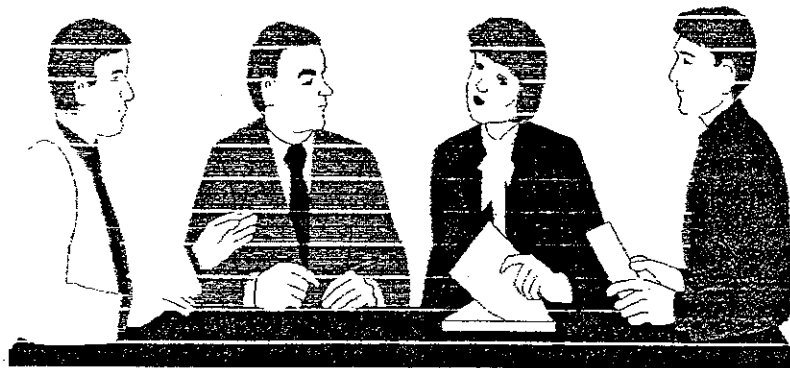


The 2010 Plan

LEWISVILLE

Goals and Objectives

Action Plan



March, 1996

The City of Lewisville

Goals and Objectives

And

Action Plan

The 2010 Plan

During 1994 the City of Lewisville was involved in a comprehensive study about what the community had become and a forward look at where citizens feel that Lewisville needs to be by 2010. The study involved an extensive examination of census data, development facts and figures as well as a variety of demographic information.

The consultant for the study, Ray Stanland, then worked with a committee of 25 citizens appointed by the City Council...the mixture of citizens becoming the 2010 Committee. That committee met in six separate neighborhoods to discuss issues with residents and property owners throughout the city. Taking that information the committee developed a set of Goals and Objectives to be used by the City Council in setting the direction for the next 15 years.

In his final report, the consultant expanded the work of the committee into an Action Plan to be used as a guideline for programs and projects. The City Council reviewed and fine-tuned the information, implemented some of the proposals, and developed this report as the formal list of Goals and Objectives and the Action Plan for implementation of the concepts originally called for by the citizens of Lewisville. This document will serve as a road map for taking Lewisville into the 21st century.

Goals and Objectives

Neighborhood and Housing Goals

The neighborhood is the most basic and essential element of a community. It is where its citizens live, raise their children, and establish the core of community life. The neighborhood provides the starting point for community concerns and action. The physical qualities of the neighborhood, its shared values and commitment to the community, and the pride people feel in their homes and neighborhoods create an important aspect of community identity and image.

Vision

An important part of the future vision of Lewisville is built around its neighborhoods. Lewisville in the future is seen as a community that maintains and enhances its neighborhoods, providing a family oriented place to live. Lewisville neighborhoods are characterized by a wide range of housing types providing affordable as well as up-scale housing attractive to professionals and business executives. Neighborhoods are clean and well maintained; recreation facilities provide activities supportive of the community's family atmosphere; crime is low; and people feel safe in their neighborhoods.

Goals

Objectives

1. Lewisville should continue the development of high quality neighborhoods that offer a variety of choices in housing types and lifestyles and support diversity among Lewisville residents.
 - 1.1 Opportunities should be identified and means investigated to retrofit areas developed to lesser standards in the past to meet the newer development standards enacted by the City. Variances can be granted by the City Council on a case-by-case basis when there is a hardship or when a strict enforcement of the development standards is detrimental, unreasonable or inconsistent with the surrounding area.
 - 1.2 Development standards should assure compatibility between residential areas and adjacent and nearby commercial areas. Current development standards should be evaluated and amended as necessary to achieve this objective.
 - 1.3 Encroachment of commercial uses into residential neighborhoods should be prevented, except under a specific redevelopment policy (see objective 5.4) designed to minimize impacts and maintain stability of the remaining neighborhood.
 - 1.4 A program aimed at the landscaping and beautification of Lewisville's neighborhoods, including streets, parkways, medians, and other open space areas, should be developed. This program should be a joint public/private effort between the City and neighborhood residents and property owners.
2. Lewisville should maintain the integrity of its neighborhoods and enhance them as a place to live.
 - 2.1 The City should be more responsive to possible threats to neighborhood stability and develop appropriate responses in advance of problems becoming intractable and difficult to solve.

- 2.2 Areas that are zoned for nonresidential use but developed residential and are located in otherwise stable neighborhoods should be rezoned, with the agreement of the property owners, to be consistent with current uses. The "redevelopment policy" proposed in 5.4 should be used to manage those cases where redevelopment of existing residential neighborhoods for nonresidential uses is being considered.
- 2.3 Consideration should be given to the creation of a neighborhood traffic management program for Lewisville neighborhoods. The program should deal with cut-through traffic, speeding in residential areas, and other types of transportation impacts. Strict standards for program eligibility as well as policies to balance the interests of the general public and neighborhood residents concerning mobility must be a part of the program.
- 2.4 Lewisville should maintain a balance between residential and nonresidential development and ensure that city housing stock remains predominately single family, home owner oriented.
3. Lewisville should provide at least basic services to all its neighborhoods through the development process where possible and through a coordinated capital improvement program where development is not likely in the foreseeable future.
 - 3.1 All neighborhoods within Lewisville that do not currently have basic water and sewer service and where development is not likely to occur in the foreseeable future should be identified and a capital improvement plan developed to provide basic services.
 - 3.2 Funding sources and strategies that facilitate the provision of basic services to areas not likely to develop in the foreseeable future should be investigated. This might include, federal and state grants, programs to "up-front" the costs to be repaid from development in the future; creation of special districts with public and private funding, or other strategies.
4. Lewisville should develop, enhance and encourage facilities, programs, and activities that support neighborhoods and contribute to the development of strong neighborhood identity and a sense of community.
 - 4.1 The hike and bike trail system throughout Lewisville should be completed to provide active and passive recreation opportunities and link Lewisville's neighborhoods.
 - 4.2 Program(s) to increase neighborhood awareness of City activities and events should be instituted. Involve City personnel in these activities to create more "face -to-face" interaction between City forces and the public.
 - 4.3 The City should continue and expand community policing as resources permit and look at this concept for the delivery of other City services to neighborhoods.
 - 4.4 The City, working with neighborhood organizations and residents, the Lewisville School District, civic organizations and social service agencies, should develop programs to address youth and teen issues with special attention to "at-risk" kids.
5. Lewisville should promote the revitalization of neighborhoods that have begun to decline.
 - 5.1 A neighborhood planning process should be developed that involves neighborhood property owners and residents in the development of plans for their area. This

- process should be responsive to neighborhood organizations that could provide leadership and active partnership with the City and other organizations in implementing the resulting plans.
- 5.2 A comprehensive neighborhood assistance program for neighborhoods experiencing decline should be developed when requested by neighborhood leaders. The program should include: code enforcement; encourage targeted lending and financial assistance by area banks and financial institutions, capital improvements, encourage neighborhood clean-up/paint-up programs, and other actions that would assist in neighborhood revitalization. Self-help activities by neighborhood organizations and residents should be an important part of such a program.
 - 5.3 Special conservation district and or historic district policies should be developed to be used in declining neighborhoods to provide land use stability, facilitate housing rehabilitation, preserve unique physical and architectural qualities of the area, and adaptive reuse in selected cases.
 - 5.4 A policy to guide the redevelopment process within the City of Lewisville should be developed. This policy should deal with the expansion of commercial areas into existing residential areas. Such a policy should include provisions for dealing with land assembly, land use, landscaping, buffering, access, and circulation. Its intent would be to provide a way to have selected areas redevelop from residential to nonresidential with minimum impact on the stability of the remaining neighborhood.
 - 5.5 The City should review existing appearance codes and develop additional strategies to deal more effectively with problems of poor maintenance, need for painting, weeds, outside storage, junk and litter, dilapidated out-buildings, and other blighting influences in a neighborhood.

Public Facilities and Services Goals

Public facilities and services provide the physical and organizational framework around which a community is built. Having quality infrastructure and public services stimulates investment in a community, provides for a high quality of life for community residents, meets basic health, safety and welfare needs that come from living together in a community, and projects an essential element of a community's image to itself and to visitors.

Vision

Lewisville in the future is seen as a well-run, full-service city, providing quality public facilities and services to its citizens. Infrastructure is developed with high quality standards and in a timely manner to meet needs generated by growth and development. Citizens provide a high level of community involvement through community and neighborhood organizations, participation in civic activities, and through active participation in the political process. The City works cooperatively with the School District and other governmental jurisdictions and with the private sector in meeting the common needs of the community.

Goals

Objectives

6. **Lewisville should continue to provide a high quality infrastructure and related public services to its citizens as new growth occurs and the City matures.**
 - 6.1 The City should pay increased attention to the quality of maintenance activities, particularly street-cuts required by utility work.
 - 6.2 The City should continue to carry out long range facility planning at the departmental level, implementing it through capital bond programs.
 - 6.3 The City should continue to maintain and provide high quality and adequate supplies of drinking water.
 - 6.4 Opportunities to increase participation of the private sector in the provision of public facilities and services consistent with maintaining quality growth and meeting the City's economic development objectives should be investigated.
 - 6.5 The City should actively pursue the development of a community arts and cultural center by establishing a committee to study feasibility, develop a program and pursue funding. The committee should be open to opportunities for adaptive reuse of existing buildings in Lewisville.
 - 6.6 The City should look for ways to make the delivery of City services more user friendly, courteous, and efficient. The aim should be to maintain and enhance hospitable and friendly relationships and not create adversarial ones.
7. **Lewisville should use the City's environmental and infrastructure assets to stimulate quality development and to provide for a higher quality of life.**
 - 7.1 Lake Lewisville should be more fully integrated into the community. Lewisville should work with the U. S. Army Corp. of Engineers and the surrounding cities to find ways to develop land around Lake Lewisville for uses consistent with the natural environmental qualities of the property, its function as a flood plain, and its potential as a regional environmental resource.
 - 7.2 A master development plan for the flood prone land south of SH-121, along the Elm Fork of the Trinity River should be developed. This plan should deal with issues of future land use, environmental protection, future use of land fill sites, access to regional transportation facilities, and its positive and negative impact on development potential of adjacent areas.
 - 7.3 The City should work with the State and the adjacent communities to accelerate the completion of SH-121 By-pass through Lewisville. Capitalize on this asset to develop a plan for quality growth in East Lewisville.
 - 7.4 Ways should be developed to fund and construct the critical links in the City's thoroughfare system in conjunction with new development. Missing links create severe traffic congestion for new areas that may have to wait for years until adjacent development completes the system. A policy should be established of having the City undertake street improvements when its facility projects create need for additional street capacity.

8. **Lewisville should remain open to and actively pursue opportunities to attract regional scale entertainment and convention related facilities to the City, emphasizing facilities that can stimulate economic development, reinforce Lewisville's image as a progressive City, and provide benefits to the citizens**
 - 8.1 The costs and benefits of attracting large scale regional projects to Lewisville should be evaluated on a case-by-case basis. The process should deal with: costs to taxpayers, both direct and indirect in terms of effects on existing facilities and future service levels; impacts on adjacent areas and the community as a whole; traffic and site access; the quality of the project itself; and the benefits, both direct and indirect, likely to come to the City.
9. **Lewisville should continue to look for ways to provide facilities and or services that increases the professionalism, efficiency and effectiveness of the City's operations and lowers the cost of service delivery to its citizens.**
 - 9.1 The City should continue to develop joint efforts with other municipalities, the County, and other agencies to provide facilities and services to Lewisville citizens.
 - 9.2 The City should look for specific ways to take advantage of emerging technology in the form of the "information superhighway" to more fully integrate city services and provide increased access to available information and services by the citizen.
 - 9.3 The development of on-line access to information through joint programs between the School District, libraries, City government and the private sector should be pursued.
 - 9.4 The City should develop ways whereby residents of other communities that use Lewisville facilities and services, but who do not pay property taxes, can share in their costs.
10. **Lewisville should increase public awareness of City facilities, services, and activities to promote greater understanding of community issues, participation by citizens, and pride and commitment to the City.**
 - 10.1 The City should continue production and distribution of the "Lewisville Horizon" newsletter and monitor it for effectiveness. (see objective 19.1)
 - 10.2 Other techniques for communicating with the citizens of Lewisville should be considered, including, expanded newsletters, community magazine, more open-house and other program and activities to develop face-to-face contact between the citizen and the City.
 - 10.3 Increased attention should be made to promote and utilize volunteers in community activities. Improvements that facilitate and coordinate the activities of volunteers are needed.

Community Development Goals

Community Development has to do with the whole process of community building: from the private development of various land uses, to the way in which land uses relate to each other and to the natural environment in which they are located, to the provision of amenities that make a community special. Community development also has to do with non-physical qualities. Participation in civic affairs, commitment to quality development and maintenance on the part of property owners, and a sense of community that facilitates solving of common problems in the public interest are important aspects of community development.

Vision

Lewisville in the future is seen as a community that is progressive, forward thinking with respect for its heritage and tradition; a diverse community made up of citizens with different ethnic backgrounds, economic levels, ages, and life styles able to work together for a better Lewisville.

Lewisville in the future is also seen as a community that maintains its economic vitality. It provides a balance of economic activities and a range of jobs for its citizens. Commercial areas have quality new construction and well maintained older uses. As commercial areas become functionally obsolete, preservation and adaptive reuse is used to revitalize and maintain their economic vitality.

Goals

Objectives

11. Lewisville should ensure the development of high quality industrial and commercial land uses which improve the image of Lewisville while increasing and maintaining compatibility between industrial and commercial uses and residential areas.
 - 11.1 New standards for industrial zoning districts in Lewisville should be developed to deal with issues of:
 - outside storage;
 - uses that constitute an eye-sore;
 - too broad a range of permitted heavy, polluting uses;
 - buffering and landscaping standards; and
 - residential adjacency issues.

The City should consider using the "campus industrial park" zoning district concept for light industrial district coupled with strengthened standards for heavier, hazardous and high risk industrial uses.
 - 11.2 The City should strengthen development standards for non-residential districts adjacent to residential areas and investigate new standards to insure compatibility in materials, scale, and building quality.
12. Lewisville should develop a comprehensive flood plain management plan for the land subject to flooding from the Elm Fork of the Trinity River.
 - 12.1 A detailed work program for a flood plain management plan for the Elm Fork of the Trinity River based on existing information on the extent of flooding in the area, plans and policies of the U. S. Army Corp. of Engineers, and existing plans for private development in the area should be developed.
 - 12.2 This plan should focus on non-structural way to reduce the impact of flooding on property in this area in order to maximize the environmental and open space potential of the area.
13. Lewisville should develop a more pro-active economic development program for the City; one that focuses on job creation by attracting clean, high-tech industry that provides adequate salaries to purchase housing in Lewisville.

- 13.1 The City should ensure a balanced approach to economic development activities within the City of Lewisville is maintained, taking into account business retention and preservation of existing small businesses as well as attraction of new businesses to the community.
- 13.2 Ways should be investigated whereby existing businesses can come together to create area-wide improvements and amenities that will make them more competitive with newer development in Lewisville.
- 13.3 The City should consider use of the State "half cent" sales tax provision to fund a more pro-active economic development program for Lewisville. The City should ensure that any such additional tax burden on Lewisville residents is used for activities that can directly increase the overall tax base, thereby lowering the tax burden from other sources.
14. **Lewisville should develop a clear direction for the future development of east Lewisville based on flood plain reclamation plans developed as part of the Elm Fork Flood Plain Management Plan discussed above.**
- 14.1 An overall vision and long-range plan for east Lewisville which property owners, the City, and future development can use to establish a direction for the area and help them achieve the area's goals should be developed. Such a plan should deal with:
- An overall vision for the area;
 - Flood plain issues;
 - Future use of the landfill sites;
 - Nature and type of future industrial and commercial development;
 - Residential development and preservation and enhancement of existing residential areas; and
 - A capital improvement plan to extend infrastructure to the area to serve existing development now and promote the type and quality of development wanted in the future.
- 14.2 The City should seek ways to accelerate construction of SH 121 bypass to increase opportunities for new development in the east Lewisville area.
15. **Lewisville should promote the economic and physical revitalization of the commercial areas of Old Town Lewisville.**
- 15.1 The City should work with area property owners and businesses to develop a strategy to revitalize Old Town Lewisville's commercial center; including creation of a strong business organization to lead the effort; consideration of funding techniques such as "public improvement districts" and "tax increment finance districts"; and historic or conservation district policies to protect its unique physical and architectural qualities.
- 15.2 The City should develop a component of its economic development program, in conjunction with area business and property owners, to work with industrial properties in Old Town to increase their economic vitality and competitiveness with other parts of the city. This program could include basic infrastructure improvements, business incubator services, joint promotion and marketing of the area, and property maintenance and enhancement activities.

Quality of Life and Environment Goals

Quality of Life and Environment has to do with how people live within a community and the way they feel about their life in the community. Citizen's feelings concerning quality of life within a community shapes its self-image and the image it projects to others. The environment of the City, both its natural setting and its built environment, reflects the community's image and in turn shapes that image for others. In addition to a community's physical qualities, the more intangible qualities of the community equally shape its image and perceived quality of life; qualities like friendliness, tolerance, can-do attitudes, openness, and the spirit of cooperation and community participation.

Vision

Lewisville in the future is seen as a community with a strong identity and image. Citizens are proud of their City and visitors leave with a clear image and good memory of the community. Lewisville's image is comprised of both physical qualities and attractions and the friendliness of its citizens.

Lewisville in the future is seen as a community that preserves what is good about its natural setting and enhances its environment through landscaping, parks and open spaces, trees and the overall quality of its physical attributes. It capitalizes on its creeks and open space system and the lake, enhancing these areas for family oriented recreation, environmental preservation, and visual quality reasons.

Goals

Objectives

16. Lewisville should develop a strong self-image as a progressive city that is family oriented and friendly and that has a quality natural and built environment
 - 16.1 Lewisville's "curb appeal" should be increased through gateway improvements at key entrances to the City, corridor landscaping, and improved and informative signage. The City should work with the State to put the name of streets on the overpasses.
 - 16.2 The community should build its physical image around its natural assets (e.g., trees, the lake, and the creek system) and through quality development with increased attention to tree planting and landscaping.
 - 16.3 Special design treatment of east Main Street from I35-E to the Old Town Commercial district should be considered, tying a revitalized historic area with the newer part of town.
17. Lewisville should enhance itself as a place for tourists and out-of-town business and professional visitors.
 - 17.1 The City should improve park, camping, and restaurant development at Lake Lewisville and consider ways to develop a conference center that would draw business from all over the State and region. This type of project should become a part of the more pro-active Economic Development Program identified in an earlier Goal.

- 17.2 The City should promote the development of a first class hotel within Lewisville.
18. Lewisville should encourage the expansion and delivery of quality health care services and facilities to its residents.
- 18.1 Facilities that serve senior citizens, handicapped persons, and others with special needs should be encouraged.
 - 18.2 The City should encourage the development of facilities that attract and support medical service uses.
19. Lewisville should strengthen communications between itself and its citizens.
- 19.1 The City should continue development and refinement of the City newsletter and distributed it to Lewisville residents. The City should monitor the newsletter format for effectiveness and refine as needed. (see objective 10.1)
 - 19.2 Library Services should be strengthened, taking a more customer service orientation with citizens and expanding its use of technology in providing information services
 - 19.3 The City should improve quality of audio and video in the City Council Chambers and as broadcast on cable TV.
20. Lewisville should build on current cooperative efforts within and between the City and other organizations to move toward a community culture of cooperation, joint public/private activities, and partnerships in governmental and civic affairs.
- 20.1 The City should continue and strengthen cooperation with the Lewisville Independent School District, particularly in joint use of facilities and in programs like the "mentoring program for at-risk kids".
 - 20.2 Funding for police and fire services should be maintained and increased opportunities for specialized training and joint programs with other jurisdictions developed.
 - 20.3 Citizens should continue to be involved in planning and community development efforts to create a sense of direction for Lewisville and to build support for its achievement.
 - 20.4 The Community should work to maintain and promote Lewisville's diversity and racial and ethnic harmony.