

# **Downtown Overlay District Planning Guide**



## **The Town of Lewisville**

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## Contents

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	<i>Section</i>
<b><u>Introduction</u></b>	<b>1</b>
Town of Lewisville Preferred Land Use Plan	
<b>Introduction</b>	
<b>Downtown Overlay District Boundary</b>	
<b>Background describing the Planning Process</b>	
<b>Guidelines Organization</b>	
<b><u>Developing the Vision</u></b>	<b>2</b>
<b>Existing Conditions Map</b>	
<b>Visioning Process</b>	
<i>Community Workshops</i>	
<i>Design Charrette</i>	
<i>“Village” Concept</i>	
<b>Vision Plan</b>	
<b>Vision</b>	
<b><u>General Guidelines (Applicable for all Precincts)</u></b>	<b>3</b>
<i>Sub-district Boundaries</i>	
<i>Utilities</i>	
<i>Greenways and Bikeways</i>	
<i>Historic resources</i>	
<i>Signage</i>	
<b><u>Subdistrict Guidelines</u></b>	
<b>Lewisville Gateway</b>	<b>4</b>
<b>Shallowford Corner</b>	<b>5</b>
<b>Town Center</b>	<b>6</b>
<b>Conrad Circle</b>	<b>7</b>
<b>Roller Mill</b>	<b>8</b>
<b><u>Recommendations for Further Action</u></b>	<b>9</b>
<b>General</b>	
<i>Administration</i>	
<b>Land Use</b>	
Boundaries	
<i>Public land reserves</i>	
<i>Zoning Modifications</i>	
<i>Right-of-Way Acquisition</i>	
<b>Services</b>	
<i>Utilities</i>	
<i>Mail Service</i>	
<b><u>Appendix A – Definitions</u></b>	<b>10</b>

**The Town of Lewisville  
Downtown Overlay District, Planning Guide**

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Some 70 people generously volunteered their time and energy to participate in the Community Workshops and Visual Preference Survey that guided the development of the Downtown Overlay District Planning Guide. The contributions of these participants and many other citizens were essential to creating the vision which established the framework for developing the guidelines. The vision reflects the ideals of the community for preserving Lewisville's quality of life.

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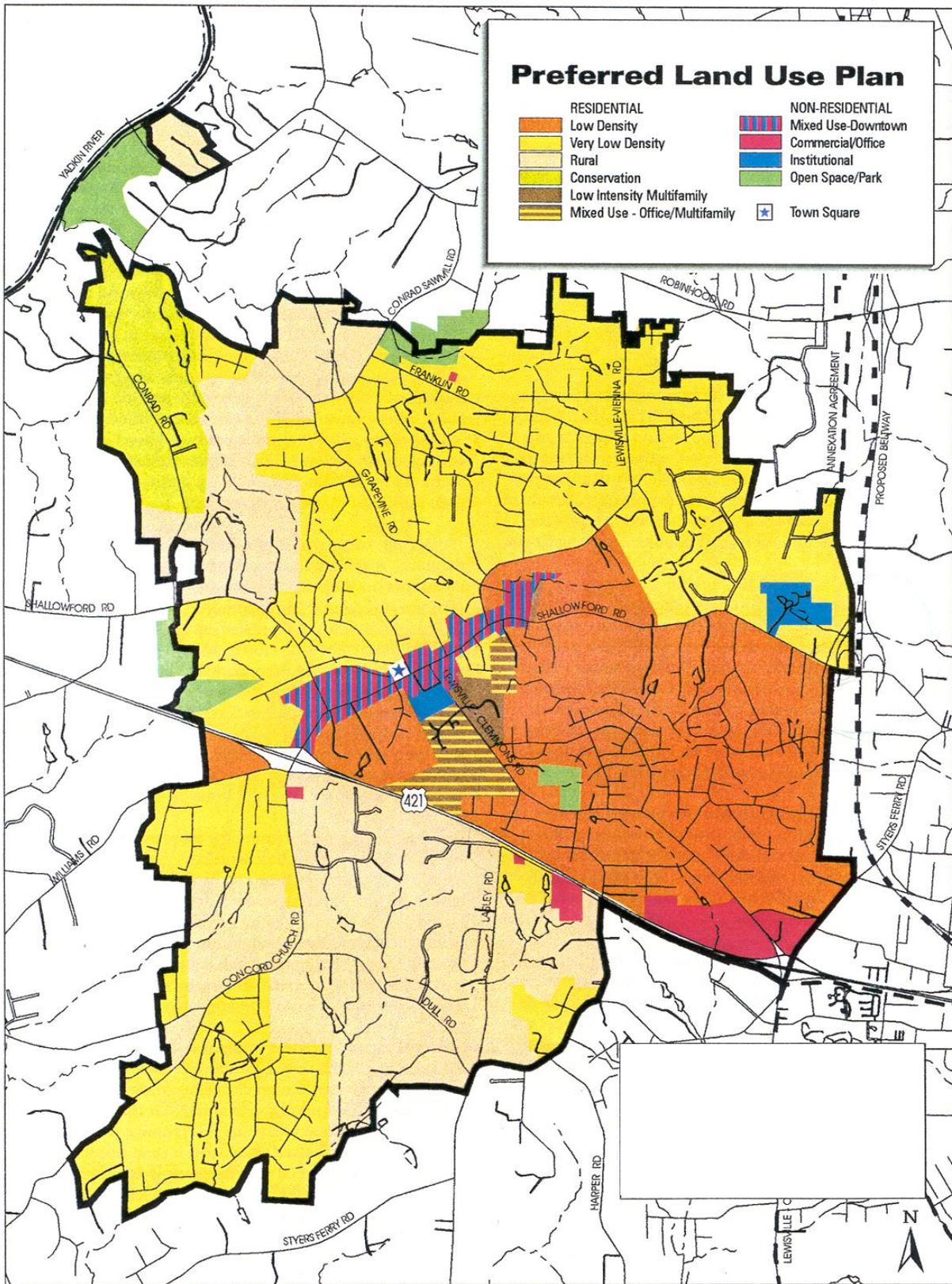
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Downtown Overlay District, Planning Guide**

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# **Introduction**



**Introduction:**

The Town of Lewisville has established this Planning Guide to encourage an attractive living and working downtown environment. These guidelines establish the capacity for accommodating future growth, land use patterns, circulation, infrastructure and open space. The framework of streets and roads, sidewalks and municipal services can now be established thereby defining the armature upon which the private sector can develop individual sites. This interrelationship of development by the public and private sectors will create the town's fabric. With this relationship in mind the Town can become greater than merely the sum of its individually developed parts.

The guidelines in this document set out fundamental directions for achieving the more cohesive and satisfying environment carefully stated in Lewisville's Community Vision of the Future and quoted below.

Community Vision of the Future

*Lewisville in the year 2015 will continue to be a desirable place to live, work and recreate. Lewisville's rural landscape, featured in woodlands, open fields, lakes, rolling hills and small streams has been preserved through conscientious conservation efforts in the face of growth pressures. Quality of life will be enhanced through efforts of the town, citizens and businesses to manage growth and guided by citizen developed long range plans. Development will be carefully managed so as to minimize impacts on the environment and costs to the community and enhance the character of the town. Cooperative relationships with Winston-Salem, Clemmons and other surrounding communities continue to benefit Lewisville. Downtown's small town atmosphere reflects the town's rich heritage, and its diverse and dynamic spirit. Our transportation system provides options for traveling by car bike or walking, resulting in advantages which include improved traffic flow and air quality. Lewisville is committed to improving the quality of transportation options, protecting its pastoral character and maintaining strong, diverse housing and neighborhoods while sustaining a low overall tax rate for community residents."*

The guidelines deal with a number of significant town and environmental problems and they compile many means of achieving quality design based on the experience of the development committee. The guidelines are not specifications nor do they preclude alternatives. They are the Town's preferences.

This view attempts to see fifteen to twenty-five years into the future. Constant updating will be required to keep this a viable planning guide. Because the view to the future is always obscure not all design issues can be addressed in these guidelines. It is hoped they will serve the Town by describing the type and quality of development that we expect and encourage.



**Background**

**Planning Process:**

The Lewisville Comprehensive Plan of 1997, a document demonstrating the Town's commitment to visionary thinking by outlining a pattern for Lewisville's future growth, has set in motion the planning process which has led to this Downtown Overlay District, Planning Guide. The Comprehensive Plan provided the Town's "Community Vision for the Future" which has been stated previously in the introduction.

The Comprehensive Plan also established the structure for downtown Lewisville's development by laying out the Downtown Overlay District. This structure controls growth in the downtown area and it has been incorporated as a part of Forsyth County's Unified Development Ordinance.

Subsequent to the adoption of the Lewisville Comprehensive Plan of 1997, the Lewisville Planning Board realized that additional documents would be needed to further clarify requirements for new development in downtown. To accomplish that objective the Planning Board has produced three documents, including this one.

The first document was prepared during 1998. It is a comprehensive study of the Town Center, titled The Town of Lewisville Master Plan Update 1998. This update dealt specifically with the development of public facilities in the Town Center. These included the siting of a new Public Library and Community Center, taking into account the Lewisville Elementary School and the recently completed Town Square. Along with these facilities, the 1998 update planned resolutions for traffic flow and parking problems around the school and Shallowford Road.

Secondly the Lewisville Market Study was prepared during 1999. Using a method that calculates unsatisfied demand for services, Lewisville's most needed businesses were listed. The floor area required for these businesses provided the guide to recommend a development pattern that would accommodate the needs of the town for now and into the future.

Finally this Downtown Overlay District Planning Guide builds on all previous planning documents. It reviews the entire Downtown Overlay District described in the Lewisville Comprehensive Plan 1997 and takes the recommendations of the Town of Lewisville Master Plan Update 1998 and Lewisville Market Study into account to develop an integrated picture of downtown Lewisville. These guidelines evolve directly from those previous documents and form an extension of them, incorporating more detail to guide downtown's development.

**Guidelines Organization:**

Following this introduction and background there is an important section that describes the community vision for the Town Center. This picture of the Town Center was carefully developed, as will be described shortly. Subsequently the vision was used as the basis for developing guidelines for all sub-districts. Then it was used as the picture against which the guidelines were tested.

The guidelines are arranged in sections. The first section describes those general guidelines that apply to the entire Downtown Overlay District. The following sections list each sub-district individually and describe the guidelines that apply to that specific sub-district. Within each of the sections, guidelines are further segregated into A. Planning Guidelines, and B. Architectural Guidelines

# Vision



## Developing the Vision

### Visioning Process:

Based on the successful use of community participation in developing the Lewisville Comprehensive Plan 1997, the early stages in the development of these guidelines relied on an extensive series of community workshops. Residents of Lewisville were asked to take a look at the Downtown Overlay District to visualize the downtown business area. As many as seventy-five residents had assisted in this process over several weeks. In essence the residents were asked to create a picture to stand along with the town's vision statement developed in 1997.

Community workshops determined residents' preferences for downtown planning strategies and architectural styles through a "Visual Preference Survey". During the survey residents were shown a sequence of paired slides demonstrating various approaches to parking, sidewalks, building setbacks, street trees, landscaping and building styles. Diverse examples of density patterns, architectural styles and building scale were shown ranging from traditional "Main Street" high density views to medium-density "Village" views. The survey results provided essential information for forming the vision of Lewisville's future downtown area. Residents also discussed and made comments on issues of parking, architectural style, public spaces and vision for the kind of place they wanted Lewisville to become.

"Village" emerged from the community workshops as the scale and quality of place these residents would like downtown to become. Some of the major goals identified as integral to that concept are:

- *The scale of the buildings should be in the nature of single family residences two to two and a half stories appearing detached from each other as separate individual structures*
- *No on-street parking should be allowed along the major thoroughfares, (existing Shallowford Road, and the future Great Wagon Road).*
- *Parking was preferred behind all new buildings and as diagonal parking on the connector cross streets or side streets.*
- *Large canopy trees should be placed on all streets. A secondary theme of varying the scale of the landscaping between residential areas and commercial property was also expressed.*
- *Streetscaping, by installing street furniture along the primary pedestrian paths, should be developed with a traditional style of furnishings, similar to those installed at Shallowford Square.*







The vision, at this stage, remained words and preferences. A form, for the vision, was still required.

To apply forms to the stated vision, the consulting team and several Town administrators participated in a design charrette. This process of designing and drawing quickly with a group participating is very much like visual “brainstorming”. At the conclusion of the charrette the team had prepared several schemes for review.

With alternative schemes in hand, the Downtown Master Plan Committee met from February 1999 to October 1999 to distill the important features from the schemes. In effect, this review applied the community’s standards on the various schemes and ultimately synthesized them into one composite scheme. What emerged was the embodiment of the community vision and finally put a picture to the words.

**Vision:**

The images presented here give an overall picture of downtown Lewisville. Some of the images show this picture as a plan, some of the images show the vision as a perspective. All these images are incorporated in a comprehensive three-dimensional virtual reality video animation. This video is available for viewing through Lewisville Town Government. The important features from this complete vision have been refined into the guidelines presented in the following sections of this document.











# **General Guidelines**



## **Table of Contents:**

### **A. Planning Guide**

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#### **Sub-districts and Market Study**

#### **Sub-districts Boundaries and Names**

*Lewisville Gateway*  
*Shallowford Corner*  
*Town Center*  
*Conrad Circle*  
*Roller Mill*

#### **Utilities**

*Overview*  
*Stormwater Controls*  
*Utility Screening*

#### **Greenways and Bikeways**

*Overview*

#### **Historic Resources**

*Overview*

### **B. Architectural Design Guide**

---

#### **Signage**

*Overview*  
*Regulatory Signs*  
*Occupant Identification and or*  
*Building Signs*  
*Awning/Canopy Signs*  
*Banners and Flags*

**List of Business**

(Forecast as candidate businesses interested in the Lewisville market during the next eight years.)

Assisted Living	1.5-2 acre site
Bike/Sporting Goods	2500/3500sf.
Bridal Shop	1000/1800sf.
Coffee shop/ newsstand	1000/2000sf.
Collectibles Store	800/1500sf
Community Bank	4500sf.
Consignment Shop	1800/2500sf.
Education/Toy Store	1500+sf.
Electronics Store	2000sf
Florist/Gift Shop	1200/2000sf.
Health food Store	1200/2000sf.
Ice Cream Shop	800/1200sf.
Jewelry Store	1000/2000sf
Medical Offices	5000/10000sf.
Paint and Wallpaper	3000sf.
Pharmacies	10000sf.
One Hour Photo	1000sf
Restaurant	2500/4000sf.
Variety Store	4000sf.
<u>Women's Apparel</u>	<u>1500/2250sf</u>
<b>Total Square Footage</b>	<b>42,700sf. to 84,000sf.</b>

## A. Planning Guidelines

### Sub-districts and Market Study

The Downtown Overlay District is divided into five sub-districts for this Planning Guide. The *Lewisville Comprehensive Plan 1997* previously identified only three sub-districts within this same area. This change is due to planning information the design team received from the Market Study. On the opposite page is a list of businesses forecast as being likely candidates to come into the area during the eight year planning horizon of the Market Study.

Extrapolating this projected commercial development to the time frame of this Planning Guide (fifteen to twenty five years) we identified and sized the Town Center Sub-district. This sub-district had to accomplish three land use goals. First, as already mentioned, it had to accommodate the commercial development. Secondly, the institutional land uses had to fit comfortably within this sub-district. Finally, the citizens identified the requirements for a vibrant, walkable downtown which put practical limits to the size of the sub-district.

In this new configuration of the sub-districts, the land between the commercial sub-district ends of the Downtown Overlay District and its commercial/institutional town center is identified for medium-density residential land use. The Market Study points out that this residential land use is a vitally important component for the success of a walkable downtown.

In summary, the revised sub-district's size and land use assignments are a major part of the strategy to make the downtown comfortable to walk in. Each sub-district is smaller and land use is focused. Commercial activity is concentrated in the heart of the town, around Shallowford Square, so shoppers can walk from store to store. The new residential sub-districts are just beyond this commercial center. They provide a place for residences at townhouse density. These sub-districts working in concert with other guidelines should foster a density of facilities, people, and activity to make a vital pedestrian area, which in turn provides the image of a healthy village.



**Sub-districts Names and Boundaries**

The names given to the sub-districts along with their predominant land uses are listed in the table below

**Sub-districts Preferred Land Use Table**

<b>Sub-districts</b>	<b>Major First Floor. Use</b>	<b>Predominant Use</b>
Lewisville Gateway	Commercial	Commercial
Shallowford Corner	Multi Fam. Res./ commercial	Residential
Town Center	Retail/ Service/ Institutional	Commercial
Conrad Circle	Multi. Fam. Res./ Commercial	Residential
Roller Mill	Commercial	Commercial



**Utilities:**

Overview:

Comprehensive utility capacity and routing assessments were not undertaken as part of this planning effort. Utility services to individual parcels under developmental consideration should be studied with care. Each proposal for downtown development will be specific to the property under consideration. General guidance that can be provided includes:

- Sewer:

Sewer service does not currently support the entire Downtown Overlay District. In particular, the area to the west and north of the proposed Great Wagon Road must be carefully studied.

- Gas:

Piedmont Natural Gas serves a portion of the Downtown Overlay District at this time. Coordination with the utility company will be required for service extensions.

- Electric:

These guidelines recommend actions that create a conflict between the street trees and the overhead electric power route along the main roads. We believe the method to resolve this conflict is by establishing, through a utility master plan study, a route for power lines away from the main roads. An example of this would be rerouting the power, phone and cable TV southeast away from Shallowford Rd. behind the properties along the road into a proposed alley. A first phase of this effort between the current Exxon station on Williams Rd. to the Town Hall seems a practical start. There is some ongoing effort to place individual electric service underground, so that the considerable investment in street trees can be protected. This effort should continue and be coordinated with potential new power line routes.

Stormwater control:

Historically the ridge roads were routed so that stormwater was not a factor for land development along either side of the road. Water would easily flow away from the all development onto farm land. Due to future parallel road construction combined with the changing regulatory climate requiring the quality of the storm water runoff to improve, careful development analysis will be required for possible onsite detention if possible. Additionally the town should identify streambed park sites that could incorporate ponds, which would double as storm water control devices



Utility screening:

As utilities are required to be above ground at certain points in their routing these points are to be screened to blend with the surrounding environment whether manmade or natural.

**Greenways and Bikeways:**

Greenways and bikeways should be coordinated with the route of utility easements. The routes are expected to integrate with the walks and bikeways in the Downtown Overlay District.

**Historic Resources:**

As expected with a rural area that has been occupied by a culture for over two hundred years, Lewisville has a number of historic sites in the developing downtown area. The community should find appropriate public uses for the remaining significant structures. It should also acknowledge in a public manner those sites that no longer exist. In this plan that accommodates future development it is appropriate to incorporate the history of Lewisville.



## **B. Architectural Guidelines:**

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### **Signage:**

#### Overview:

One of the most readily apparent pieces of town character is its signs. Signs by intent are highly visible and meant to draw attention so they indicate the viability of the commercial area.

Signs should be designed, located, sized, and proportioned as an integral part of a building. They should relate in material color and scale to the building architecture. Where sign illumination is allowed the lighting should be carefully integrated into the sign design so as not to create glare and detract from the sign or spill beyond the sign to cause a nuisance to adjoining property. Low intensity lighting is encouraged.

Signs should be consistent in character with the desirable community image.

Graphic symbols and word economy are encouraged. Slogans and advertisements are not encouraged.

Signs should be durable weatherproof and kept in good repair.

#### Regulatory Signs:

All regulatory signs are to meet the NCDOT requirements. These guides should be seen as additions to those regulations. When separate posts are required the town should negotiate with NCDOT to upgrade the posts to a four by four treated wood post painted dark green to match the light pole neatly installed. The backs of signs and installation hardware should be finished to match the streetlight pole color. Any town signs should also follow this standard.

#### Occupant and/or Building Identification Signs:

Clearly display the building name and street address for easy identification by the pedestrian and the motorist.

Awning signs are discouraged, if allowed any message should be limited to business names and street numbers. The message should be limited to thirty percent of the plane it is printed on.

Where permitted ground signs should not cause sight line or movement obstructions for motorists or pedestrians and should be integrated into the design of the walks and streetscape.

Banners and Flags:

Hanging banners designed, located, proportioned and scaled to the building are acceptable and as with other signs lighted where allowed.

# **Lewisville Gateway Sub-district**



## **Table of Contents:**

### **A: Planning Guidelines**

---

**Location of Public Facilities:**

*Right-of Way development*  
*Street Trees*

**Location of Private Facilities**

*Sub-districts Primary Development*  
*Car Parks*  
*Development Sequence*  
*Existing Buildings*

**Streetscape**

*Dimensional Relationship Diagram*

**Streetscape Planting**

*Plantings*  
*Street Cross Section*  
*Street Trees*  
*Main Road Selection*  
*Cross St. Selection*

**Streetscape Details**

*Street Furniture*  
*Benches*  
*Trash Receptacle*  
*Bike Racks*  
*Lighting*  
*Decorative*  
*Non-decorative*

**Sidewalks**

*Sidewalk Transition Plan*

**Services**

*Dumpster service area*

### **B: Architectural Design Guidelines**

---

**General Criteria:**

**Building Height and Scale:**

*Recommended number of stories*  
*Maximum Ridge Height*

**Building Height to Width:**

*Building Width based on Height*  
*% of façade at Build-To- Line*  
*Side yards*

**Fenestration Criteria:**

*Stylistic consistency with village image*

**Roof Slope:**

*Village image*  
*Low slope roofs*

**Building Materials:**

*Wall*

**Mechanical, Electrical, Plumbing Systems:**



## **A. Planning Guidelines**

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### **Public Facilities**

There are minimal public facilities in this sub-district. Land use is allocated for commercial interests. The sidewalk and street tree planting should continue along Williams Road to Route 421 right-of-way. This will provide the first impression for many of Lewisville and its special character. The sidewalk should be extended across Route 421 to the proposed residential growth area to the southwest.

Tree species are noted on the Streetscape Plantings sheets.



**Private Facilities:**

Privately developed facilities comprise the majority of buildings in this sub-district. They will, therefore, establish and form the street wall for this sub-district. The map provides a view of the general location of these facilities.

The predominant land use will be commercial including retail, and businesses. This is also the sub-district that will most likely be asked to accommodate highway-oriented businesses. Careful review of development proposals will be required to keep the village image while accommodating the required space for the automobile.

Car parks should be behind the buildings even though at least one entry door should face the main road or cross street on which the building is built. Sharing access lane and moving them as far from the corner as possible is preferred. Linking car parks across adjacent properties should also help minimize car park access points. To reduce the car parks impact on the visual environment they should be screened with buildings, plantings, or low walls.

Williams Road and Shallowford Rd. should be developed first and in a complete manner so that the tight downtown character is established before off road parcels are developed.

Existing buildings that remain in this sub-district are encouraged to comply with these guidelines



**Streetscape:**

The relationships of the public and privately developed facilities comprise the streetscape. This is a special area of town, where the interplay of public and private development along the street creates the public realm. Care has been taken in these guidelines to establish the location for the various parts of the public realm so that the village image is developed and a consistent level of quality is presented and made available to the private developer.

The accompanying diagram shows the important dimensional requirements that describe the streetscape.

Some of the important concepts incorporated in this diagram are:

- The dimensional differences between the main road and the cross street.
- The location of the build-to-line
- The location of the privately developed sidewalks and their width.
- The location of the street trees and the decorative lighting locations in relation to the trees.
- Crosswalk development patterns.

Other concepts for the Sub-district are:

- Sideyard set backs between adjacent properties should be 6 feet (also see building width to height ratio graph)







**Streetscape Details:**

Furniture:

Benches should be installed as shown on the sidewalk transition diagram when new sidewalks are developed. The benches should be similar to Poly-Wood's model GB48, color: Tan.

Trash receptacles should be installed at bench locations and at street corners. Earth Care Product's 45 gal capacity Model 5040 or similar should be installed

Bike racks, if installed, are to be installed on the private buildable side of the build-to-line. The Racks are to be in areas related to the building entrance. The racks should be hoop racks bent with a smooth curve in the bend.

**Lighting:**

Street Lighting:

Street lighting should be the standard fixture and pole as installed along Shallowford Road. Fixtures should be similar to MagniFlood Inc.'s Riverside Park mounted on Valmont Poles FL210, 8 sharp fluted style both in the dark green to match the color at Shallowford Sq. An optional base that can be added to the pole is Valmont Poles base B10.

Nondecorative Lighting:

Parking area lighting should not glare into adjacent properties by providing adjustable sharp photometric cutoff angle adjustment. This lighting should be carefully integrated into the design of the parking lot including circulation and tree landscaping considerations as well as in scale with adjacent buildings. Twenty-foot poles are suggested to provide a consistent look.



**Sidewalks:**

The existing sidewalks in this area of town have been installed to support the immediate needs of pedestrians. As downtown develops the sidewalks should be replaced, completing the streetscape as recommend by these guidelines.

The diagram opposite provides a transition scheme showing the current condition, interim condition, and completed sidewalks. When development occurs that allows the removal of curb sidewalks, the entire sidewalk and connecting transitions, even those on other properties should be removed.

**Service:**

At this time private companies provide trash service to residences only. Shared dumpster sites should be developed within the rear car parks. They should be integrated with circulation and associated landscaping then effectively screened from the roads and streets. Screening of the dumpster is fundamental to a village aesthetic.



## **B. Architectural Guidelines:**

### **General Criteria:**

Each building should complement and contribute to the desired community character in terms of shape and style, roof lines and materials. Building should address the street and sidewalk with entries, balconies, porches, architectural features, and activity areas that help create pleasant walking environments. Variation and human scale detail in architecture is encouraged. Blank and or unarticulated walls are not proper for street facades and should not be permitted.

### **Building Height and Scale:**

Building height and scale play a fundamental role in creating the walls of the outdoor room that the street and the public occupy. Two story buildings are preferred to create the village image. The maximum ridge height should be forty-eight feet exclusive of places of worship.

### **Building Width to Height Ratio:**

Buildings should follow the building height to width relationship described in the graph opposite. Between thirty-five and seventy-five percent of the façade should be built on the build-to-line. The remainder of the building should be set back a minimum of six feet behind the build-to-line. Balconies, stoops, open porches, and covered walkways may project into the setback area to the extent of filling it. Overhangs and bay windows may project past the build-to-line by one and one-half feet. The side yards between properties should be six feet minimum.

### **Fenestration Criteria:**

Building windows are significant elements in the elevations therefore they reinforce the style of architecture of a building. Windows in keeping with the style of architecture chosen for each new development would be expected. Isolated windows “punched” in the wall surface would be consistent with most of the architectural styles that fit within the village vision. Of course, large windows for retail display are encouraged in a style compatible with the architecture. Windows should be part of street front elevation.

**Roofs:**

The building roof is one of the major distinguishing characteristics of architectural style. To maintain a village image, roofs should be a prominent feature of each new building and seen from all sides. The roof material should be compatible with and scaled to the architecture style of the building. Rolled roofing or other industrial materials should be avoided.

If a low slope roof is desired, a false slope roof covering a minimum of 40% of the entire roof with a minimum of 7 in 12 pitch, may be substituted for an authentic sloped roof.

**Building Material:**

The wall materials preferred for this sub-district is brick. Brick, wood, stone or siding material in scale and proportion to the style of architecture should be used.

**Mechanical, Electrical and Plumbing Systems:**

Rooftop and outside mechanical systems should be screened from view on all sides and from all neighbors' viewpoints. When systems are installed on the ground, they should be blended with the landscape either natural or manmade to screen them from view. Other site elements of a utilitarian nature such as loading and shipping docks, transformers, and meters should also be screened.



# **Shallowford Corner Sub-district**



## **Table of Contents:**

### **A: Planning Guidelines**

---

#### **Location of Public Facilities**

*Right-of-way Development*

*Playground*

*Monuments*

#### **Location of Private Facilities**

*Predominant Land Use*

*Building Type*

*Alleys*

*Parking*

*Ancillary Structures*

#### **Streetscape**

*Dimensional Relationships Diagram*

#### **Streetscape Planting**

*Street Cross Section*

*Street Trees*

*Main Roads*

*Cross Streets*

#### **Streetscape Details**

*Street Furniture*

*Benches*

*Trash Receptacle*

*Bike Racks*

*Lighting*

*Decorative*

*Non-decorative*

#### **Sidewalk**

*Sidewalk Transition Plan*

#### **Services**

*Refuse service area*

### **B: Architectural Design Guidelines**

---

#### **General Guidelines**

#### **Building Height and Scale**

*Recommended Number of Stories*

*Maximum Ridge Height*

#### **Building Height to Width**

*Frontage Width based on Height*

*% of façade at Build-To Line*

*Sideyards*

#### **Fenestration**

*Style compatibility with village  
image*

*Windows on street*

#### **Roof Slope**

*Village image*

*Low slope roofs*

#### **Building Materials:**

*Wall*

#### **Mechanical, Electrical, Plumbing Systems**



## **A. Planning Guidelines**

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### **Public Facilities**

There are only a few public facilities in this sub-district. Land use is allocated predominantly for residential use with some commercial development incorporated sparingly.

New right-of-way is proposed in this sub-district. In addition to the proposed Great Wagon Rd. other residential roads will be needed. This right-of-way will provide the armature on which the residential community can grow. The new road layout proposed will establish a walkable residential district close to the businesses in the Town Center and Lewisville Gateway sub-districts.

The blocks are short in length with narrow streets and a safe crossing configuration at the corners. Alleys associated with the newly formed blocks will accommodate the automobile and necessary service functions in this residential sub-district.

Sidewalks and large street trees should be planted as an integral part of the development of these right-of-ways. Street tree species are shown in the streetscape planting section of the guidelines.

Within the residential developments on a corner, adjacent to a cross street, a tot lot playground is recommended for the benefit of families with small children.

A public monument site is shown where the Great Wagon Road will intersect Shallowford Rd. The northeast corner of this intersection is a prominent site. While it is not large enough to support residential or commercial development, a civic monument will be a good use for this land.



**Private Facilities:**

Privately developed facilities comprise the majority of buildings to be constructed in this sub-district. They will, therefore, establish and form the street walls that will make the public space in this sub-district. The map provides a proposal for the general location of these facilities.

The predominant land use should be residential. Within this residential sub-district there will be occasional commercial, retail, and business land use. The residential units proposed should have a maximum of two habitable floors. Configurations such as single and two family semi-detached or attached housing are envisioned. Two-story multi-family residences and row houses are also possible for this sub-district.

Alleys associated with the newly formed blocks will accommodate the automobile and necessary service functions in this residential sub-district.

Ancillary structures such as garages or rental units above parking are encouraged on the alleys.



**Streetscape:**

The relationships of the public and privately developed facilities comprise the streetscape. This is a special area of town, where the interplay of public and private development along the street creates the public realm. Care has been taken in these guidelines to establish the location for the various parts of the public realm so that the village image is developed and a consistent level of quality is presented and made available to the private developer.

The accompanying diagram shows the important dimensional requirements that describe the streetscape.

Some of the important concepts incorporated in this diagram are:

- The different dimensions between the main road and the cross street.
- The location of the build-to-line.
- The location of the privately developed sidewalks and their width.
- The location of the street trees and the decorative lighting locations in relation to the trees.
- On street parking configurations.
- Crosswalk development patterns.

Other concepts:

- Alleys are provided to take the auto entrances off the busy roads and allow service access to the rear. They should be twenty-four-feet wide, either as a right-of-way or as an easement. There should be a 12 foot paved travel lane.



**Streetscape Planting:**

Street Cross Section:

The street cross sections have been established to allow people to feel comfortable walking around town. This was designed by intricately fitting the roadway, sidewalk, buildings, parking, street furniture, lighting and street trees together, as the graphic cross sections show.

Street Trees:

The street trees form the roof of the public realm. The following selections have been made so that the roof can be formed within the constraints of planting area, hardiness walking and driving clearances, seasonal color and ease of maintenance. These trees will be well regarded in Lewisville.

Main Roads

Luquidamber styraciflua ‘Rotundiloba’ Fruitless Sweetgum

Cross Streets and Side Streets

Lagerstroemia indica x fauriei	Pink ‘Beloxi’
‘Beloxi’	Crapemyrtle
Lagerstroemia indica	‘Byer’s Standard Red’
‘Byer’s Standard Red	Crapemytle
Koelreuteria paniculata	‘Golden Rain Tree’
Prunus serrulata ‘Kwanzan’	‘Kwanzan’ Cherry
Prunus x ‘Okame’	‘Okame’ Cherry
Prunus subhirtella var. autumnalis	‘Autumn-flowering Higan Cherry

**Private Plantings:**

Streetscape Support:

Each request for development of private property should show plantings that reinforce the streetscape planting which could be reviewed by the Beautification Committee.



**Streetscape Details:**

Furniture:

Benches should be installed, as shown on the sidewalk transition diagram, when new sidewalks are developed. The benches should be similar in appearance to the Poly-Wood's model GB48, color: Tan like those around Shallowford Square.

Trash receptacles should be installed at bench locations and at street corners. They should be similar to Earth Care Product's 45 gal capacity Model 5040 installed around Shallowford Square.

Bike racks, if installed, are to be installed on the private buildable side of the build-to-line. The Racks should be in areas related to the building entrance. The racks should be hoop racks bent with a smooth curve bend.

**Lighting:**

Street lighting

Street Lighting should be like the standard fixture and pole installed along Shallowford Road. To match these fixtures, they should be similar to MagniFlood Inc.'s Riverside Park mounted on Valmont Poles FL210, 8 sharp fluted style both in the dark green to match the color at Shallowford Sq. An optional base that can be added to the pole is one like the Valmont Poles base B10.

Parking area lighting

Parking area lighting should not glare into adjacent properties by providing adjustable sharp photometric cutoff angle adjustment. This lighting should be carefully integrated into the design of the parking lot including circulation and tree landscaping considerations as well as in scale with adjacent buildings. Twenty-foot high poles are suggested to provide a consistent look.



**Sidewalks:**

The existing sidewalks in this area of town have been installed to support the immediate needs of pedestrians. As downtown develops the sidewalks should be replaced, completing the streetscape as recommend by these guidelines.

The diagram opposite provides a transition scheme showing the current condition, interim condition and completed sidewalks.

New sidewalks should be an integral part of cross street and side street development.

**Services:**

Trash service should be provided from the alley behind the residences. The alleys should be developed to allow the trash vehicle entrance and exit. The twenty four-foot width for the alley should be sufficient for this purpose.



## **B. Architectural Guidelines:**

### **General Criteria:**

Each building should complement and contribute to the desired community character in terms of shape and style, roof lines and materials. Building should address the street and sidewalk with entries, balconies, porches, architectural features and activity areas that help create pleasant walking environments. Variation and human scale detail in architecture is encouraged. Blank and or unarticulated walls are not proper for street facades and should not be permitted.

### **Building Height and Scale:**

Building height and scale play a fundamental role in creating the walls of the outdoor room that the street and the public occupy. Two story buildings are preferred to create the village image. The maximum ridge height should be forty-two feet exclusive of places of worship.

### **Building Width to Height Ratio:**

Buildings should follow the building height to width relationship described in the graph opposite. Between fifty and seventy-five percent of the façade is to be built on the build-to-line. The remainder of the building should be set back a minimum of six feet behind the build-to-line. Balconies, stoops, open porches, covered walkways may project into the setback to the extent that it fills the setback area. Bay windows may project one foot six inches into the setback area or beyond the build-to-line. The side yard setbacks between property lines should be six feet minimum, however zero side setbacks are possible for some house types.

### **Fenestration Criteria:**

Building windows are significant elements in any elevation. They reinforce the style of architecture of a building.

Windows in keeping with the style of architecture chosen for each new development are expected. Isolated windows “punched” in the wall surface would be consistent with most of the architectural styles that fit within the village vision. Windows should be part of street front elevation.

**Roofs:**

The building roof is one of the major distinguishing characteristics of architectural style. To maintain a village image, roofs should be a prominent feature of each new building and seen from all sides. The roof material should be compatible with and scaled to the architecture. Rolled roofing or other industrial materials should be avoided.

If a low slope roof is desired, a false slope roof covering a minimum of 40% of the entire roof with a minimum of 7 in 12 pitch, may be substituted for an authentic sloped roof.

**Building Material:**

The wall materials preferred for this sub-district is brick. Approximately two thirds of the exterior wall should be brick. Buildings of other comparable materials should be considered acceptable. This will allow for some variety and minimize redundancy.

**Mechanical, Electrical and Plumbing Systems:**

Rooftop and outside mechanical systems should be screened from view on all sides and from all neighbors' viewpoints. When systems are installed on the ground, they should be blended with the landscape whether it is natural or manmade to screen them from view. Other site elements of a utilitarian nature such as loading and shipping docks, transformers, and meters should also be screened.



# **Town Center Sub-district**



## **Table of Contents:**

### **A: Planning Guidelines**

#### **Location of Public Facilities:**

*Public land use*  
*Buildings*  
*Community Center, Library,*  
*School, Monuments*  
*Right-of Way development*  
*Car Parks*  
*Traffic Circle*  
*Historic Sites*

#### **Location of Private Facilities**

*Predominant Land Use*  
*Car Parks*  
*Existing Buildings*

#### **Streetscape**

*Dimensional Relationship Diagram*

#### **Streetscape Planting**

*Plantings*  
*Street Cross Section*  
*Street Trees*  
*Main Road Selection*  
*Cross St. Selection*

#### **Streetscape Details**

*Street Furniture*  
*Benches*  
*Trash Receptacle*  
*Bike Racks*  
*Lighting*  
*Decorative*  
*Non-decorative*

#### **Sidewalks**

*Sidewalk Transition Plan*

#### **Services**

*Dumpster service area*

### **B: Architectural Design Guidelines**

#### **General Criteria:**

#### **Building Height and Scale:**

*Recommended number of stories*  
*Maximum Ridge Height*

#### **Building Height to Width:**

*Building Width based on Height*  
*% of façade at Build-To- Line*  
*Side yards*

#### **Fenestration Criteria:**

*Stylistic consistency with village*  
*image*

#### **Roof Slope:**

*Village image*  
*Low slope roofs*

#### **Building Materials:**

*Wall*

#### **Mechanical, Electrical, Plumbing** **Systems:**



## **A. Planning Guidelines**

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### **Public Facilities**

Public facilities are at their greatest concentration in the Town Center. The proposed facilities in this Sub-district consist of public buildings, parks and squares, parking, along with monuments and landmarks both contemporary and historic. These facilities are diagrammed on the map.

Public parking is provided along the cross streets between Shallowford Rd. and the future Great Wagon Rd. In addition to cross street parking there will also be discrete car parks associated with the public buildings in the sub-district. The proposed public buildings are the library, new community center, the refurbished community center to accommodate a Youth Center and the school.

Additional cross street right-of-way will be required at the end of Lewisville-Clemmons Road. An elongated traffic circle is recommended at this intersection. The circle would create a new community space as well as provide traffic calming on both Shallowford Road and the future Great Wagon Road.

Right-of-way development including sidewalks and street trees is suggested for the Lewisville–Clemmons Road. This will support the developing moderate density residential region south and east of the school.

The historic resources of this sub-district should be used for public purposes. The Lewis Laugenour House, for example, could be used as an historical museum.



### **Private Facilities**

Privately developed facilities comprise the majority of buildings fronting on this sub-district's streets, therefore they are prominent in forming the street wall. The map provides a view of the general location of these proposed facilities.

The predominant land use will be commercial including retail and businesses.

Car parks should be behind the buildings even though at least one entry door should face the main road or cross street on which the building is built. Sharing entrances and linking car parks across adjacent properties should minimize car park access points. To reduce the car parks impact on the visual environment they should be screened with buildings, plantings or low walls.

Existing buildings that remain in this sub-district are encouraged to comply with these guidelines



**Streetscape:**

The relationships of the public and privately developed facilities comprise the streetscape. This is a special area of town, where the interplay of public and private development along the street creates the public realm. Care has been taken in these guidelines to establish the location for the various parts of the public realm so that the village image is developed and a consistent level of quality is presented and made available to the private developer.

The accompanying diagram shows the important dimensional requirements that describe the streetscape.

Some of the important concepts incorporated in this diagram are:

- The different dimensions between the main road and the cross street.
- The location of the build-to-line.
- The location of the privately developed sidewalks and their width.
- The location of the street trees and the decorative lighting locations in relation to the trees.
- On street parking configurations.
- Crosswalk development patterns.

Other concepts:

- Open corner with build-to-line
- Sideyard setbacks should be six feet from property lines.







**Streetscape Details:**

Furniture:

Benches should be installed, as shown on the sidewalk transition diagram, when new sidewalks are developed. New benches should be installed that are similar to Poly-Wood's model GB48.

Trash receptacles should be installed at bench locations and at street corners. They should be similar to Earth Care Product's 45 gal capacity Model 5040 or similar should be installed.

Bike racks are to be installed on the private buildable side of the build-to-line. The Racks are to be in areas appropriate to the building design. The racks should be hoop racks bent with a smooth curve in the bend.

**Lighting:**

Decorative Lighting:

The standard street lighting around Shallowford Square should continue to be used at the square. These fixtures are Hadco S5441-D 175 MV with Hadco pole P-2064 both in the standard dark green. Decorative lighting in other areas of the town center should be MagniFlood Inc.'s Riverside Park mounted on Valmont Poles FL210, 8 sharp fluted style in the dark green to match the color at Shallowford Sq. An optional base that can be added to the pole is Valmont Poles base B10.

Nondecorative Lighting:

Nondecorative lighting should not to glare into adjacent properties. It should be carefully integrated into the design of parking lots including circulation and tree landscaping considerations. Provide adjustable sharp photometric cutoff angles to stop light spill onto adjacent property. The lighting should be compatible with the scale of adjacent buildings. Twenty foot high poles are suggested for uniformity.



**Sidewalks:**

Sidewalks are in place now along the curb line of Shallowford Road. This sidewalk supports pedestrians in the downtown. The final configuration of sidewalks is diagrammed in the section detailing the streetscape. As downtown develops, the private development community should install the replacement walks and remove the existing walks to complete the streetscape recommend by this document.

The diagram provides a transition scheme showing the current condition, interim condition and completed sidewalks.

Sidewalks on all other roads and streets should be developed as an integral part of the right-of-way development.

**Services:**

The trash service for this Sub-district is currently by private contractor for private businesses. Combined and shared dumpsters are encouraged in a central location within the rear parking areas. The design of the dumpster site should be integrated into the car park and coordinated with the associated landscape.



## **B. Architectural Guidelines:**

### **General Criteria:**

Each building should complement and contribute to the desired community character in terms of shape and style, roof lines and materials. Building should address the street and sidewalk with entries, balconies, porches, architectural features and activity areas that help create pleasant walking environments. Variation and human scale detail in architecture is encouraged. Blank and or unarticulated walls are not proper for street facades and should not be permitted.

### **Building Height and Scale:**

Building height and scale play a fundamental role in creating the walls of the outdoor room that the street and the public occupy. Two story buildings are preferred to create the village image. The maximum ridge height should be forty-eight feet exclusive of places of worship.

### **Building Width to Height Ratio:**

Buildings should follow the building height to width relationship described in the graph opposite. Between thirty-five and seventy-five percent of the façade is to be built on the build-to-line. The remainder of the building should be set back a minimum of six feet behind the build-to-line. Balconies, Stoops, Open Porches and Covered Walkways may project into the setback area to the extent of filling it. Overhangs and bay windows may project past the build-to-line by one and one-half feet. The side yards between properties should be six feet minimum.

### **Fenestration Criteria:**

Building windows are significant elements in the elevations therefore they reinforce the style of architecture of a building. Windows in keeping with the style of architecture chosen for each new development would be expected. Isolated windows “punched” in the wall surface would be consistent with most of the architectural styles that fit within the village vision. Of course, large windows for retail display are encouraged in a style compatible with the architecture. Windows should be part of street front elevation.

**Roofs:**

The building roof is one of the major distinguishing characteristics of architectural style. To maintain a village image, roofs should be a prominent feature of each new building and seen from all sides. The roof material should be compatible with and scaled to the architecture style of the building. Rolled roofing or other industrial materials should be avoided.

If a low slope roof is desired, a false slope roof covering a minimum of 40% of the entire roof with a minimum of 7 in 12 pitch, may be substituted for an authentic sloped roof.

**Building Material:**

The wall materials preferred for this sub-district is brick. Brick, wood, stone or siding material in scale and proportion to the style of architecture should be used.

**Mechanical, Electrical and Plumbing Systems:**

Rooftop and outside mechanical systems should be screened from view on all sides and from all neighbors' viewpoints. When systems are installed on the ground, they should be blended with the landscape either natural or manmade to screen them from view. Other site elements of a utilitarian nature such as loading and shipping docks transformers and meters should also be screened.



# **Conrad Circle Sub-district**



## **Table of Contents:**

### **A: Planning Guidelines**

---

#### **Location of Public Facilities**

*Right-of-way Development*

*Playground*

*Monuments*

#### **Location of Private Facilities**

*Predominant Land Use*

*Building Type*

*Alleys*

*Parking*

*Ancillary Structures*

#### **Streetscape**

*Dimensional Relationships Diagram*

#### **Streetscape Planting**

*Street Cross Section*

*Street Trees*

*Main Roads*

*Cross Streets*

#### **Streetscape Details**

*Street Furniture*

*Benches*

*Trash Receptacle*

*Bike Racks*

*Lighting*

*Decorative*

*Non-decorative*

#### **Sidewalk**

*Sidewalk Transition Plan*

#### **Services**

*Refuse service area*

### **B: Architectural Design Guidelines**

---

#### **General Guidelines**

#### **Building Height and Scale**

*Recommended Number of Stories*

*Maximum Ridge Height*

#### **Building Height to Width**

*Frontage Width based on Height*

*% of façade at Build-To Line*

*Sideyards*

#### **Fenestration**

*Style compatibility with village  
image*

*Windows on street*

#### **Roof Slope**

*Village image*

*Low slope roofs*

#### **Building Materials:**

*Wall*

#### **Mechanical, Electrical, Plumbing Systems**



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## A. Planning Guidelines

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### Public Facilities

There are minimal public facilities in this sub-district. Land use is allocated predominantly for residential use with some commercial development incorporated sparingly.

New right-of-way is proposed in this sub-district. In addition to the proposed Great Wagon Rd., a few roads should be inserted to provide the armature on which the residential community can grow. The proposed roads to be inserted will fit with the establish roads to enhance the walkability of this residential district close to the businesses in the Town Center and Roller Mill sub-districts.

The blocks are kept short in length. This along with narrow streets and a safe, comfortable crossing configuration at the corners will support the walkers in downtown. In conjunction with the roads, alleys that accommodate automobile parking and necessary service functions are proposed.

Sidewalks and large street trees should be planted as an integral part of the development of these right-of-ways. Street tree species are shown in the streetscape planting section of the guidelines.

A public park is proposed to the northwest of the Great Wagon Rd. The difficult nature of the terrain, integration with a possible greenway, and protection of the watercourse in this swale suggest a park as the best use of this land

Right-of-way should be developed into the area south and west of this precinct to support potential residential developments on this land close to downtown.



**Private Facilities:**

Privately developed facilities comprise the majority of buildings to be constructed in this sub-district. They will, therefore, establish and form the street walls that will make the public space in this sub-district. The map provides a proposal for the general location of these facilities.

The predominant land use will be residential. There will be the occasional commercial retail, and business land use as well. The residential units proposed should have a maximum of two habitable floors. Configurations such as single and two family, semi-detached or attached housing are envisioned. Two story multifamily residences and row houses are also possible for this sub-district. Small lot, one family detached houses, are also possible.

In conjunction with the development, alleys that accommodate automobile parking and necessary service functions are proposed. Ancillary structures such as garages or rental units above parking are encouraged on the alleys.



**Streetscape:**

The relationships of the public and privately developed facilities comprise the streetscape. This is a special area of town, where the interplay of public and private development along the street creates the public realm. Care has been taken in these guidelines to establish the location for the various parts of the public realm so that the village image is developed and a consistent level of quality is presented and made available to the private developer.

The accompanying diagram shows the important dimensional requirements that describe the streetscape.

Some of the important concepts incorporated in this diagram are:

- The different dimensions between the main road and the cross street.
- The location of the build-to-line.
- The location of the privately developed sidewalks and their width.
- The location of the street trees and the decorative lighting locations in relation to the trees.
- On street parking configurations.
- Crosswalk development patterns.

Other concepts

- Alleys are provided to take the auto entrances off the busy roads and allow service access to the rear. They should be twenty-four-feet wide, either as a right-of-way or as an easement. There should be a 12 foot paved travel lane.



**Streetscape Planting:**

Street Cross Section:

The street cross sections have been established to allow people to feel comfortable walking around town. This was designed by intricately fitting the roadway, sidewalk, buildings, parking, street furniture, lighting, and street trees together, as the graphic cross sections show.

Street Trees:

The street trees form the roof of the public realm. The following selections have been made so that the roof can be formed within the constraints of planting area, hardiness walking and driving clearances, seasonal color, and ease of maintenance. These trees will be well regarded in Lewisville.

**Main Roads**

Luquidamber styraciflua ‘Rotundiloba’ Fruitless Sweetgum

**Cross Streets and Side Streets**

Lagerstroemia indica x fauriei ‘Beloxi’	Pink ‘Beloxi’ Crapemyrtle
Lagerstroemia indica ‘Byer’s Standard Red’	‘Byer’s Standard Red’ Crapemyrtle
Koelreuteria paniculata	‘Golden Rain Tree’
Prunus serrulata ‘Kwanzan’	‘Kwanzan’ Cherry
Prunus x ‘Okame’	‘Okame’ Cherry
Prunus subhirtella var. autumnalis	‘Autumn-flowering Higan Cherry

**Private Plantings:**

Streetscape Support:

Each request for development of private property should show plantings that reinforce the streetscape planting which could be reviewed by the Beautification Committee.



**Streetscape Details:**

Furniture:

Benches should be installed, as shown on the sidewalk transition diagram, when new sidewalks are developed. The benches should match the Poly-Wood's model GB48, color: Tan like those around Shallowford Square.

Trash receptacles should be installed at bench locations and at street corners. They should match Earth Care Product's 45 gal capacity Model 5040 installed around Shallowford Square.

Bike racks, if installed, are to be installed on the private buildable side of the build-to-line. The Racks should be in areas related to the building entrance. The racks should be hoop racks bent with a smooth curve bend.

**Lighting:**

Street lighting should match the standard fixture and pole installed along Shallowford Road. To match these fixtures, they should be MagniFlood Inc.'s Riverside Park mounted on Valmont Poles FL210, 8 sharp fluted style both in the dark green to match the color at Shallowford Sq. An optional base that can be added to the pole is Valmont Poles base B10.

Parking area lighting should not glare into adjacent properties by providing adjustable sharp photometric cutoff angle adjustment. This lighting should be carefully integrated into the design of the parking lot including circulation and tree landscaping considerations as well as in scale with adjacent buildings. Twenty-foot high poles are suggested to provide a consistent look.



**Sidewalks:**

The existing sidewalks in this area of town have been installed to support the immediate needs of pedestrians. As downtown develops the sidewalks should be replaced, completing the streetscape as recommend by these guidelines.

The diagram opposite provides a transition scheme showing the current condition, interim condition, and completed sidewalks.

New sidewalks should be an integral part of cross street and side street development.

**Services:**

Trash service should be provided from the alley behind the residences. The alleys should be developed to allow the trash vehicle entrance and exit. The twenty four-foot width for the alley should be sufficient for this purpose.



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## **B. Architectural Guidelines:**

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### **General Criteria:**

Each building should complement and contribute to the desired community character in terms of shape and style, rooflines, and materials. Building should address the street and sidewalk with entries, balconies, porches, architectural features, and activity areas that help create pleasant walking environments. Variation and human scale detail in architecture is encouraged. Blank and or unarticulated walls are not proper for street facades and should not be permitted.

### **Building Height and Scale:**

Building height and scale play a fundamental role in creating the walls of the outdoor room that the street and the public occupy. Two story buildings are preferred to create the village image. The maximum ridge height should be forty-two feet exclusive of places of worship.

### **Building Width to Height Ratio:**

Buildings should follow the building height to width relationship described in the graph opposite. Between fifty and seventy-five percent of the façade is to be built on the build-to-line. The remainder of the building should be set back a minimum of six feet behind the build-to-line. Balconies, Stoops, Open Porches, Covered Walkways may project into the setback to the extent that it fills the setback area. Bay windows may project one foot six inches into the setback area or beyond the build-to-line. The side yards between properties should be six feet minimum however zero side setbacks are possible some house configurations.

### **Fenestration Criteria:**

Building windows are significant elements in any building elevation therefore they reinforce the style of architecture of a building. Windows in keeping with the style of architecture chosen for each new development are expected. Isolated windows “punched” in the wall surface would be consistent with most of the architectural styles that fit within the village vision. Windows should be part of street front elevation.

**Roofs:**

The building roof is one of the major distinguishing characteristics of architectural style. To maintain a village image, roofs should be a prominent feature of each new building and seen from all sides. The roof material should be compatible with and scaled to the architecture. Rolled roofing or other industrial materials should be avoided.

If a low slope roof is desired, a false slope roof covering a minimum of 40% of the entire roof with a minimum of 7 in 12 pitch, may be substituted for an authentic sloped roof.

**Wall Material:**

The wall materials preferred for this sub-district is brick. Approximately two thirds of the exterior wall should be brick. Buildings of other comparable materials should be considered acceptable. This will allow for some variety and minimize redundancy.

**Mechanical, Electrical and Plumbing Systems:**

Rooftop and outside mechanical systems should be screened from view on all sides and from all neighbors' viewpoints. When systems are installed on the ground, they should be blended with the landscape whether it is natural or manmade to screen them from view. Other site elements of a utilitarian nature such as loading and shipping docks, transformers, and meters should also be screened.



# **Roller Mill Sub-district**



## **Table of Contents:**

### **A: Planning Guidelines**

---

**Location of Public Facilities**

*Right-of-Way development*

*Monuments*

**Location of Private Facilities**

*Predominant Land Use*

*Car Parks*

*Existing Buildings*

**Streetscape**

*Dimensional Relationships Diagram*

**Streetscape Planting**

*Street Cross Section*

*Street Trees*

*Main Roads*

*Cross Streets*

**Streetscape Details**

*Street Furniture*

*Benches*

*Trash Receptacle*

*Bike Racks*

*Mail Boxes*

*Lighting*

*Decorative*

*Nondecorative*

**Sidewalk**

*Sidewalk Transition Plan*

**Services**

*Dumpster service area*

### **B: Architectural Design Guidelines**

---

**General Criteria**

**Building Height and Scale**

*Recommended number of stories*

*Maximum Ridge Height*

**Building Height to Width**

*Frontage Width based on Height*

*% of facade at Build-To Line*

*Side yard*

**Fenestration Criteria**

*Stylistic consistency with a Village image*

**Roof Slope**

*Village image*

*Low slope roofs*

**Building Materials:**

*Wall*

**Mechanical Electrical Plumbing Systems**



## **A. Planning Guidelines**

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### **Public Facilities**

There are minimal public facilities in this sub-district. Land use is allocated for commercial interests. A few rights of way are suggested to make connections from this sub-district to likely new residential growth areas. Sidewalk construction and large street trees should be planted as an integral part of the development of any new right-of-way. Street tree species are shown in the streetscape planting section of the guidelines.

A public monument site is shown where the Great Wagon Road will intersect Shallowford Rd. The western side of this intersection is a prominent site. While it is not large enough to support residential or commercial development, a civic monument will be a good use for this land.

The historic resources of this sub-district should be used for public purposes. For example the Roller Mill has been selected as the image for the town. Someday it might be appropriate to convert the facility to a historical site.



**Private Facilities:**

Privately developed facilities comprise the majority of buildings in this sub-district. They will, therefore, establish and form the street wall for this sub-district. The map provides a view of the general location of these facilities.

The predominant land use will be commercial including retail and businesses. Careful review of development proposals will be required to keep the village image while accommodating the required space for the automobile.

Car parks should be behind the buildings even though at least one entry door should face the main road or cross street on which the building is built. Sharing access lane and moving them as far from the corner as possible is preferred. Linking car parks across adjacent properties should also help minimize car park access points. To reduce the car parks impact on the visual environment they should be screened with buildings, plantings or low walls.

Existing buildings that remain in this sub-district are encouraged to comply with these guidelines



**Streetscape:**

The relationships of the public and privately developed facilities comprise the streetscape. This is a special area of town, where the interplay of public and private development along the street creates the public realm. Care has been taken in these guidelines to establish the location for the various parts of the public realm so that the village image is developed and a consistent level of quality is presented and made available to the private developer.

The accompanying diagram shows the important dimensional requirements that describe the streetscape.

Some of the important concepts incorporated in this diagram are:

- The different dimensions between the main road and the cross street.
- The location of the build-to-line.
- The location of the privately developed sidewalks and their width.
- The location of the street trees and the decorative lighting locations in relation to the trees.
- On street parking configurations.
- Crosswalk development patterns.

Other concepts:

- Sideyard setbacks between adjacent properties should be 6 feet (also see building width to height ratio graph)



**Streetscape Planting:**

Street Cross Section:

The street cross sections have been established to allow people to feel comfortable walking around town. This was designed by intricately fitting the roadway, sidewalk, buildings, parking, street furniture, lighting and street trees together, as the graphic cross sections show.

Street Trees:

The street trees form the roof of the public realm. The following selections have been made so that the roof can be formed within the constraints of planting area, hardiness walking and driving clearances, seasonal color, and ease of maintenance. These trees will be well regarded in Lewisville.

**Main Roads**

Quercus rubra	Red Oak
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**Cross Streets and Side Streets**

Ginkgo biloba ‘Autumn Gold	Autumn Gold Ginkgo
Koelreuteria paniculata	‘Golden Rain Tree’
Prunus serrulata ‘Kwanzan’	‘Kwanzan’ Cherry
Prunus x ‘Okame’	‘Okame’ Cherry
Prunus subhirtella var. autumnalis	‘Autumn-flowering Higan Cherry
Pistacia chinensis ‘Keith Davey’	Chinese Pistache

**Private Plantings:**

Streetscape Support:

Each request for development of private property should show plantings that reinforce the streetscape planting which could be reviewed by the Beautification Committee.



**Streetscape Details:**

Furniture:

Benches should be installed as shown on the sidewalk transition diagram when new sidewalks are developed. The benches should be similar to Poly-Wood's model GB48, color: Tan.

Trash receptacles should be installed at bench locations and at street corners. Earth Care Product's 45 gal. capacity Model 5040 or similar should be installed

Bike racks, if installed, are to be installed on the private buildable side of the build-to-line. The Racks are to be in areas related to the building entrance. The racks should be hoop racks bent with a smooth curve in the bend.

**Lighting:**

Street Lighting

Street lighting is to be the standard fixture and pole as installed along Shallowford Road. Fixtures should be similar to MagniFlood Inc.'s Riverside Park mounted on Valmont Poles FL210, 8 sharp fluted style both in the dark green to match the color at Shallowford Sq. An optional base that can be added to the pole is Valmont Poles base B10.

Non-decorative Lighting

Parking area lighting should not glare into adjacent properties by providing adjustable sharp photometric cutoff angle adjustment. This lighting should be carefully integrated into the design of the parking lot including circulation and tree landscaping considerations as well as in scale with adjacent buildings. Thirty-foot high poles are suggested to provide a consistent look.



**Sidewalks:**

The existing sidewalks in this area of town have been installed to support the immediate needs of pedestrians. As downtown develops the sidewalks should be replaced, completing the streetscape as recommend by these guidelines.

The diagram opposite provides a transition scheme showing the current condition, interim condition, and completed sidewalks. When development occurs that allows the removal of curb sidewalks, the entire sidewalk and connecting transitions, even those on other properties should be removed.

**Service:**

Dumpsters:

At this time private companies provide trash service to residences only. Dumpster service should be combined into a common, shared facilities in the rear car parks envisioned for this commercial sub-district. The dumpsters should be integrated into the parking including its associated landscaping. Screening of the dumpster is fundamental to a village aesthetic.



## **B. Architectural Guidelines:**

### **General Criteria:**

Each building should complement and contribute to the desired community character in terms of shape and style, roof lines and materials. Building should address the street and sidewalk with entries, balconies, porches, architectural features and activity areas that help create pleasant walking environments. Variation and human scale detail in architecture is encouraged. Blank and or unarticulated walls are not proper for street facades and should not be permitted.

### **Building Height and Scale:**

Building height and scale play a fundamental role in creating the walls of the outdoor room that the street and the public occupy. Two story buildings are preferred to create the village image. The maximum ridge height should be forty-eight feet exclusive of places of worship.

### **Building Width to Height Ratio:**

Buildings should follow the building height to width relationship described in the graph opposite. Between thirty-five and seventy-five percent of the façade should be built on the build-to-line. The remainder of the building should be set back a minimum of six feet behind the build-to-line. Balconies, stoops, open porches, covered walkways may project into the setback area to the extent of filling it. Overhangs and bay windows may project past the build-to-line by one and one-half feet. The side yards setback to property lines should be six feet minimum

### **Fenestration Criteria:**

Building windows are significant elements in any elevation therefore they reinforce the style of architecture of a building

Windows in keeping with the style of architecture chosen for each new development are expected. Isolated windows “punched” in the wall surface would be consistent with most of the architectural styles that fit within the village vision. . Of course, large windows for retail display are encouraged in a style compatible with the architecture. Windows should be part of street front elevation.

**Roofs:**

The building roof is one of the major distinguishing characteristics of architectural style. To maintain a village image, roofs should be a prominent feature of each new building and seen from all sides. The roof material should be compatible with and scaled to the architecture. Rolled roofing or other industrial materials should be avoided.

If a low slope roof is desired, a false slope roof covering a minimum of 40% of the entire roof with a minimum of 7 in 12 pitch, may be substituted for an authentic sloped roof.

**Building Material:**

The wall materials preferred for this sub-district is brick. Brick, wood, stone or siding material in scale and proportion to the style of architecture should be used.

**Mechanical, Electrical and Plumbing Systems:**

Rooftop and outside mechanical systems should be screened from view on all sides and from all neighbors' viewpoints. When systems are installed on the ground, they should be blended with the landscape either natural or manmade to screen them from view. Other site elements of a utilitarian nature such as loading and shipping docks, transformers and meters should also be screened.



**Recommendations  
for  
Future Action**



## **Table of Contents:**

### **General**

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#### **Administration**

- *Certificate of Appropriateness*
- *Planning Office*
  - *Prepare implementation plans;*
    - *Utilities and Infrastructure*
    - *Landscape*
- *Capital Expenditure Coordination*
- *Guideline and Ordinance Coordination*
- *Development incentive coordination*
  - *Parking*
  - *Density location*

### **Land Use**

---

#### **Boundaries**

*Downtown Overlay District*

#### **Public Land Reserves**

- *Stream Beds and Water Courses*
- *School*

#### **Zoning Modifications**

- *Residential Zoning*
- *View Corridor*
- *Zoning Restrictions*

#### **Right-of-Way Acquisition**

- *Residential Sub-districts and Areas beyond the Downtown Overlay District*
- *Areas of Special Emphasis*

### **Services**

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#### **Utilities**

- *Utilities Master Plan*
- *Mail delivery*



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## General

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### Administration:

#### Certificate of Appropriateness

Building on the existing Downtown Overlay District framework, an immediate requirement will be to establish a “Certificate of Appropriateness”. This certificate would be required to construct in the Downtown Overlay District. Working with the City/County Planning Department, develop a procedure for obtaining the certificate. Until a Lewisville planning office is established, this procedure should prominently include the deliberations of Lewisville’s Planning Board.

#### Planning Office:

The first longer-term recommendation is to establish a planning office for the town, staffed by a planning official. The extent and complexity of the recommendations of these guidelines requires careful and constant monitoring if the town’s intentions are to be accomplished. The listing below is not only the outline of future action it can also be viewed as a task list for the recommended planning office.

*Refine and coordinate implementation plans;*

*Land Use and Zoning*

*Utilities and Infrastructure*

*Landscape and Streetscape*

#### Capital Expenditure Coordination

One of the strongest measures for coordinating private development with public development, so that vision and goals are met, is the carefully sequenced development of the public infrastructure. The sewer, water, right-of-way and roads, and zoning are the public funded armature upon which private development follows. A corollary follows that after initial facilities are built it will be most efficient to develop a sequencing plan that utilizes them to capacity before subsequent infrastructure is installed.

Two residential areas seem most likely to develop given the existing or easily obtainable utilities. Conrad Circle sub-district and areas of town outside the overlay district to the southeast is one of the areas. The other is southeast of Shallowford Corner sub-district outside of the overlay district. Development in both of these areas will then set the stage for further development along Great Wagon Road when it is constructed. A carefully prepared sequencing plan will be required to support the development of residential units.

Another issue that will need carefully thought out infrastructure development is the strategy to guide development into the Town Center and away from other commercial sub-districts.

Guideline and Ordinance Coordination

Many of the guidelines herein will require coordination with existing ordinances. The primary examples are the underlying zoning, lot yard setbacks, incentive modifications. These guidelines will be at odds with some provisions of the Uniform Development Ordinance, so modifications must be made to accept the proposed development.

Development Incentive Coordination

*Town Center Parking*

As mentioned earlier the Town Center parking is a shared resource in a walking downtown. Due to the anticipated public supplied parking (diagonal cross street, library, community center, etc.), developers should be allowed to develop properties in this sub-district at 85% of the requirements of the Unified Development Ordinance. This incentive should be implemented under a carefully monitored program that assesses the success of this incentive and modifies it based on the development that occurs. In addition incentives should be implemented so private development can implement shared car parks among several owners.

*Density location:*

Develop a strategy that concentrates development in the town center area and the residential areas surrounding the town center so that the walking environment imagined by the town can occur. The policy that may accomplish this is to approve only those developments contiguous to Shallowford Square and subsequently allowing development only in the next consecutive ring of land away from the first development.

**Land Use:**

**Boundaries:**

Downtown Overlay District:

Expand the boundaries to the east and southeast from Conrad Circle Drive and southeast of the Shallowford Corner sub-district to allow the denser residential areas to expand in these directions. Consideration should be given to expanding the Downtown Overlay District boundary south and southeast of the Belnette Drive/Brookside Drive intersection to allow for street interconnectivity.

**Public Land Reserve:**

Stream beds and water courses:

It is important to reinforce the concept that sewer right-of-way is to be used as greenway development. With this reinforcement private developers take into account the future trail in the neighborhoods they develop. In addition the town should reserve major portions of these bottom lands now through development rights purchases so that neighborhood park space, which would double as storm water detention mechanisms, will be available when all other available acreage is built upon.

Schools:

The downtown school is vital to the needs of a walk-able mixed use downtown. Identify and reserve land contiguous to the school grounds to function as expansion land, which would allow the school to expand with the growth of the downtown.

**Zoning Modifications:**

Residential Zoning:

Generally single family zoning should be changed to RSQ or RM8 to develop the densities shown in the master plan. Revisions in the minimum width of the lot will also be required. A useful module for lot width is eighteen feet. Small townhouses could fit on this module with parking for two cars off the alley. Larger townhouses, attached houses, courtyard houses, sideyard houses and detached houses could use one and one half lots up to four lots depending on the type of residence built.

View Corridor:

As denser housing and other development occurs in the Downtown Overlay District and those areas close to downtown, the Town should take advantage of the reduced pressure for development along the main roads into town. One method to do this is by developing view corridor zoning to keep the rural character along roads into town. This will be especially important on those entry roads leading from the proposed beltway road under development. An example of this type of zoning would establish very low-density residential zoning four hundred feet on either side of the main road's centerline. While this is a broad-brush approach and may not be applicable everywhere, another regulatory method would be to inventory the visual resources of the roadways and then identifying nodes in compact areas where residential development could fit. Visually important rural areas in between would be protected.

Zoning Restrictions:

Expand zoning restrictions in the PB zoning to include all car-oriented business especially in the Town Center. Some businesses, in recommendations of the Lewisville Comprehensive Plan Update 1997, were to be prohibited from all areas of Downtown. Some additional uses, allowed by the current PB zoning, that should be restricted are; commercial parking, park and shuttle lot, and motor vehicle renting or leasing.

**Right-of-Way Acquisition**

Residential Sub-districts and Areas beyond the Downtown Overlay District

There is a significant amount of right-of-way to be acquired in this proposal for the Shallowford Corner sub-district to develop medium density residences. Conrad Circle sub-district will require acquisition of some right-of-way to make connections between downtown and property that will likely develop as medium density residences to the East.

Areas of Special Emphasis:

Another area that the town may wish to quickly concentrate right-of-way acquisition efforts is at the intersection of the Shallowford Road and Lewisville-Clemmons Road so that the elongated traffic circle can be completed at the same time the Great Wagon Road is constructed.

**Services:**

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**Utilities:**

Utilities Master Plan:

A master plan for utilities describing their routing, phasing and capacities will be needed to coordinate public infrastructure expenditures with the growth plan desired. This will be especially valuable in coordinating power, telephone and cable TV lines in an appropriate right-of-way, as well as, relocating some existing overhead utilities when the proposed Great Wagon Rd is constructed.

**Mail Delivery:**

Delivery Method:

As sidewalks develop a revised mail delivery strategy such as park and loop will be required. This will necessitate coordination with the Post Office administration.

# Appendix

**Definitions:**

Below are a few definitions. For a complete listing, reference should be made to the Forsyth County Unified Development Ordinances for other definitions.

**Alley:**

A service way providing a secondary means of public access to abutting property.

**Build-to-line:**

A line described by the horizontal dimension from the property line along which the structure is to be constructed.

**Dwelling Unit, Accessory:**

Attached

A second dwelling unit connected to or within three feet of a residential building.

Detached

A second dwelling unit located within an accessory structure, which is located more than three feet from the principal structure.

**Main Road:**

The roads listed below are considered main roads.

Great Wagon Road (future road)  
Lewisville- Clemmons Road  
Lewisville-Vienna Road  
Shallowford Road  
Williams Road

**Maximum Ridge Line:**

The highest peak of the various sloped roof planes of a structure.

**Storm Water Investigation and Analysis:**

Following is an analysis of the storm water conditions that result from the proposed development of downtown Lewisville.