

MEMORANDUM

TO: Donna Barron, City Manager

FROM: Richard E. Luedke, Planning Director

DATE: August 19, 2019

SUBJECT: **Public Hearing: Consideration of an Amendment to the Old Town Master Plan to Clarify Permitted Uses in the Central Core.**

BACKGROUND

The Old Town Master Plan was adopted in 2003. In the sixteen years that have followed, significant changes and developments have occurred in Old Town, especially in the core area along Main Street and Church Street between Charles Street and Mill Street. As the economic climate changes, it is important to reexamine the Old Town Master Plan.

The plan's original language states:

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 core is becoming that strong commercial center referenced above. Streetscape improvements have been completed, the Old Town Design Review Committee ensures compatible architecture and additional public parking has been provided. The Main and Mill streetscape project will add even more public parking spaces and provide additional enhancements.

However, less progress has been made on regulation of appropriate land uses, in part because the market was still being proven. One recommendation for the Central Core is to “*Limit allowed land uses to those that compliment pedestrian movement such as small store retail, restaurants, and office uses.*” While some office is beneficial in a mixed-use area, as it provides a daytime population; too much office can stifle pedestrian activity. With a greater amount of space devoted to office uses, there is less space available for uses that engage the general public. While there may be a good daytime population, the attractiveness of office areas during evenings and weekends is lessened. This is the case for many office or employment districts in Lewisville and throughout the North Texas region.

In order to better compliment pedestrian movement, changes are proposed to page 38 of the 2003 Old Town Master Plan to make the language clear on the intent. The proposed modified

language is as follows:

“Limit allowed land uses to those that compliment pedestrian movement such as small store retail, restaurants, and office uses. To achieve maximum pedestrian movement and activity, the mixture of recommended uses should be balanced by limiting the ground floor occupancy of those that are typically closed on weekends, such as office uses, and encouraging their placement on the upper floors of buildings; particularly those fronting West Main Street between Mill Street and Charles Street.”

The proposed amendment to the Old Town Master Plan is in alignment with the recommendations of Big Move Number 3: Old Town, of the Lewisville 2025 Plan.

Please note that a public hearing with advertised notification is not required for plan adoption or plan amendments; however, this item is listed as a public hearing in order to gain additional public input.

The proposed amendments were presented to the Main and Mill Business Association on two occasions this year with many members voicing support.

The Planning and Zoning Commission recommended unanimous approval (7-0) on August 6, 2019.

RECOMMENDATION

It is staff's recommendation that the City Council approve the amendment as set forth in the caption above.