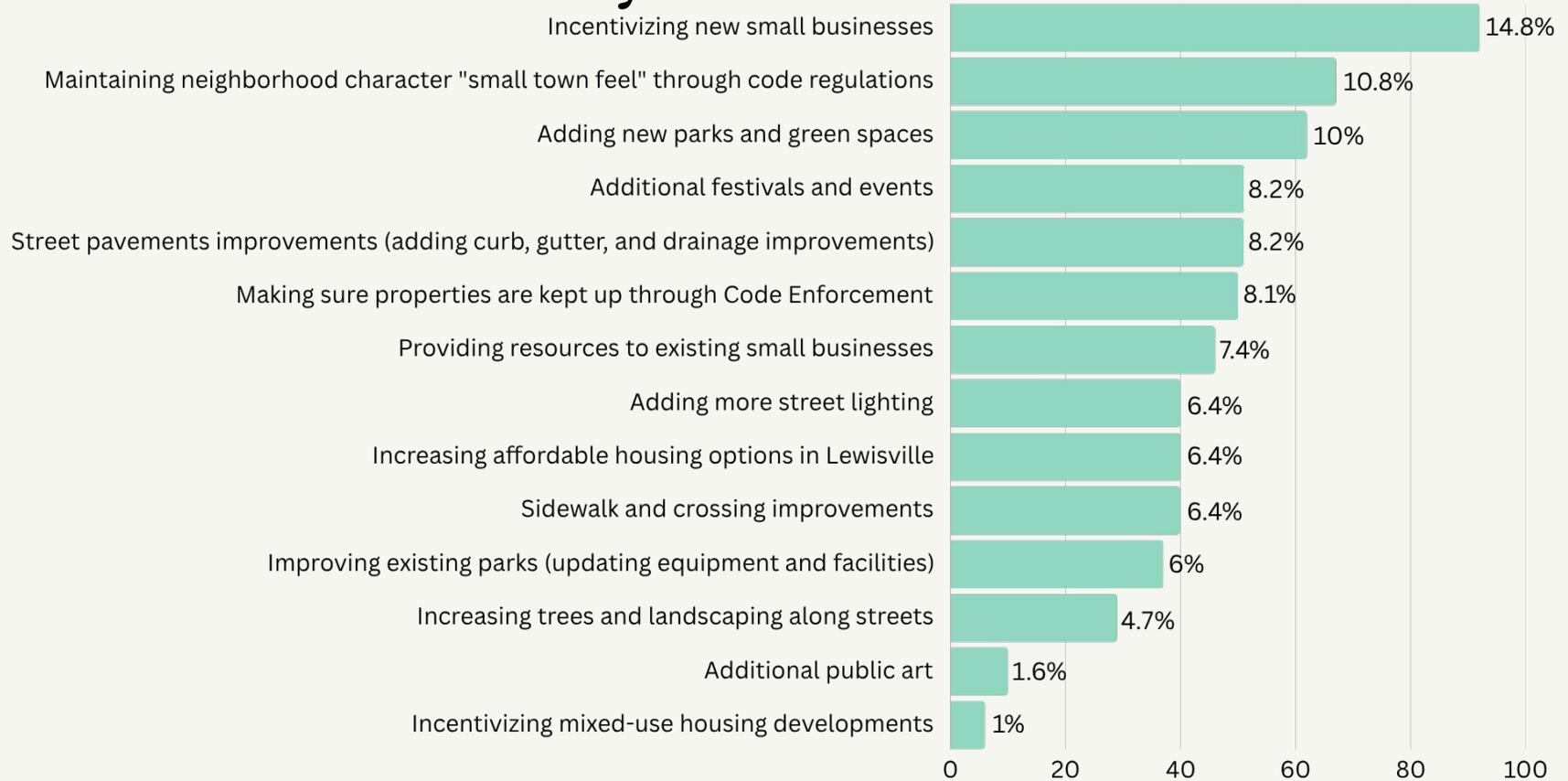
Survey Response: List three businesses that you visit often in Old Town.



Survey Response: List three businesses you would visit in Old Town if they existed.



Survey Response: What should the City prioritize staff time and money on in Old Town?



Strengths

- Existing built inventory (buildings, grid pattern, DCTA station)
- Community engagement and event programming
- Traffic calming measures & (semi)complete streets
- Small businesses and business association
- Mature tree canopy
- Recent and planned park improvements
- Public art across Old Town and programming at the Grand
- Variety of dining establishments
- Facade program
- Funding for Old Town specific marketing, advertising, and promotion
- New Well House satellite visitor center

- Preserve historic character of Old Town
- Sense of community
- Family/Kid-Friendly tourist attractions
- Recruitment of desired uses/retailers
- Additional complete street projects underway
- Acquiring land
- Awareness and education about tree maintenance
- TOD and parkland dedication
- Library book locker/book vending machine
- Micromobility
- Lighting study

Opportunities

Weaknesses

- Gaps in sidewalks
- Enforcement of Letter of Design Approval
- Disconnected from the rest of Lewisville/TOD
- Limited bike infrastructure
- Inappropriate industrial zoning
- Lack of essential services like grocery
- Limited overall size and venue space at arts center
- Lack of hotel property
- Old signal equipment
- Apartment residents using public on-street parking
- Business retention
- Industrial users make residential areas unpleasant

- Aging tree inventory
- New development clashing with character
- Housing prices increasing
- Traffic, sanitary sewer, and drainage capacity
- I-35 construction
- Aging homes and maintenance
- Increasing costs for producing events
- Ojala/TOD disconnection from Old Town core

Threats

Proposed Goals

1. Continue to improve public infrastructure to support quality of life for business and residents (lighting, sidewalks, bicycles, parks, sewer)
2. Visually connect Old Town to the TOD, Business 121 and IH-35E through design, art, wayfinding and other means. (some projects already underway)
3. Ensure regulations achieve the vision and reduce conflicts between uses and newer and older structures, specifically these regulations may include parking, zoning, and design guidelines.
4. Protect the character and quality of existing nearby single-family neighborhoods and work towards preservation of housing affordability in the area.

Proposed Goals

5. Continue to promote economic vitality and thriving neighborhoods by bringing both neighborhood serving retail and services (Grocery store!) and lifestyle retail and services to the area.
6. Continue to host and facilitate a wide range of events , especially family-friendly events, to bring people to the area.
7. Provide a wide range of housing types to serve families, adults aging in place, and smaller households.

Framework Map

Draft vision statement

Please tell us your thoughts!

Old Town Lewisville will continue to maintain its history and authenticity, while developing as an premiere destination for entertainment, and welcoming all types of households to a thriving neighborhood.

Next Steps

Draft Plan Document

01

Using the feedback from this work session to create a draft document of the master plan.

Internal Plan Review

02

After the first draft, the plan will be presented to internal organizations for feedback.

Community Feedback PH III

03

Drafted plan will be presented to community for final feedback.

Plan Finalized

04

All prior feedback is incorporated, draft is finalized, and is brought forth to City Council for final approval.

Feedback?