

The Town of **Lewisville**
NORTH CAROLINA
Downtown Design Guidelines

September 2014



Table of Contents

1.1 Introduction

The Downtown Area Defined

1.2 Guidelines for the Lewisville Town Center

1.2a – Town Center Area 1

1.2b – Residential Uses Area 2

1.2c – Cultural Center Area 3

1.2d – Future Gateway Development Area 4

The Design Guidelines

1.3 Building Orientation

1.4 Building Massing and Scale

1.5 Building Rhythm of a Downtown Block

1.6 Building Façade Articulation

1.7 Storefront Design

1.8 Exterior Building Materials

1.9 Building Color

1.10 Upper Story Windows

1.11 Doors

1.12 Awnings

1.13 Sign Placement

1.14 GWR Streetscape Elements

1.15 GWR Streetscape Elements – Complete Streets

1.16 GWR Streetscape Elements – Outdoor Seating and Dining Guidelines

1.17 GWR Streetscape Elements – Bump Outs

1.18 GWR Streetscape Elements – Stamped Crosswalks

1.19 GWR Streetscape Elements – Use of Brick Pavers in Sidewalks

1.20 GWR Streetscape Elements – Way Finding and Banners

1.21 GWR Streetscape Elements – Decorative Lamp Posts, Signage, Benches and Trash Receptacles and Bike Racks

1.22 Public Art

Appendix

2.1 LD1-S/LD2-S, DTO Ordinances

2.2 Resources

TOWN OF LEWISVILLE

6510 Shallowford Road

PO Box 547

Lewisville, N. C. 27023

336-945-5558 or 336-945-5530

336-945-5531 (fax)

www.lewisvillenc.net

townhall@lewisvillenc.net

ELECTED OFFICIALS

Dan R. Pugh

Mayor

Sandra Mock

Mayor Pro Tem

Council Members

Robert Greene

Mike Horn

Ken Sadler

Ed Smith

Jeff Zenger

Planning Board

Kelly Reavis

Chairman

Jeanne Marie Foster

Vice-Chairperson

Katie Heath

Randy Henning

Scott Mincey

Michael Prince

David Spease

TOWN STAFF

Hank Perkins

Town Manager

J. Martin (Marty) Myers, AICP

Planning Director

Introduction

The Downtown Lewisville Design Guidelines were developed to provide a tool that can be utilized by property owners and developers to guide them through the process of designing a new building or rehabilitating an existing building so that it will fit seamlessly within the unique character of Downtown Lewisville. The development of the guidelines was accomplished with considerable input from the Lewisville Town Council and extensive involvement by the Lewisville Planning Board. As part of the project, members of the Planning Board guided the revision of the town's downtown development ordinances LD1-S, LD2-S and Downtown Overlay (DTO) to encourage a sustainable compact district that allows mixed uses in a livable design. The Town of Lewisville wants to make the downtown area an exciting and inviting experience for both citizens and visitors. It is recognized that a safe, clean, and interesting environment is good for the welfare of the citizens and promotes further investment in the area.

The guidelines begin by highlighting the architectural patterns and features that contribute to the character of the current built environment – giving the downtown its identity and its sense of place. Other exhibit maps detail the existing and proposed arrangement of future buildings and their projected uses along Shallowford Road and the Great Wagon Road.

Once set, the guidelines then establish the expectations and requirements for all activity that is subject to the development regulations as found in the town's Unified Development Ordinance (UDO) and highlighted in the town's Comprehensive Land Use Plan.

The guidelines do not cover all development requirements, instead focusing primarily on the design and appearance of buildings within the downtown and the layout and construction of the Great Wagon Road (GWR). Anyone wishing to undertake a development project of any type should consult the entire UDO to ensure that all applicable regulations are being followed.

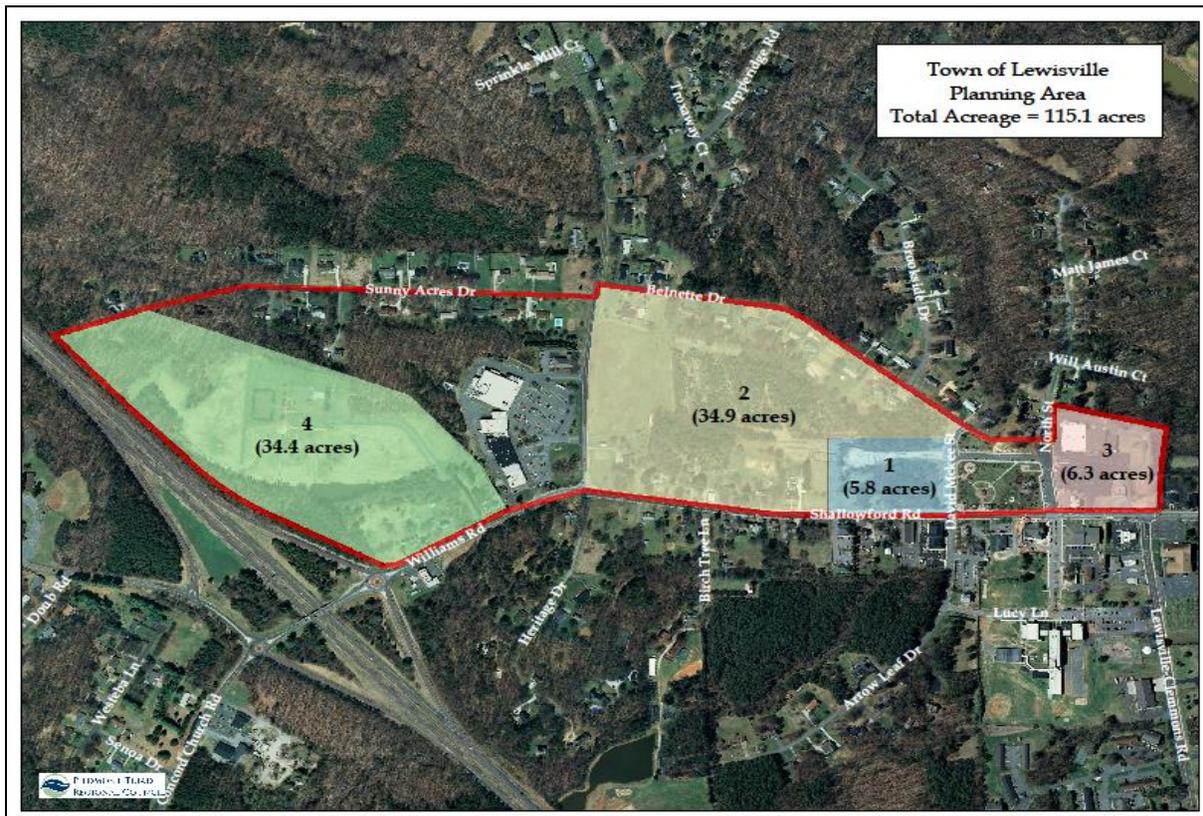
An electronic copy of these guidelines, the Comprehensive Land Use Plan, and entire Lewisville Unified Development Ordinance are available on-line at www.lewisvillenc.net.



Introduction

The Downtown Pattern Defined

The planning area consists primarily of smaller individual lots grouped between Shallowford Road and the proposed alignment of the Great Wagon Road. Other lands are located just north of the Great Wagon Road (GWR) bordering the Belnett Drive neighborhood. The entire area comprises approximately 116+/- acres within the downtown core commercial district.



There are a number of existing business, institutional and residential uses located within the study area. The businesses are spread along Shallowford Road or found within the two (2) existing shopping centers located at each end of the downtown district. Single-family residences are located along Shallowford Road and in compact neighborhoods adjacent to the planning area.

Existing Conditions and Images within the Downtown District

By examining the buildings' architectural features and details, the pattern that emerged was readily identified by certain unifying themes. The buildings are not large, with most commercial buildings rising to a maximum of one and a half (1.5) to two (2) stories in

height. The architecture is distinctly residential scale, which creates a welcoming village like atmosphere that feels relaxed and promotes a pedestrian scale within the downtown area.

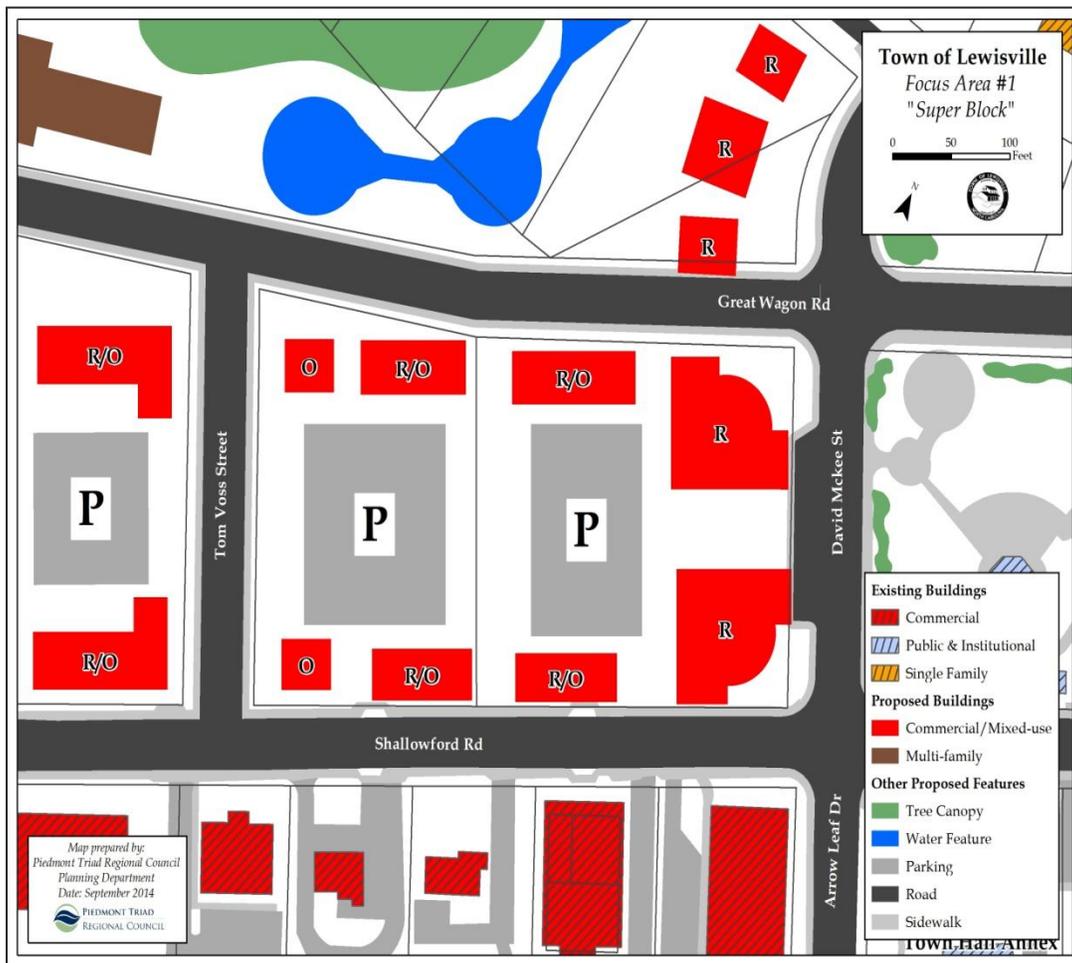
Most buildings are located relatively close to the primary street. This is mainly due to the widening of Shallowford Road to three (3) lanes in 1996-97. The road expansion and simultaneous sidewalk project required some of the yard area of those residences and businesses located there at that time. The result was a village type look that has dwellings and commercial buildings located very close to the public street. Development ordinances now require new infill sites to be developed in a comparable manner that closely matches the current layout for the district. They require that buildings be built next to the public street, creating opportunities for the architecture to interact and connect with the Town's commercial corridor.



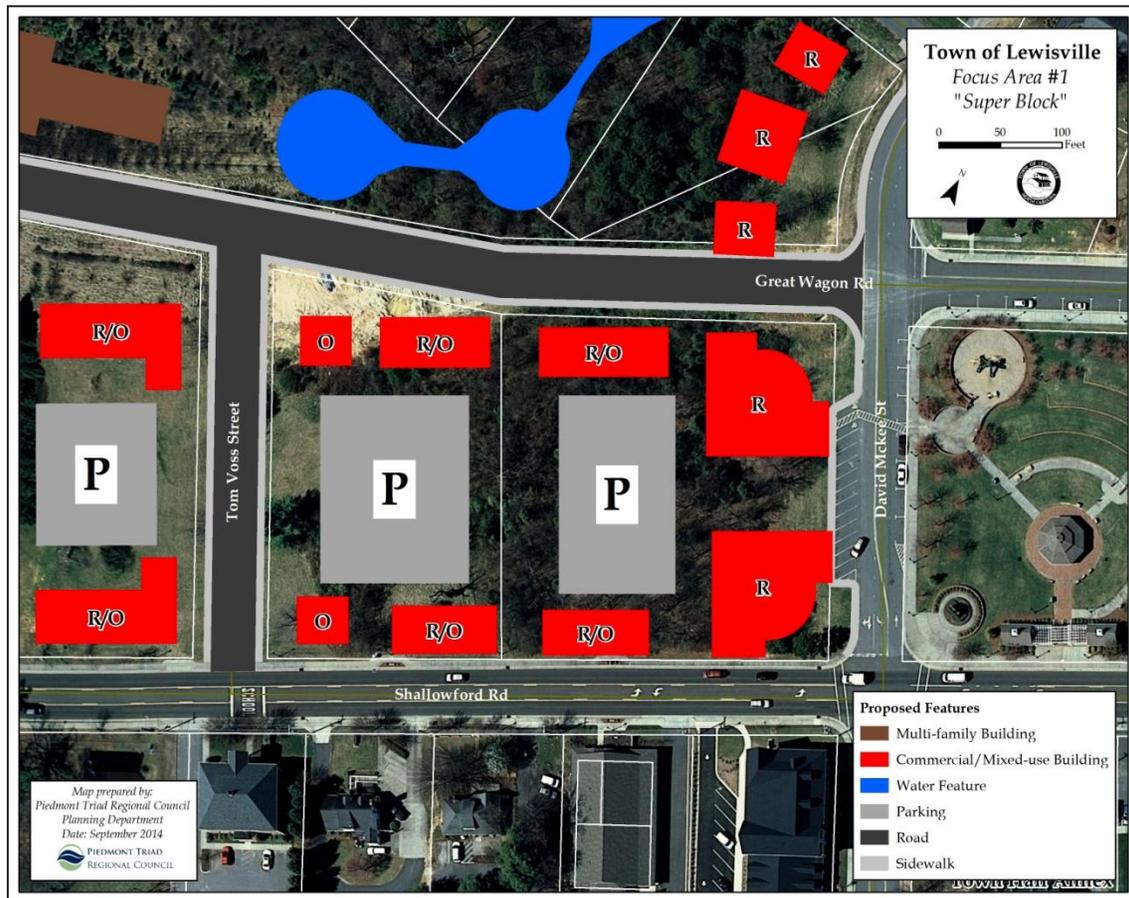
Guidelines for the Town Center – Commercial Area 1

The Town Center – Commercial Area 1 is generally defined as the parcels surrounded by Shallowford Road, the Great Wagon Road, David McKee Street and Tom Voss Street, as well as those parcels abutting those limits.

Restaurants, coffee shops, small boutiques and shops, such as art galleries, apparel, garden & floral, etc. could be clustered within and around the ‘super block’ as it has been described by prior Town Council directives. This block should form the ‘central core’ or ‘town center’ that integrates specialty retail, housing, offices, entertainment for the downtown area. Recognized as a lifestyle center in the development industry, this development type offers a safe, convenient neighborhood shopping experience while also providing a sense of place to visitors and residents.



Lewisville Town Center Area

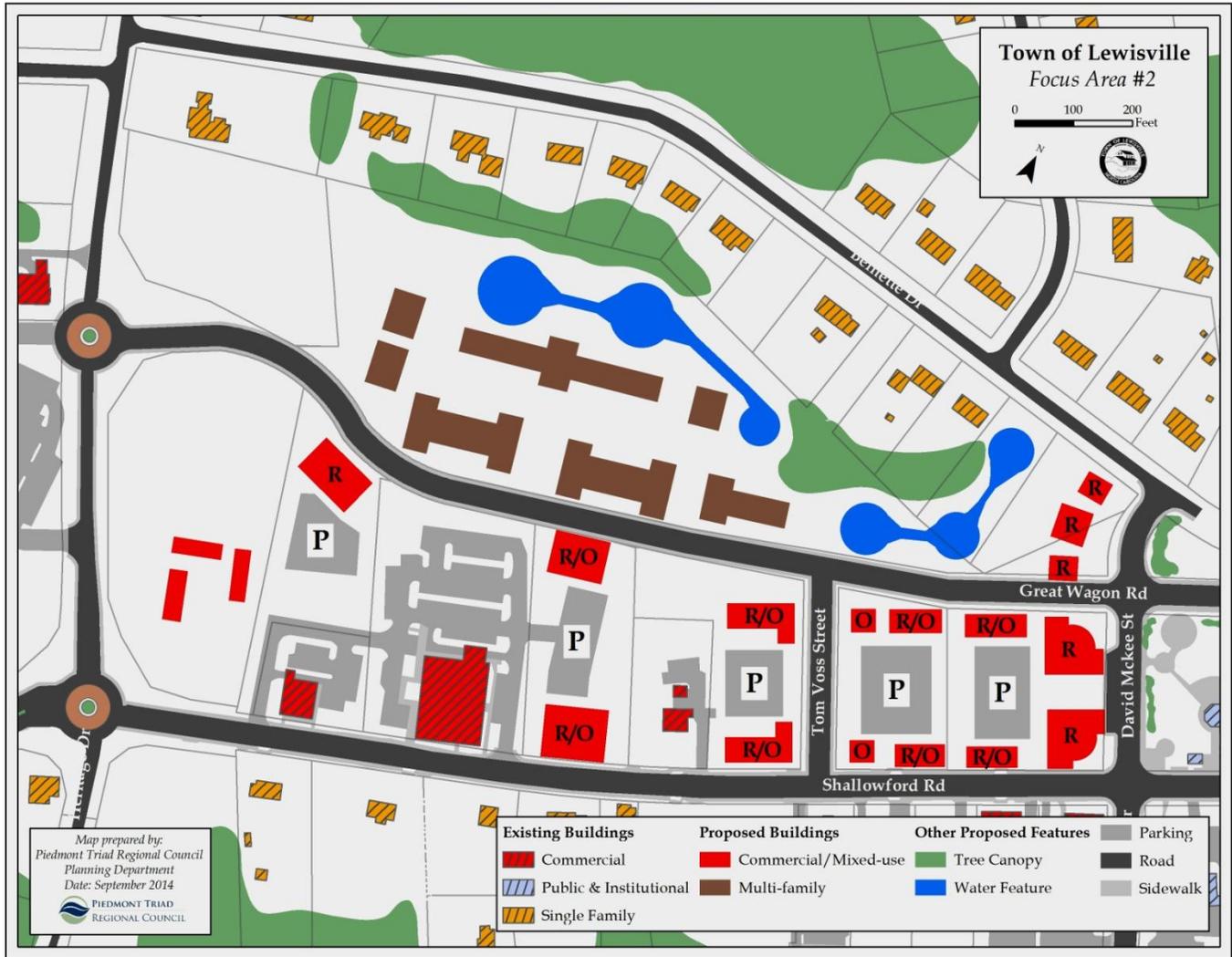


Proposed Designs for Area 1.

Guidelines for the Town Center – Residential Uses Area 2

The Town Center – Residential Uses Area 2 is generally defined as the parcels surrounded by the extension of David McKee Street to Belnette Drive, Belnette Drive, Shallowford Road and the Great Wagon Road, as well as the Kiger property.

A mix of housing sizes, types and pricing could provide affordable, yet high quality housing, particularly for first time home-buyers and empty nester/retirees seeking one floor living. Housing from 1,200 to 2500 sq.ft. on one or two floors in a denser pattern (townhome or small lots) would meet the needs of both markets. Rental housing should also be considered within the district and just beyond. The Kiger property could be/should be retained and re-purposed with modifications and sensitive additions to create a flagship gateway restaurant and/or bed and breakfast inn. Mixed use and multiple unit retail/office uses are also possible within parts of Area 2.



Proposed Design for Area 2.



Potential Townhome Projects in Area 2.



Guidelines for the Downtown Cultural Center Core – Area 3 Entertainment and Community Recreation

The Downtown Cultural Center Core – Area 3 is generally defined as the parcels surrounded by Shallowford Road, David McKee Street, the Great Wagon Road and the extension of Lewisville-Clemmons Road to the Great Wagon Road, as well as those parcels generally abutting those limits.

Lewisville’s downtown core, the parcels generally to the east of Shallowford Square to the future extension of Lewisville-Clemmons Road to the Great Wagon Road, are seen largely as a continuation of the extant cultural, governmental, entertainment and open spaces uses. The Laugenour Homeplace (ca. 1860) is a critical component to remain extant within this area, perhaps to be repurposed as a historic property destination and a symbol of the genesis of our town. This area requires of development a sensitive merger of the historic Laugenour Homeplace with Shallowford Square and surrounding parcels, including possibly closing North Street north of Shallowford Road to create a pedestrian way between Shallowford Road and the Great Wagon Road along with expanding Shallowford Square east to encompass the Laugenour Homeplace property.

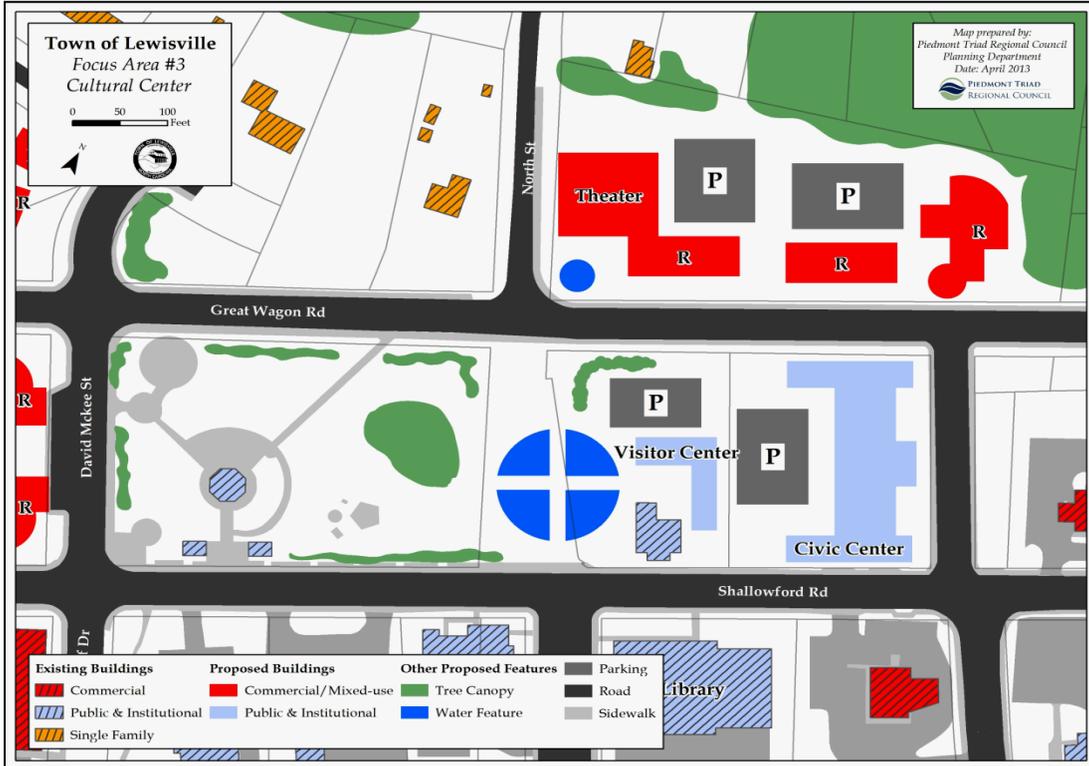
The parcels to the west of Shallowford Square are seen largely as mixed use commercial and business, comprising of assorted boutique retail shops, offices and restaurants in a compact and contiguous single development.

The parcels to the north of the Great Wagon Road from Shallowford Square west to Shallowford Road are seen largely as transitional urban residential comprising of lower density live work units and/or multi-family, either as a contiguous single development or a phased project.

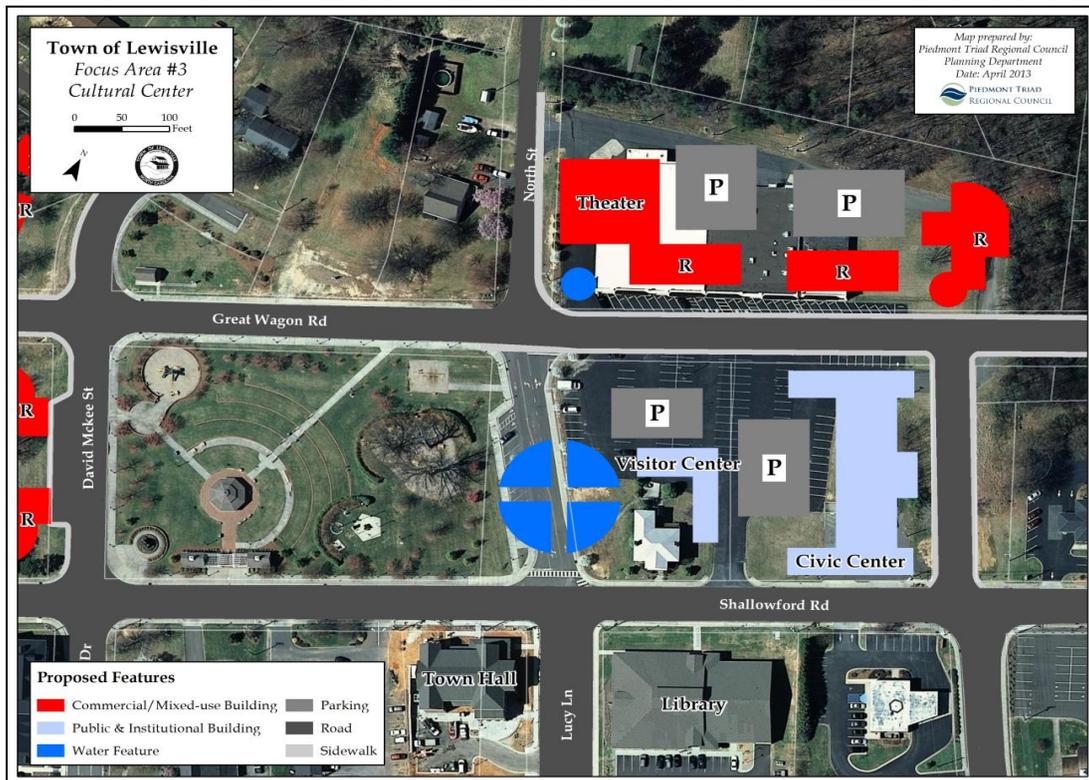
The parcels to the south of the Shallowford Road from Shallowford Square west to Shallowford Road are seen largely as continuing the recent development of small office uses within new or adaptively re-purposed development.

Truly unique to Lewisville’s downtown is its use as a staging point for area cyclists, both recreational as well as the more experienced riders. The town of Lewisville recognizes its responsibility as the chosen hub with the larger context of connectivity with Forsyth and Yadkin counties and encourages a more synergetic alliance between the town and the

riders supporting development of an appropriate specific site within the downtown core area, providing a physical identify for this beneficial use.



Proposed Design for Area 3.



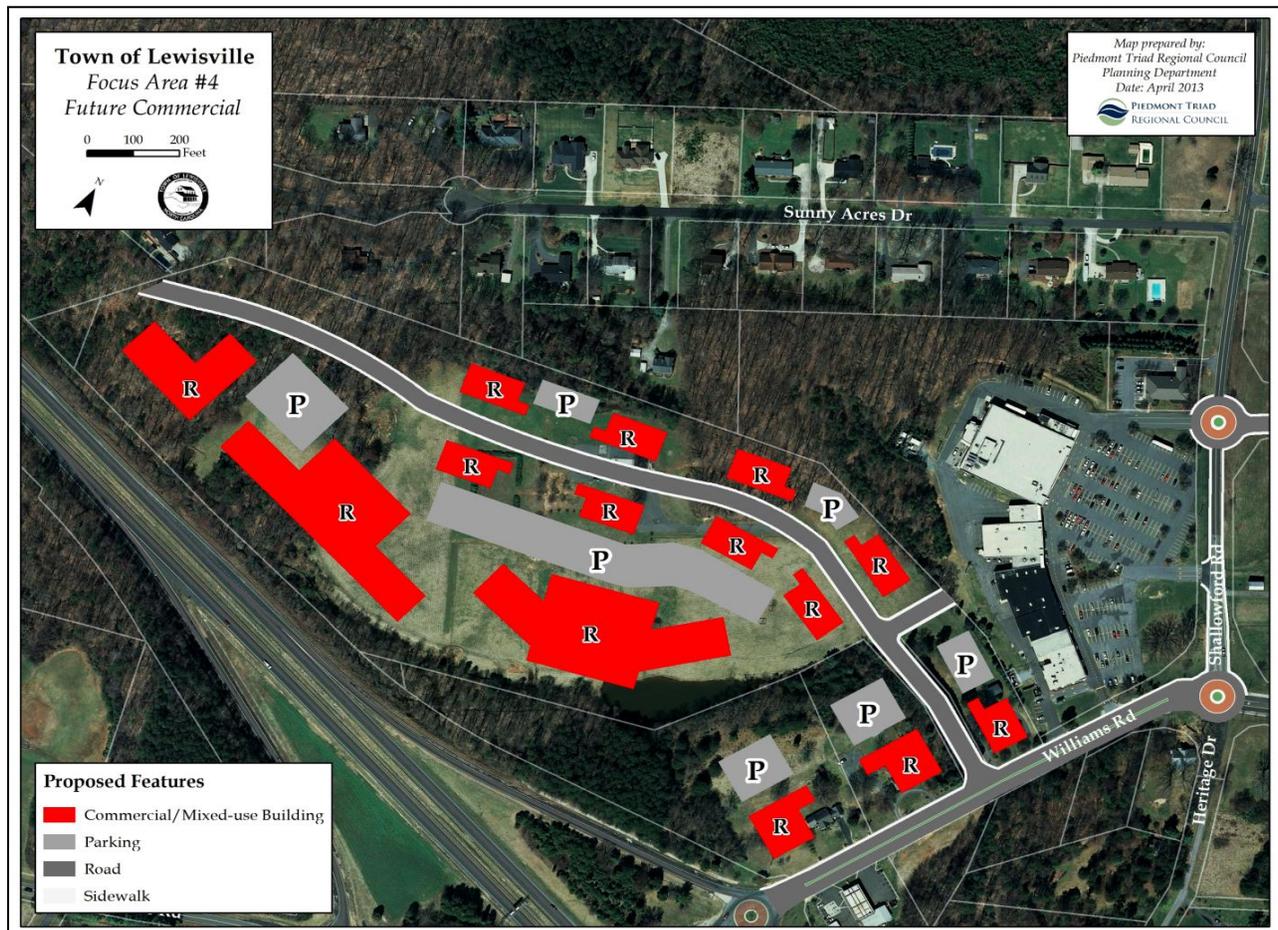
Aerial View of Area 3.

Guidelines for the Gateway Development – Area 4

The gateway Development – Area 4 is generally defined as the parcels surrounded by US421, Williams Road, Shallowford Road and the Sunny Acres neighborhood.

As a primary entrance into the downtown, the gateway area represents an opportunity to strengthen and reinforce the vision and values of Lewisville: rural agrarian heritage, small town charm and hometown livability. As such, it has the potential to develop in both conventional and unconventional ways. The Planning Board recommends exploring successful projects and practices elsewhere in order to determine final uses appropriately.

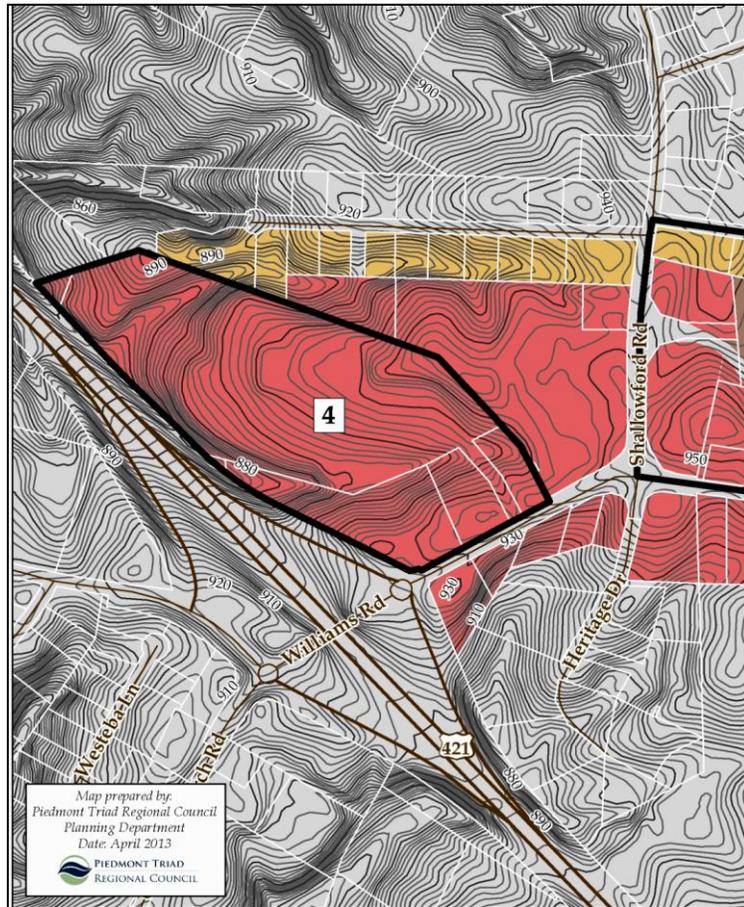
Plans for this area should encourage the creativity of the developer while ensuring appropriate high-quality design and site planning consistent with the Comprehensive Plan initiatives and directives. It is suggested that the design of Area 4 should emulate the look and feel of the downtown core while recognizing that the impact of vehicular traffic will play a larger role.



Proposed Design for Area 4.



Potential designs for Area 4 Shops and Restaurants.

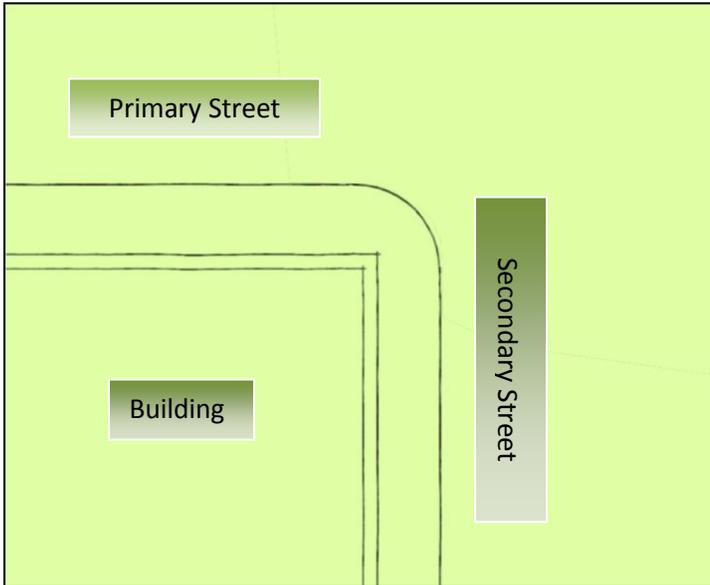


Topographic Map of Area 4

Design Guidelines

1.3 Building Orientation – Building orientation refers to how the structure is placed on a property, with particular focus on the primary façade of the structure.

- Structures shall be oriented so that their primary façade faces, and is parallel with the principal street on which they are located.
- On corner lots, both facades shall be oriented so that they face and are parallel with, the adjoining streets.



Primary facades oriented parallel to the public street.

1.4 Building Massing and Scale

A building’s mass defines its relationship to other structures and the street, as well as contributes to an area’s identity. Neighboring buildings of similar size and massing work

together to create a pleasing streetscape and provide consistency between adjacent buildings with different designs.

A building's scale refers to its perceived size in relation to a person (i.e., human scale) or neighboring structures (i.e., architectural scale). Adjacent buildings sharing human-scaled architectural elements (e.g., windows, doors, porches, vestibules, stoops, awnings at entrance level, other ground-level pedestrian amenities) help establish an inviting, pedestrian-oriented streetscape.

- All new construction shall be designed in consideration of the mass and scale of adjacent buildings in terms of size, height, width and bulk.
- New construction on lots that are significantly wider than adjacent existing lots shall utilize a design that divides and proportions the building to replicate the massing and scale of adjacent buildings.
- New construction shall utilize architectural styles and features that are compatible with the scale of adjacent buildings.
- Buildings shall occupy the full width of the lot at the front build-to line unless sufficient width exists to provide driveway access to a rear parking area. In such cases, the building shall occupy the full width of the lot at the build-to line between the edge of the lot line and opposite side lot line.



Appropriate Massing and Scale between buildings fosters a cohesive urban form.

1.5 The Rhythm of a Downtown Block

Rhythm refers to the pattern that is made by the combination of windows, doors, and other details that make up the overall façade. The “rhythm” of the block of buildings is established by the variety that is created between window sizes and spacing, the amount of wall area that is visible, and the placement of details. It is important to recognize that these

patterns exist and that any alteration to an existing building or any new construction or infill should maintain the established rhythm of surrounding buildings along the block face.



As shown in the illustration above, the “rhythm” of the buildings is established by the variety that is created between window sizes and spacing, the amount of wall area that is visible, and the placement of details.



Typical view showing the rhythm of architecture along a suburban street.

1.6 Building Facade Articulation

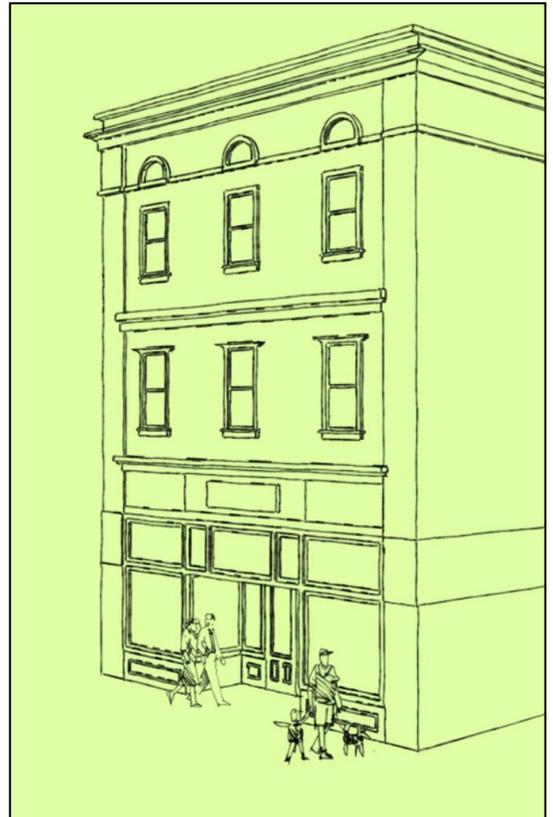
As the following illustration demonstrates, the use of architectural features on a building facade helps to define the scale and massing of a building. Elements should proportion a structure into a discernible base, middle and top, with an emphasis on accentuating the

human scale along the facade of the ground story to create an inviting environment for pedestrians.

- Architectural features shall be required on all facades of a building facing a public street to provide articulation and define the scale of the building.



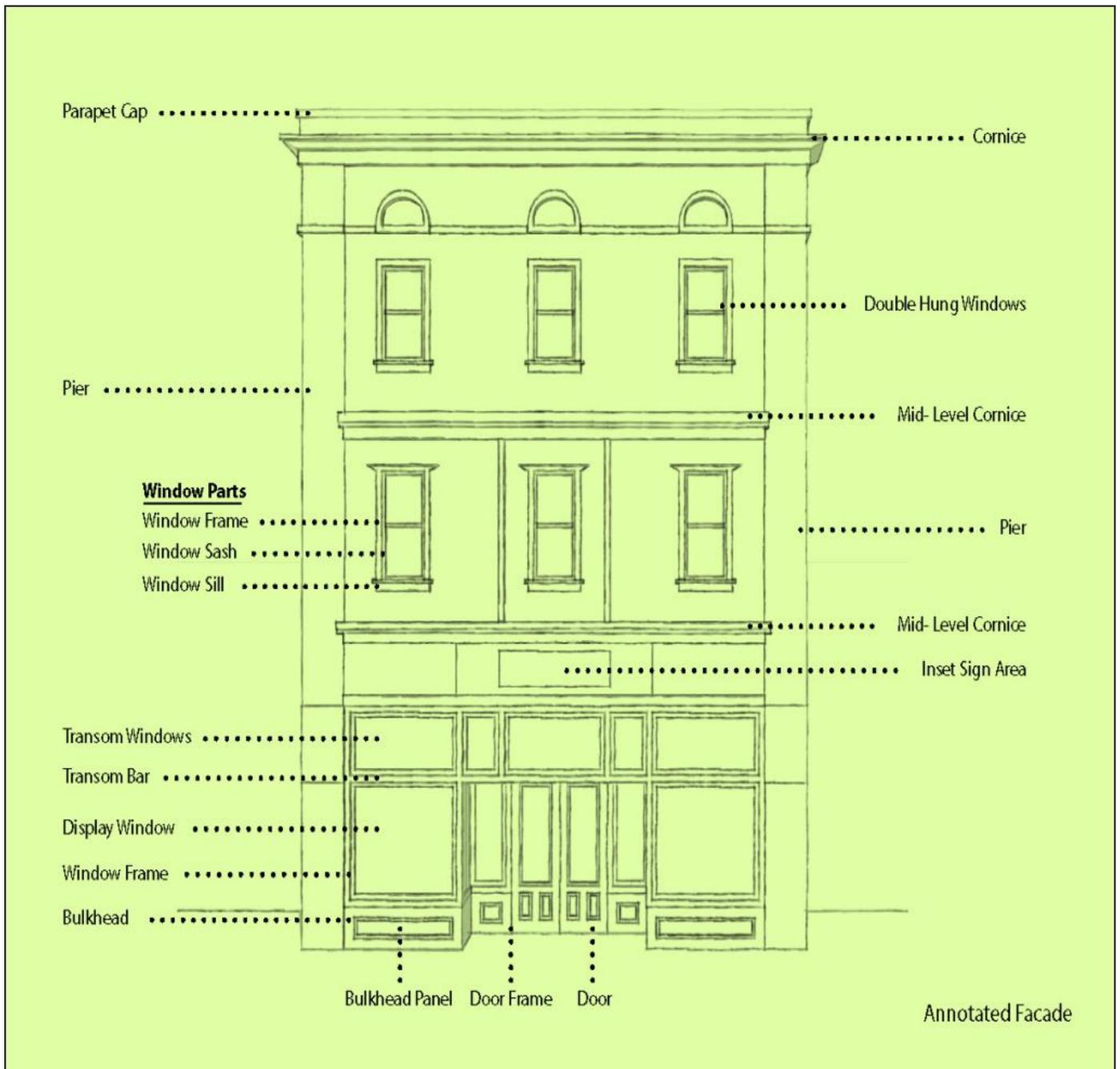
Unarticulated Building Façade



Articulated Building Façade

- Long stretches of solid/blank walls that lack doors or windows, or are devoid of architectural ornamentation are discouraged.
- Building façades shall be articulated both vertically and horizontally.
- Architectural features that are chosen shall be in scale with the size of the building.





Architectural components of a typical downtown building facade.

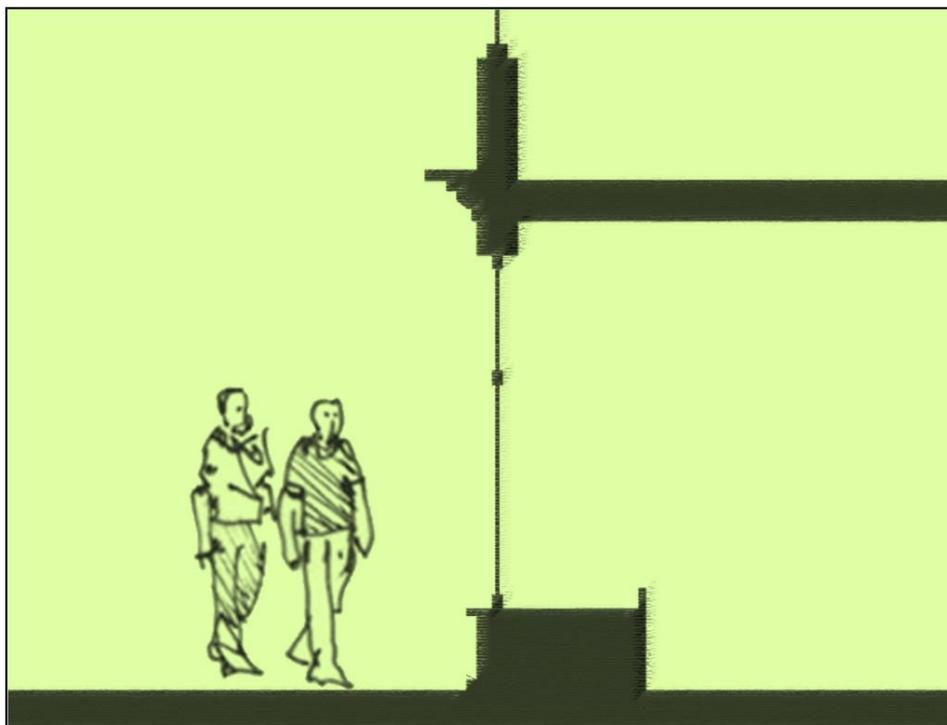
1.7 Storefront Design

The storefront is the public face of a building and the most prominent feature at the pedestrian scale. The importance of a good storefront design cannot be overstated since it gives the first impression of what is inside a building. A storefront designed to be open and inviting will help to welcome patrons inside, while a storefront that is hardened presents the opposite message. As the discussion of the existing pattern of Downtown Lewisville

described, most and offices located fifteen or more feet from the sidewalk due to overhead utilities or are constructed up to the Build-to-Line (BTL). Few buildings have an abundance of glass, which is a contributing factor in good storefront design since the openness of the glass invites browsing and allows pedestrians to see interior activity. Good storefront design is also predicated on the need for pedestrians to be able to view the interior of the building from the main portion of the sidewalk, and therefore, excessively recessed buildings are discouraged since they require a passerby to leave the main sidewalk to see clearly into the storefront.

- Buildings shall be designed so that the majority (greater than fifty 50% percent) of the width of the storefront wall is located immediately adjacent to the public sidewalk.

Preferred



The Figure above illustrates the importance of transparency and relationship to the pedestrian environment in the storefront design.

Proper bulkhead design is a critical factor in designing an appropriately proportioned storefront that meets the intent of these design guidelines. Bulkheads should be neither too high, blocking the view of pedestrians, nor too low, so that a completely glass walled storefront is created.

- Bulkheads shall be constructed along all storefront areas, excluding customer entrances.

- Bulkheads should be a minimum of twenty-four (24") inches and maximum of thirty-six (36") inches in height.
- Bulkheads may be constructed of brick, wood, or a combination of those two materials.
- Bulkheads shall include architectural detailing such as inlays, trim, changes in color or changes in material.



This illustration demonstrates how a properly sized bulkhead relates to the pedestrian environment.

- Storefronts shall run the length of the first floor facade between the exterior building piers.
- A minimum of seventy (70%) and maximum of ninety (90%) percent of the surface area of the storefront shall consist of transparent glass between a height of two (2') feet and ten (10') feet above the grade of the adjacent sidewalk.
- Reflective glass is prohibited.

- Glazed areas shall have a minimum of seventy (70%) percent visible light transmission ratio.

70% to 90% Glazing Ratio



Both glazing ratios and the span of the storefront are crucial for an effective integrated storefront design.

As the illustrations of acceptable storefronts demonstrate, there can be a greater deal of diversity of design while still achieving the explicit goals of these storefront design guidelines. When designing a new storefront, it is appropriate to study the existing storefronts on a block, but each storefront should be unique to its building, and therefore the exact replication of existing designs is discouraged.



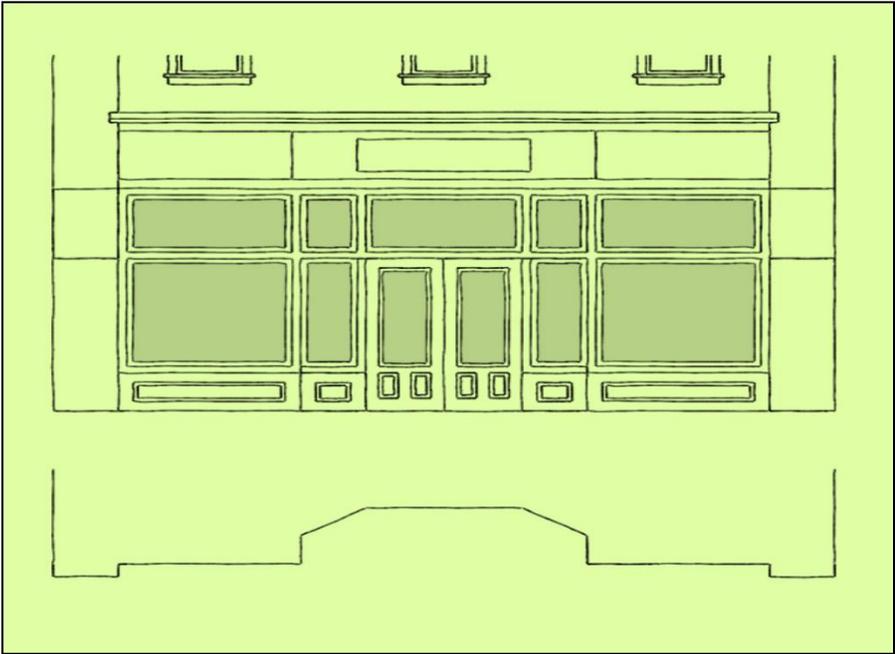


Figure 1

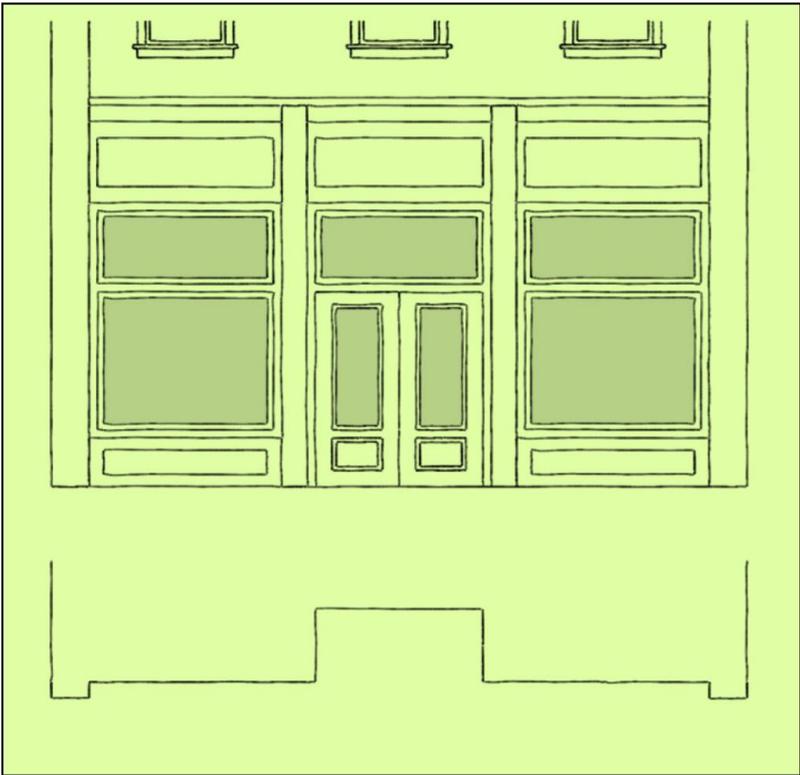


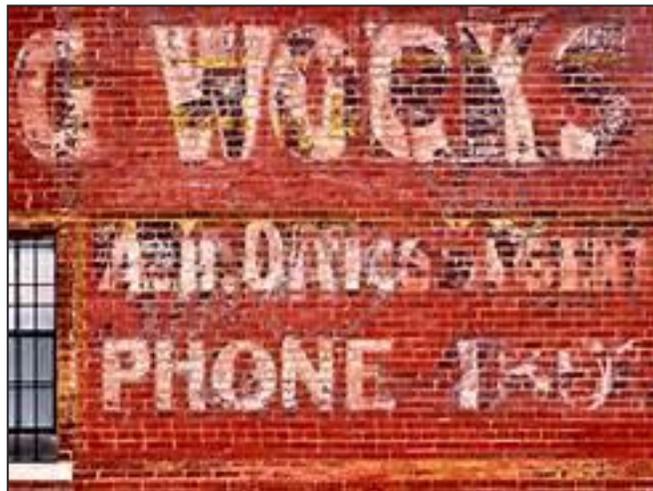
Figure 2

1.8 Exterior Building Materials

In the development of the existing architectural pattern in downtown Lewisville, brick has been the predominant building material used on the primary surface areas of contributing structures. New construction or renovation should complement this existing aesthetic.

Masonry

- Only architectural quality individually set, naturally colored masonry is allowed for use on the primary surfaces of exposed building facades.
- Masonry shall be applied in a manner that emphasizes the storefront, window openings, projecting lentils, corbelling adjacent to and/or as a part of the cornice features, building piers, and other ornamental features.
- Masonry shall be applied in a manner that adds interest to the façade by utilizing techniques that vary the patterns through the use of a variety of coursing, patterns and designs.
- Special attention shall be given to corners to ensure the masonry course work is wrapped in a continuous manner along all sides of the building.
- No more than two styles of masonry may be utilized on a facade.
- Where there are multiple exposed facades facing public streets, the same course patterns, masonry materials and other characteristics shall be applied equally to each facade.





Example of Appropriately Applied Materials

1.8 Exterior Building Materials (Continued)

Secondary Materials

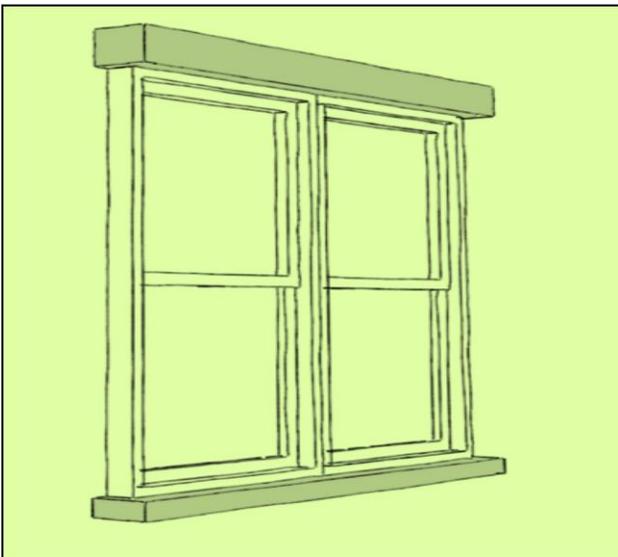
- Treated wood, natural stone, exterior quality tile, synthetic stucco (EFIS) and architectural grade metal may be utilized on building surfaces where the primary cladding materials are not applied, provided that such materials (excluding glazed areas) do not exceed twenty-five (25%) percent of the surface area of the façade.

Lintels

- If exposed lintels are used in construction, they shall be made of stone, brick, or synthetic stucco.



This building exhibits appropriate secondary material placement.



Projecting the lintel from the facade adds another layer of dimension to the façade.



1.8 Exterior Building Materials (Continued)

Cornices

- Upper story and mid-level cornices may be included on the primary building façade.
- Cornices may be constructed of brick, synthetic stucco, architectural grade metal or cast concrete.

Inlays

- The primary building surface may include decorative inlays that do not total more than ten (10%) percent of the primary façade surface area.
- Inlay materials may include, tile, natural stone, decorative glass, or similar materials.



Example of architectural grade cornice.



Example of synthetic stucco cornices on a brick façade.

1.9 Building Color

Appropriate historical color schemes are required for use in the design of new buildings as well as in the rehabilitation of the facades of existing buildings. New construction may only utilize unpainted brick for primary facade surfaces, while secondary surfaces, inlays, and other architectural features may be painted in accordance with the color palettes established in these guidelines.

- The color of brick used on primary facades shall be consistent with the brick color palettes established in the design guidelines.
- No more than two brick colors may be used on the primary surfaces of a facade. When more than one brick color is used, the colors should be complementary in color and tone.

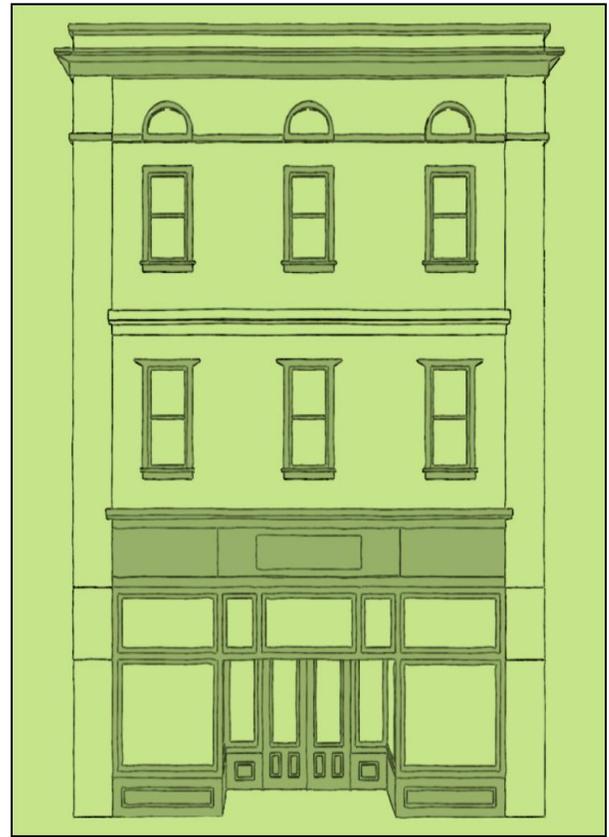
1.9 Building Color (Continued)

- Where existing brick buildings have been painted, the primary surfaces of the buildings may only be repainted in accordance with the primary color palette established by the Lewisville Downtown zoning district, overlay or in the design guidelines.
- Primary surface areas that are clad in brick that are allowed to be painted shall be painted a single color that is consistent in hue and tone with either the brick color or the primary paint color.
- Up to three additional complementary accent colors may be used to paint the secondary surfaces of a building facade.
- Accent colors shall be used to contrast the primary and secondary surfaces of a building facade to prevent a monotonous, monochrome appearance, and to help articulate the facade and accent architectural details.

Primary and secondary color surfaces will vary in their scope based on the architectural style and detailing provided on a building. The illustrations below should be used as a guide to determine which surfaces are primary color surfaces and which surfaces are accent color surfaces.



Primary Color Accents



Secondary Color Accents

1.10 Upper Story Windows

- Upper story windows should align horizontally with windows on the same story and be centered on windows below.
- Only transparent glass with a minimum sixty (60%) percent visible light transmission ratio is allowed for use in upper story windows. Reflective glass is prohibited.
- A minimum of thirty (30%) percent of the linear width of each upper floor shall contain glazed area.



Example of proper alignment of upper story windows with first floor windows.

1.11 Doors

From a pedestrian point of view, doors and entranceways are one of the most obvious and recognizable building features. The door and entranceway is a gateway to the retailer's interior and therefore it is important that the entrance be perceived as a cohesive element of the storefront façade and not as a separate entity.

- Primary entrances shall face the primary street frontage, while secondary entrances may face parking areas or secondary street frontages.
- The surface area of doors shall have a minimum glazed area of seventy (70%) percent.
- Only transparent glass with a minimum visible light transmission ratio of eighty (80%) percent is allowed. Reflective glass is prohibited.



Example of an attractive storefront and entrance door.

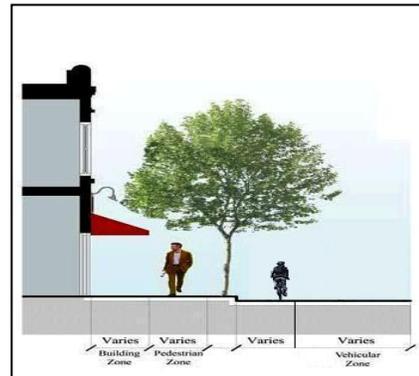


1.12 Awnings / Canopies

Awnings and canopies can serve several functions such as stimulating visual interest, protecting pedestrians from weather, and shielding items from sun damage in storefront displays.

- Awnings are recommended to provide visual interest and protect pedestrians from inclement weather.
- Awning shape should relate to the window or door opening. Barrel shaped awnings should be used to complement arched openings while rectangular awnings should be used on rectangular openings.

- When there are multiple storefronts, awnings/canopies should correspond in size, color, and material.
- Awnings/canopies shall not block architectural features, including transom windows.
- Awnings shall be attached to the vertical wall and lead to the public entrance.
- Awnings must protrude at least three (3') feet from the building facade.
- All parts of awnings must be at least eight (8') feet above the grade of the sidewalk.
- Backlighting of awnings is not permitted.
- Acceptable materials include woven cloth, canvas or architectural metal.
- Awnings may be any color that is consistent with the primary or accent color requirements found within Lewisville downtown zoning and overlays that contrasts and complements the building facade color.



1.13 Sign Placement

The following requirements and guidelines are intended to supplement the general sign standards found in Chapter B, Article III of the Unified Development Ordinance in order to address the unique characteristics of downtown buildings. As such, Section 3-2.1, Sign Regulations should be consulted as well prior to beginning the design of signage for a downtown building.

- Signage shall be designed and placed in a manner that complements the building's architectural aesthetic character.

- Signage shall be designed and placed in a manner that complements the pedestrian scale.
- Signs may not be mounted more than eighteen (18') feet above the grade of the adjacent sidewalk.
- Projecting signs shall be used when traditional wall mounted signage would either block architectural features or when appropriate space is not available on the building façade without interfering with the architectural character of the building.



Example of a properly designed projecting sign.



1.14 GWR Streetscape Elements

The Planning Board and staff observed the streetscape improvements that have been made in other nearby communities and the downtown revitalization that has resulted, and recommends that the Town of Lewisville adopt streetscape guidelines for developing the downtown core.

The Planning Board recommends a focus on these improvements:

- 1) The reworking of Shallowford Road and by designing the Great Wagon Road (GWR) to serve as “complete streets” accommodating pedestrian, vehicular and bicycle traffic.
- 2) The continued use of environmentally-responsible and aesthetically pleasing downtown street lighting.

- 3) The planting of appropriate street trees as recommended by the Town's Street Tree Replacement program and the incorporation of environmentally responsible stormwater control devices in the city right-of-way and on adjoining sites.
- 4) The possible incorporation of "bump-outs" in strategic locations for traffic calming and providing additional opportunities for street trees and plants.
- 5) The addition of brick paver strips along certain sidewalks and stamped brick-pattern crosswalks.
- 6) The incorporation of a "way finding" plan into the GWR/Downtown Streetscape Plan.
- 7) The addition of seating areas, bike racks, and small "pocket parks" in strategic areas to promote pedestrian traffic.
- 8) The use of decorative signage, lamp posts, benches and trash receptacles along both the Great Wagon and Shallowford Roads.





1.15 GWR Streetscape Elements – Complete Streets CONCEPTUAL CROSS – SECTIONS AND DETAILS

This drawing is to be considered a typical representation of the streetscape appearance that the Planning Board recommends for downtown Lewisville. This is not a final construction drawing and is not meant to be dimensionally correct nor all inclusive. Enough drawings and illustrations have been included to define most of the major features that the Planning Board envisions for the Great Wagon Road and other downtown thoroughfares.

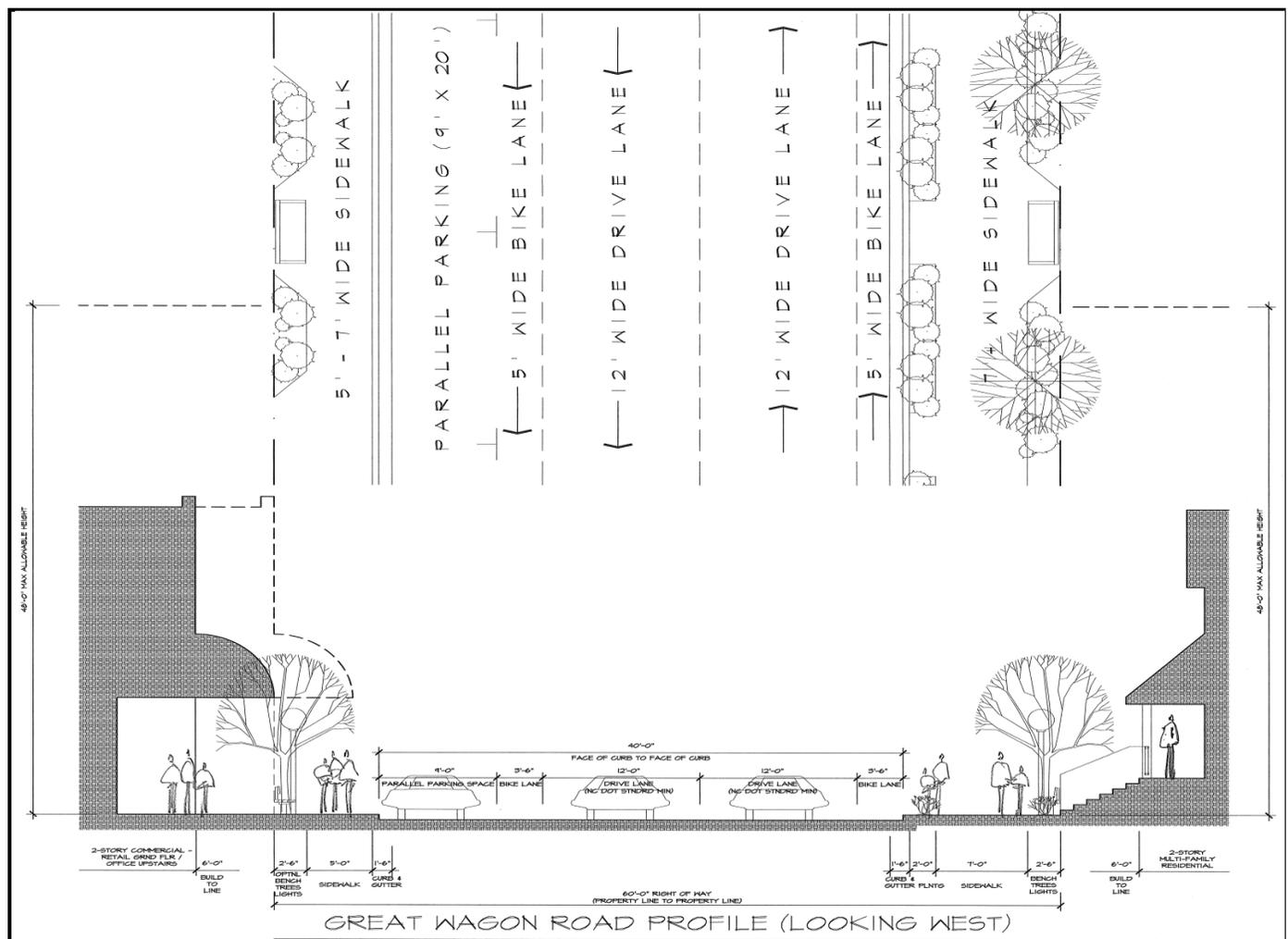


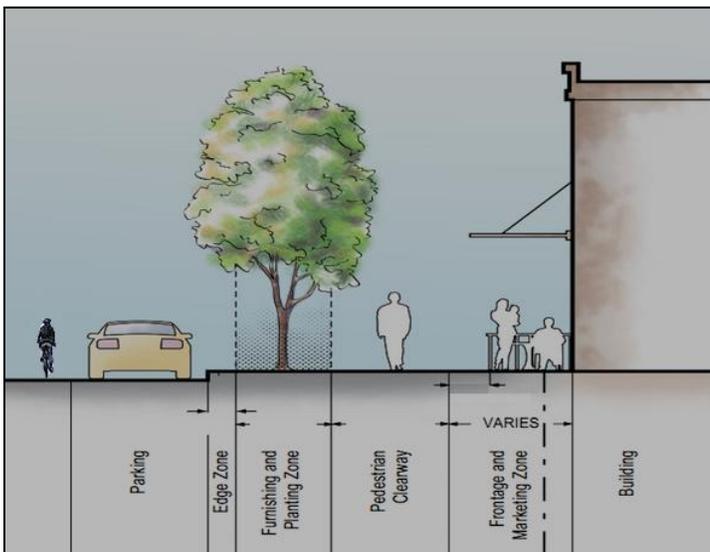
Figure 3

Complete Streets are streets for everyone. They are designed and operated to enable safe access for all users. People of all ages and abilities are able to safely move along and across streets in a community, regardless of how they are traveling. Complete Streets make it easy to cross the street, walk to shops, and bicycle to work.

Now, in communities across the country, a movement is growing to “complete” the streets. States, cities, and towns are asking their planners and engineers to build roads that are safer, more accessible, and easier for everyone. In the process, they are creating better communities for people to live, play, work, and shop.

The Complete Streets initiative acknowledges that the demand for transportation services is changing, and the auto-only focus has had unintended consequences for communities throughout North Carolina. For the past fifty (50) years, streets have been designed to serve motor vehicles and often have not included sidewalks or bicycle facilities. As a result, it is difficult to walk, bicycle, or use transit in many places due to incomplete streets. People seeking to travel by modes other than the automobile want more transit services and better access to those services. Our residents may also desire more pedestrian and bike friendly choices for mobility. These mobility choices will increase the level of independence for all users. Motorists are also facing increasingly congested roadways that have resulted from an auto-only emphasis. For all of these reasons, there is a growing need to ensure that streets provide safety and mobility for all users. Well-planned, well-designed, context-based streets are an integral part of a comprehensive transportation network that safely supports the needs of the communities and the traveling public, no matter how they are traveling.

1.16 GWR Streetscape Elements – Outdoor Seating and Dining Guidelines



As part of their work to create a streetscape plan for the downtown, the Planning Board modified setbacks along the Great Wagon Road (GWR) to encourage the use of the sidewalk areas in front of new and existing businesses for the purpose of outdoor dining or gathering adjacent to the public street.

To ensure safety and accessibility as well as commercial prosperity, the Planning Board has recommended guidelines for downtown restaurants, cafés and businesses that wish to provide tables, chairs, benches, or planters along the sidewalk. The guidelines aim to facilitate outdoor seating that is functional and desirable, while at the same time ensure public safety and preserve the distinct atmosphere and charm of the downtown.

1. Street furniture and planters shall only be placed on the sidewalk in front of the applicant's place of business and directly adjacent to the building wall.
2. A minimum of five (5') feet of pedestrian clearance must be maintained on the sidewalk. The area of pedestrian clearance shall not include street trees, benches, trash receptacles, streetlights or other sidewalk obstructions.
3. Placement of street furniture and planters must not interfere with crosswalks; curb ramps, access to buildings, driveways.
4. Placement of street furniture and planters on the sidewalk must conform to all Federal, State and Local laws and regulations.
5. The sidewalk café/street furniture should not have a substantial adverse impact on the use or property values of adjoining properties.

1.16 GWR Streetscape Elements - Outdoor Seating and Dining Guidelines (Continued)

The following guidelines have been established for the tables and chairs:

1. The table and chairs shall be comprised of metal or wood and the color shall compliment the storefront architecture. Planter style and material shall also compliment the storefront.
2. Restaurants and cafés serving alcohol beverages in the sidewalk dining area will need to delineate the entire area with a physical boundary as required by the North Carolina Division of Alcohol Beverage Control. The boundary shall be a removable fence and shall be at least thirty-six (36") inches in height. The fence shall be complimentary of the storefront architecture and appropriate for use within the downtown core area.
3. The business owner is responsible for ensuring that all activity stays within the delineated area.
4. Fences, tables, umbrellas, chairs and planters in the sidewalk area must be kept free of litter and other debris at all times.
5. All tables, chairs, etc. must be promptly removed from the sidewalk at the end of each business day, unless they are secured overnight. You are not permitted to affix furniture or planters to the sidewalk.

6. Area must meet all applicable State and County health requirements and all applicable Town ordinances.
7. Applicants intending to serve liquor at a sidewalk café must have a valid North Carolina Liquor License. Consumption of alcohol within the sidewalk dining area is regulated by the permitted uses and restrictions defined in the individual liquor license.
8. Such sale of alcoholic shall be for consumption on the premises only with the purchase and consumption of a meal. This provision must be clearly stated on sidewalk café menus.
9. Alcohol must not be removed from the delineated area.
10. Sidewalk cafés shall not operate earlier than 7:00 am nor later than 11:00 pm on Sunday to Thursday and no later than 12:00 am on Friday to Saturday.

1.17 GWR Streetscape Elements – Bump Outs

Crosswalks Bump-outs should be added at strategic locations in the downtown area to provide a more pedestrian-friendly downtown layout, to permit the addition of small street trees, to delineate parking and traffic spaces from pedestrian areas, and to encourage drivers to slow down when navigating areas with more pedestrian traffic. Bump-outs may require new curbing and can be surfaced with brick pavers or textured concrete.



Typical Street Bump-out with Landscaping



1.18 GWR Streetscape Elements – Stamped Crosswalks

Crosswalks throughout the streetscape planning area (Shallowford Road and GWR) will be stamped in a brick paver pattern using an overlay process. The effect will be as pleasing as a real brick paver crosswalk without the cost of removing pavement and without the

ongoing maintenance associated with using brick pavers on high-traffic streets. Brick pavers do not perform as well as stamped pavement under heavier traffic loads.



Example of Stamped Asphalt



Typical Stamped Crosswalk Installation



Sample Pedestrian Crossing Through Median

1.19 GWR Streetscape Elements – Use of Brick Pavers in Sidewalks

As the Town moves forward with plans to construct the Great Wagon Road, utility lines are to be buried where possible creating a clean and uncluttered appearance both within the street right-of-way and on individual sites that adjoin the roadway. In certain locations within the downtown core area, the use of concrete sidewalk next to the curb may be removed and replaced with brick pavers. Where the sidewalk covers underground utilities, brick pavers should be used to provide easier access as long as the resulting pattern is aesthetically pleasing. A combination of brick pavers and concrete sidewalk may be used interchangeably as required to enhance the appearance of those buildings being built at the Build-to-Line (BTL) as required within the district. Brick pavers may also be incorporated as part of any storm water management infrastructure within the right-of-way (if applicable) that may be designed for the downtown area.

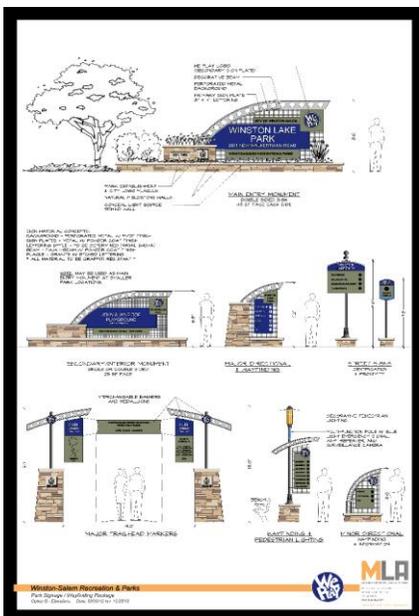


Landscaped bump-out with combination of concrete sidewalk with brick pavers.

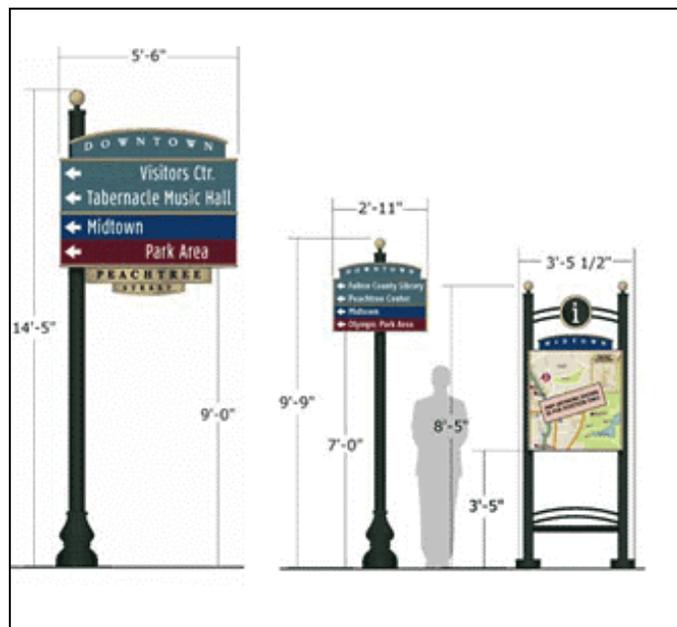
1.20 GWR Streetscape Elements – Way Finding and Banners

A community’s physical form, rather than its land uses, is its most intrinsic and enduring characteristic. An important characteristic of that physical form includes the concept of “placemaking” and all that makes it work - historic preservation, urban design, transportation, arts and cultural development, commercial district revitalization, as well as tourism and destination development. An important component of placemaking is the concept of way finding and the need to provide safe, easy, efficient movement and circulation of pedestrians (particularly visitors and tourists) into, through and within the downtown. Way finding is the art of using landmarks, signage and environmental cues to help first-time visitors navigate and experience a site without confusion. These cues should be well planned, seamlessly connected, and esthetically pleasing, creating a positive first impression.

While the Planning Board was completing work on the streetscape plan, the Lewisville Planning Department was studying the need for a way finding plan for the Town. Recognizing that the major emphasis of the way finding plan was for the downtown area and the gateways to the downtown core, staff decided that the way finding plan should become a part of the larger Streetscape Plan. In addition, the number of downtown signs and the visual attractiveness of those signs is a key contributor to the overall appearance of the downtown. Easy-to-follow directional signage would be a benefit to our downtown businesses and to all Lewisville visitors.



Examples of Way Finding Signage



Signs should be well located and have consistent designs.

Destination specific directional signs provide motorists and pedestrians important information when looking for locations within the district. Not only do they direct visitors to destinations listed on the sign, but they also provide landmarks to follow when searching for lesser known attractions between advertised destinations.

These destination specific directional signs should have a frame style that is consistent with the other elements of the GWR Streetscape Plan. The suggested frame style would be something similar to the historic markers and decorative street lamps used in the downtown.

Way finding signage is intended to compliment the Town’s on-going banner program. Banners are a simple way to promote downtown Lewisville’s unique identity. The Beautification Committee and Town staff already rotates different banners throughout the year on select light poles within the downtown area.



Town staff changing downtown banner.



1.21 GWR Streetscape Elements – Decorative Lamp Posts, Signage, Benches and Trash Receptacles and Bike Racks

Lamp Posts, Benches, Signage, Trash Receptacles and Bike Racks –

The Planning Board recommends the continued use of decorative lamp posts that match those that have been installed along Shallowford Road and those portions of the Great Wagon Road (GWR) that have been constructed. The Board also suggests that coordinated (decorative) sign posts, metal benches and trash receptacles be used for future downtown streetscape improvements.



Great Wagon Road Streetscape Alternatives

Decorative Benches



The Town may consider a bench dedication program whereby citizens could sponsor the purchase and installation of a bench that carries a special dedication or recognition.

Great Wagon Road Streetscape Alternatives

Decorative Trash Cans



The Board recommends adding benches and trash receptacles at locations where r-of-w width permits the creation of a concrete pad to extend beyond the required width of the public sidewalk or where private sidewalk is placed alongside the public sidewalk to allow the same. Specific locations for benches, trash receptacles and bike racks were not identified as a part of this study. The Board felt that those locations should be studied as a part of the future detailed design process.

Bicycle Racks –

The Board sees the possibility of combining the practical need for bicycle racks with the opportunity to add public art to downtown Lewisville, and recommends having the Lewisville Beautification Committee investigate unique designs for future downtown bicycle racks. Some locations will be more suitable for conventional bicycle racks, and other locations might be prime locations for custom-designed bicycle racks. Local businesses should be encouraged to locate bike racks as part of their required parking calculations. The Lewisville UDO allows required parking to be reduced when a bike rack is installed as part of any new or existing development.

1.21 GWR Streetscape Elements – Decorative Lamp Posts, Signage, Benches and Trash Receptacles and Bike Racks (Continued)



1.22 GWR/Downtown Streetscape Elements – Public Art

The Planning Board recommends that public art be incorporated into future downtown streetscape plans. The Board discussed various opportunities for adding such public art as murals painted on building walls, sculptures, and art-oriented custom downtown streetscape elements such as bike racks or information kiosks. Other North Carolina cities have incorporated public art into their streetscapes. Many communities have downtown murals with a historic theme, Brevard has metal wildlife sculptures, and Lexington has a public art program where they regularly design locally themed pig sculptures to be placed in front of downtown businesses to promote the history and importance of BBQ to the community. Downtown public art of almost any kind can create an identity for a downtown and can be an important economic development tool.



Artistic Wall Decoration along Public Street



BBQ Pig Statue in Downtown Lexington

The Board has not recommended a specific public art type or theme. That should be the subject for a more intensive study by the Town Council or Lewisville Beautification Committee. The Board recommends that public and private interests cooperate to identify a public art theme for Lewisville. There exist numerous grants and other funds that may be used to promote the location of public art within the downtown.



Bronze Statue of Historic Figure.



Lewisville Public Art along Lasley Road.

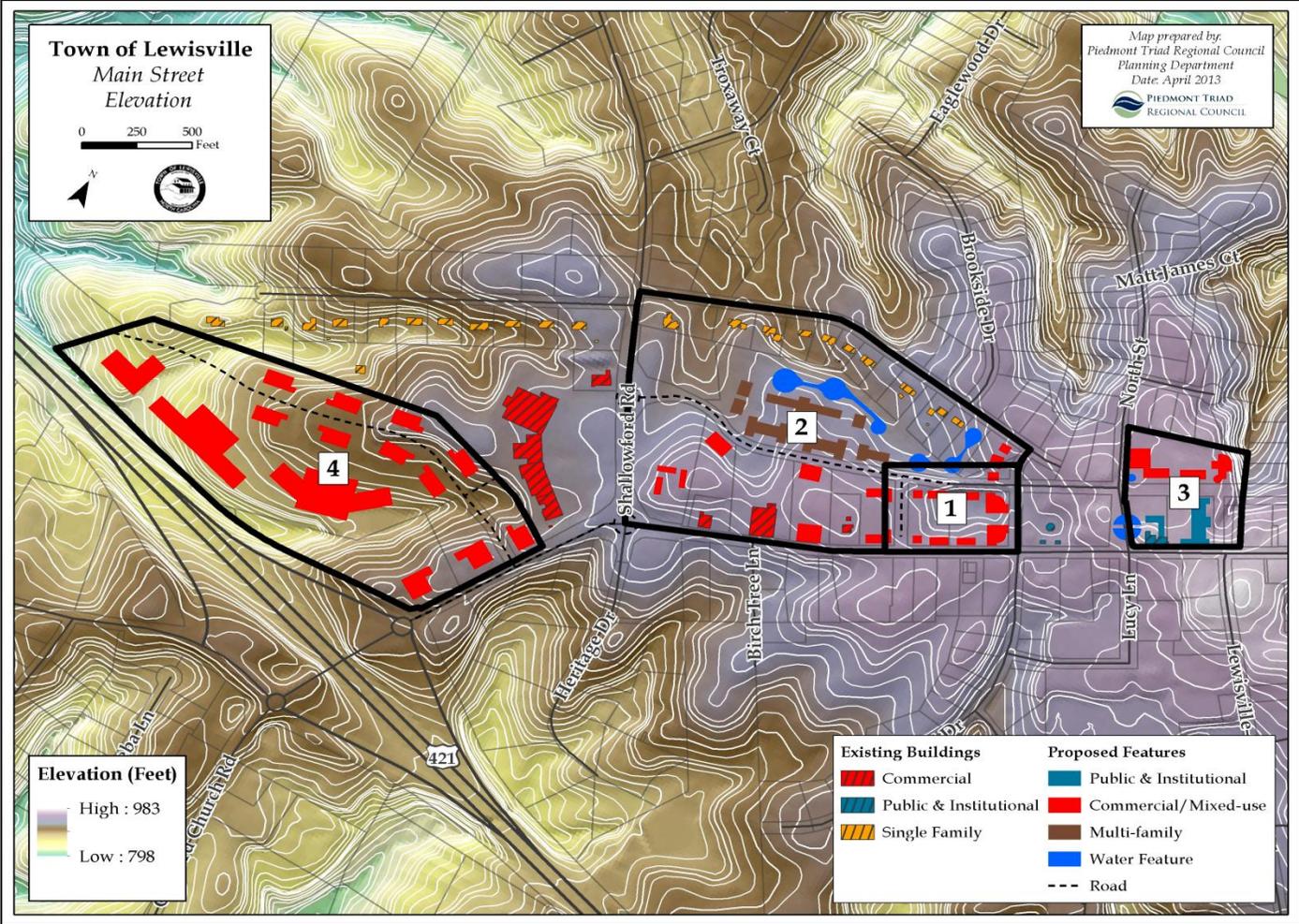


Pig Statue in Front of Historic Davidson County Courthouse.



Bronze Statue and Sidewalk Bollard

The Planning Board recognizes that implementation of these guidelines will span several years, and circumstances over time may require modifications and additions. For that reason, the Planning Board recommends that it periodically review and approve future modifications of these guidelines and assist staff with the review of any town-controlled construction plans for adherence to the adopted guidelines.



The Planning Board believes that these guidelines have the opportunity to be much more than just a pronouncement of our goals for the GWR streetscape. Properly used, these guidelines will result in a landscape and character for the downtown that supports the history of a place; the modern lifestyle and culture of its people; the innovative and forward thinking values that are the core assets of this community.