

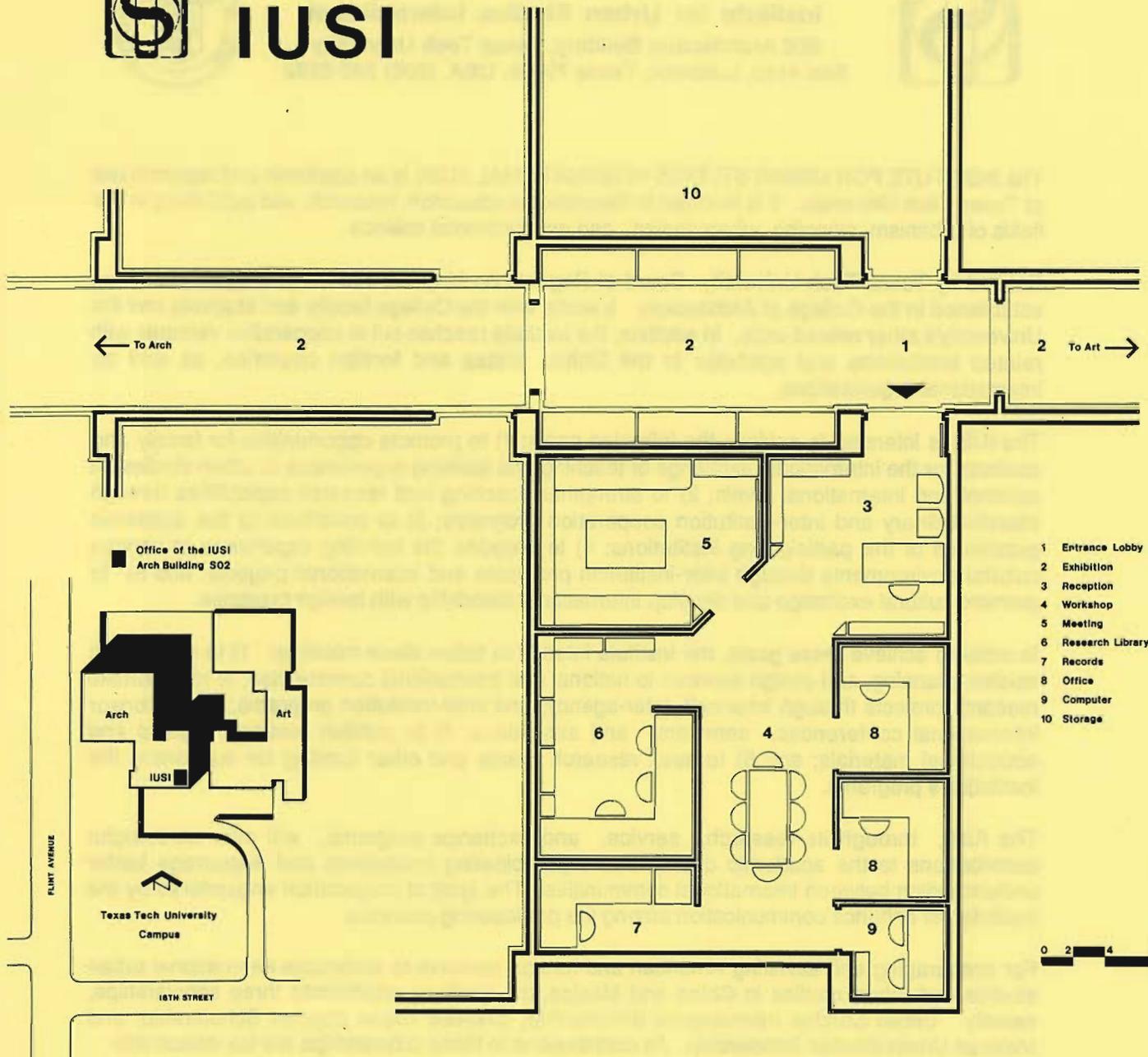
CITY OF LUBBOCK, TEXAS

# VERTON

REVITALIZATION PLAN 2005



# IUSI

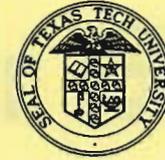


OFFICE OF THE INSTITUTE FOR URBAN STUDIES INTERNATIONAL





**Institute for Urban Studies International**  
S02 Architecture Building, Texas Tech University  
Box 4140, Lubbock, Texas 79409, USA, (806) 742-2592



The INSTITUTE FOR URBAN STUDIES INTERNATIONAL (IUSI) is an academic and research unit at Texas Tech University. It is involved in international education, research, and publishing in the fields of urbanism, planning, urban design, and environmental science.

Ratified by Texas Tech University Board of Regents on May 11, 1984, the Institute has been established in the College of Architecture. It works with the College faculty and students and the University's other related units. In addition, the Institute reaches out in cooperative ventures with related institutions and agencies in the United States and foreign countries, as well as international organizations.

The IUSI is intended to achieve the following goals: 1) to promote opportunities for faculty and students for the international exchange of teaching and learning experiences in urban studies on national and international levels; 2) to strengthen teaching and research capabilities through interdisciplinary and inter-institution cooperation programs; 3) to contribute to the academic excellence of the participating institutions; 4) to broaden the learning experience in various cultural environments through inter-institution programs and international projects; and 5) to promote cultural exchange and develop international friendship with foreign countries.

In order to achieve these goals, the Institute intends to follow these missions: 1) to offer urban studies, planning, and design services to national and international communities; 2) to undertake research projects through inter-unit, inter-agency, and inter-institution programs; 3) to sponsor international conferences, seminars, and exhibitions; 4) to publish research reports and educational materials; and 5) to seek research grants and other funding for supporting the Institution's programs.

The IUSI, through its research, service, and exchange programs, will offer meaningful contributions to the academic quality of the participating institutions and encourage better understanding between international communities. The spirit of cooperation engendered by the Institute will enhance communication among the participating countries.

For encouraging and assisting American and foreign students to undertake international urban studies and urban studies in China and Mexico, the Institute established three scholarships, namely: Urban Studies International Scholarship, Chinese Urban Studies Scholarship, and Mexican Urban Studies Scholarship. All contributions to these scholarships are tax deductible.

For further information, contact: Dr. George T.C. Peng, Professor and Director, Institute for Urban Studies International



**Compliments**

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# **OVERTON PLAN 1986**

# OVERTON REVITALIZATION PLAN 2005

## Lubbock, Texas

Prepared by  
the Faculty - Student Urban Design Team of  
the College of Architecture, Texas Tech University

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- Project Sponsor: **Lubbock Redevelopment Association**



INSTITUTE FOR URBAN STUDIES INTERNATIONAL, COLLEGE OF ARCHITECTURE  
TEXAS TECH UNIVERSITY, LUBBOCK, TEXAS

1986



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August, 1986

Lubbock Avalanche Journal - Sunday, May 4, 1986

## **OVERTON CONCEPT: CITY FACING CHALLENGE**

"LUBBOCK'S NEW City Council has an opportunity to take a major step toward "doing something" about the city's long-range future this week....."

"AS WE HAVE repeatedly observed, we feel a majority of Lubbock's citizenry thinks it is far past time to put the breaks on expansion of the city, including costly public facilities, to the south and southwest until its central core and other areas are brought up to date.

The square mile between Fourth and Nineteenth and Avenue Q and University serves as a gateway to Lubbock's and the area's most valuable asset--Texas Tech University....

This city and it's leaders, and those who own or occupy property in North and South Overton, can not continue with the status quo, if for no other reason than things never remain static. They either go downhill or up."

"WE BELIEVE the City Council, the Lubbock School Board, Texas Tech, BCD, Chamber of Commerce and Lubbock citizens have an opportunity to take a giant stride in doing something about Lubbock's future by drastically changing the Overton area.

This involves the Council's approval and funding of public facilities for the Overton Concept. It involves encouraging and cooperating with those private developers who are willing to put private money where their faith and dreams are.

It involves major changes in certain parts of Overton, including such innovative things as an International House and an international shopping and food area and Global Village residential complex--ideas which could give Lubbock a most unique theme and attract outside investments and business."

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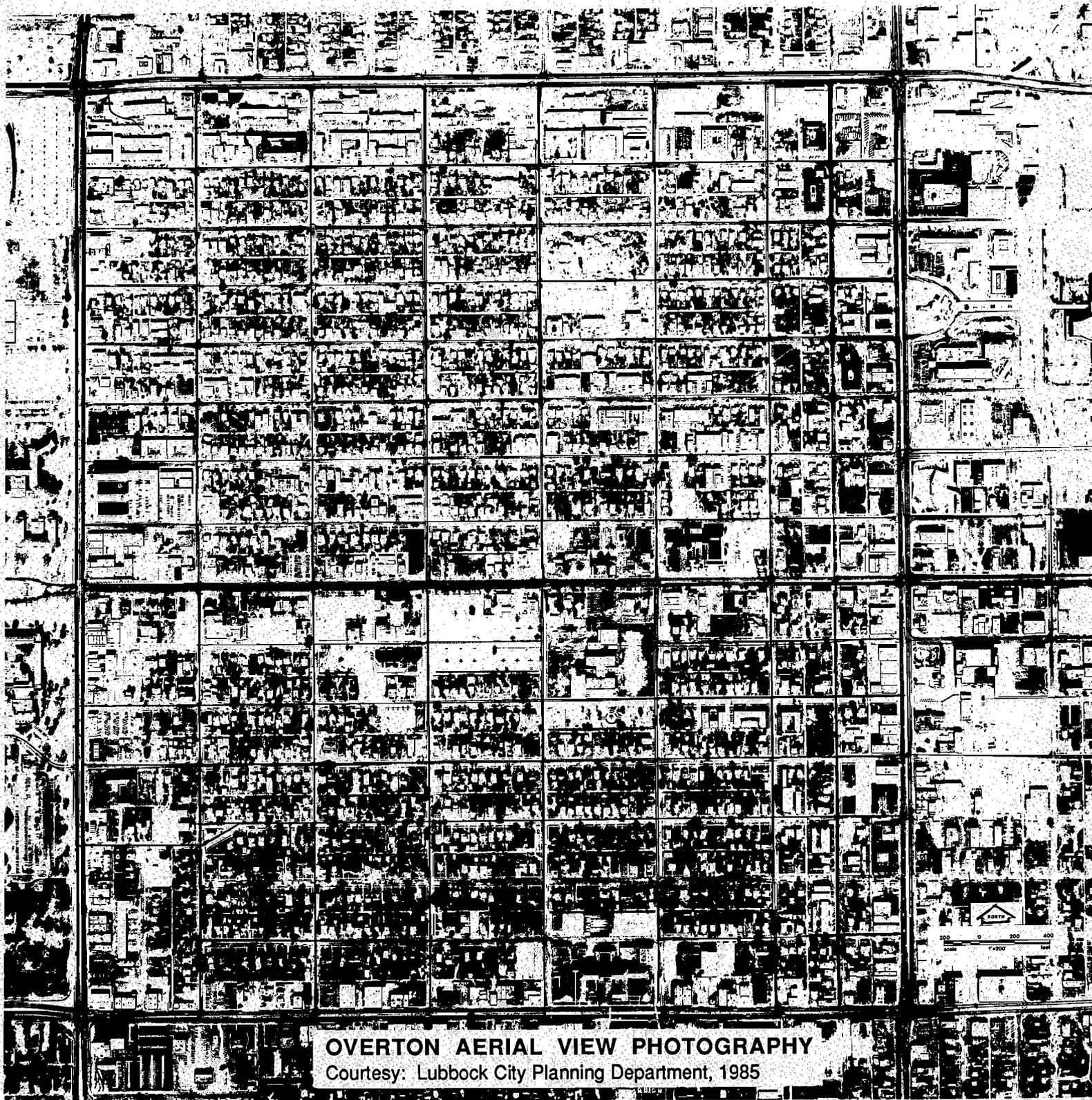
**Joan Baker**, Councilwoman  
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**OVERTON AERIAL VIEW PHOTOGRAPHY**  
Courtesy: Lubbock City Planning Department, 1985



**Institute for Urban Studies International**  
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Box 4140, Lubbock, Texas 79409, USA, (806) 742-2592



June 20, 1986

Mr. W. R. Collier, President  
and Board Members  
Lubbock Redevelopment Association  
1401 Avenue Q  
Lubbock, Texas 79408

Dear Mr. Collier:

On behalf of the Texas Tech faculty-student team members who have participated in the Overton project, I am pleased and honored to present to you herewith the "Overton Revitalization Plan 2005."

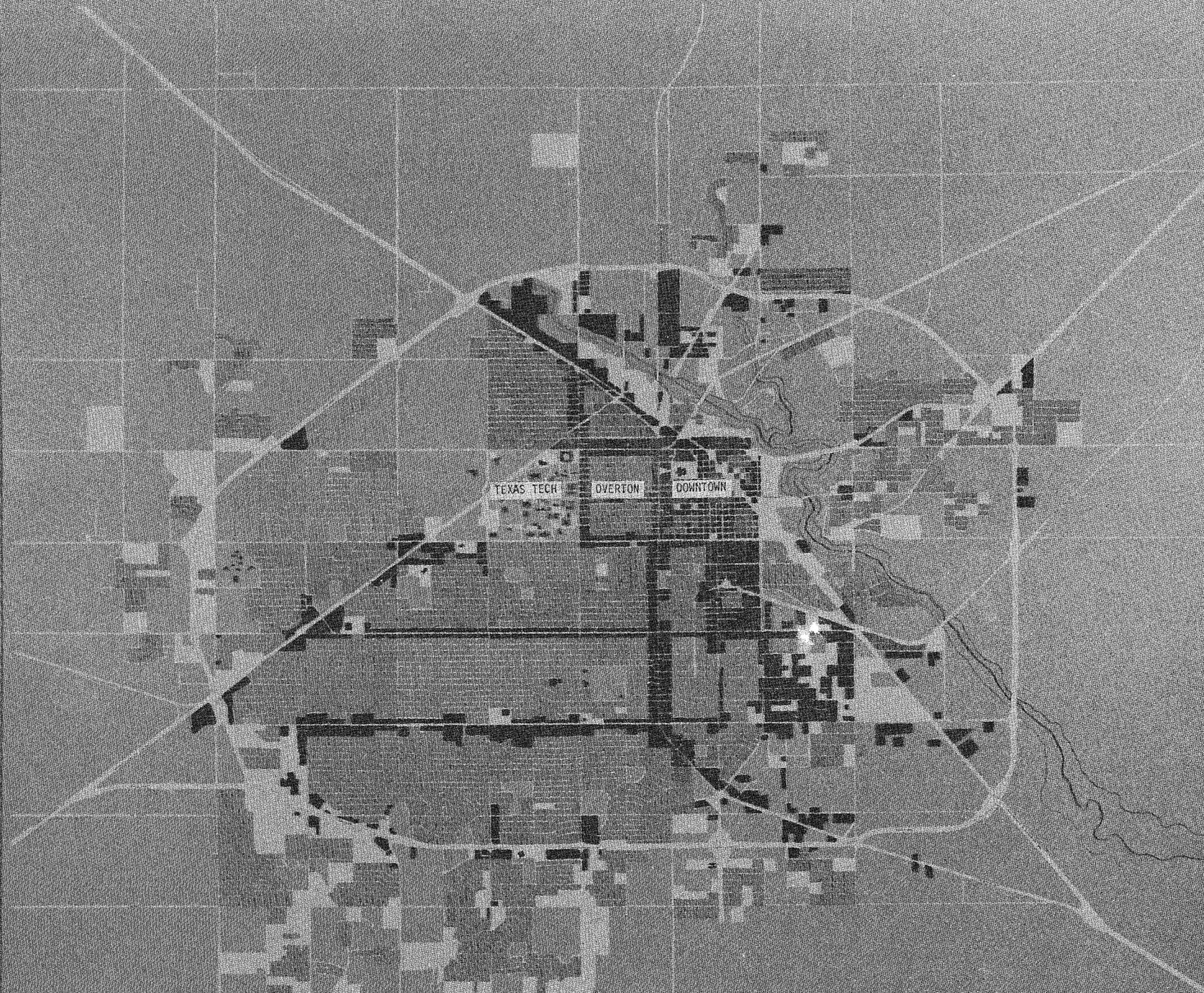
The formulation of the revitalization plan for Overton is based on academic theories and practical approach to plan implementation. It concerns socio-cultural, politico-economic and physical-environmental impacts. It could be implemented from phase to phase within 20 years.

The plan is not a legal document, but is rather a long-range planning recommendation. It is organic in form, functional in structure, and flexible in implementation. It will require revisions from time to time in order to meet future changes and needs.

It is hoped that this plan will be used as a basis for formulating the step-by-step implementation program and as a guide for future improvement and redevelopment of the Overton area.

Sincerely Yours,

George T. C. Peng, Professor and Director  
Institute for Urban Studies International  
Texas Tech University



TEXAS TECH

OVERTON

DOWNTOWN

**CITY OF LUBBOCK, TEXAS**

**TEXAS TECH UNIVERSITY 1961**

**DIVISION OF ARCHITECTURE**



## FOREWORD

In January, 1985, a survey was published by the *Lubbock Avalanche Journal*, which indicated the number one concern of the citizens of Lubbock was crime and crime prevention. Within a short period of time after this article appeared, there were several major crimes committed in the Overton Addition. This addition is bounded by Avenue Q on the east, 19th Street on the south, University Avenue on the west, and 4th Street on the north.

After a certain amount of research, it was discovered that the Overton Addition had the highest crime rate in the City of Lubbock. It also is the oldest part of the city, and has experienced the natural deterioration in real estate structures. In observing this area, it was alarming to see the number of structures that were in dire need of repair, and many that would probably need to be totally rebuilt.

In April, 1985, a number of concerned citizens formed the Lubbock Redevelopment Association, and developed the following objectives:

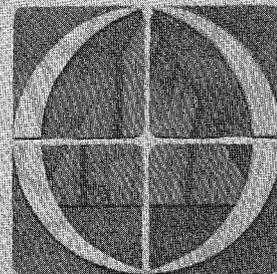
- To reduce the crime rate in the Overton Addition.
- To encourage efforts to rehabilitate the real estate in the area.
- To be a catalyst for the many segments of the community, such as the City Council, Lubbock Independent School District, Texas Tech University, business and professional people, and homeowners, to make the Overton area a beautiful and inviting place to live, to do business and to raise families.

To these ends, the first step was to invite the Institute for Urban Studies International at Texas Tech University to do an in-depth study of the Overton Addition. This report represents the conclusions of this study.

On behalf of the Board of Directors of the Lubbock Redevelopment Association, I express our deep appreciation to Dr. George T. C. Peng, Director of the Institute for Urban Studies International, and to the faculty and students of Texas Tech University who generously gave their time and efforts to this revitalization plan.

The plan that has been developed by this study is a far-sighted, long-range plan that will take patience and understanding by all parties involved. The challenges, opportunities and pursuit of excellence are in our hands as citizens of the City of Lubbock. As the plan is implemented and goals are accomplished, the citizens of Lubbock will benefit greatly from this revitalization effort.

  
W. R. Collier, President  
Lubbock Redevelopment Association



URBAN DESIGN TEAM  
INSTITUTE FOR  
URBAN STUDIES  
INTERNATIONAL  
DIVISION OF  
ARCHITECTURE  
TEXAS TECH  
UNIVERSITY

MODEL TEAM  
*William R. Rebillot*  
*Hoi K. Woo*  
*Salim M. Dazoo*  
*Elizene Dominguez*

LEGEND  
■ COMMERCIAL  
■ PUBLIC  
■ RESIDENTIAL

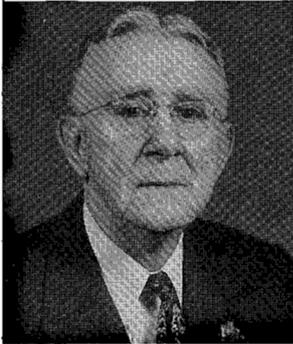
OVERTON AREA

1985

LUBBOCK TEXAS



# 1 PROLOGUE



Dr. M. C. Overton.

The Overton Addition, founded in 1907 by Dr. M. C. Overton, is the oldest neighborhood in the city of Lubbock and is known for its history and image. However, recently it has been recognized as an area troubled by deterioration and crime. Labeled an "eyesore" and the "Tech Ghetto", the Overton area is in desperate need of revitalization.

During the past decade, many people and agencies have made studies and proposals for Overton's revitalization or improvement; yet, little action has so far been taken either by the city government or by local citizens. In January 1985, an organized group of local bankers, business leaders, and interested citizens established the Lubbock Redevelopment Association (LRA). The members of the LRA believed that the Overton area needed improvement and redevelopment more than any other part of the city and immediate action was necessary.

In the spring of 1985, Mr. W. R. Collier, President of LRA, contacted Dr. George T. C. Peng, Professor and Director of the Institute for Urban Studies International (IUSI) at Texas Tech University to develop a revitalization plan for Overton.

The Overton Project was initiated by three faculty members and one graduate student in June 1985. During the summer months, a work program was developed and some basic research was compiled on Overton's resources - land, people and environment.

In the fall semester of 1985, a Texas Tech faculty-student team was organized. Sixteen senior architecture students participated in the project under Dr. Peng's Urban Design class. A preliminary background study of Overton was compiled and a preliminary conceptual plan for Overton was formulated. In the Spring semester of 1986, an additional fifteen senior architecture students in Dr. Peng's Urban Design class continued and completed the Overton Revitalization Plan. During a three-month period (December 1985 to March 1986), this plan was presented to and accepted by the Overton Neighborhood Association, the Lubbock Redevelopment Association, the Lubbock City Council and City Planning staff, the Lubbock Chamber of Commerce and the Overton residents for their review, discussion, and approval. The final plan, with minor amendments on zoning, was approved by the

Lubbock City Planning and Zoning Commission on April 17, 1986 and the City Council on May 22, 1986.

During the study period and the process of preparation of this plan, valuable information, advice and assistance were provided by the city planning and zoning staffs; the board members of the Overton Neighborhood Association; the Lubbock Redevelopment Association and the Lubbock Chamber of Commerce; the staff of *The Lubbock Avalanche Journal* and the Lubbock Independent School District; and many other interested individuals. We are grateful to them all.

For assistance in preparing the final report, our thanks are due to Fei Ding and Richard Yi-Qi Huang who helped with part of the graphic presentation. Thanks also go to Claudia M. Peng who typed part of the manuscript.

Particularly, we wish to express our appreciation to Mr. Jay Harris, Editor of *The Lubbock Avalanche Journal*, and Mr. W. R. Collier, President of American State Bank, for contributing their time, ideas and support to the development of the Overton Revitalization Plan. Both are the original creators and promoters of the Overton project.

Finally, we are indebted to the Lubbock Redevelopment Association, which sponsored the project with a grant for conducting the Overton planning study. The Baker Company, which contributed printing service for the publication of this booklet, is also due our thanks.

## 2 PROJECT DESCRIPTION

The Overton Revitalization Plan was made possible through the joint effort of Texas Tech University, Lubbock Redevelopment Association, Overton Neighborhood Associations, Lubbock Chamber of Commerce, and Lubbock City Government for planning, design and development of the Overton area. The project is sponsored and financed by the Lubbock Redevelopment Association with a grant to the Institute for Urban Studies International, Texas Tech University.

Overton, also known as "Overton Addition", is sandwiched between downtown Lubbock and the Texas Tech University campus and occupies a strategic location. It symbolizes the core of the center city of Lubbock. It covers an area of about one square mile and included some 8,000 inhabitants in 1980. It is bordered by these four arterial streets: north by 4th Street, east by Avenue Q, south by 19th Street, and west by University Avenue.

Overton, with its 77-year history and a "Tech Ghetto" image, has suffered a great deal of social and physical deterioration. As a result, the oldest neighborhood in Lubbock has experienced problems of demographic stability, social variety, and physical vitality.

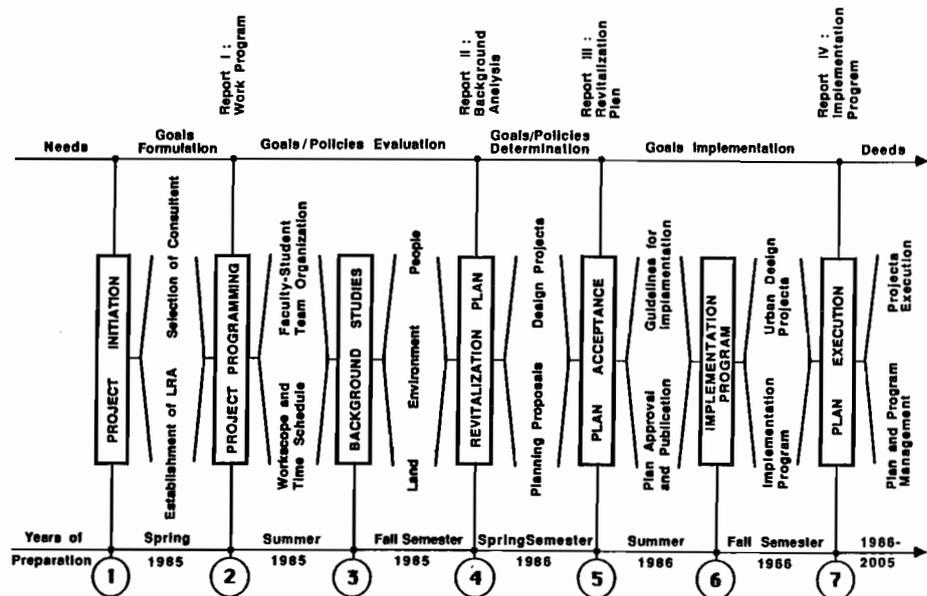
The Overton project is a two-year program divided into the following six work stages:

- 1) Promotion of the Overton project and the organization of the Lubbock Redevelopment Association, spring 1985.
- 2) Formulation of a work program and a faculty research team, summer 1985.
- 3) Conduction of background studies and the development of conceptual proposals, fall 1985.
- 4) Completion of the revitalization plan and the development of urban design projects, spring 1986.
- 5) Preparation for the formulation of a comprehensive implementation program, summer 1986.

- 6) Formulation of a comprehensive implementation program as a means for plan programming, project execution and implementation management, fall 1986.

The purpose of this booklet is to present a revitalization plan as an impetus to guide the formulation of the immediate improvement and long-range revitalization programs of the Overton area. The long-range revitalization plan is intended for total implementation within a period of 20 years, thus complementing the city's goals for the year 2005.

The Overton Revitalization Plan is not a legal document, but is rather a long-range planning recommendation. It is organic, functional, and flexible. It is planned to revitalize Overton as an ideal place for living, working, recreation and business. It is designed to create a unique landmark for the city and its region while at the same time enhancing a high-quality living and business environment for the residents of Overton and the citizens of Lubbock.



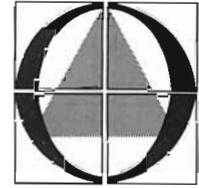
OVERTON PROJECT: WORK SCOPE AND PROCESS

# 3 BACKGROUND ANALYSIS

After reviewing the information and data from the background study of Overton and its environs in terms of land, people, environment and their impacts, the following is a summary of the major findings of the Overton study. These findings are based on the interpretation of the reading materials, public meetings, interviews, and private conversations. Local residents, board members of the Overton Neighborhood Association and the Lubbock Redevelopment Association, political and civic leaders and government officials contributed to the research.

**The Land and Its Development:** Land is the foundation for building a neighborhood, a community or a city. It is the place for living, working and recreating. The data and information for the physical study is primarily based on the 1985 field survey made by the urban design students.

- Overton, founded in 1907, was the first established neighborhood in Lubbock; it had a population of some 8,000 inhabitants in 1980 and an area of about one square mile.
- As a vital part of the city, Overton not only forms the very heart of the center of the city, but it also provides visitors with an image of Lubbock's heritage and growth.
- Because of its deteriorated properties, lack of needed facilities, and a high percentage of transient population, Overton shows urban blight and environmental deterioration. The area is commonly referred to as "Tech Ghetto".
- Overton lacks a comprehensive study of land use and zoning. Land use has changed from time to time, and zoning has been sporadic and haphazard. Many non-compatible land developments, including mixed land use and spot zoning, have contributed to Overton's physical and visual deterioration.
- The existing land use is not consistent with the city zoning plan for the area which indicates Overton as primarily a R-2 zone; yet apartments



**LEGEND**

- RESIDENTIAL: SINGLE / DUPLEX
- RESIDENTIAL: MULTI-FAMILY
- COMMERCIAL
- PUBLIC
- PARK
- VACANT
- P PARKING



**OVERTON AREA, CITY OF LUBBOCK, TEXAS**

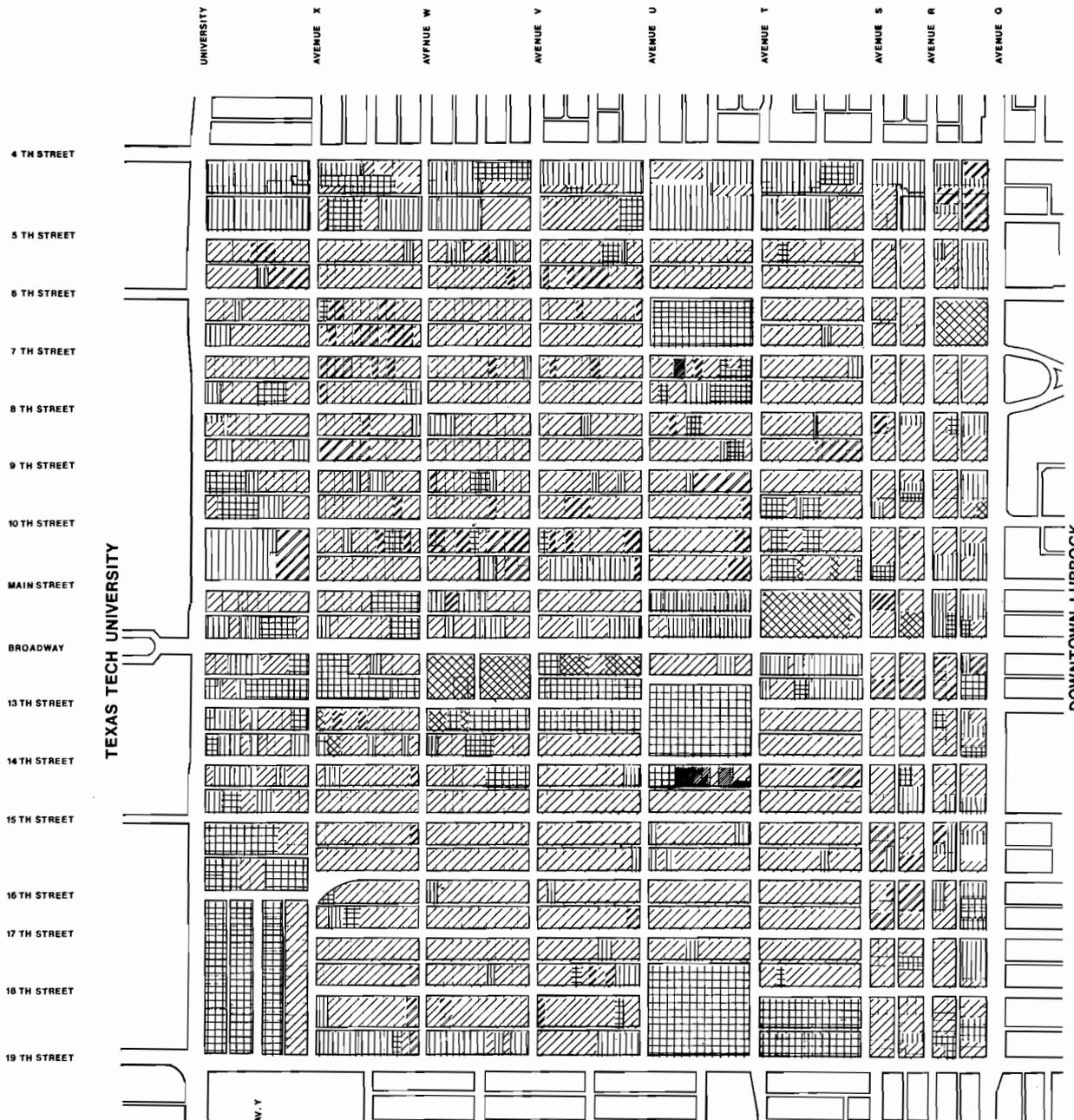
**OVERTON LAND USE MAP 1985**



**INSTITUTE FOR URBAN STUDIES INTERNATIONAL, COLLEGE OF ARCHITECTURE  
TEXAS TECH UNIVERSITY, LUBBOCK, TEXAS**



**MARCH 1986**



**LEGEND**

-  OWNERSHIP UNKNOWN
-  CORPORATION
-  CHURCH
-  PRIVATE (1)
-  PRIVATE (2)
-  PUBLIC



**OVERTON AREA, CITY OF LUBBOCK, TEXAS**  
**OVERTON LAND OWNERSHIP MAP 1985**



INSTITUTE FOR URBAN STUDIES INTERNATIONAL, COLLEGE OF ARCHITECTURE  
 TEXAS TECH UNIVERSITY, LUBBOCK, TEXAS



MARCH 1986

and mixed land uses abound. Moreover, open spaces are inadequate to meet local recreational needs.

- Among the six categories of land ownership, private ownership accounts for 64.5%; 28.6% of the land property is owned by those individuals who own more than five pieces of property in the area.
- There are 1,787 pieces of property in Overton. High value properties (higher than \$100,000) account for 10.3%, while low value properties (lower than \$20,000) account for 21.6%.
- Because of the higher than average population density (7,943 persons per square mile) as compared to the rest of Lubbock (4,000 to 5,000 persons per square mile in developed areas), streets are congested with parked vehicles.
- Crime is a major problem. The presence of through streets and alleys creates an ideal environment for criminals. Furthermore, inadequate street lighting contributes to crime in the neighborhood.
- Low quality apartment buildings and absentee landlords seem to be major contributors to the physical deterioration in Overton.
- Overton South has a fairly large number of mature deciduous trees, giving the area a high visual value.
- Facilities for pedestrian and bicycle traffic, especially between Overton and Texas Tech, are inadequate.

*"Men come together in cities for security, they stay together for the good life."  
....Aristotle....*

**The People and Their Activities:** People, including residents and visitors, are the dynamic element of a neighborhood or a city. People living together establish their society and in turn society shapes the neighborhood or the city. The population data for Overton is primarily based on the 1980 U. S. Census.

- In 1980, Overton had a total population of 7,943, or 4.56% of the city population. The neighborhood showed a slower growth than the city as a whole.

- North Overton had a population of 5,341 and Overton South 2,602; East Overton 3,804 and West Overton 4,859. Almost half (44%) of the total population in Overton resided in the northwest sector; the southeast contributed a mere 15.6%.
- Overton's share of minority population was far below the city average in 1970 and rose to about the city average in 1980. The distribution of the minority population was somewhat higher in the east than in the west part of Overton, and North Overton had more than three times the minority population of Overton South. The Northeast showed a higher proportion of minority population concentration (42%) than the other three quadrants. The majority of the "white" (anglo) population (83%) resided in the southwest sector of Overton.
- While the percentage of persons living in poverty city-wide became less, Overton's percentage of 32.9% in both 1970 and 1980 compared to the city average of 17.1% in 1970 and 14.4% in 1980, increased significantly.
- About one-third of Overton's residents were living in poverty\* in 1970 and 1980. West Overton was poorer than East Overton, while Overton South was richer than North Overton.
- The percentage of family householders in Overton (32.3%) was far below and less than half of the city average (70.3%) in 1980. Overton's share of families headed by females (24.5%) was much higher than the city average (15.4%).
- The share of families with children was larger in East Overton than West Overton, while North Overton had more than twice the number as that of Overton South.
- While the level of education of Overton residents compared favorably with the city average, both the median household income and the family income were far below the city average (\$15,739 and \$19,185 respectively).
- The percentages of Overton residents who were of pre-school age and of school age were below the city average of 6% (477) and 7.6% (602) respectively: the comparable figures for the city were 8.3%

\*Persons living in poverty - those persons whose income in 1970 was below \$3686 annually. These persons are under 65 and over 15 yrs., persons in institutions, military group quarters and in college dorms.

(14,373) and 19.4% (33,797). More pre-school age and school age children resided in East Overton than in West Overton.

- The share of the elderly population of 65 years and over in Overton was slightly below the city average (7.7%). The number of widows in Overton exceeded that of widowers by about 5 to 1.
  - In general, the sex ratio\* (221) among the singles in Overton was much too high, with the ratio of male to female at more than 2 to 1.
  - The southwest had the highest median rent, followed by the southeast sector; the northeast sector showed the lowest average. The lowest median rent was only about 64% of that of the highest in southwest Overton. The northwest sector, despite having lowest median rent, had the highest percentage of family households. This indicates many low income families in Overton as a whole.
  - The average percentage of the homeowners was quite low for both North Overton and Overton South at 10.4% and 17.5%, respectively. However, the southwest quadrant had about twice the percentage of owner occupied housing units (22.6%) of that of any other quadrant.
  - Deterioration of commercial establishments weakens economic bases and creates unemployment and poverty problems.
- \* Sex ratio is the number of males per 100 females. A figure over 100 indicates more males than females, one below 100 reflects the reverse situation.

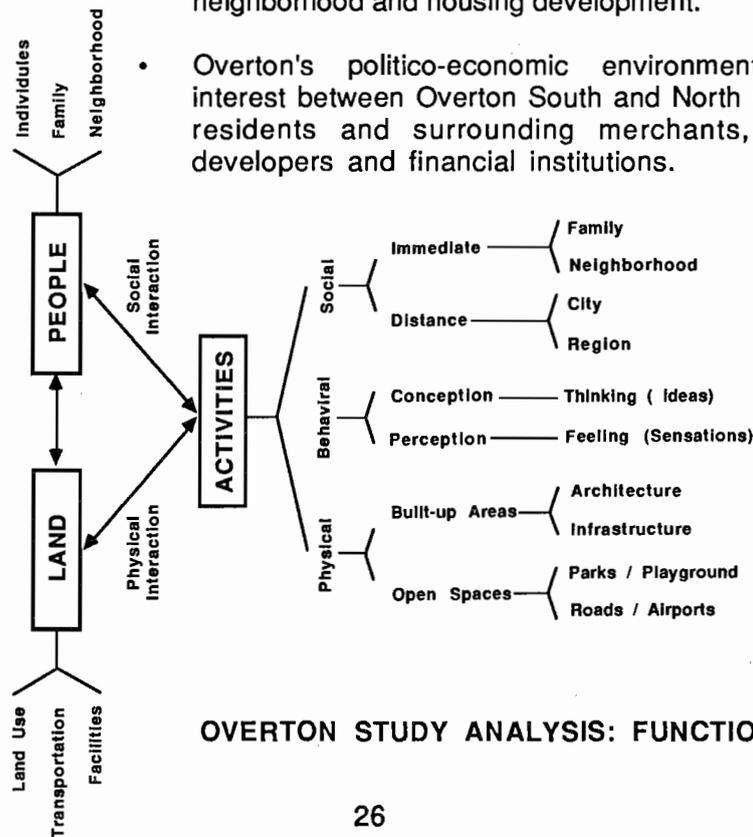
**The Environment and Its Impacts:** Environment concerns the people and their surroundings. It may be considered as the surroundings of the residents in the neighborhood or the people and areas surrounding the neighborhood.

- Overton, particularly North Overton, shows a higher population density than any other neighborhood in Lubbock. The Overton area accounts for 15% of the city's medium density residential areas and 13.3% of its high density units.
- The Overton area accounts for 15% of the duplexes in Lubbock. The average duplex size in North Overton is 2,233 square feet per unit and 4,699 square feet in Overton South. The average size for duplexes in Lubbock is 4,423 square feet.

\*Source:  
Mr. Bill Malloy,  
Past President,  
Lubbock Apartment  
Association.

- The overall vacancy rate of apartments in Lubbock was approximately 22% in 1985 and 19% in March 1986. The highest rate (34%) is found in the university market covering the Overton area. In 1960, the vacancy rate in North Overton averaged around 8.5%. By 1980, the rate had risen to 20.2%. Currently, the rate has reached a 50% point. While Overton South has a vacancy rate of about 20%.\*
- In 1980, 101 housing units in the Overton area lacked complete plumbing facilities, which accounted for almost one-fifth of the city total.
- Within a one mile radius of Overton, there are two fire stations, three parks, a hospital, three libraries, a state university, a junior college, three city offices, a shopping center, a civic center, a municipal auditorium and a football stadium.
- In 1980, the population density of Overton was much higher than that of the surrounding neighborhoods. In most cases, Overton had a population density twice as high as the surrounding areas. While the surrounding neighborhoods experienced population decreases between 1970 and 1980, Overton experienced a substantial increase of more than 10%. Moreover, compared with the surrounding areas, Overton's minority population (26.8%) was not excessive especially since Overton is surrounded by minority neighborhoods.
- Overton had a higher share of persons living in poverty (32.9%) than the surrounding neighborhoods in general. Overton's median household incomes (\$8,066) and family incomes (\$11,360) were below those of the surrounding neighborhoods.
- In 1980, only 12.6% of Overton residents (age 5 and over) lived in the same house for five years as compared to 38.3% in Lubbock as a whole. This demonstrates a high mobility and an unstable population structure in Overton.
- In 1980, 11.9% and 15.1% of homeowners in North Overton and Overton South neighborhoods, respectively, lived in their housing for ten years or more as compared to 34% in Lubbock as a whole.

- In 1982, 19,270 crimes were committed in Lubbock. Overton, with 1.1% of the city area and 4.6% of the city population, accounted for 15% of the crimes committed in Lubbock.
- In recent years, Lubbock has been the host for approximately 300 meetings and conventions which have attracted over 200,000 participants and contributed over \$40 million annually to the Lubbock economy. The Civic Center with its major convention facilities, is located in the downtown area adjacent to Overton.
- Overton has dirt alleys and streets; broken curbs and sidewalks; deteriorated vacant lots and vacant buildings; poor apartments and rent houses; and illegal parking places. All of these create various environmental problems, damage neighborhood image, and depreciate property values.
- Overton has serious crime problems, particularly burglary and rape, which create a "Tech Ghetto" image and this discourages neighborhood and housing development.
- Overton's politico-economic environment shows a conflict of interest between Overton South and North Overton, between Overton residents and surrounding merchants, and between Overton developers and financial institutions.



## OVERTON STUDY ANALYSIS: FUNCTIONAL STRUCTURE

# 4 PLANNING DESIGN GUIDELINES

From our year-long observation of the Overton area and from our interviews and meetings with local residents, all concerned agencies, organizations and interested individuals, the following is a summary of the goals for Overton's revitalization:

- To preserve and conserve high-standard historic and contemporary architecture and neighborhood characteristics to enhance the historic reputation and cultural heritage.
- To stabilize and upgrade residential neighborhoods which will ensure a sense of privacy, security, and a healthy environment in all types of housing to provide a better place to live.
- To encourage controlled and high quality area-related commercial development in suitable locations to strengthen economic growth and increase city revenue.
- To regulate traffic circulation and beautify streetscape to promote convenient, enjoyable and safe movement of people and vehicles.
- To promote landscaped open spaces and unique facilities to upgrade the quality of life and to improve the living environment for both residents and visitors.
- To enhance the high quality of urban development through urban design which will create a new image for Overton.

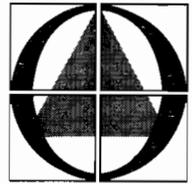
Based on these goals, the guidelines for developing the urban design plan to revitalize the Overton area are classified into six interrelated concerns or impacts. Each impact will be analyzed and concluded through a three element process: 1) to analyze the concerned problems and/or needs; 2) to define goals and policies for the planning and design; and 3) to recommend solutions and strategies to plan implementation to six impacts. These impacts are: 1. Locational images, 2. Neighborhood identity, 3. Socio-economic development, 4. Physical development, 5. Environmental quality, and 6. Politico-administrative functions.

The following is a list of guidelines formulated as a framework for the development and implementation of the Overton Revitalization Plan.

IMPACTS	PROBLEMS/NEEDS
1. Locational Images Concerns	<p>Due to its social, economic and physical deterioration, the Overton area is losing its locational importance and local attraction.</p> <p>Overton occupies a strategic location in Lubbock that needs to be recognized.</p> <p>Overton's historic reputation will gradually disappear and new development may not continue.</p>
2. Neighborhood Identity Concerns	<p>Residential structures and neighborhood environment are gradually deteriorating or becoming dilapidated.</p> <p>High percentages of rental property and vacant housing create environmental problems and decline in property values.</p> <p>Due to environmental and safety problems, existing apartments for students have low occupancy.</p>
3. Socio-economic Development Concerns	<p>Overton is known as the "Tech Ghetto" and as a "crime center."</p> <p>Crime, poverty and unemployment are serious problems existing in Overton.</p> <p>The existing unbalanced population composition, the unstable economic base, and a mixed land use and zoning need to be adjusted.</p>



DR. M.C. OVERTON'S HOUSE (NOW MURFEE'S HOUSE)



OVERTON AREA, CITY OF LUBBOCK, TEXAS  
**OVERTON BASE MAP**

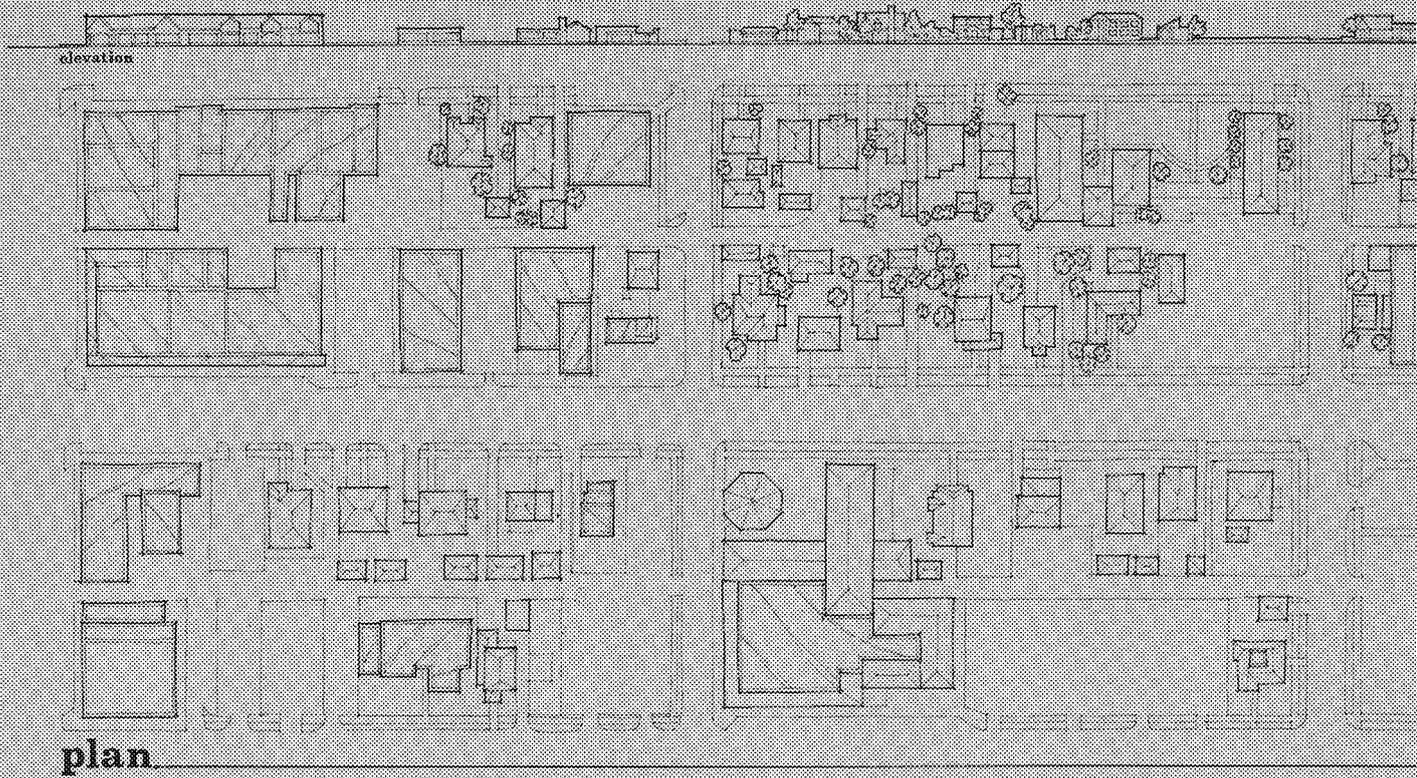


INSTITUTE FOR URBAN STUDIES INTERNATIONAL, COLLEGE OF ARCHITECTURE  
 TEXAS TECH UNIVERSITY, LUBBOCK, TEXAS

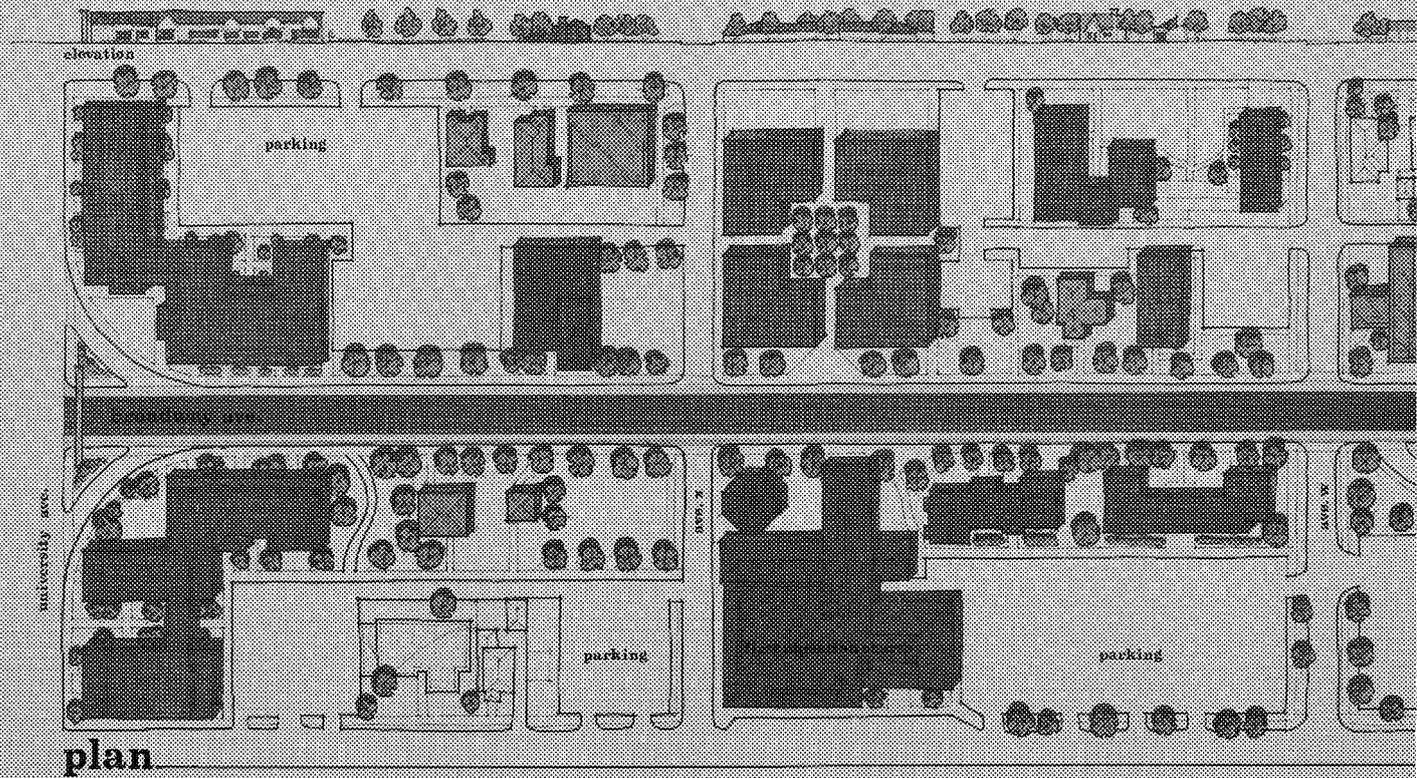
MARCH 1986

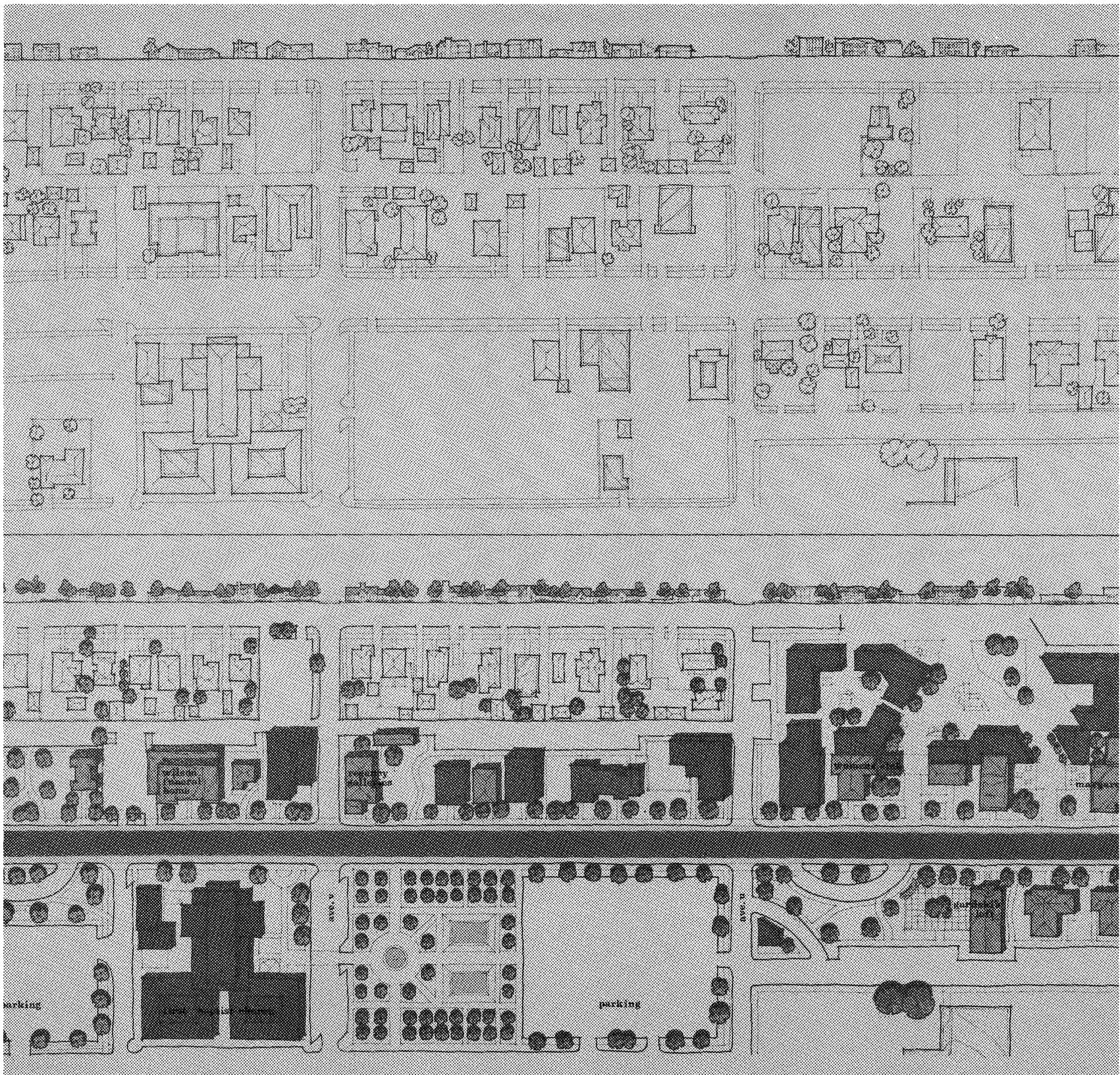


**existing**



**proposed**





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## LUBBOCK OVERTON PROJECT PARTICIPANTS 1986

From Left to Right:    1st Row - Dr. George T.C. Peng, Mr. W.R. Collier, Mr. Jack Thompson, Mrs. Agnes Hicks, Mr. A.B. Watkins, Dr. Yun-Mei Tsai and Mr. Joseph Aranha;

2nd Row - Elizabeth Louden, Ruben Rodriguez, Christopher Anaduaka, Selso Mata, Jan Engel, Robert Thornton, Elizabeth Rapier, Molly Turpening, Mike Lewis, and Juju C.S. Wang;

3rd Row - Norman Morgan, Prof. A. Dudley Thompson, Paul Reed, Thomas Hofmann, Robert Moore, Lee Hill and Joseph Roberts

---

**GOALS/POLICIES****STRATEGIES/RECOMMENDATIONS**

Restore Overton's image to be a good place to live and as a landmark for Lubbock.

Promote a public awareness and an interest in Overton's strategic location for urban revitalization.

Promote Overton's image as the core of the center city and as the linkage between downtown and Texas Tech.

Through urban design approaches to recapture Overton's image and reputation.

Preserve Overton's historic heritage and enhance its traditional image as a show place for the City.

Encourage the southwest sector of Overton South as an independent area for historic preservation.

Stabilize and upgrade the residential neighborhood and improve its total environment.

Through zoning control and urban renewal action to preserve historic structures and restore the older neighborhoods.

Encourage owner-occupied and family-occupied housing and identify areas for "high impact."

Develop and implement new programs for home ownership with city, state and federal agencies and local financing institutions.

Provide a better quality of housing with safe environment for Tech students.

Reorganize and redevelop student housing in a well-organized complex.

Improve public safety and create a sense of personal security.

Provide adequate street lighting and police protection in addition to zoning enforcement.

Promote more job opportunities for Overton's residents to increase family and per capita income.

Cooperate with Texas Tech and the Chamber of Commerce to establish training programs to strengthen local economy by encouraging business development.

Revitalize the total area for achieving demographic stability, social variety, economic growth and physical vitality.

Based on socio-economic concerns, develop a far-sighted revitalization plan for guiding the total Overton development.

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## IMPACTS

## PROBLEMS/NEEDS

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### 4. Physical Development Concerns

Lack of programs and actions to clean up the alleys, streets, sidewalks and vacant lots.

Unplanned and unbalanced developments create mixed land use, congested traffic and inadequate facilities.

As the oldest neighborhood in Lubbock, many historic structures are dilapidated or deteriorated.

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### 5. Environmental Quality Concerns

The Overton area is physically becoming isolated from the rest of the city, particularly from the downtown and Texas Tech University.

Overton seems to show a lack of public communications between Overton South and North Overton, between Overton residents and the merchants, and between Overton neighborhood and the city government. These conflicts need to be resolved.

Overton exhibits physical and environmental deterioration, such as dirt alleys and streets, broken curbs and sidewalks, uncleaned vacant buildings and vacant lots, congested streets, etc. These need to be restored, cleaned and beautified.

---

### 6. Politico-Administrative Concerns

Lack of a functional land use plan and a reasonable zoning code to protect and control the land use and facilities development.

Lack of communication and work relationships between Overton neighborhood and development-related agencies and organizations.

Lack of a united force and a responsible agency to deal with Overton's revitalization.

---

## GOALS/POLICIES

Encourage civic responsibility and pride as a catalyst to clean up the total environment.

Make Overton an organic entity with functional land use pattern, service facilities.

Preserve and restore the historic heritage and enhance its traditional image.

Develop attractive linkages between east and west, north and south and particularly between downtown and Texas Tech.

Unite Overton South and North Overton into one body to create a joint force for the promotion and action of Overton's revitalization.

Restore and redevelop Overton as a clean and attractive place in which to live with pride and identity.

Designate a suitable and clear land use boundary to separate residential area from commercial development.

Promote public understanding and interest in Overton's problems while securing public support in Overton's Revitalization Plan.

Promote a partnership with related agencies and organizations for developing Overton's revitalization programs.

## STRATEGIES/RECOMMENDATIONS

Develop and implement the demonstration of clean-up and public improvement programs.

Develop a comprehensive long-range plan to guide physical improvement and convenient high quality traffic circulation and redevelopment.

Designate the southwest sector as a historic district and 16th Street as a historic street.

Redesign and create a new image of Broadway as a pedestrian and ceremonial road to connect downtown and the Tech campus to form the center city complex.

Establish a public relations program to promote mutual understanding and working relationships with related agencies and organizations.

Divide Overton Revitalization Plan into stages for implementation to meet immediate and long-range needs.

Determine an optimum land use plan to develop a zoning code for Overton which must be adopted and enforced by the city government.

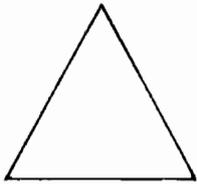
Establish a partnership program with development-related agencies, financial institutions and community developers to implement the Overton Revitalization Plan.

Establish a central administrative organization to handle Overton's revitalization programs and projects.

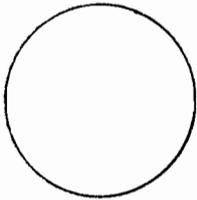


LUBBOCK HIGH SCHOOL

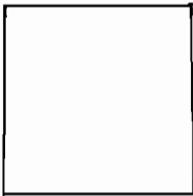
# 5 PLANNING APPROACH



Form of Residential  
Development



Form of Commercial  
Boundary



Form of the Overton  
Area

PLANNING PROCESS

The Overton Revitalization Plan can be conceptualized by a set of three basic geometric forms: the triangle, the circle, and the square. These represent the form and image of the plan for Overton.

Based on the three geometric forces, three planning theories can be identified and applied to the Overton Revitalization Plan. First is the "Ecological Triangle" which is comprised of three elements: land, people and activities. It is used to research and analyze planning and design impacts in a neighborhood.

The second is the "Environmental Cycle", which consists of three impacts: eco-physical, socio-cultural, and politico-economic. It is to examine the decision-making process through the impacts in a neighborhood from a variety of channels.

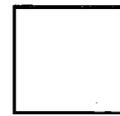
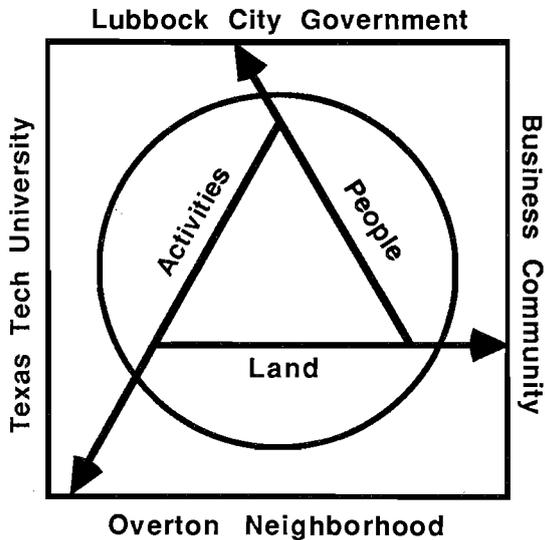
The third is the "Implementation Square", which implies organizational, cooperation and partnership for implementing the revitalization plan. It is a partnership approach to bring the project-related agencies and organizations to work together for project programming and management.

Among these three, the "Ecological Triangle" is the basic theory which is applied to examine a neighborhood's or an area's functional structure since a neighborhood is viewed as an organic entity. The first element, "land", is focused on land use, transportation and facilities. Due to its physical characteristics, a community is created. The second element, "people", is based on individual, family and neighborhood which constructs a society to create social norms to be followed. As a result, community creates society and society shapes community.

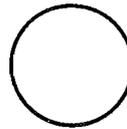
Through interactions between land and people, the third element, "activities", is identified as a powerful force to determine a neighborhood's vitality. Thus, three types of activities; social, behavioral and physical, must be examined to understand a community.

The planning approach for the Overton area is primarily based on western philosophy, which is developed from inside to outside or from neighborhood preservation to economic development. As a result, the ecological triangle is applied first and followed by the environmental cycle and the implementation square in the total process of the Overton Revitalization Plan.

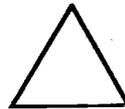
## OVERTON PLAN ANALYSIS: FORM AND STRUCTURE



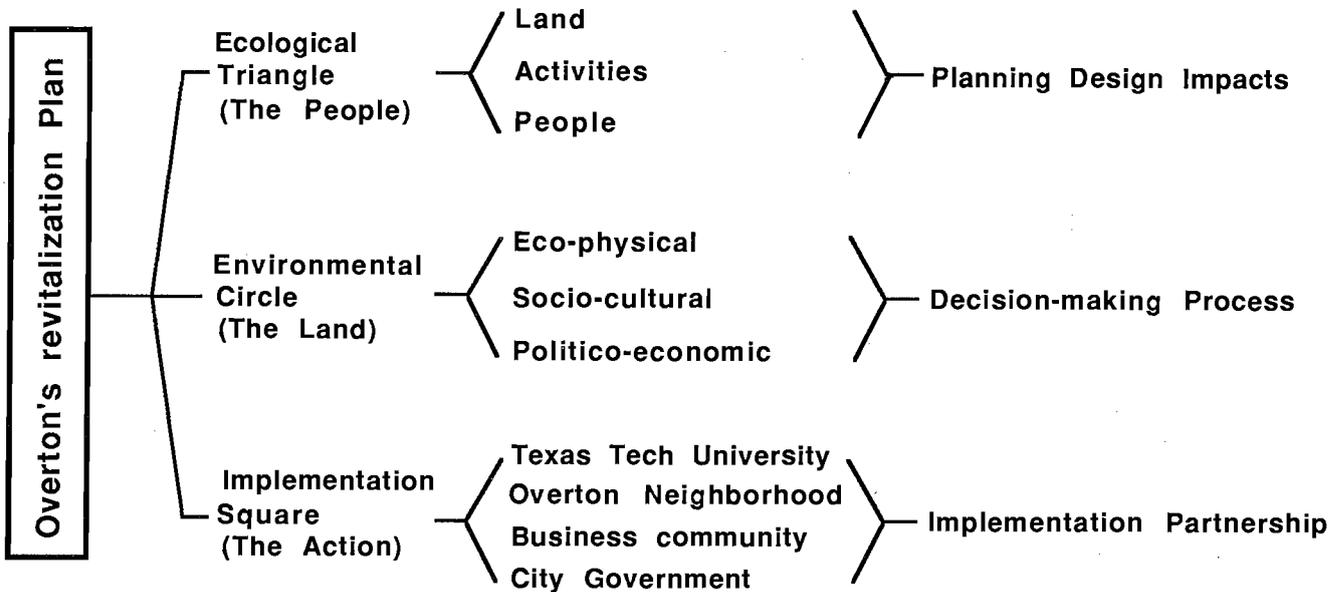
- means formal and order
- represents the form of overton
- symbolizes zoning

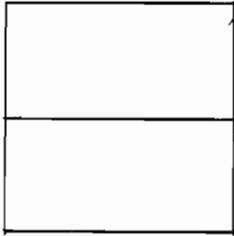


- means perfect and flexible
- represents commercial boundary
- symbolizes planning

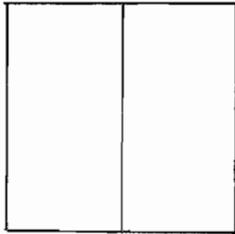


- means rigid and direction
- represents residential area
- symbolizes implementation (decision-making)

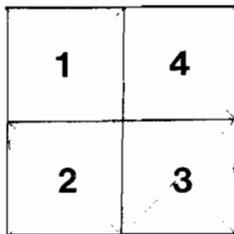




Traditional Subdivision



U. S. Census Subdivision



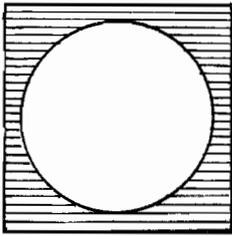
4 Sectors Subdivision

**Land Subdivision:** The traditional subdivision is created by Broadway Avenue which divides the Overton area from east to west, thus socially separating the north from the south forming the 'Overton South' and 'North Overton' neighborhoods. Overton South is predominantly residential mixed with single-family, duplex and apartments, but it also has a significant number of religious and public structures along with many historically preserved residences. Commercial areas occupy the perimeter of this subdivision. North Overton contains primarily single-family residential housing with a number of apartment complexes and commercial properties on the perimeters. The high student population contributes to the popular term 'Tech Ghetto' being applied to the area. It also contributes to the depressed economic situation which causes low quality structures that lack up-keep and maintenance.

Statistical data concerning the composition of Overton were gathered from the U. S. Bureau of Census. With the population increase in the past decade, the division used by the Census Bureau became the north-south Avenue U. This subdivision creates the major sections of East and West Overton districts. East Overton consists mostly of commercial and low-income residential housing and is more closely related to and impacted by downtown Lubbock with its business, financial and governmental activities. West Overton, on the other hand, is more influenced by its proximity to the University. Historic preservation is active in the southern part of west Overton with many fine homes which were primarily constructed in the 1920's and 1930's.

By overlaying the two major dividing lines the area becomes a four-sector planned composition. The northwest quadrant is, for the sake of the plan, designated #1. Quadrant #2 is directly south in the southwest corner. Directly east in the southeast corner is quadrant #3. And lastly, quadrant #4 is in the northeast corner. These quadrants are relatively equal size sectors which function mainly as residential areas, but due to their proximity to either downtown or Texas Tech, they vary in residential density and developmental character. The counter-clockwise rotation of numbers in the square mile area creates a circle that encompasses the people and land of Overton, holding them together as part of a whole, but with distinct characteristics and unique qualities.

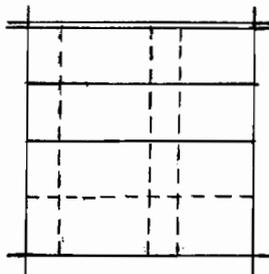
**Peripheral Development:** To preserve the neighborhood's identity and to promote jobs and economic stability for the residents, the entire block that encompasses the Overton area is designated as commercial land use. The residential neighborhood will then be clearly separated by a street from commercial development. Zoning provisions will be made for compatible and necessary businesses to support the needs of the community.



Periphery for Commercial Development

The commercial land along Avenue Q will be redeveloped in relation to the dependency on the downtown business district. The commercial development along the 19th Street will be limited to neighborhood related establishments. All stores and shops along University Avenue should be primarily related to the needs of the Texas Tech population. Since 4th Street will be a freeway connecting traffic from Loop 289 to Interstate Highway 27, the commercial development along 4th Street will be related to highway business, such as gasoline stations, motels, restaurants, etc.

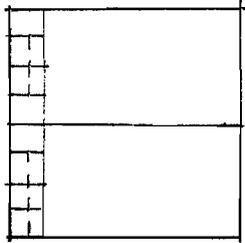
**Traffic Circulation:** The general layout of Lubbock streets has primarily been the grid system which the Overton area also follows. Overton is encompassed by four major arterial streets, 4th Street, Avenue Q, 19th Street and University Avenue, which direct the regional through traffic from the neighborhood and surrounding areas. Local through traffic is primarily from east and west, or between the Civic Center and Texas Tech. Thus, Broadway and 8th Street are designated as local arterial streets to handle local through traffic. These streets have less traffic control signals and signs to slow the movement and circulation of vehicles. North-south direction has less through traffic, arterial streets are not needed. Plans exist to change 4th Street into a freeway which will carry through traffic directly from Loop 289 and Interstate 27 to Overton or nearby areas. The traffic circulation also includes four collector streets, Avenue U, Avenue T, Avenue X and 16th Street to channel residential traffic to the arterial streets. The local arteries, the collector and the residential streets are primarily used by neighborhood residents and visitors to the area.



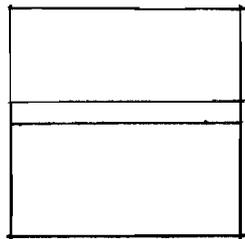
==== Freeway (4th St.)  
 - - - - Arterial  
 - - - - Collector

Traffic Circulation Network

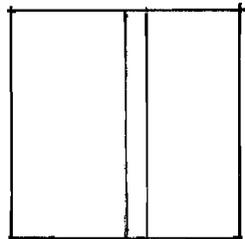
To relieve the traffic load on Broadway Avenue and carry convenient east-west through traffic between the Civic Center and Texas Tech Jones Stadium, it will be necessary to widen 8th Street to a 4-6 lane local artery street or parkway. Broadway could thus be allowed to develop to its potential of becoming a pedestrian and ceremonial corridor. Broadway would still be used as a minor artery for local traffic, but it



Avenue Y Extension



E-W Corridor



N-S Corridor

would be preserved and celebrated as a focal point of holiday activities and social events while remaining a major center for the churches of Lubbock. Both sides of Broadway would be limited to public, civic, commercial and recreational development.

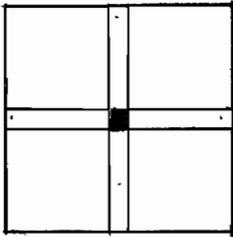
In Overton South, no need exists to provide for through traffic between downtown and University Avenue. It is, therefore, necessary to designate 16th Street as a major collector within the residential area. It should also be redesignated as a historical street to enhance the importance of the historical image of Overton South.

For the purpose of zoning control to separate the commercial area from the residential district, it is proposed to extend Avenue Y from 18th Street to 13th Street in Overton South and from Main Street to 5th Street in North Overton.

Parking facilities in modern Overton may be designed in four types: on street, off street, underground parking and parking garages. Public buildings, high-rise structures, and large housing complexes are encouraged to provide underground parking or above-grade parking garages.

**Two Corridors:** The differing character of the four sectors has led to the development of the East-West and North-South corridors that physically follow both sides of Broadway Avenue and the area between Avenue U and Avenue T, respectively. Broadway Avenue is already one of the main focal points of the center city area, thus serving as an East-West corridor. It currently serves as a major artery between the downtown area and Texas Tech. Efforts to preserve the unique quality of the area through replacement of the historic brick pavement are only a small step toward the revitalization work necessary. Efforts to upgrade other East-West Streets, including 8th and 16th also should be encouraged.

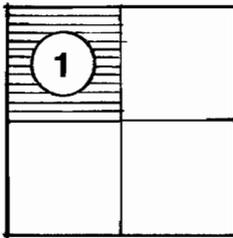
The North-South corridor, formed by Avenues U and T, is comprised of primarily educational, recreational, social and commercial establishments and a cultural complex. Lubbock High School, with its unique and typically Southwest style of architecture, is a major focal point of historic preservation and visitor interest. Also a new school in North Overton, to be called Ramirez Elementary, is under construction.



E-W & N-S Corridors

The revitalization plan calls for new developments in the North-South corridor, including three new parks and expansion of Lubbock High School as a viable magnet school and part of the heritage of Lubbock. An international Cultural Complex comprised of an International Center and an International Shopping Mall is proposed. Adjacent to the Culture Center a Global Village is also proposed.

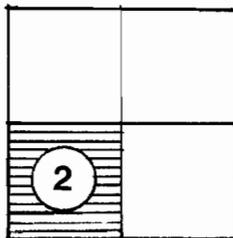
The intersection of the East-West and North-South corridors forms a central focal point which would serve as the multi-activities center for Overton, as well as for the center city. The name for this center is proposed as "Overton Center" which will contain different amenities for the community such as recreational and social facilities, as well as opportunities for commercial activities. It would be a multi-activity center designed to create an enjoyable environment for the residents and visitors.



Sector 1

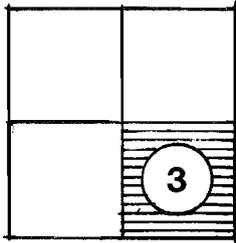
The North-South corridor acts as the guiding direction of land development. The areas to the east of the corridor will be greatly influenced by the movement of downtown business and population with high-density residential as the transition between fringe commercial and the North-South corridor. On the west side fringe area, the influence of Texas Tech is predominant and more student housing will be needed. Therefore, redevelopment geared toward student housing is justified.

**Four Sectors:** The west edge of the north west sector is one of the most deteriorated and crime-ridden areas in Overton. It should be designated as a redevelopment area for high quality student apartments. This area, proposed as the Tech Village, will act as a buffer zone between the single-family residential and the commercial zoning adjacent to University Avenue. The central area west of Avenue U, east of Avenue W, south of 6th Street and north of Broadway remains as it is with some rehabilitation for contemporary single family residential.



Sector 2

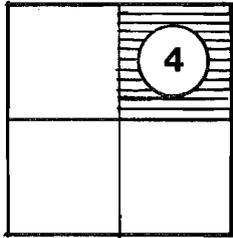
The southwest sector will continue to be an area of preserved historic single-family residential. A buffer zone will be created by an area already containing apartments to the west of Avenue X. These apartments would attract predominantly married students due to their relatively sedate life-style that would blend naturally with the Overton South residents. The married students would more likely have children and be more concerned and compatible with current residents.



Sector 3

The southeast sector would continue to be mixed land use; residential would be the major land use with commercial support activities including retail and service oriented facilities. A concentration of high density housing including the Global Village and peripheral commercial establishments would create a mixed land development with residential-commercial areas as a transition/buffer zone between high density residential and controlled commercial development.

The intersection of 4th Street and Avenue Q will become a freeway interchange, thus the northeast corner of the northeast sector, adjacent to 4th Street and Avenue Q, would be ideally developed as a major shopping center to serve downtown, east and north Lubbock, as well as the northeastern region.

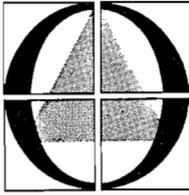


Sector 4

Along Avenue Q the development of whole blocks as single unit development will be encouraged. An Office Park adjacent to a highrise hotel area would create an atmosphere conducive to the influx of business professionals along with the encouragement to live in the area with their families. The rise in population would have a ripple effect of creating increased demands for high quality housing, broadening the economic base of the area, creating jobs and supporting the new elementary school with a rise in the number of school age children. Avenue T is the boundary of the residential area. This area would be high-density residential, such as townhouses, condominiums and apartments.

This plan designates four major land use areas for residential, commercial, public and recreational activities. The residential areas are the heart and purpose of the very existence of Overton, supported by public and commercial areas. The commercial areas provide the economic strength while the public areas provide the sociological backbone necessary for the stability of the inhabitants. Newly proposed recreational facilities are essential for relaxation and social interaction of the residents and visitors who come to the area to visit the churches and other facilities in the area.

The support areas of the residential heart of the area combine to create buffer zones which allow transition and protection from the traffic on the major thoroughfares of the city. A central corridor acting as another buffer zone between the eastern and western parts of Overton would allow for future changes in the urban development which are bound to occur as time passes. By designating these areas in this manner, the land use patterns are protected and a barrier is created to prevent future mixed and chaotic use.



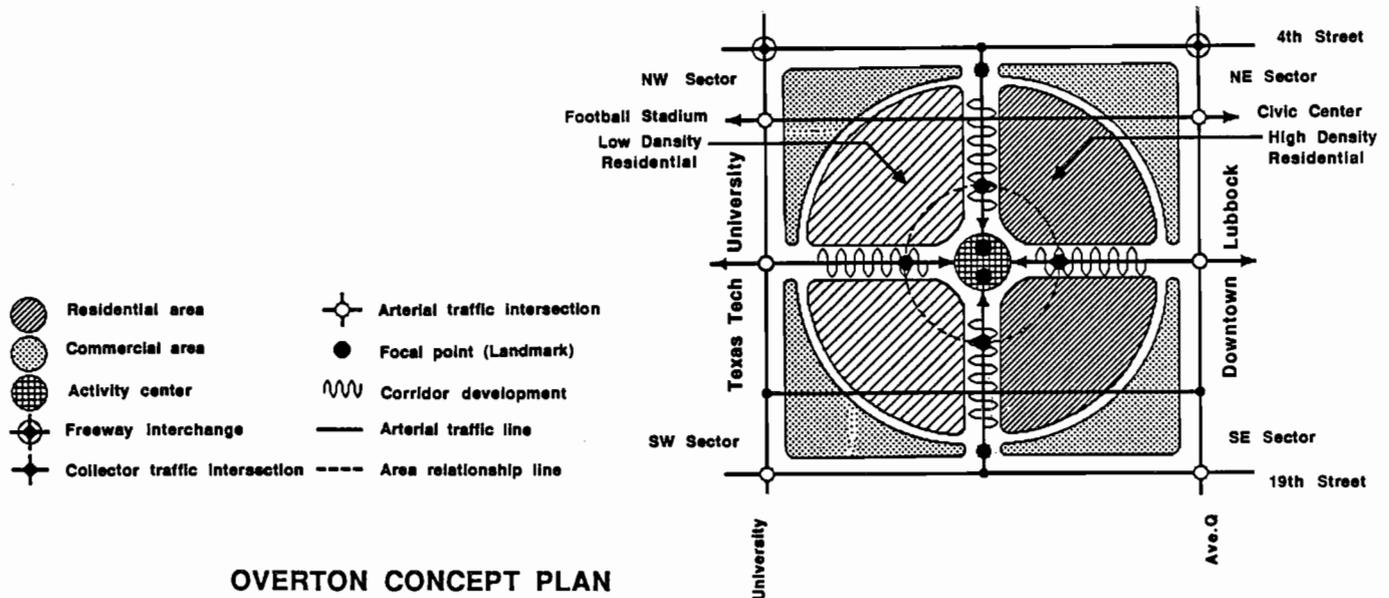
**Overton's Symbol:** The design of the symbol of Overton is unique in its form and comprehensive in its meaning. It is symbolic of the 'Planning and Design' of the revitalization of Overton.

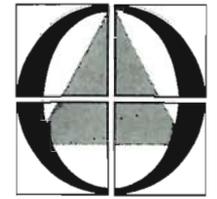
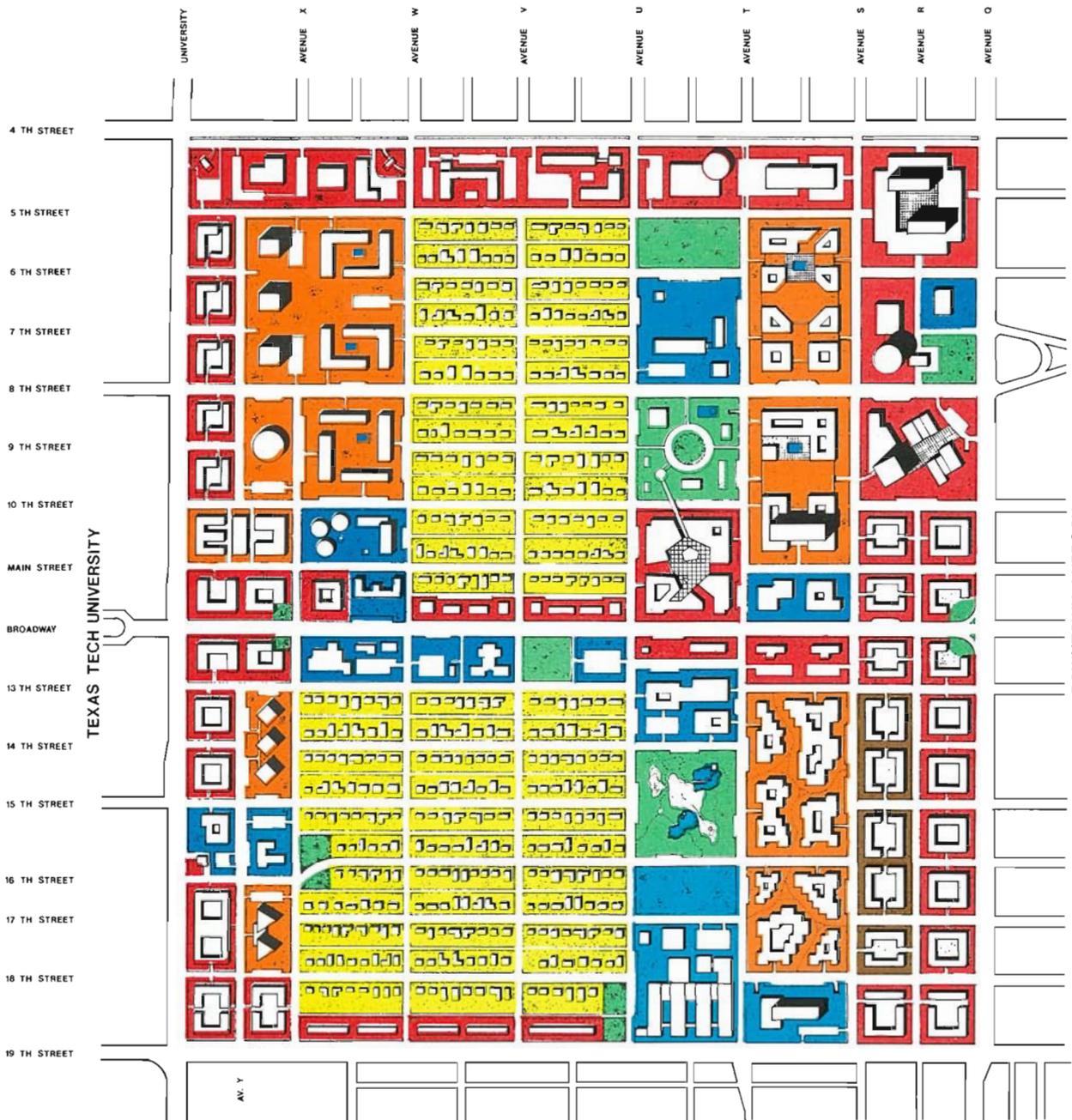
The square is the form of the Overton area. It is like a super-building block that has enabled man to create inspiring and nurturing environments in which to live a better existence. It represents the square mile land form and the zoning concept: rigid and stable. The major square is further sub-divided into the four sectors that are created by the major traffic arteries and the population census.

The circle encompasses the residential area and represents the band of commercial activities which support and nurture the population. It also represents the name "Overton" as the original name of the addition.

A triangle, finally, is the most stable geometric form. All of its sides are equally important and rely on one another for support. It also represents the majority of the residential development which has occurred in the southern portion of the neighborhood. The triangle is also symbolic of an arrow showing "directions, goals and actions." Overton will become the showplace of Lubbock pointing the way for the direction of the future and representing the possibilities for the growth and development of Lubbock as a whole.

*Make no little plans.  
They have no magic to  
stir men's blood.*  
---Daniel Burnham---





**LEGEND**

- RESIDENTIAL: SINGLE FAMILY
- RESIDENTIAL: MULTI-FAMILY
- RESIDENTIAL AND COMMERCIAL
- COMMERCIAL
- PUBLIC / WATER
- PARK / GREEN AREA



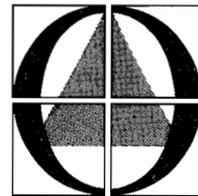
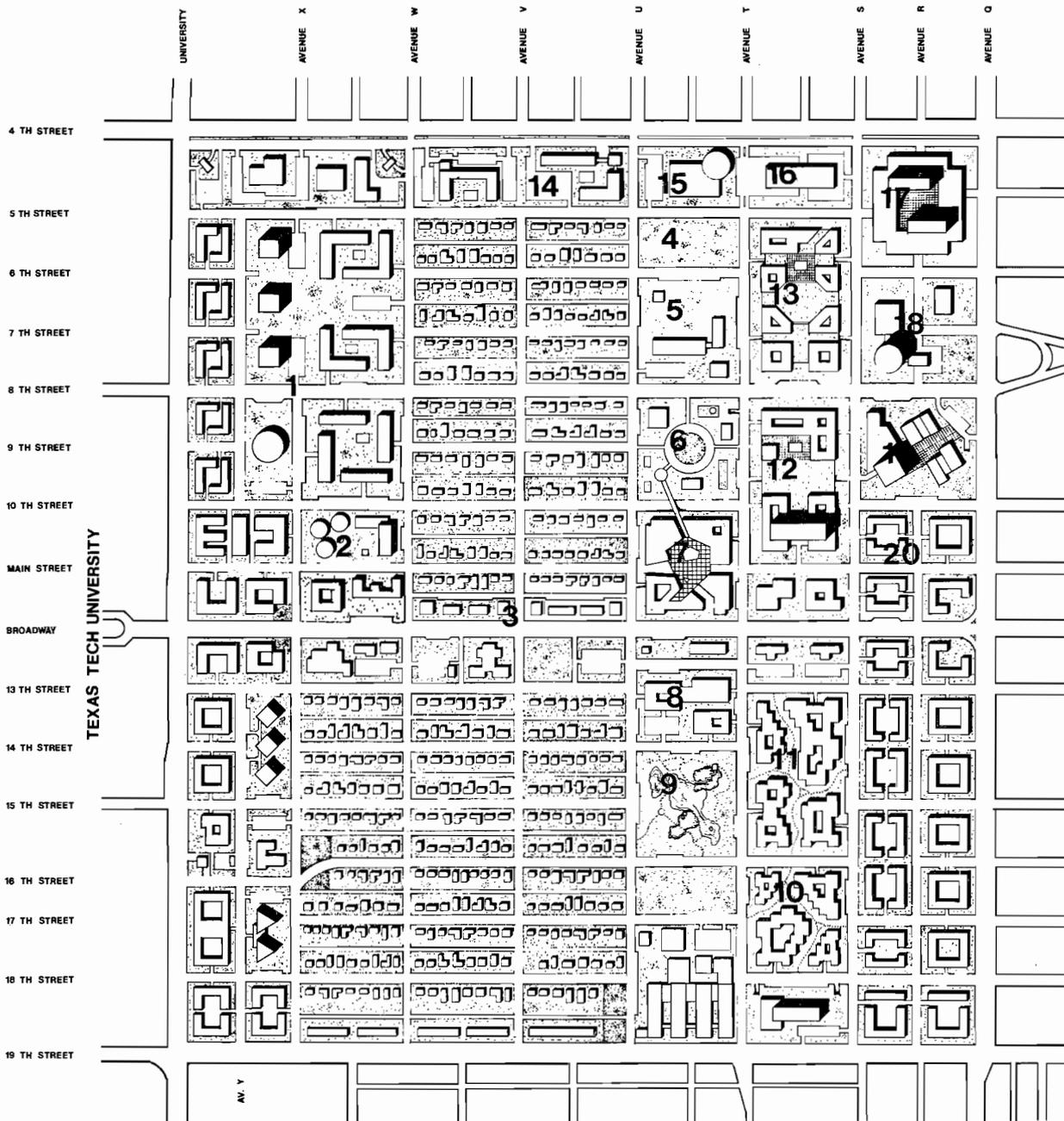
**OVERTON AREA, CITY OF LUBBOCK, TEXAS**  
**OVERTON REVITALIZATION PLAN 2005**



INSTITUTE FOR URBAN STUDIES INTERNATIONAL, COLLEGE OF ARCHITECTURE  
 TEXAS TECH UNIVERSITY, LUBBOCK, TEXAS

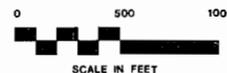
1986





#### LEGEND

1. Texas Tech Village
2. Tech Village Center
3. Broadway Corridor
4. Children's Park
5. Ramirez Elementary School
6. Botanical Garden
7. Overton Center
8. Culture Center
9. Oriental Park
10. South Plains Village
11. Global Village
12. American Village
13. Texan Village
14. Farmers Market
15. Super Market
16. Parking Complex
17. Intown Shopping Center
18. Center City Hotel
19. Office Park
20. Residential/Commercial Complex



## OVERTON AREA, CITY OF LUBBOCK, TEXAS PROPOSED URBAN DESIGN PROJECTS



INSTITUTE FOR URBAN STUDIES INTERNATIONAL, COLLEGE OF ARCHITECTURE  
TEXAS TECH UNIVERSITY, LUBBOCK, TEXAS

1986



# 6

## IMPLEMENTATION STRATEGY

Based on the implications of the Overton symbol, the implementation strategies would adopt an eastern philosophy emphasizing from outside to inside which is opposite from the planning approach.

As the first strategy, the square represents a politico-legal approach that is to define a workable and agreeable scope for Overton's revitalization. Thus, the square implies the zoning ordinance, urban renewal area and an agreement to cooperate as a partnership among the following four organizations: Texas Tech University, the Overton Neighborhood, the business community and the city government.

Then, the circle, an economic approach, represents a flexibility for maximizing the economic vitality. It thus symbolizes that Overton will develop a variety of commercial activities providing goods and services for the center city and creating jobs for Overton.

Finally, the triangle, serving as the third strategy, represents both social and physical approaches which will stabilize and reorganize the residential neighborhood. It thus promotes the sense of the Overton area by integrating social well-being and physical revitalization.

The principal means and process for implementing the Overton Revitalization Plan are:

- 1) Adoption of the Overton Revitalization Plan as a guide for Overton's future improvement and redevelopment;
- 2) Formulation of a zoning ordinance to be adopted by the city government as a law for controlling Overton's immediate and long-range development;
- 3) Compilation of a project priority program and a capital improvement program for development effectuation;
- 4) Determination of the process and strategies of area redevelopment and project execution; and
- 5) Establishment of a redevelopment agency for administering Overton's redevelopment and management.

After acceptance and adoption of the revitalization plan by all concerned parties, actions must be instigated to put the plan in motion. The plan represents ideas or thoughts, it does not involve action. Since the Lubbock Redevelopment Association and the Overton Neighborhood have promoted the ideas as presented in this plan, they are limited to what actions can be legally and practically taken. To implement the revitalization plan and make Overton an ideal place to work and enjoy recreation, a comprehensive implementation program must be formulated. The highlights of the program are proposed as follows:

**1 Overton Development Corporation:** The corporation is a legal agency to administer and manage the plan implementation and project execution. It would be established with the authority to raise public and private monies by applying for federal, state, and local governments' grants and funds, and promote private investments and contributions. The agency would also have the position and power to be placed on city bond issues and CDBG grants. In addition, the corporation employs its own staff to deal with financial institutions, developers, and government officials for project execution and management.

**2 Public Relations Program:** A concerted effort must be made to communicate with related organizations, agencies and the general public on the importance of the Overton area and its proposals in the revitalization plan. Through public relations and promotion, the citizens, government officials, civic and business leaders and developers will be informed of the activities and projects being planned for Overton and Lubbock. Goodwill with the entire community is vital for success.

**3 Priority and Capital Program:** To implement the ideas and execute the proposals as stated in the revitalization plan, the 20-year plan would be divided into a 5-year immediate program and a 20-year long-range development program. In the next five years, the priority will be placed on: 1) environmental beautification, 2) code enforcement, 3) land acquisition, 4) financial sources, 5) developer promotion, and 6) project development. The cost feasibility and effectiveness must be evaluated and budgeted from time to time.

**4 Education and Training Program:** In order to promote jobs and/or increase incomes for the Overton residents, it is proposed to establish a job skill training center in cooperation with Texas Tech University, the Chamber of Commerce and the City Government.

**5 Urban Design Program:** The Overton Revitalization Plan calls for the design of 20 major urban development projects in addition to several small open space and built-up area designs. Each of the 20 projects is an urban complex design. A comprehensive program for those urban design projects should be immediately formed.

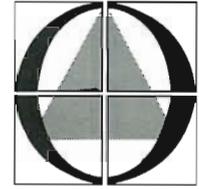
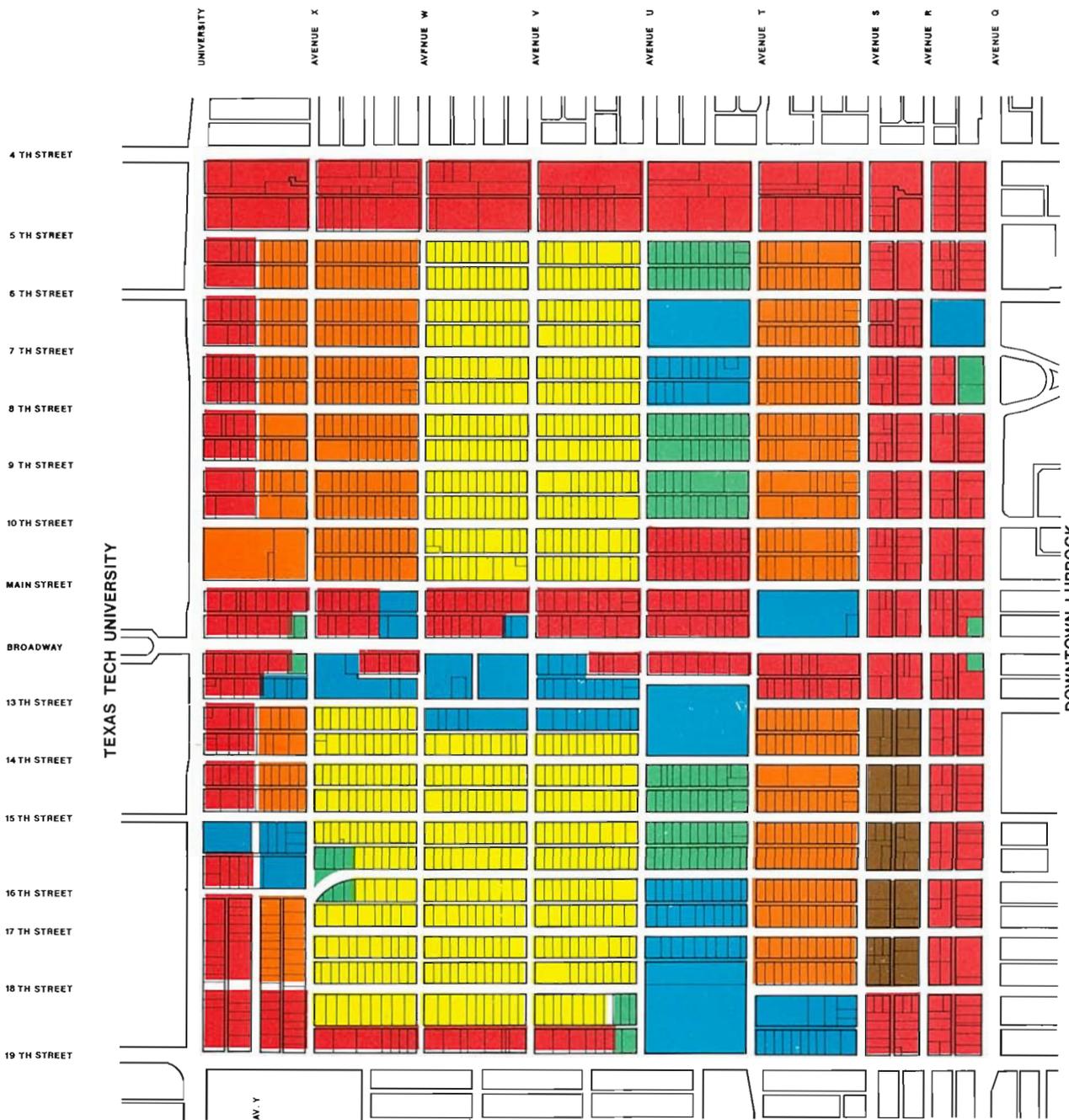
**6 Area Renewal Programs:** Under improvement and redevelopment study, the Overton area will be divided into several renewal areas. Through government programs (such as tax increments, public housing, urban renewal, etc.) and private fundings, the area renewal programs and urban design projects could be implemented.

**7 Continuing Research Programs:** During the period of plan implementation continuing research on local problems, needs and implementation technologies is also needed to support project execution and plan revision.

**8 Data and Resources Bank:** All research and project materials including computer data, written reports, graphics and architectural models should be centrally stored. Those are valuable reference materials for future research use.

To develop the long-range program over the next 20 years, it is essential that a continuing body of interested individuals be assured a permanent organization with which to attain the goals and objectives. A comprehensive action program is vital to the actual ground breaking for Overton's revitalization.

The implementation of the plan will be carried out on a stage-by-stage basis requiring team effort from all related parties and individuals. The Overton Neighborhood Association and the Lubbock Redevelopment Association must work hand-in-hand with the city government, the Chamber of Commerce and other related organizations and agencies as well as interested individuals. Without united cooperation and mutual confidence, this plan will not be implemented. In conclusion, the Overton Plan is made not only for our generation, but also for generations to come.



**LEGEND**

-  RESIDENTIAL: SINGLE FAMILY
-  RESIDENTIAL: MULTI-FAMILY
-  COMMERCIAL
-  PUBLIC
-  RESIDENTIAL & COMMERCIAL
-  PARKS & GREEN AREAS



**OVERTON AREA, CITY OF LUBBOCK, TEXAS**  
**OVERTON LAND USE PLAN 2005**



**INSTITUTE FOR URBAN STUDIES INTERNATIONAL, COLLEGE OF ARCHITECTURE**  
**TEXAS TECH UNIVERSITY, LUBBOCK, TEXAS**

**MARCH 1986**



# 7 URBAN DESIGN PROJECTS

*"Create the environment  
and the market will follow"*  
...James Rouse...

Urban design is a physical design of an urban complex or an architectural complex based on local and marketing needs. It is the principal concern for the plan implementation.

Under the Overton Revitalization Plan, there are 20 major urban complex projects proposed for design. These projects are:

1. Texas Tech Village
2. Tech Village Center
3. Broadway Corridor
4. Children's Park
5. Ramirez Elementary School
6. Botanical Gardens
7. Overton Center
8. Culture Center
9. Oriental Park
10. South Plains Village
11. Global Village
12. American Village
13. Texan Village
14. Farmers Market
15. Super Market
16. Parking Complex
17. Intown Shopping Center
18. Center City Hotel
19. Office Park
20. Residential/Commercial Complex

In addition, the 8th Street Freeway and the 16th Street and Avenue U entrance parks also need special design to guide project construction. The 8th Street development and all the parks are city government responsibility for land acquisition and project construction. The other projects will be privately funded developments.

For the convenience of redevelopment, three large areas may be designated as urban renewal districts: 1.) The Northwest Sector (Tech Village) bounded by Broadway, Avenue W, 5th Street and the proposed Avenue Y; 2.) The Northeast Sector bounded by Broadway, Avenue Q, 4th Street and Avenue U; and 3.) the Southeast Sector bounded by Broadway, Avenue U, 19th Street and Avenue Q.

The following are two urban complex examples designed by two student urban design teams in the Spring Semester 1986:

**Broadway Corridor Design** (proposed by Norman Morgan and Thomas Hofmann): As the division Street between North Overton and Overton South, as the linkage between downtown and Texas Tech, and as

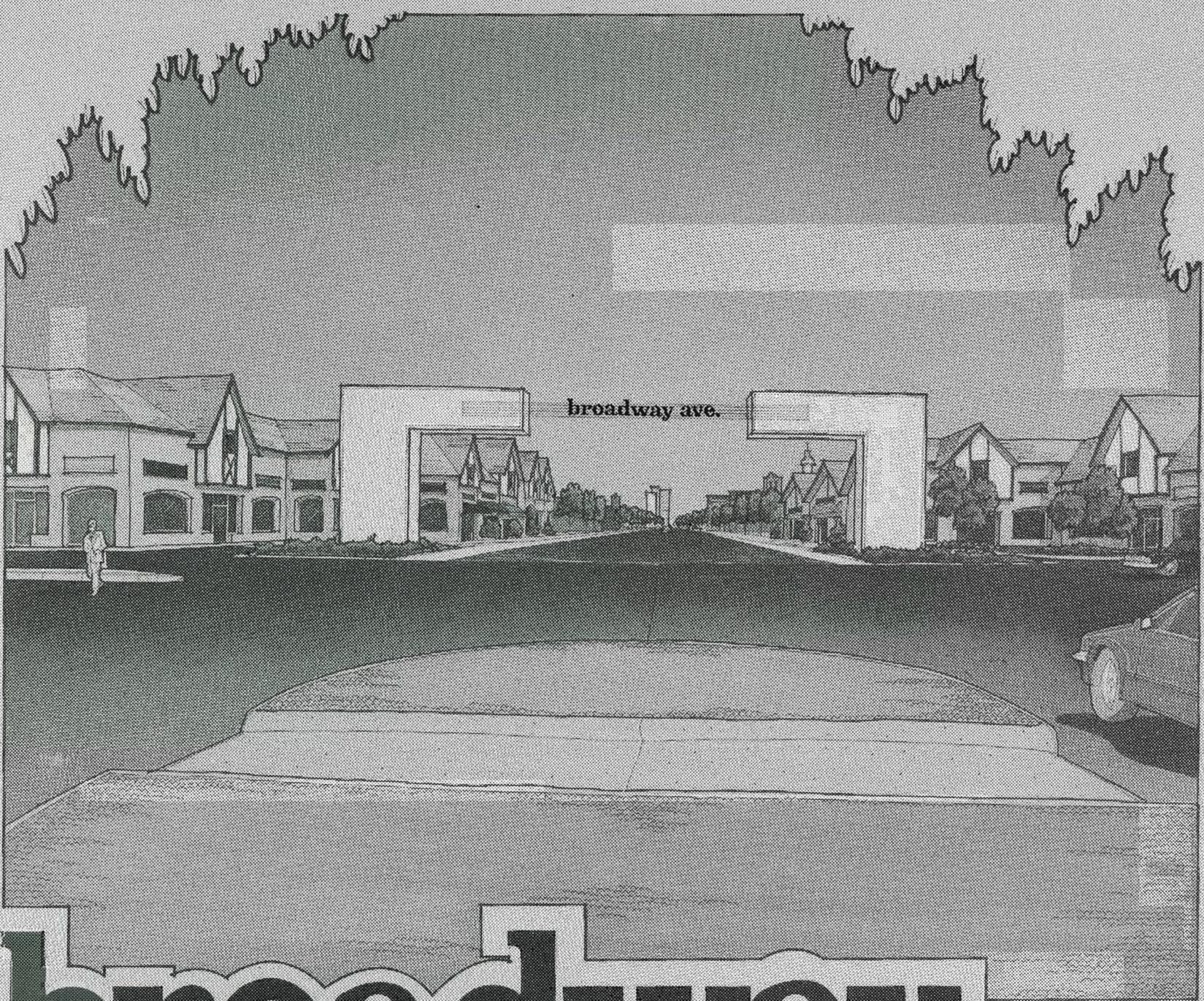
the main street of the center city of Lubbock, Broadway is designated as the base to form the East-West Corridor of Overton. The following is a set of goals for its design.

- To design Broadway with a unique form and meaning as a landmark street for the city.
- To preserve, conserve and enhance historic heritage while designing the street with a special image to meet future needs and desires.
- To integrate landscape and buildings into a sense of place, space and path.
- To provide for the social interaction of local residents, users and visitors.
- To give an esthetic appearance and a symbolism to the entrances/exits that connect Overton with downtown Lubbock and the Texas Tech campus.
- To develop a high quality of dining, social and retail facilities to attract residents and visitors to the Overton area.

In order to accomplish these goals, it is proposed that the Broadway be kept as a brick-paved two-way street. The existing on-street parking would be paved in different colors to set it apart from the vehicle movement. It would also serve as a bicycle path and for water drainage. The new sidewalk would be made in a different color on the same level as the street. For parades and other celebrations, this would allow full use of the street from sidewalk to sidewalk and make Broadway look wider.

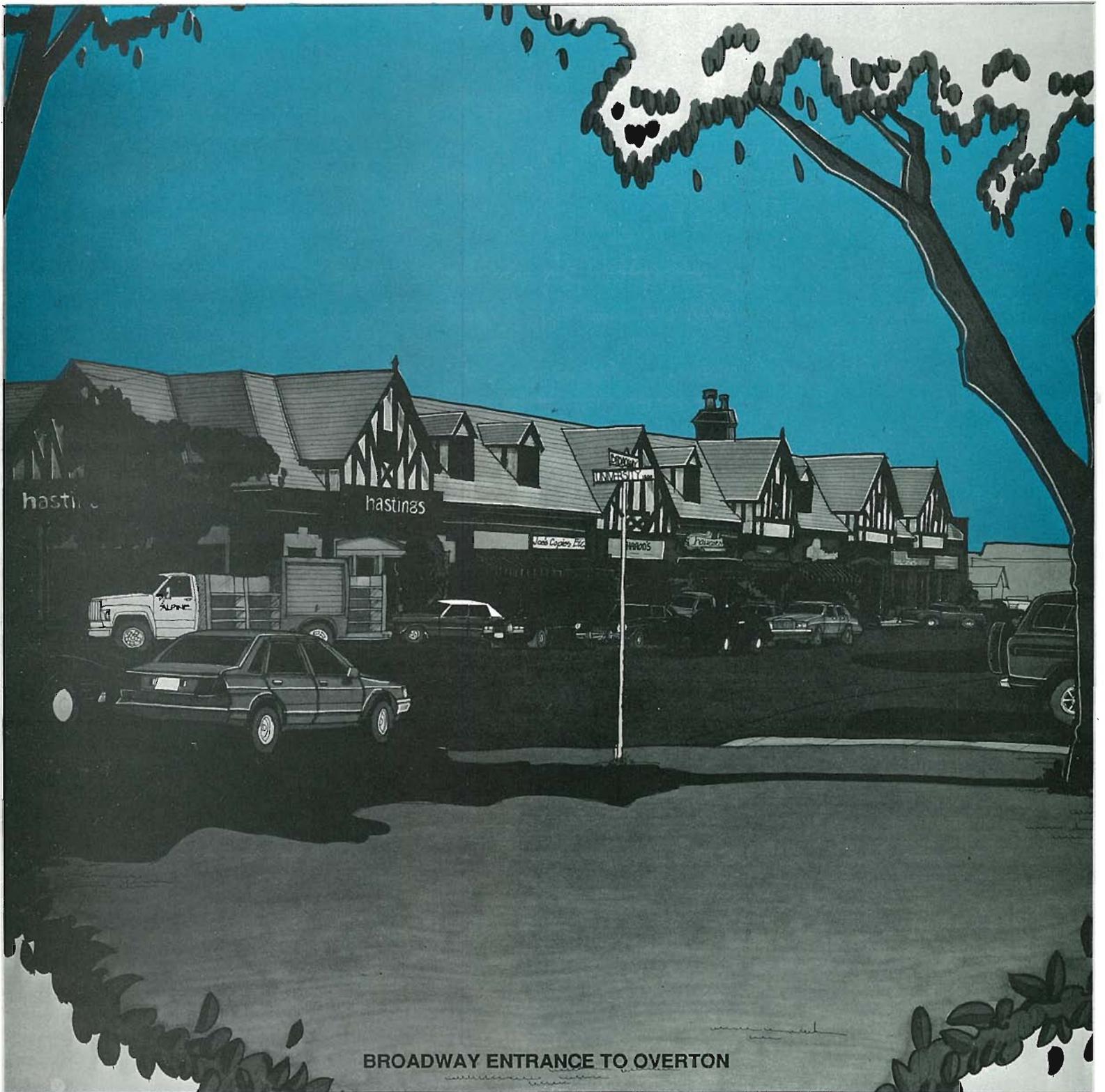
Bordering the sidewalks there would be planters which serve as seating for pedestrians and act as buffers for street noise. The trees in the planters would provide shading for the seating and street while also lowering summer temperatures. They would also provide a frame for automobile drivers to view Broadway.

The on-street parking from Broadway will be relocated off the alleys with either single or double loaded parking. This arrangement allows the street side to become pedestrian and drop-off oriented, while the rear side becomes automobile oriented. This would provide many possibilities for modernization without ruining the historic preservation on the street.

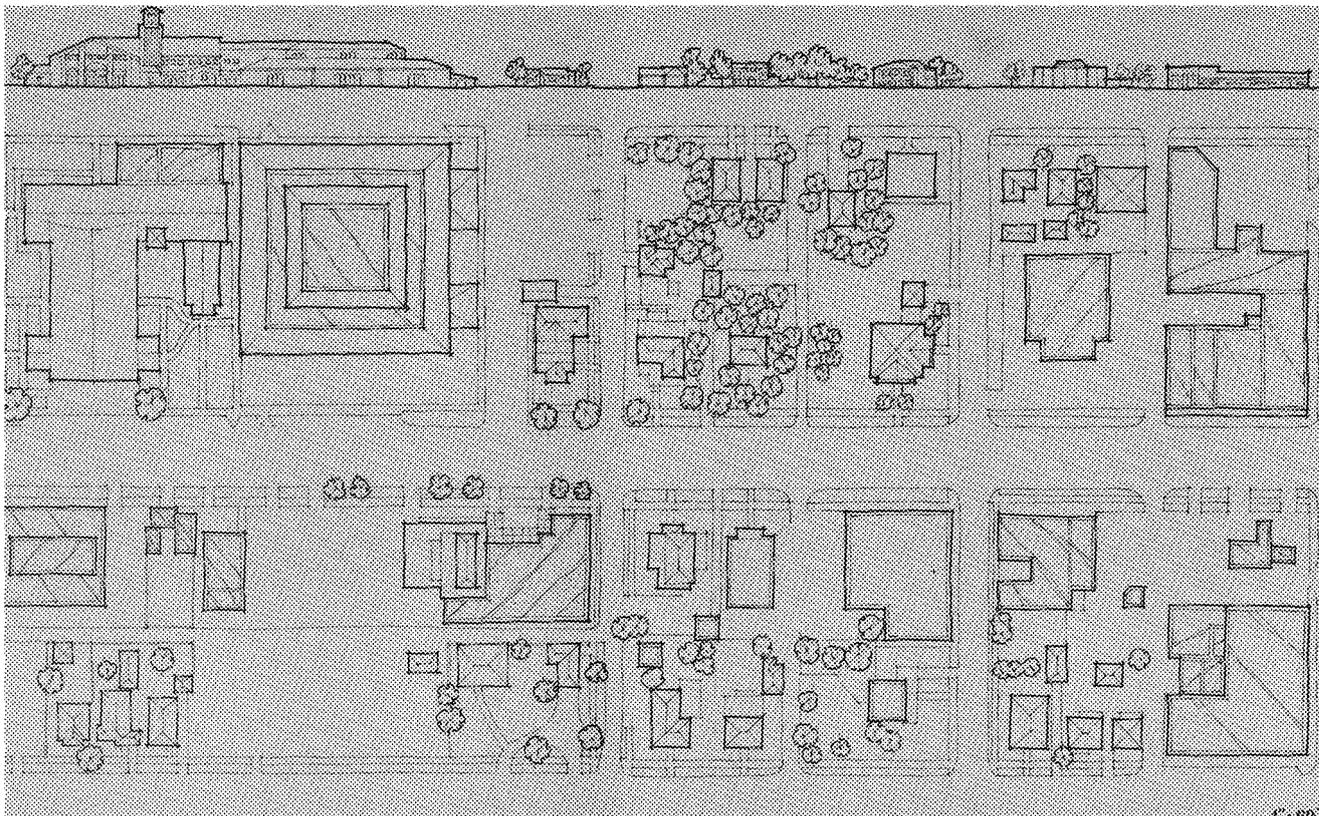


# broadway

urban design      overton revitalization plan



BROADWAY ENTRANCE TO OVERTON

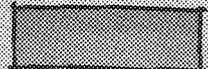


**key**

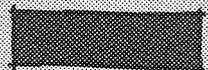
public buildings



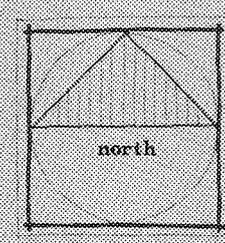
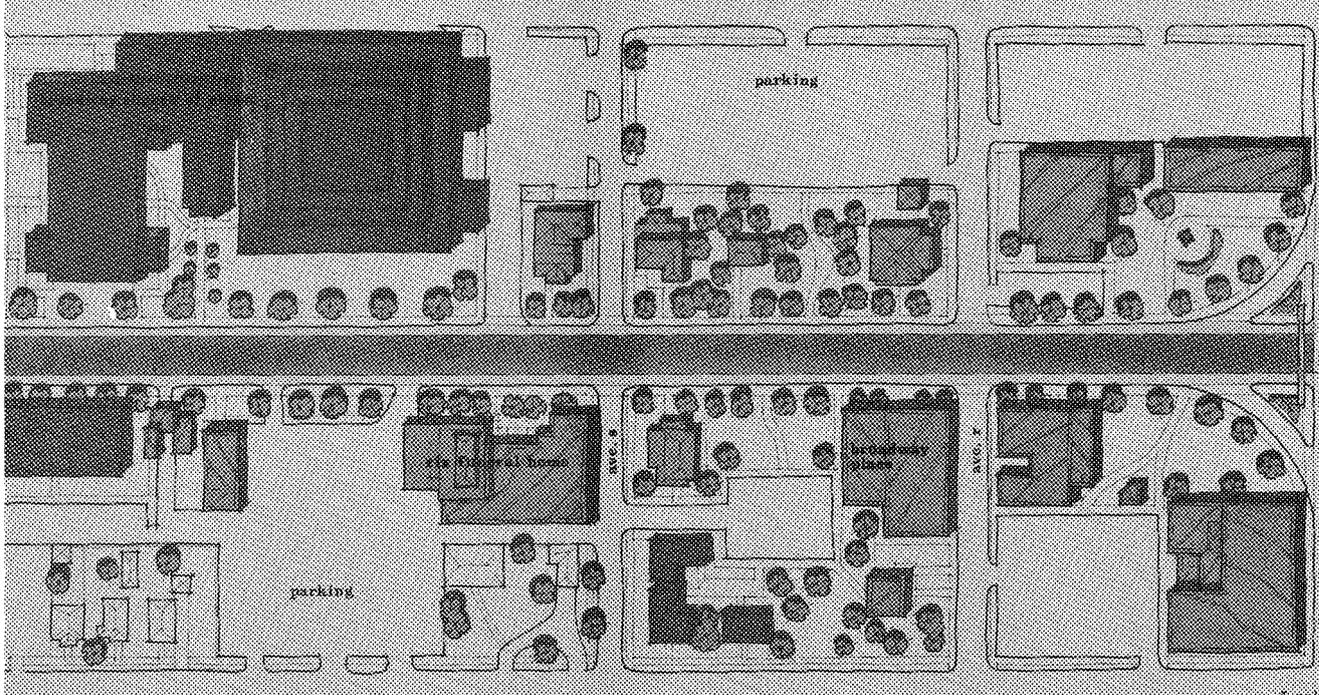
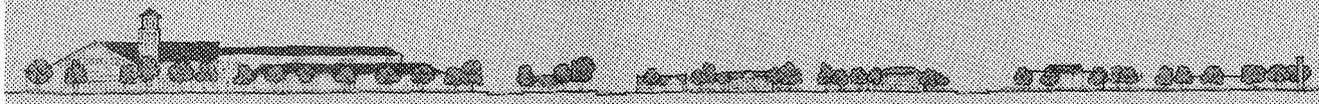
existing commercial



new commercial



1" = 60'



1" = 60'

In addition to existing churches, public buildings, and business establishments, more service businesses and restaurants, coffee shops, flower and newspaper stands, etc. may take advantage of Broadway's prime location. These businesses would cater to those people who live in the Overton area, who attend church services, who work on Broadway or in nearby establishments, and who are visitors from the University, the Civic Center and downtown. These special and small businesses could provide job opportunities for Overton residents and strengthen local economy.

**Overton Center Design** (proposed by Elizabeth Loudon and Jan Engel): The intersection of the East-West and North-South urban corridors is the location of Overton Center. The chosen site is a two-block area bordered on the north by 10th Street, east by Avenue T, south by Broadway and west by Avenue U. The complex is planned to include social, cultural, selected retail and fine dining facilities. It will serve as a multi-activity center not only for Overton residents, but also for the people of Texas Tech, downtown and the city as a whole. This design is based on the following goals:

- To provide an attractive gathering place for local residents and visitors.
- To make the Overton Center as the heart of Overton and as the focal point of the Center City.
- To preserve and improve existing historic and/or sound structures.
- To resemble the atmosphere of the shops to that of European markets.
- To provide convenient parking facilities and pedestrian movement for the consumers visiting the Center.

The design concept of the Overton Center consists of a grid pattern site plan with two walkways leading oppositely to the northern and southern parts of the site. The two walkways represent the arms of North Overton and Overton South uniting and working together to achieve a common goal. In the center of the complex is an open plaza which is also composed of grid components. The central plaza is a meeting place symbolizing the resolution of conflicts and the adoption of new attitudes, both of which result in the overall growth of the Overton area.

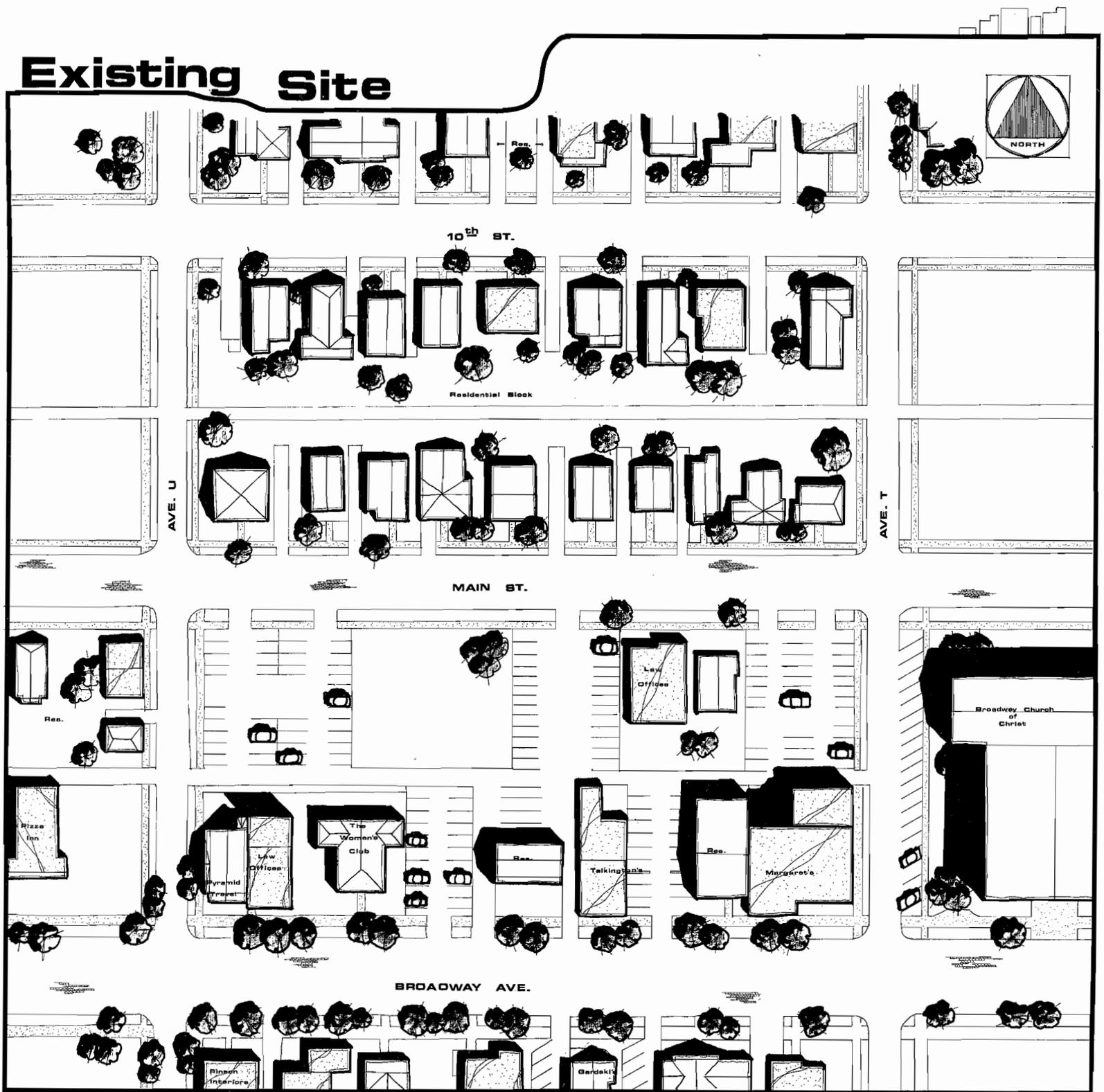
The southern half of the site is composed of several historically and architecturally significant buildings including the Margaret's store and the Lubbock Women's Club. These will be preserved as a part of the Overton Center. The northern half of the site is primarily composed of deteriorated houses and vacant lots.

The southern half of the site is divided into two retail shops and store areas. The eastern half of the area is for fine women's (including Margaret's) and men's clothing shops. Also in this portion of the design will be several small special eating and drinking shops, such as a restaurant, a delicatessen, a coffee and pastry shop and a spice/tea shop. The western half of the area is for clothing accessories, such as shoes, belts, jewelry, and clothing. All individual stores are small and elegant for specialized items.

The northern half of the site is designated for civic and cultural activities. The western half of the area is provided for a multi-purpose hall to function as a place for meetings, receptions, and banquets. The eastern half of the area is for art exhibition and art galleries. Local artists are encouraged to not only display their work, but also offer their work for purchase by visitors. Artwork representing the local image and local landmarks is particularly encouraged.

These two examples of urban design projects are conceptual in design used for promotion of development. There are an additional five urban design projects (Texas Tech Village, Botanic Park, Culture Center, Office Park, and 8th Street Redesign) completed by the student design teams in the Spring Semester of 1986 which are not included in this booklet due to limited space.

# Existing Site



Designed by:  
JAN ENGEL  
ELIZABETH LOUDEN

Overton Revitalization Plan

Lubbock, Texas

# OVERTON CENTER



10<sup>th</sup> STREET

PUBLIC USE FACILITY

ARTIST AREA

AVENUE U

MAIN STREET

AVENUE T

RETAIL AREA

RESTAURANT

RESTAURANT

MARGARET'S

BROADWAY AVENUE

*Jan Engel*

**NOTES:**